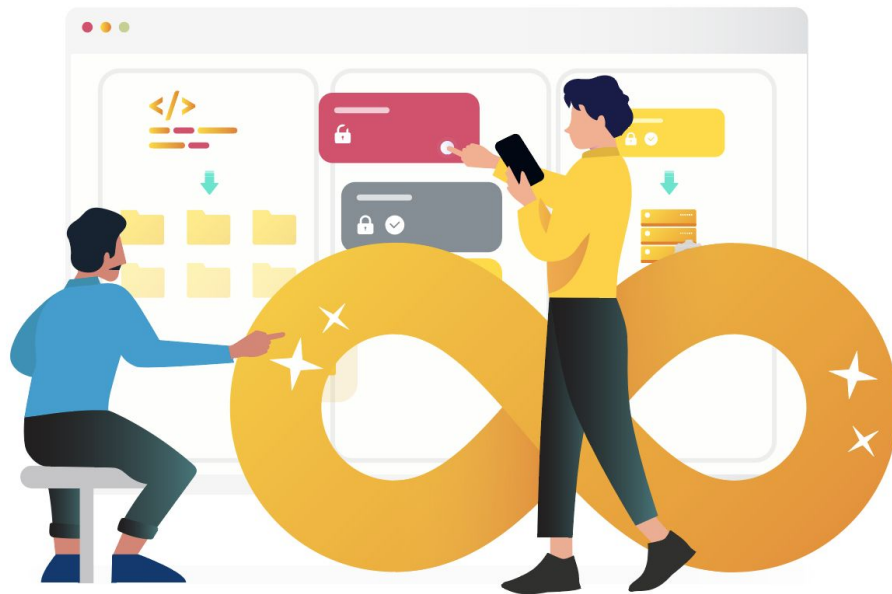




Brand guide 2021

**If you have any questions, contact:
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.

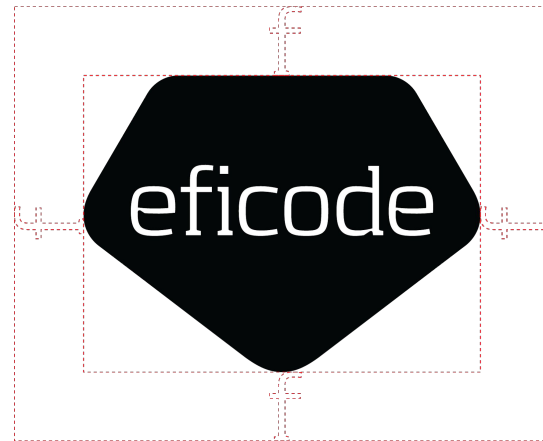


eficode

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

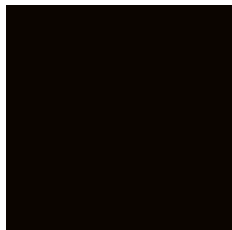
Color palette - Primary

Primary palette

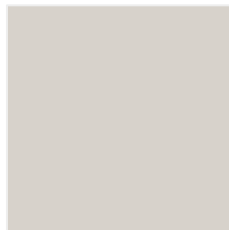
Eficode's main colors are **Almost Black, Golden Yellow and Warm Gray.**



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 #D1AACC