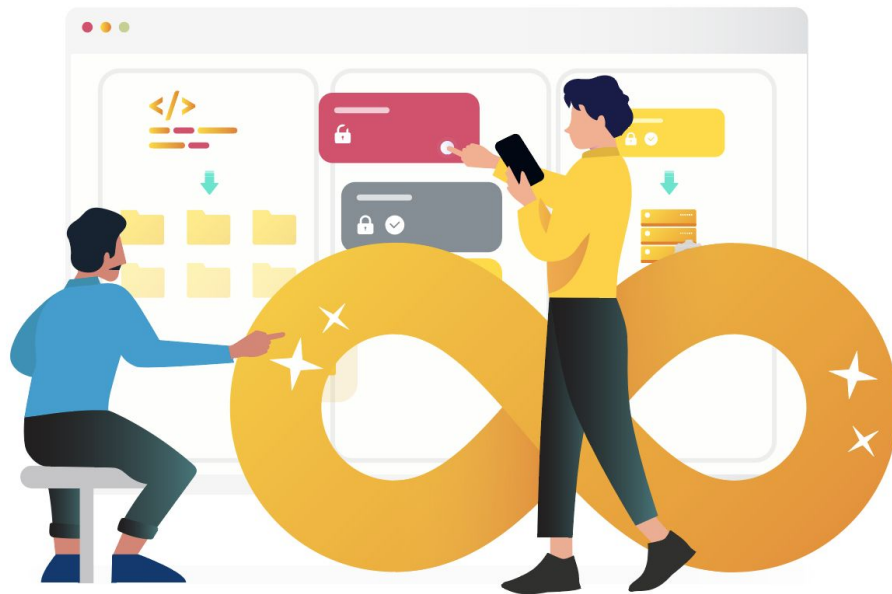




# Brand guide 2020

**If you have any questions, contact:  
[marketing@eficode.com](mailto:marketing@eficode.com)**



Section 2

# Our Logo

## 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.

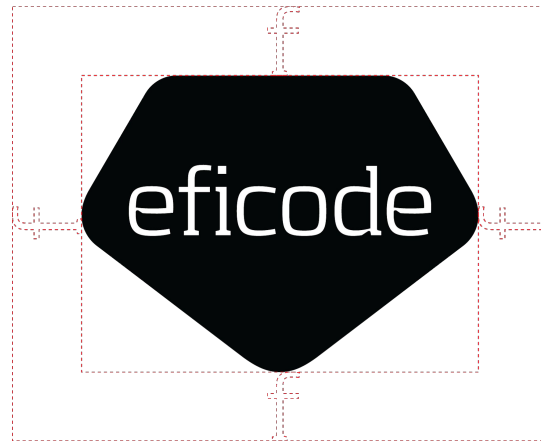


eficode

## 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](#).



Section 3

# Typography

# Typography

## Fonts

Use our website as an example.

- For headlines and other types [Montserrat](#).
- For Header 1 and paragraphs: [Merriweather](#)

## Specifications

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

Aa Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzäöæå  
1234567890

Aa Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzäöæå  
1234567890



Section 4

# Colors

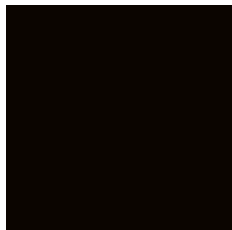
# Color palette - Primary

## Primary palette

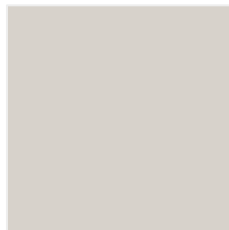
Eficode's main colors are **Almost Black, Golden Yellow and Warm Gray.**



Pantone 109 C  
RGB: 255, 209, 0  
HEX: #FFD100  
CMYK: 0, 9, 100, 0



Pantone Black 6 C  
RGB: 16, 24, 32  
HEX: #101820  
CMYK: 100, 79, 44, 93



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

# Color palette - Secondary

## Secondary palette

Use these with moderation.



Pantone 3564 C  
RGB: 240, 100, 0  
HEX: #F06400  
CMYK: 0, 61, 100, 0  
Mango Tango



Pantone 314 C  
RGB: 0, 146, 188  
HEX: #007FA3  
CMYK: 100, 5, 14, 17  
Cornflower Blue



Pantone 3282 C  
RGB: 0, 133, 120  
HEX: #008578  
CMYK: 100, 4, 56, 8  
Tasty Teal



Pantone 3035 C  
RGB: 0, 62, 81  
HEX: #003E51  
CMYK: 100, 30, 19, 76  
Indigo



Pantone 512C  
RGB: 131, 49, 119  
HEX: #833177  
CMYK: 53, 99, 3, 18  
Ron Burgundy

# Color palette - Shades

## Secondary palette

Use these with moderation.

0, 29, 100, 0 255, 181, 0 #ffb500	31, 27, 30, 0 180, 174, 169 #B4AEA9	8, 74, 100, 0 235, 66, 0 #E0620B	88, 43, 27, 3 0, 119, 153 #007799	85, 31, 49, 8 0, 128, 128 #008080	INDIGO	63, 97, 34, 23 102, 37, 92 #66255C
EFI YELLOW	#D7D2CB	MANGO TANGO	CORNFLOWER BLUE	TASTY TEAL		RON BURGUNDY
1, 8, 75, 0 252, 235, 64 #fceb40	SUPERNATURAL SATIN #f0f0ec (Background on site)	2, 42, 65, 0 237, 121, 35 #ED7923	66, 4, 11, 0 58, 186, 216 #3ABAD8	70, 7, 35, 0 54, 178, 175 #36B2AF	69, 47, 34, 26 88, 128, 137 #588089	39, 72, 8, 0 132, 49, 119 #843177
0, 6, 40, 0 255, 240, 153 #fff099		1, 22, 30, 0 247, 203, 173 #F7CBAD	40, 0, 9, 0 143, 213, 229 #8FD5E5	40, 0, 20, 0 150, 213, 210 #96D5D2	41, 27, 18, 0 153, 180, 186 #99B4BA	15, 36, 2, 0 209, 170, 204 #D1AACC