

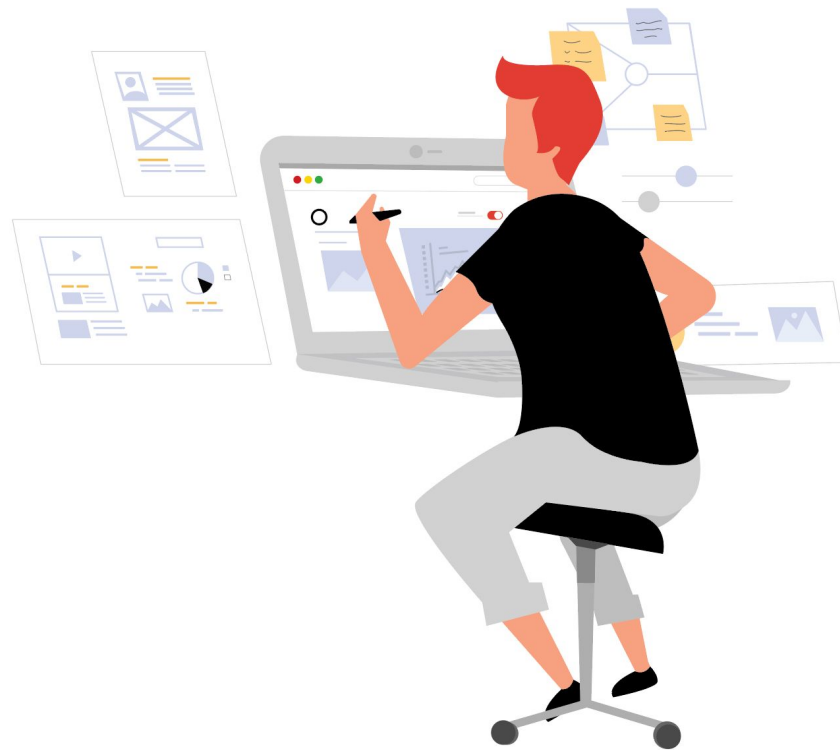
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# Eficode Brand Guide

How to use our brand assets and visuals

(For external use)

**Updated December 2018**



# Introduction

**This is the guide to Eficode's current brand and graphics assets.**

In this guide, you'll find

- Instructions on how to use Eficode brand assets
- Links to basic elements like logos, fonts etc.
- Where to find Eficode photos and how to use them



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Section 1

# 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.

For narrow spaces, e.g. in navigation bars on websites or small 'partner logo' slots, we use the only text variant of the logo (bottom).

## Download the Logos

- You can find the logos [here](#)



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# How our logo changes with size



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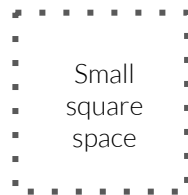
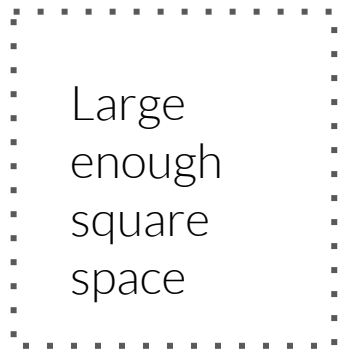


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# How our logo changes with the space



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# How our logo changes with background



