

**Brand Guidelines**  
October 2016



# Welcome.

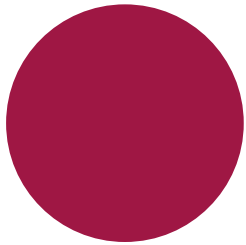
This guide will tell you everything you need to know about using the .eco brand. Think of it as your cheat sheet/pocket guide for answering those who/what/when/where/how questions.

# Contents

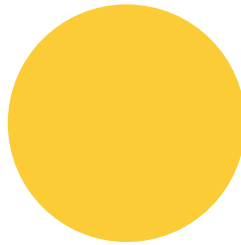
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# Colors

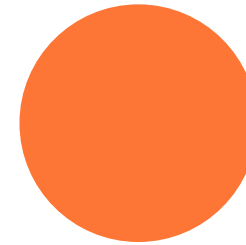
Use only these colors when implementing the .eco brand. Preferred combinations are provided to give a sense of how they all work together in various situations/scenarios.



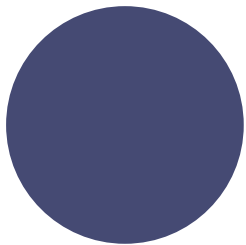
Ruby  
#9F1744



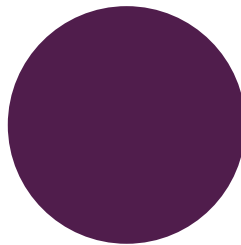
Citrine  
#FCCC37



Fire Opal  
#FE7635



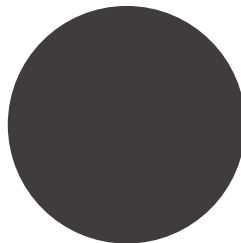
Sapphire  
#454A73



Amethyst  
#501D4C



Marrow  
#EAECE6



Charcoal  
#403B3E

# Preferred combinations



DEFAULT:  
Ruby background,  
White heading text,  
White body text,  
Citrine graphics/accent

When in doubt, use this combo.



Marrow background,  
Ruby heading text,  
Amethyst body text,  
Amethyst graphics/accent



Marrow background,  
Fire Opal heading text,  
Charcoal body text,  
Charcoal graphics/accent



Sapphire background,  
Citrine heading text,  
White body text,  
Citrine graphics/accent

# Typography

Use only these typefaces when implementing the .eco brand. Sizes are flexible, however, general guidelines are provided to outline when each style should be used.

72pt [ **Heading.**

40pt [ Subheading.

12pt □ This is some body copy. It is completely devoid of meaning as its purpose is to demonstrate the style. Any content here is entirely arbitrary.

Effra Bold is used for Headings,  
Effra Light for subheadings and quotes.

Lato Regular is used for body copy.

# Web sizes

Use these sizes for the .eco website. Relative font sizes for desktop, tablet, and mobile are provided.

## Heading 1

Desktop > 1000px:  
font-size: 72px, 4.5em  
line-height: 1.2

Tablet < 800px:  
font-size: 65px, 4.063em  
line-height: 1.2

Mobile < 400px:  
font-size: 50px, 3.125em  
line-height: 1.071

## Heading 2

Desktop > 1000px:  
font-size: 50px, 3.125em  
line-height: 1.2

Tablet < 800px:  
font-size: 42px, 2.625em  
line-height: 1.2

Mobile < 400px:  
font-size: 32px, 2em  
line-height: 1.071

## Heading 3

Desktop > 1000px:  
font-size: 36px, 2.25em  
line-height: 1.2

Tablet < 800px:  
font-size: 28px, 1.75em  
line-height: 1.2

Mobile < 400px:  
font-size: 20px, 1.25em  
line-height: 1.071

## Blockquote

Desktop > 1000px:  
font-size: 42px, 2.625em  
line-height: 0.938

Tablet < 800px:  
font-size: 31px, 1.938em  
line-height: 1.129

Mobile < 400px:  
font-size: 12px, 1.375em  
line-height: 1.136

Body

Desktop > 1000px:  
font-size: 16px, 1em  
line-height: 1.2

Tablet < 800px:  
font-size: 16px, 1em  
line-height: 1.2

Mobile < 400px:  
font-size: 16px, 1em  
line-height: 1.2

# Logos

Use only the standard lock-up provided in the preferred colors.



White is the preferred color.  
When in doubt, use this color.



Ruby can be used on light backgrounds.



Citrine can be used as an alternative.



Black can be used when color is unavailable.



# Usage

Only use the colored versions of the logo on white backgrounds. On any other color background, use the white or black versions. When in doubt, use black or white.



Please do not:

- Use any logos or similar imagery to represent .eco other than what is provided by .eco.
- Rotate the logo mark or alter its positioning
- Overprint or obstruct any part of the logo.
- Add special effects to the logo.
- Use old versions or any other marks or logos to represent our brand.

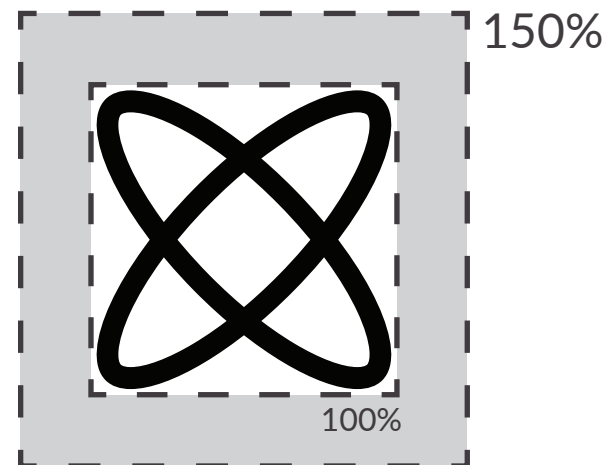
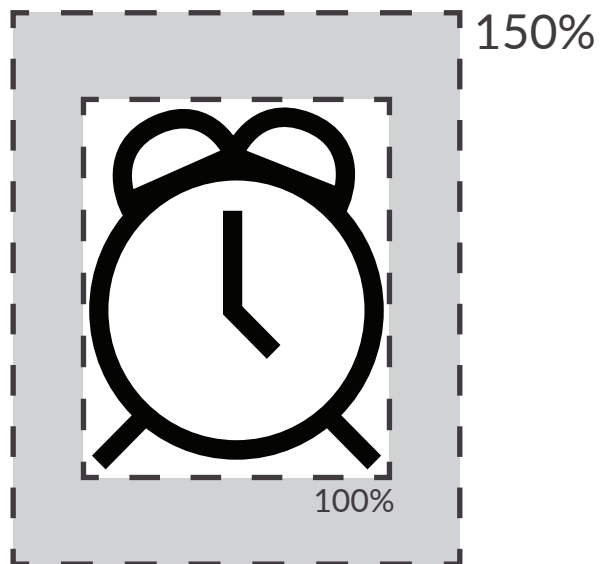
# Spacing

When using the .eco logo with other logos and graphic elements, maintain a safety space that equals 150% the size of the square around the logo.



# Padding

All graphic elements intended for web use should maintain padding on all sides equal to 150% the size of the image.



# Imagery

.eco is authentic in its purpose for the environment and sustainability. Imagery used for .eco will not be cliché and empty generic pictures of waterfalls and rainbows. .eco stock photos will be a perfect combination of unique nature imagery and sustainable, positive human involvement. Photos will be less focused on merely beauty and more on innovation of nature's resources and our use of them.





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