

elastos

STYLE GUIDE

BRAND GUIDELINES

Our Guidelines

The Elastos brand is more than an abstract concept; it represents our vision and it encompasses all of the experiences that people associate with us. To protect the integrity of the visual and verbal expression of the Elastos brand, it is critical to follow the guidelines below.

This comprehensive communication system includes all of the key elements you will need - logos, typefaces, colors, and more - to broadcast a consistent tone, appearance, and feel for all communication materials.

We invite you to absorb this information and reference it often to become an informed correspondent of the brand.

All graphical assets and elements are available on request.

If you need anything further, please contact us.

Section 1: Logo

Logomark

The Elastos logomark carries the personality and professionalism of the brand without excessive detail. Make sure to respect the mark and follow the rules laid out in this document.

The logomark is made with two colors: hex color #0f2530 and #2a3c57 (see: color section).



Logotype

The Elastos logotype carries the personality and professionalism of the brand without excessive detail. Make sure to respect the type and follow the rules laid out in this document.

The logotype uses the font Synthese Light with a hex color #0f2530 (see: typography and color sections).

elastos

Cap Height

X-Height

Baseline

Logo Color

We use 3 main logomarks below. The main logomark consists of two colors. Variations are used on dark and light backgrounds in certain situations.



The logomark is composed of two colors; hex color #0f2530 and #2a3c57 (see: color section).



A dark variation of the logo can be used on white backgrounds if needed (hex color #01293c).



The light variation is pure white color and is used on dark backgrounds where needed (hex color #ffffff).

Horizontal Layout

A side-by side layout works well for large-width use cases and allows for easy use in applications that limit logo height. This serves as the primary logo appearance.



Width based on the 1/2 the distance of the baseline & x-height of logotype.

Distance is measured between “e” and the edge of icon displayed above.

Vertical Layout

Stacking elements is effective well for small-width use cases. The vertical version allows for easy use in applications that limit logo width.



Spacing based on the baseline and x-height of the logotype.

Logo Whitespace

The importance of whitespace around our brand elements and throughout layouts cannot be overstated. It adds confidence and clarity to the visual messaging. These visuals are used to define minimums. This clear whitespace message is used throughout our graphical assets and graphical communication as well. Less is better and simple is best.

The minimum allowance for the logo is equal to the height of the logomark. This parameter holds true regardless of scale.



The logomark has a minimum clear space equal to half the logomark.



Logo on Color Backgrounds

The Elastos logo is normally only placed on a white, black or hex color #0f2530 and #2a3c57 backgrounds. Please do not use the logo against any other color set in the Elastos color family unless directed. When using graphical background assets, be careful with contrast and using the correct color logomark (see Logo Color page).

On a white background use the main logo.

While there is the other dark variation that can be used (see: Logo Color page), note that this one is preferred.



On a black background a special variation of the logomark can be used along with the a white logotype color. As illustrated below, the logomark has to be used with separation lines, which create 12 individual shapes.



Logo and the Minimum Size

For readability, scale needs close attention.

The logo should never be reduced below 120 pixels wide.



120px

The logomark can be reduced down to favicon size (20px by 20px). In print and other use cases it's recommended not to reduce below 1/2.



20px

The vertical logo should never be reduced below 90 pixels wide.



90px

Inappropriate Logo Use Examples



Change the orientation of the mark



Stretch forms to fill space



Rotate the Icon



Change the color of the mark



Put layer effects on any brand materials



Outline the logotype

Section 2: Other Logo Looks

The Elastos logo can be used in combination with other titles and branding. On the right are examples that we are currently using.

As illustrated, the logo remains true to the original but has a secondary title above the break line, which allows a third title line to be used below the break line.

Be sure it follows this style, with the line separating the main logo title and the third subtitle.

Space is a key feature here, as there must be breathing space when using the logo this way.

For branding purposes, the break line can be a combination of our brand colors (see: next page - using color in logo looks).



RUNNING PRIVATE NET



RUNNING PRIVATE NET

Using Color In Logo Looks

The Elastos logo is normally used only on a white, black, or hex color #0f2530 and #2a3c57 backgrounds without changing the color of the logo. As we don't have a color logo we use, our use of color is in the backgrounds and graphical styles to compliment it. Please see Section 5 - Graphical Style for extra information.



The break line is used to brand certain aspects of our company, such as the Developer Workshop, Spotlight Series, and other aspects of our brand that benefit from identity.

Breaklines are always used in a subtle and a consistent way. Example - The Elastos Workshop (above left) frequently uses those colors on the break line.

Section 3: Typography

Because of the simplicity of our brand image, type plays an important role. When using typography in graphic design, think about the hierarchy of information being communicated. We aim for a clean and clear message across our brand. Officially, we do not use any font outside of the two below.

Bio Sans

Bio Sans is the main font in our system and it is used with different weights. The full family set is composed of 6 weights and we rarely use the italics. Its main use cases are headers, subheaders, details, and body copy across all media.

Aa

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Sythese Light and Regular

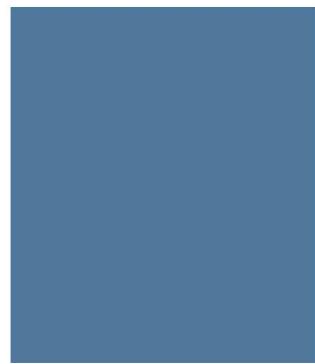
Sythese Light and Regular stands in for Bio Sans as an alternative font in our system. It is used in particular use cases across our brand and it is also the main font in our logotype. This font has the rounder O than the Bio Sans font.

Aa

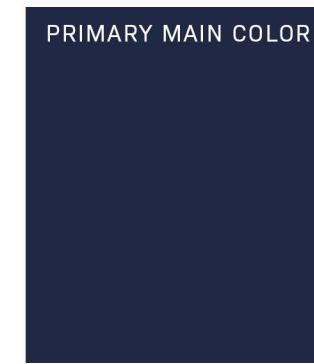
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Section 4: Color Family

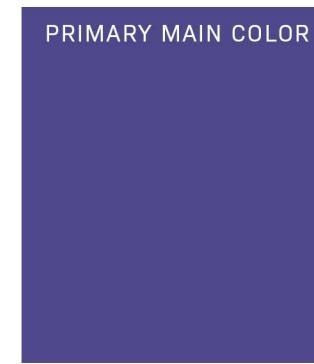
The following covers our usage of color within the brand. White is generally used as the primary brand canvas along with the dark primary hex color #1c2f4a . Please note: hex color #0f2631 is also used for body copy.



RGB: 79 120 156
HEX: #4f789c
CMYK: 74 48 23 2
PANTONE: 7698 C



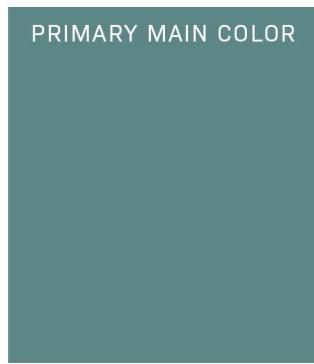
RGB: 28 47 74
HEX: #1c2f4a
CMYK: 93 79 44 43
PANTONE: 533 C



RGB: 78 72 138
HEX: #4e488a
CMYK: 83 83 15 3
PANTONE: 7671 C



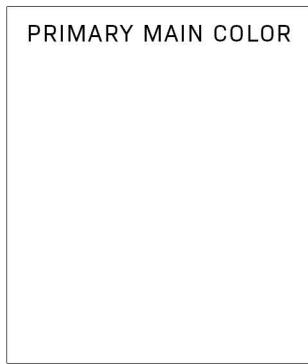
RGB: 132 140 123
HEX: #848c7b
CMYK: 50 36 52 6
PANTONE: 415 C



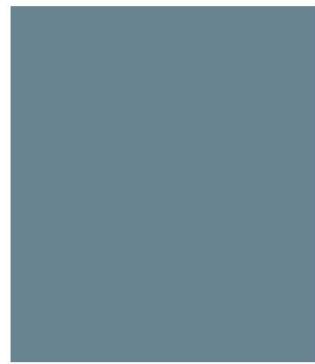
RGB: 94 135 135
HEX: #5e8787
CMYK: 66 35 44 6
PANTONE: 5483 C



RGB: 161 117 83
HEX: #a17553
CMYK: 33 52 71 12
PANTONE: 4645 C



RGB: 225 225 225
HEX: #ffffff
CMYK: 0 0 0
PANTONE: 663 C



RGB: 105 131 146
HEX: #698392
CMYK: 63 41 34 4
PANTONE: 77544 C



RGB: 46 60 85
HEX: #2e3c55
CMYK: 86 74 43 35
PANTONE: 7546 C



RGB: 108 93 129
HEX: #6c5d81
CMYK: 64 67 29 8
PANTONE: 667 C



RGB: 136 131 93
HEX: #88835d
CMYK: 46 39 70 12
PANTONE: 5773 C



RGB: 146 182 204
HEX: #9b5f52
CMYK: 43 18 12 0
PANTONE: 550 C



RGB: 155 95 82
HEX: #9b5f52
CMYK: 32 66 65 16
PANTONE: 7525 C



RGB: 15 38 49
HEX: #0f2631
CMYK: 89 70 56 63
PANTONE: 5395 C

Section 5: Graphical Style

We use two main primary background colors. Dark color hex #1c2f4a is a primary dark color and light color pure white hex #ffffff.



As previously stated in this guideline, we as a brand image have a very clean and simple style. We prefer primary whites and a simple communication style.

The illustration style consists of monotone assets and monoline illustration. It is important that we keep this illustration style consistent across the brand.

While there is no specific set of rules on the different elements we use, the style should remain the same. It is important that we keep lines looking consistent and the color tones the same throughout any design.

All illustrations should be created from scratch and should never be taken from stock websites.

Monotone Graphical Style

A part of our graphical style are elements and assets in a monotone appearance. The color is made up of 3 or 4 tonal values of our brand colors. We stick with this style for background and individual graphical assets where needed. All colors can be used in this style and all different style blocks may be used. Two color examples are shown below.

Different graphical block assets that we use but not limited by:



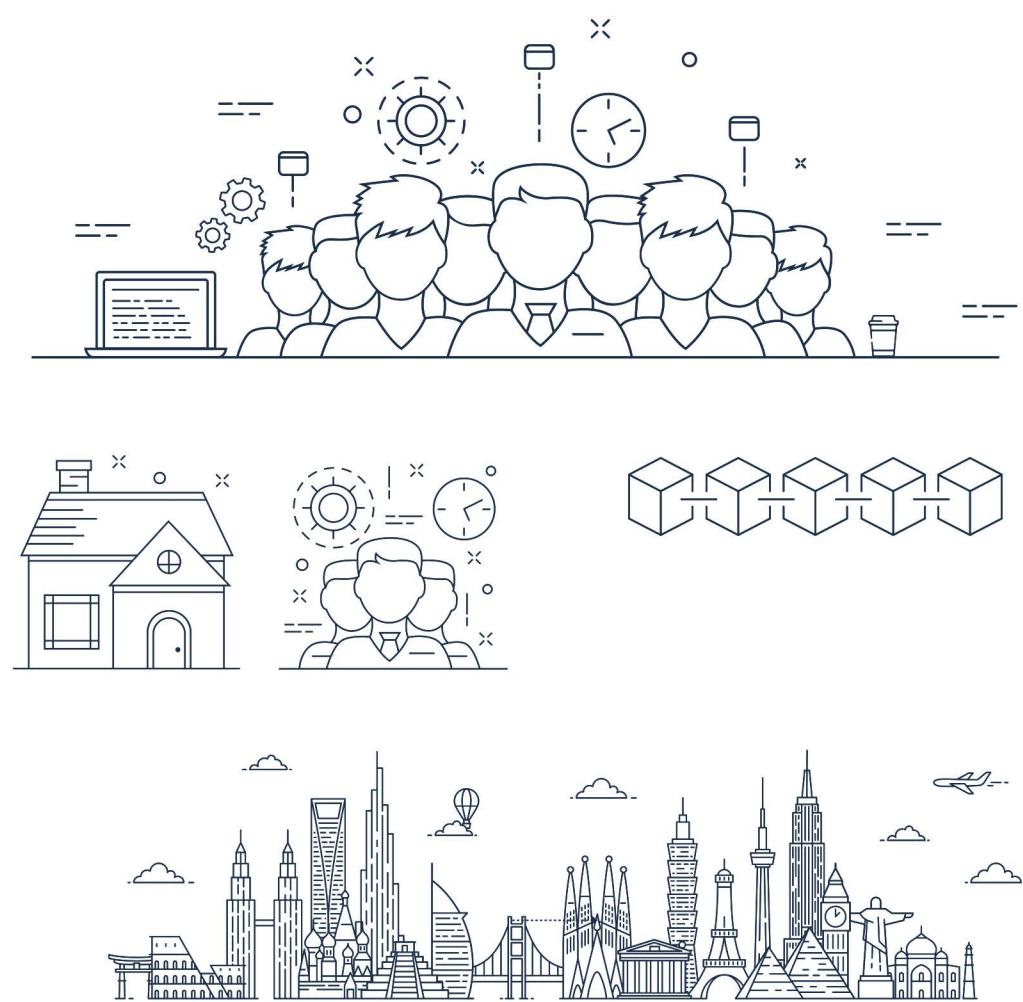
Banner examples of the monotone look.



Monoline Illustration Style

An integral part of our style is the monoline illustrations. This style is a simple one weight line illustration in either a white hex color `#ffffff` or dark hex color `#01293c`. Generally, no other colors are added, as the illustration style is combined with other graphical assets. As long as the illustrations are original and created from scratch there is a lot of scope for what can be used.

