eficode

Brand guide 2022

If you have any questions, contact:
marketing@eficode.com
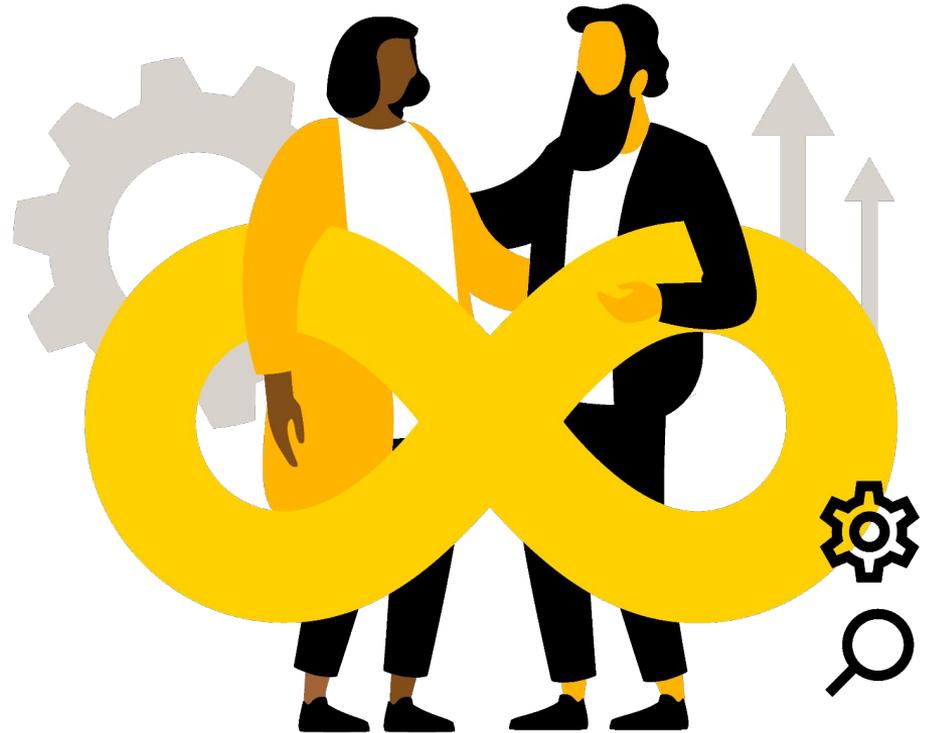
Section 1

Logos

Logo variants

Primary logo

Wherever possible, we use the logo with our diamond. The black background logo is for light backgrounds and the white background logo is for dark backgrounds.

eficode

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Logo variants

To ensure that clear space is maintained around the logo for legibility and prominence all other elements must follow the guidelines illustrated here.

- Use the letter "f" as a measuring tool to help maintain clearance when using the diamond.

- On horizontal version use the "e" as a measuring tool instead of the "f".
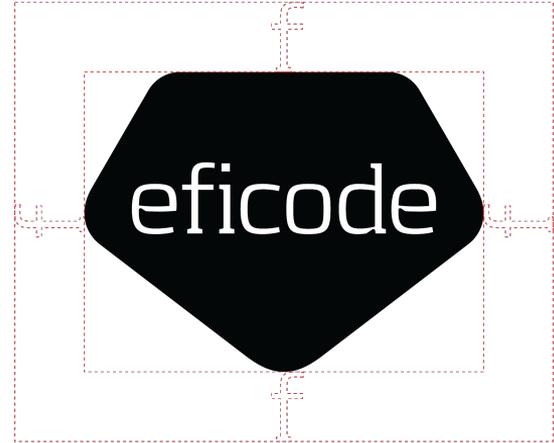
Logo pairings

Light background

Use the reverse in these cases
Dark on light bg or light on dark bg

Dark background

Solid color

Typically, the black logo
looks better on solid colors
that aren't too dark

Image

Logo can be white or black
depending on background
image

Logo pairings

It is important that the appearance of our logos remain consistent

- Don't squash the logo horizontally or vertically
- Don't recolor the background of the logo or the color of the text
- Don't resize the diamond shape
- Don't add special effects or styles to the logo
- Never move or scale the eficode within the diamond
- Don't add anything inside the diamond (other words or pattern for example)
- Don't use an outlined version of the logo

Download the Logos

You can find the logos in our drive here.

