



# BRAND GUIDELINES

# LOGO

Our brand identity centres on the primary ELI wordmark, which should be used across all standard applications. The secondary variation, featuring our tagline "Infinite spirit" beneath the logo, is reserved for specific moments where reinforcing our brand philosophy is essential, such as introductory materials, flagship campaigns or key brand touchpoints. In most cases, the standalone ELI logo delivers the clarity and impact needed to represent our brand effectively.



INFINITE SPIRIT

# LOGO VERSIONS



Wordmark



Logo Mark or Icon

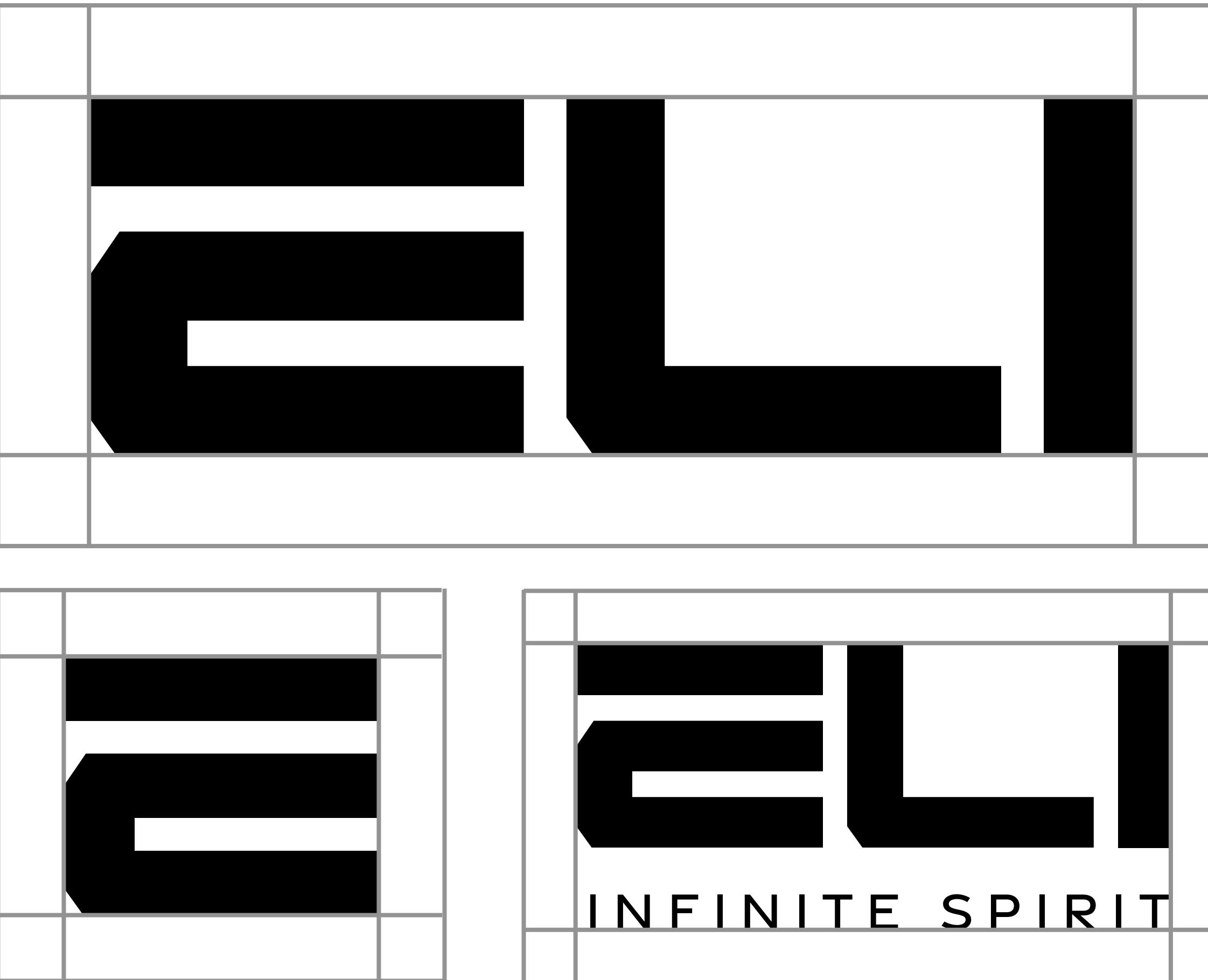


Logo Lockup

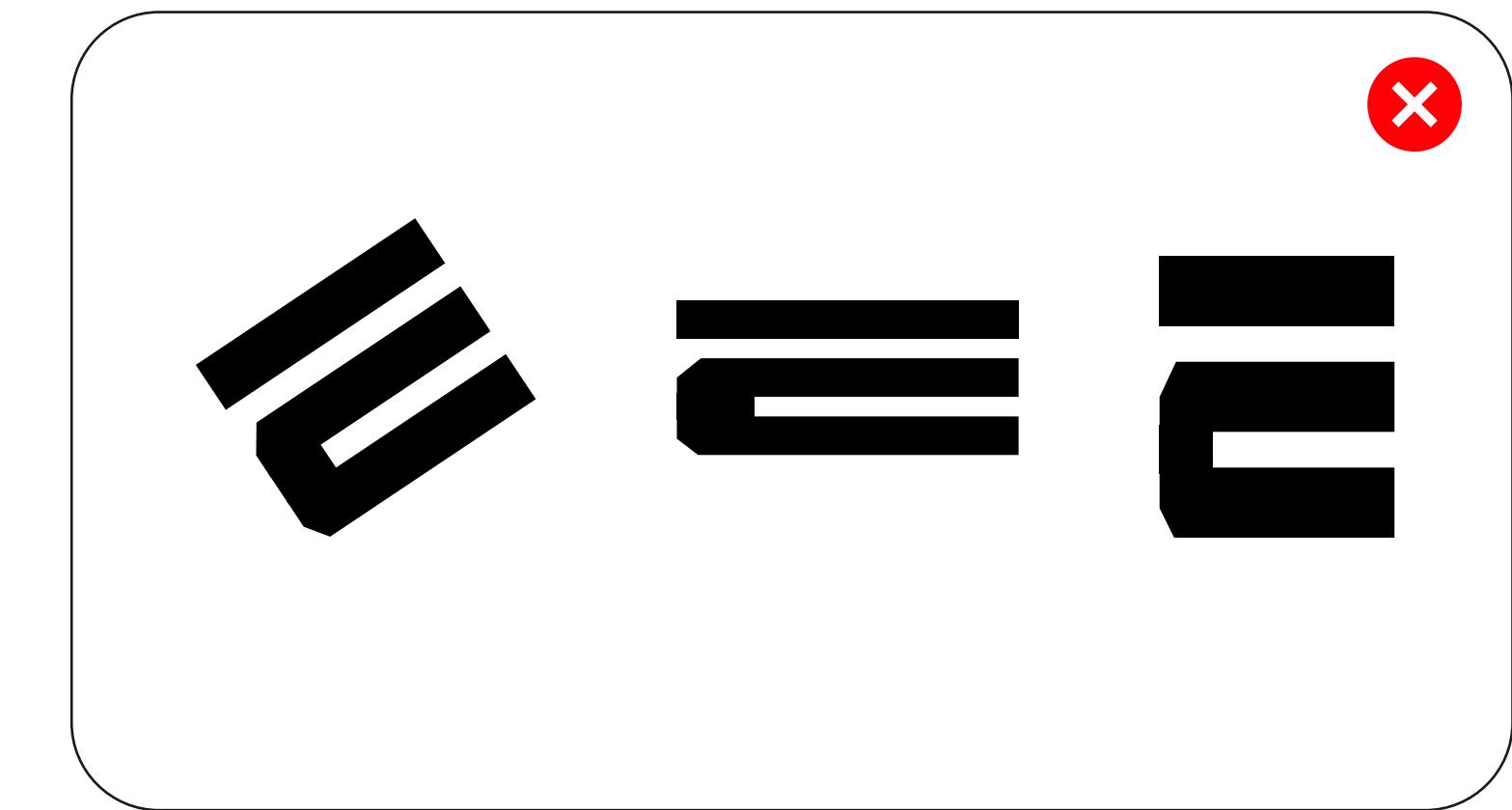
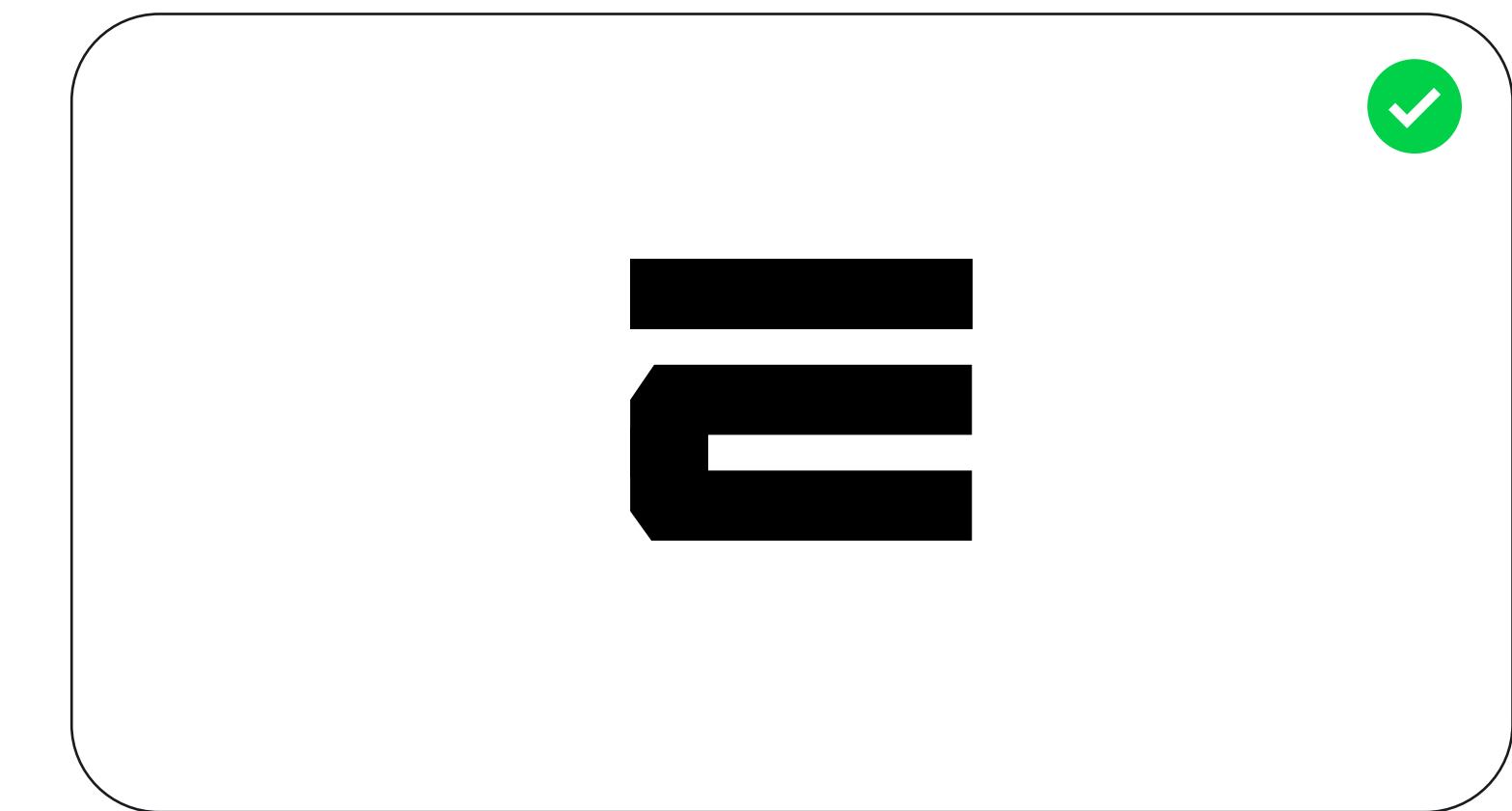
INFINITE SPIRIT

# SAFEZONE

To maintain the visual integrity and impact of the ELI logo, a protected area of clear space must be preserved around it at all times. This safezone ensures the logo remains uncluttered and legible, free from competing text, graphics or page edges.



# DO'S AND DON'T'S



# LOGO VARIATIONS



The ELI logo is available in two colourways to ensure optimal visibility and contrast across all applications. On dark fabrics and materials, always use the white version to maintain clarity and visual impact. On light fabrics and materials, use the black version to ensure proper contrast and legibility. Selecting the appropriate logo colour based on the background is essential for preserving brand consistency and ensuring the ELI identity remains bold and distinctive across our entire product range.

# TYPOGRAPHY

Aa BEBAS NEUE

AA BBCC DD EE FF GG HH II JJ KK LL MM  
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ  
0123456789!@#\$%^&\*( )

PRIMARY FONT

Aa Poppins

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!@#\$%^&\*( )

SECONDARY FONT

# BRAND COLORS

## PURE WHITE

HEX #FFFFFF  
RGB R 255 / G 255 / B 255  
HSB H 0° / S 0% / B 100%  
CMYK C 0 / M 0 / Y 0 / K 0

## CORE BLACK

HEX #000000  
RGB R 0 / G 0 / B 0  
HSB H 0° / S 0% / B 0%  
CMYK C 0 / M 0 / Y 0 / K 100

## CHARCOAL

HEX #2B2B2B  
RGB R 43 / G 43 / B 43  
HSB H 0° / S 0% / B 17%  
CMYK C 0 / M 0 / Y 0 / K 83

## COOL GRAY

HEX #6B6B6B  
RGB R 107 / G 107 / B 107  
HSB H 0° / S 0% / B 42%  
CMYK C 0 / M 0 / Y 0 / K 58

## LIGHT GRAY

HEX #E5E5E5  
RGB R 229 / G 229 / B 229  
HSB H 0° / S 0% / B 90%  
CMYK C 0 / M 0 / Y 0 / K 10

## OFF-WHITE

HEX #F8F8F8  
RGB R 248 / G 248 / B 248  
HSB H 0° / S 0% / B 97%  
CMYK C 0 / M 0 / Y 0 / K 3

# STATIONERY

BRAND GUIDELINES



1234567890  
www.brandname.com  
info@brandname.com

**Name**  
Chief Marketing Officer



1234567890  
www.brandname.com  
info@brandname.com

**Name**  
Chief Marketing Officer



**Name**  
Chief Marketing Officer

# APP ICON