Examples of the monoline illustrations on white:



Examples of the monoline illustrations on dark:



Monotone and Monoline Unified

Examples below illustrate the use of both the monotone and monoline graphical assets.

They create a simple, clean style with contrast to communicate a message with value and meaning.

Social media banners created with the different elements:

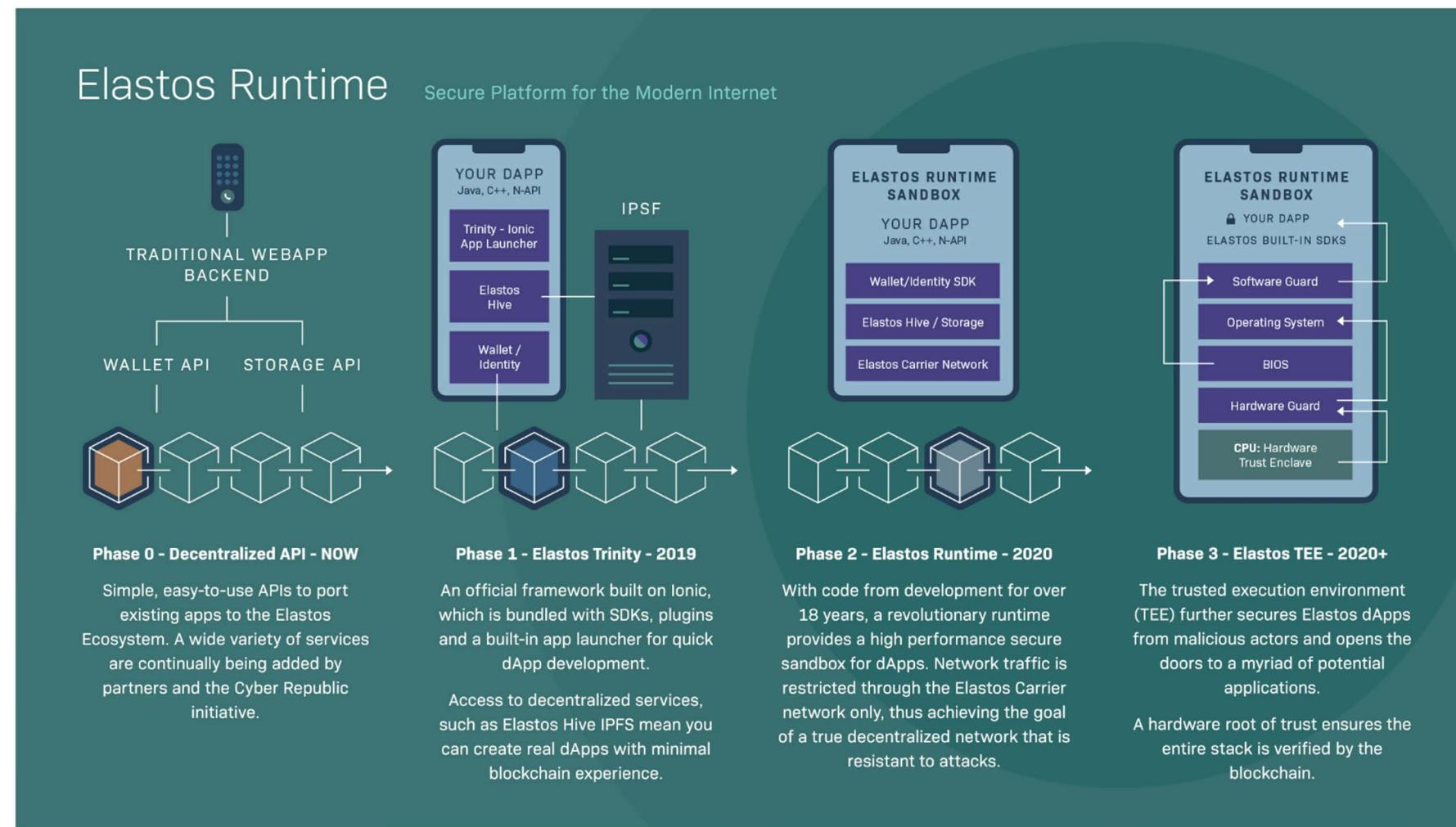


Banner examples of both the monotone and monoline look:



Diagram Communication

To compliment both the monoline and monotone graphical styles we use across our brand, there are also additional graphical elements we use in our technical documentation. Simple, 2-3 color illustrations in flat style. These complement the other graphical assets when we create our technical marketing diagrams and infographics.



Badges

We have a range of badges and extra graphical elements which can be used where needed and where it adds some kind of value. The look is a monoline style and is normally clean, simple, and non-complicated in design.

