ecosmart3D

Brand Guidelines.

About these guidelines

These guidelines are designed to help everyone at EcoSmart 3D, and our partners, to use our brand with confidence and consistency.

Our brand is what sets us apart, defining our reputation and aspirations. By using it effectively we will better establish our leading position in the marketplace.

Once you start working with them and get used to them, you'll find these guidelines have been designed to work with you and provide all the flexibility you need to create the best work possible.

Contents

1.0 About these guideliness 2

2.0 Brand Introduction
- 2.1 Story 4
- 2.2 Foundation 4
- 2.3 Tone of Voice 4

3.0 Logo
- 3.1 Appropriate Logo Applications 5-6
- 3.2 Logo Variations 7
- 3.3 Minimum Size 8
- 3.4 Clear Space 8
- 3.5 Incorrect Usage 9

4.0 Color Palletes
- 4.1 Primary 10
- 4.2 Secondary 10

5.0 Typography
- 5.1 Headings 11
- 5.2 Subheadings 11
- 5.3 Body Copy 11

6.0 Tagline
- 6.1 Aligned Below 12
- 6.2 Tagline 12
- 6.3 Spacing 12

7.0 Shapes and Graphic Elements 13

8.0 Imagery 14

9.0 Contact Information 15

Brand Intro

Story

EcoSmart 3D is an Eco-friendly 3D printing company that devotes to reduce environmental impact. It is committed in dedicating with a whole heart. It values nurture by increasing awareness about the care for the environment. It shows motivation by educating audiences directly. And values efficiency by targeting quality results. EcoSmart 3D looks forward to clients who share the vision for a better world.

Foundation

EcoSmart 3D was founded in 2015 by a group of passionate creative minds from the University of Full Sail, Florida. The company offers 3D printing services to anyone in the U.S. EcoSmart 3D was created to reduce the plastic use from the American families.

Tone of voice

EcoSmart 3D expresses its tone of voice from its core values as they are transmitted to its audience through different forms of media.

Eco-friendly – shows respect for the environment.
Committed – devotes to the cause.
Nurture – Encourages growth.
Motivated – Stimulates interest.
Efficient – Organizes for quality results.

Appropriate Logo Aplications

One Color

The mono version of the master logo can include either primary or secondary colors.

The following provides examples of how the single color versions should be used.

They should not be used in other background colors, but the ones provided.

ecosmart3D
think green, print green.

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Appropriate Logo Aplications

Full Color

The full color logo should be used on white backgrounds or 10% tints of our primary and secondary colors.

The four letter logo is for the use of profile photos on social media websites only.

Transparent

The transparent version of our master logo should be a 70% opacity of a100% white version.

Logo Variations

Logo

Minimum Size

The minimum size in our master logo version should not go below 20mm.

The master logo may be produced as a larger size on different formats but not smaller.

Sizing is based on the width of the master logo.

20mm

Minimum sizes (all formats)

Clear Space

Avoid placing text or graphic objects near the logo. The minimum amount of room to leave around the logo is indicated by the clearzone.

The space around the logo should be one center stroke, based on the E of the logo.

Logo

Incorrect Usage

1. Don't stretch or squeeze the logo to distort proportions.

2. Don't place the logo on similarly-toned backgrounds.

3. Don't outline the logo in any color.

4. Don't place the logo with a white/ color box over a dark or busy background.

5. Don't present the logo in "outline only" fashion.

6. Don't place the logo on a busy photograph or pattern.

7. Don't add any type of effects to the logo.

1

2

3

4

5

6

7

Color Pallettes

Primary

Green, blue and white are our primary colors. To maintain consistency and recognition they should be the lead colors in all applications.

Hex a3d55f
Pantone 367C
R163 G213 B95
C40 M0 Y81 K0

Green

Hex 3db5e6
Pantone 298C
R61 G181 B230
C65 M10 Y1 K0

Blue

Hex ffffff
Pantone White
R255 G255 B255
C0 M0 Y0 K0

White

Secondary

Stone, beige and brown are our secondary colors. They can replace the primaries when there are tints and shades of the same colors used. For examples, see page 6.

