

ELI

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

The wordmark logo consists of the letters 'eli' in a bold, black, sans-serif font. The 'e' is stylized with a horizontal bar that extends to the right, creating a unique, blocky appearance. The 'l' and 'i' are also bold and blocky, with the 'i' having a simple vertical stem.

Wordmark



Logo Mark or Icon

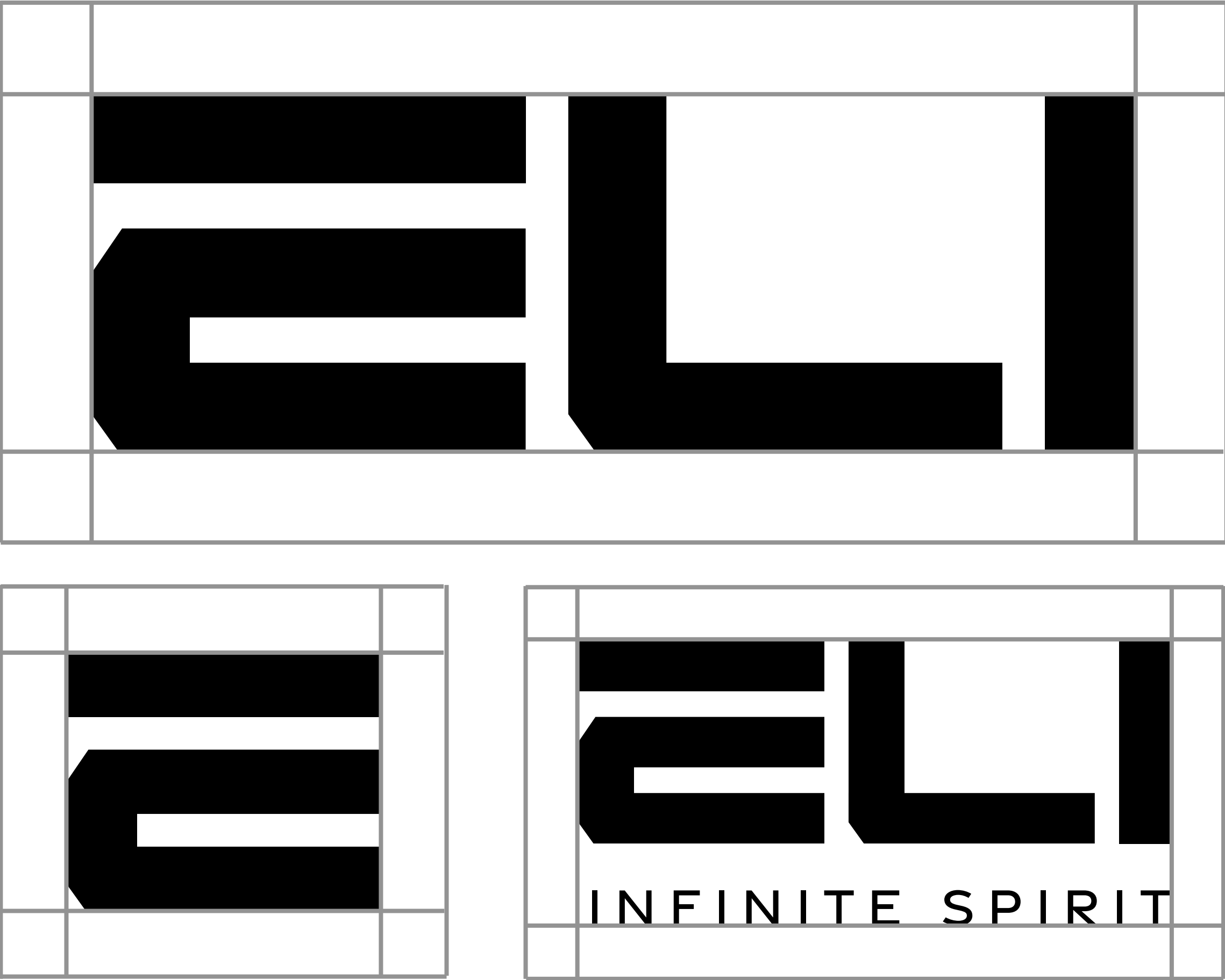
The logo lockup features the wordmark 'eli' in a bold, black, sans-serif font, positioned above the tagline 'INFINITE SPIRIT' in a smaller, all-caps, sans-serif font. The tagline is centered below the wordmark.