**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

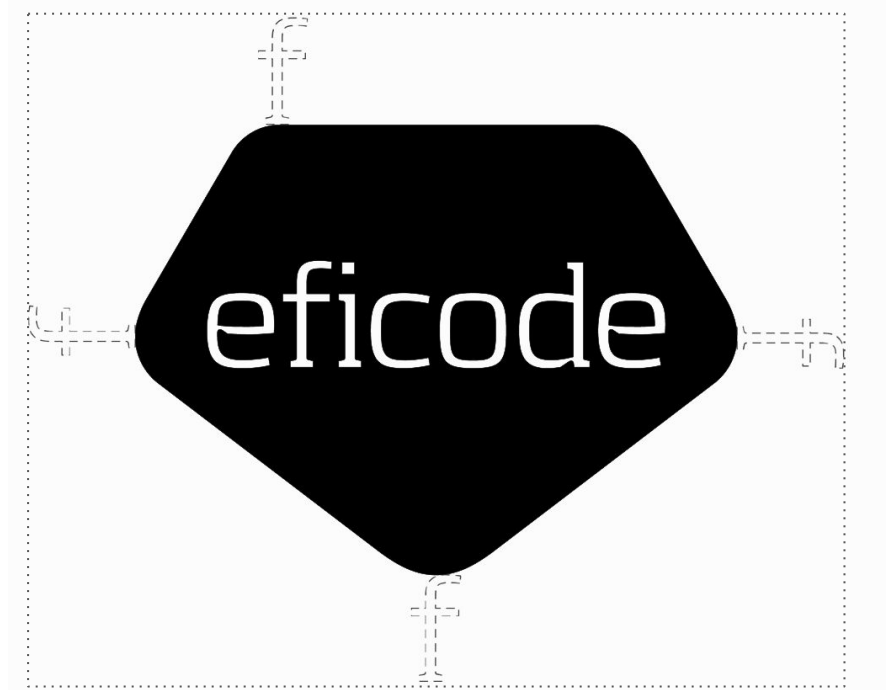
**Image**

Logo can be white or black depending on background image

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# Logo Safe Space

- When the logo is placed, the minimum distance to place other objects is the height of the 'f' in Eficode
- In a nutshell, do not crowd the logo or squeeze it into tight spots.
- Once again, please DO NOT use the diamond logo in small spaces like navigation bars





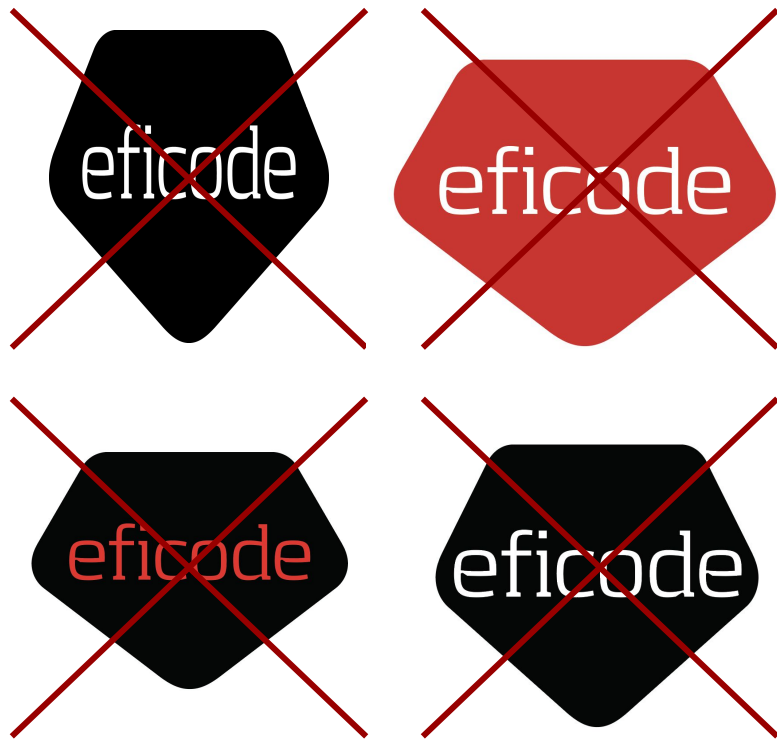
# Logo Usage

## Guidelines

- Don't squash the logo horizontally or vertically
- Don't recolor the background of the logo
- Don't change the color of the text
- Don't resize the diamond shape
- Don't add special effects to the logo (gradients, drop shadows etc)

## Download the Logos

- You can find the logos [here](#)



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Section 2

# Photos

# Photos for Media

## Photo Bank

Photos for Media usage can be found from [here](#).

Please contact us, using the contacts on that page, if you have specific needs for photos.



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Section 3

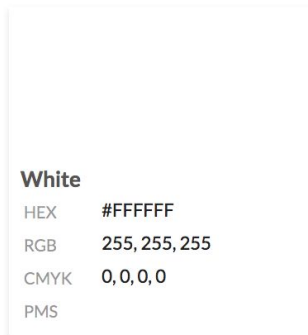
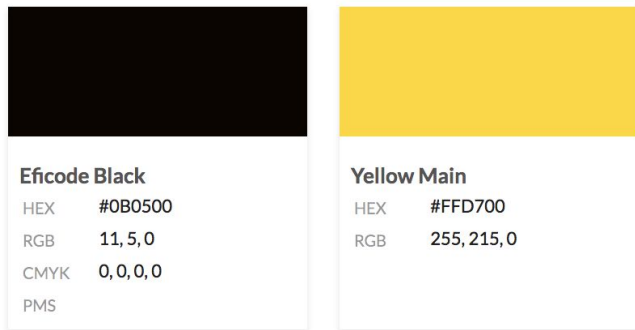
# Colors

# Color Palette

## Primary Palette

Eficode's main colors are Black, