



LOGO GUIDELINES



PRIMARY LOGO

This is the primary logo for eChem to be used throughout the eChem brand system.



LOGO MARK

This is the logo mark for eChem. This symbol can be used with the eChem type or on its own.



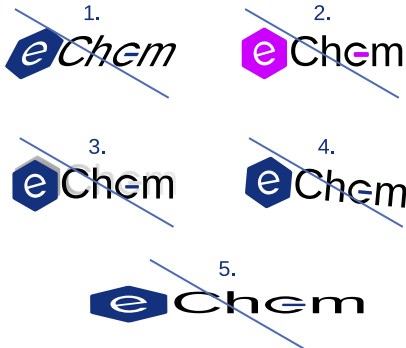
LOGO FREE SPACE

Maintaining sufficient clear space ensures maximum visibility for the logo.

The clear space is designated to be free of any text or graphics. This applies also to the edge of any item on which the logo is to be used.



HOW **NOT** TO USE THE LOGO



1. Do not skew the logo.
2. Do not recolor the logo outside the brand color scheme.
3. Do not add 3D effects or gradients to the logo.
4. Do not rotate the logo.
5. Do not stretch the logo.

Do not combine the logo with other elements (e.g. other logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark).

***These rules apply also to the logo mark when used on its own.**

COLOR PALETTE & SPECIFICATIONS

Color is one of the first perceived attributes of the brand and creates an undeniable first impression.

This is the color palette for eChem. Here you can find the color values in Hex, RGB, and CMYK.

PRIMARY

R 0 C 0
G 0 M 0
B 0 Y 0
 K 100
HEX 000000

R 20 C 84
G 49 M 61
B 125 Y 0
 K 51
HEX 14317D

SECONDARY

R 51 C 0
G 51 M 0
B 51 Y 0
 K 80
HEX 333333

R 88 C 29
G 13 M 90
B 124 Y 0
 K 51
HEX 580D7C

R 151 C 0
G 128 M 15
B 8 Y 95
 K 41
HEX 978008

THE LOGO IN DIFFERENT COLORS

Below are the colors that the logo can be used in, allowing for more versatility and flexibility in the branding.