Logo Lockup

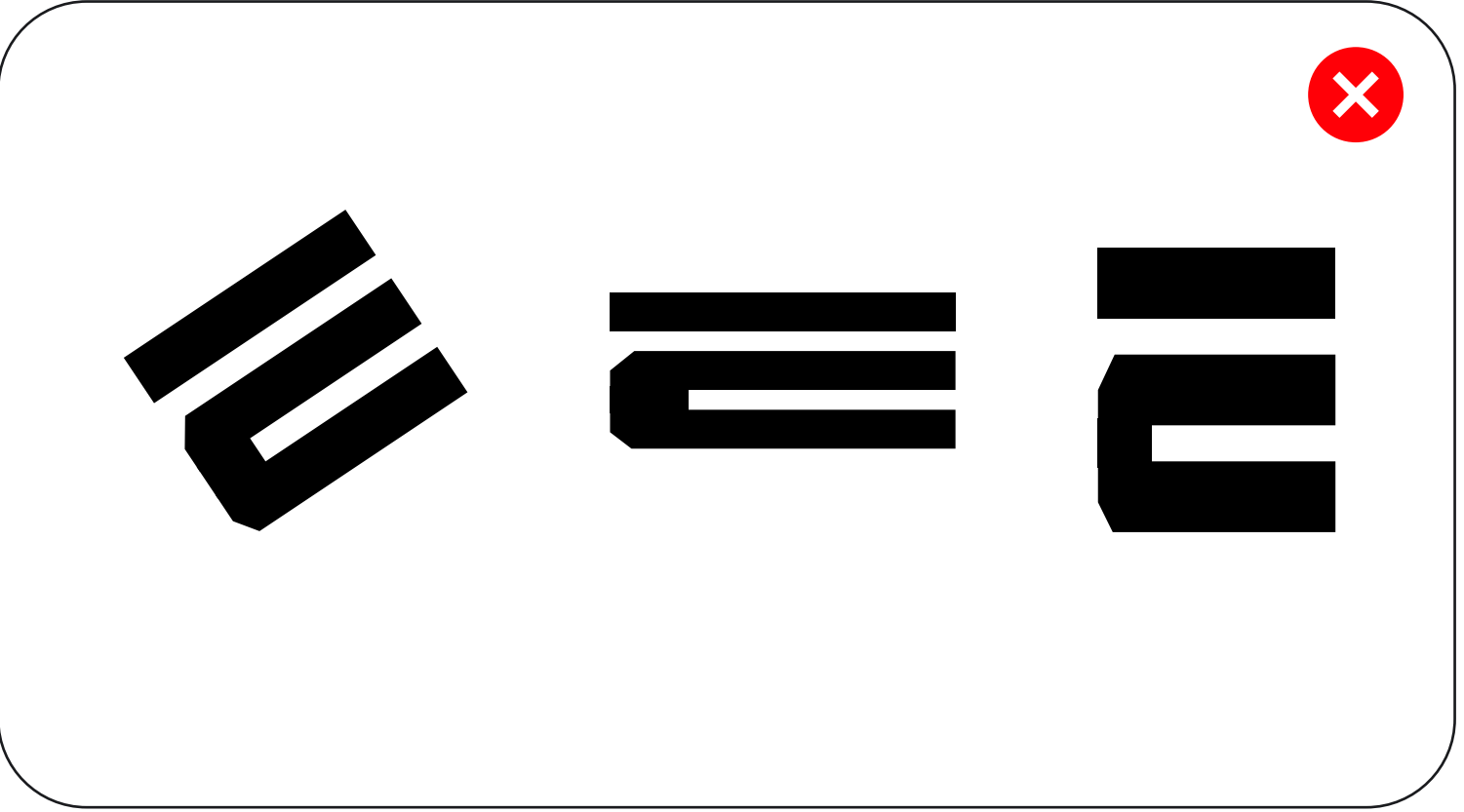
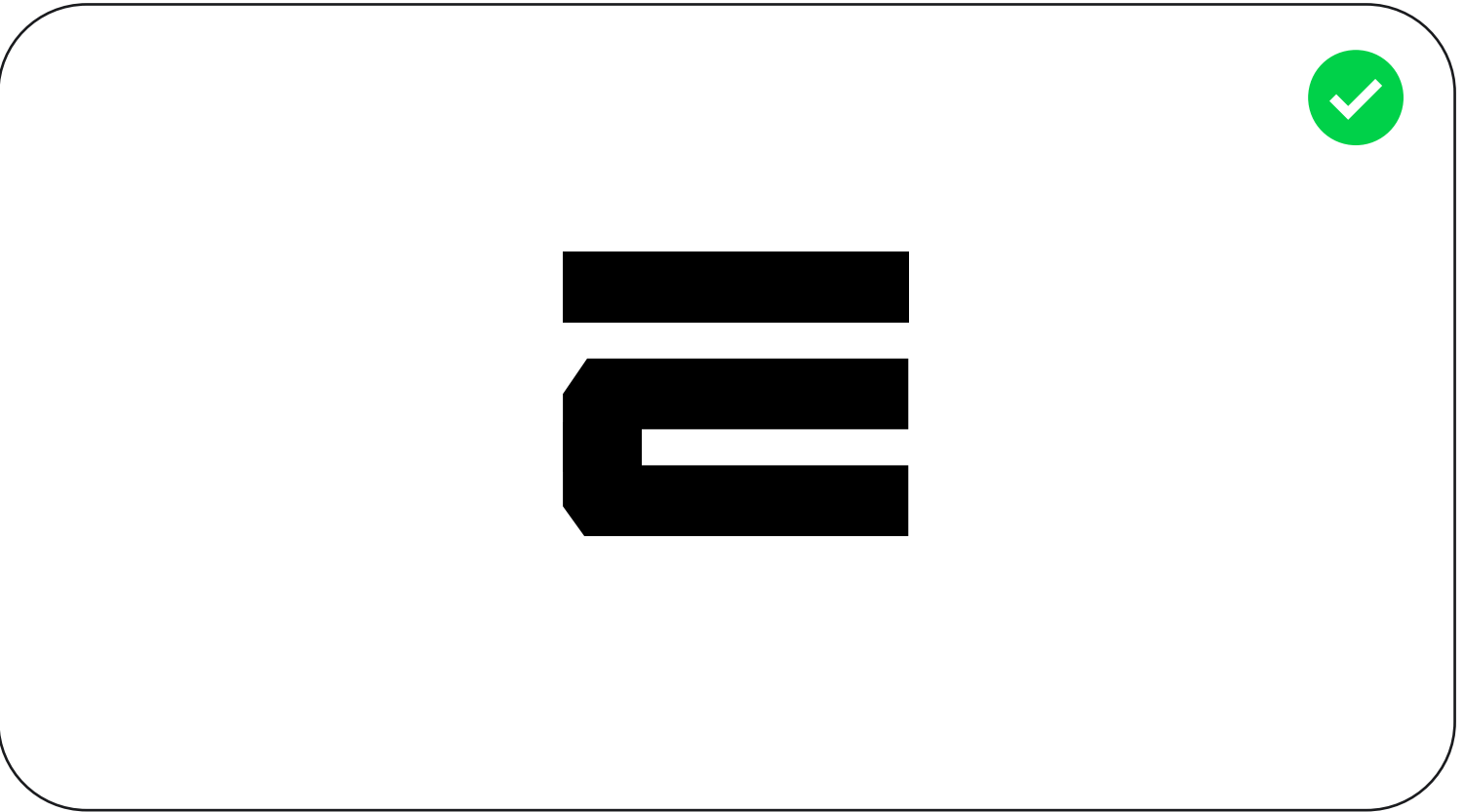
INFINITE SPIRIT

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 DONT'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 BB CC 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 Bb Cc 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

ELI

STATIONERY

BRAND GUIDELINES

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Chief Marketing Officer

ELI

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Name
Chief Marketing Officer

ELI

Name
Chief Marketing Officer

APP ICON



eli

SLI