Eficode ROOT logo

Use the primary Eficode ROOT logo whenever possible. Use the secondary logo in cases when the primary logo can't be used.

Always place only one Eficode diamond per page.

The logo can be used in black (light backgrounds) or in white (dark backgrounds), but should not be changed to any other color.

Primary Eficode Root logo

eficode **ROOT**

eficode **ROOT**
TEAM MANAGEMENT

eficode **ROOT**
INSIGHTS

Secondary Eficode Root logo

eficode **ROOT**

Section 2

Typography

Typography

Fonts

Use our website as an example.

- **Montserrat**.
- Mega title - **Montserrat Black**
  Do not overuse, mega title can be a short headline, max 3 lines of text.

- Title - **Montserrat Bold**
- Lead - Montserrat Medium
- Body copy - Montserrat Normal

Specifications

- Line height of 1.25 is usual and 1.5 is good for longer texts
- Character spacing: **default**

Aa Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzäöæå
1234567890

Section 3

Colors

Color palette - Primary

Primary palette

Eficode's main colors are **Yellow, Almost Black, Middle Gray.**
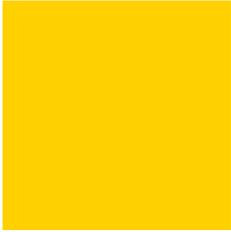
Yellow
Pantone 109 C
RGB: 255, 209, 0
HEX: #FFD100
CMYK: 1, 16, 99, 0

Almost Black
Pantone Black 6 C
RGB: 16, 24, 32
HEX: #101820
CMYK: 82, 71, 59, 75

Middle Grey
Pantone Warm gray 1C
RGB: 215, 210, 203
HEX: #D7D2Cb
CMYK: 2, 2, 6, 7

Color palette - Primary

Primary palette

Light Yellow

RGB: 255, 240, 153

HEX: #FFF099

CMYK: 1, 2, 49, 0
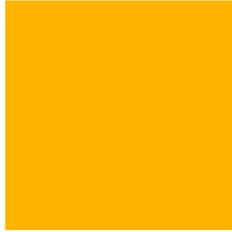
Deep Yellow

RGB: 255, 181, 0

HEX: #FFB500

CMYK: 0, 33, 93, 0
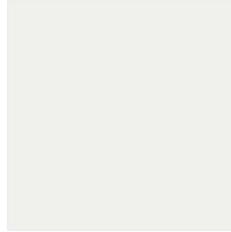
Light Grey

RGB: 240, 240, 237

HEX: #F0F0EC

CMYK: 7, 5, 7, 0

Grey

RGB: 181, 173, 168

HEX: #B4AEA9

CMYK: 31, 27, 29, 6

Color palette - Secondary

Secondary palette

Use these with moderation.
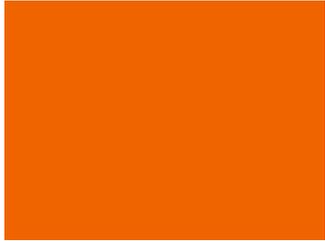
Mango Tango

RGB: 240, 99, 0

HEX: #F06400

CMYK: 0, 71, 100, 0
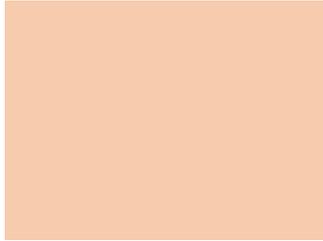
Mango Tango Light

RGB: 247, 204, 173

HEX: #F7CBAD

CMYK: 2, 25, 33, 0

Indigo

RGB: 0, 62, 81

HEX: #003E51

CMYK: 97,67,48,38
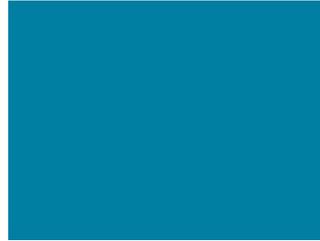
Cornflower Blue

RGB: 0, 146, 188

HEX: #007FA3

CMYK: 100, 5, 14, 17