Hex 768693
Pantone 7544C
R118 G134 B54
C58 M41 Y34 K3

Stone

Hex cea888
Pantone 4665C
R206 G168 B136
C20 M34 Y48 K0

Beige

Hex 976036
Pantone 4635C
R151 G96 B54
C32 M62 Y86 K20

Brown

Typography

Headings & Subheadings

Bauhaus is our disctinctive primary typeface. It should be used in all communications. Bauhaus Bold in green against a white background or vice versa should be used for headings. Bauhaus in blue for subheadings with 9pts leading in relation to the body copy.

ABCabc

Bold 48pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuv wxyz 1234567890 £&?

Bold 16pt, 100% black

ABCabc

Regular 48pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuv wxyz 1234567890 £&?

Regular 16pt, 100% black

Body Copy

Gill Sans - Body copy on standard A4 and A5 communications should be 10/12pt with 30pt tracking and 20/22pt leading.

Bauhaus and Gill Sans can be purchased from myfont.com.

ABCabc

Regular 48pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 £&?

Regular 16pt, 100% black

Tagline

01 Aligned Below

House font - Gill Sans Regular. Font size - 1/2 cap heigh of logo. Never recreate this line in another font.

01

02/03 Tagline Color

House font - Gill Sans Regular. Color - Must remain the same as the logo when it changes color.

02

Spacing

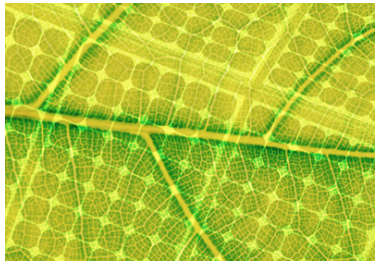
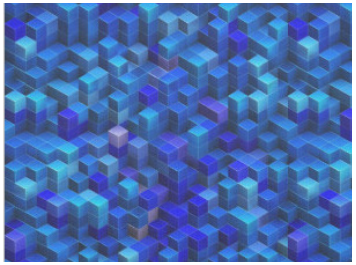
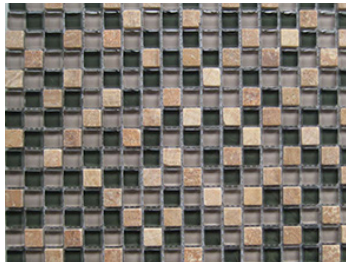
The tagline sits below the logo at all times. It uses the full width of the logo to mark its vertical position. The middle E stroke is used to emphasize the space between the logo and the tagline.

03

Shapes and Textures

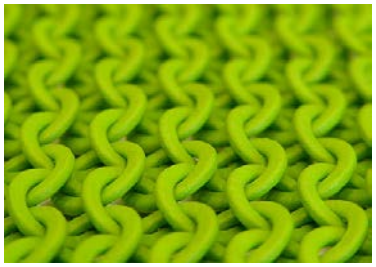
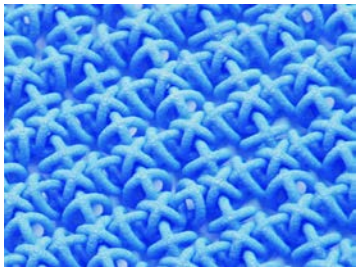
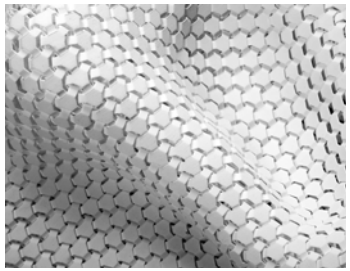
Shapes

Shapes are strictly to be used as outer design elements, and to have single graphics place inside.

Texture

Textures should be part of design gradients only where there is no typography placed. Textures can only be related to 3D printing. There is no exeption.

Imagery

When we use photography, our images should be used in two ways. The first is to cover the whole page with our imagery. The second is to cover half of the page, either horizontally or vertically.

The following images provide examples on how they should be placed.

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