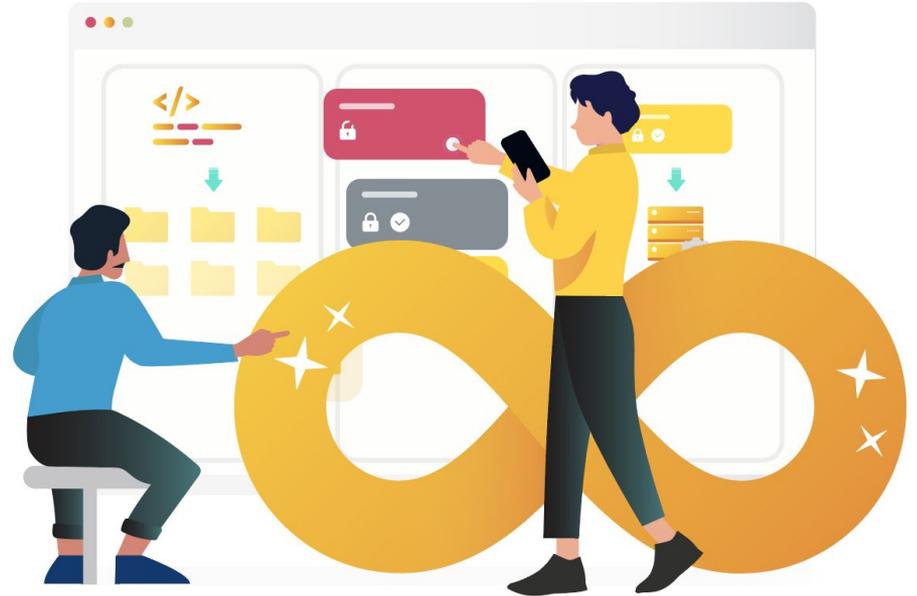




# Brand guide 2021

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



Section 2

# 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.

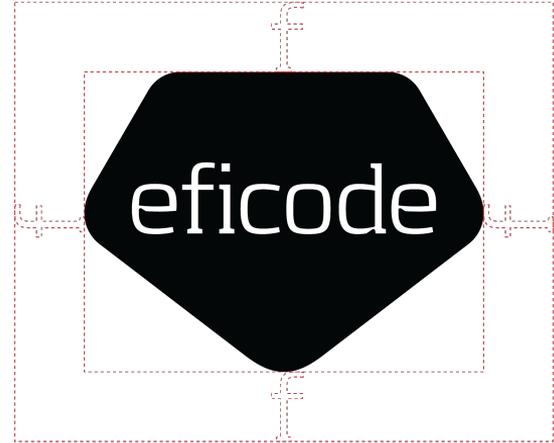


eficode

## 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



Secondary Eficode  
Root logo



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

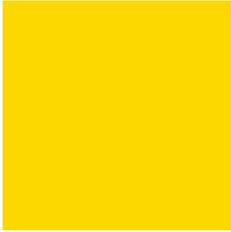
Section 4

# Colors

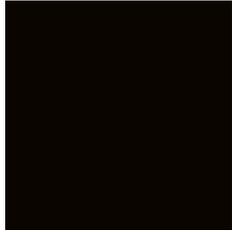
# Color palette - Primary

## 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

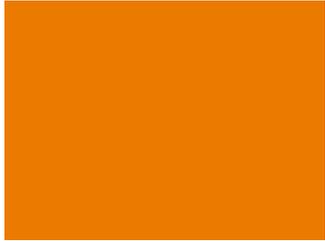


Pantone Warm gray  
1C  
RGB: 215, 210, 203  
HEX: #D7D2Cb  
CMYK: 2, 2, 6, 7

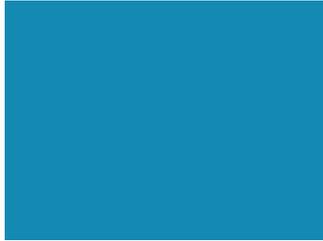
# Color palette - Secondary

## Secondary palette

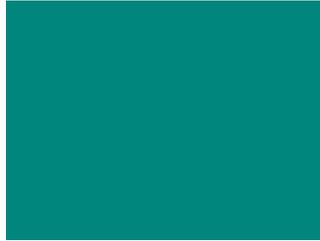
Use these with moderation.



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



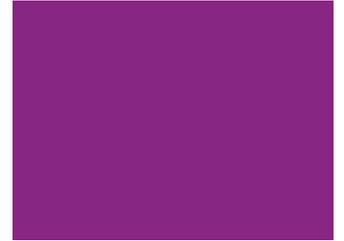
Pantone 314 C  
RGB: 0, 146, 188  
HEX: #007FA3  
CMYK: 100, 5, 14, 17  
Cornflower Blue



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 #DIAACC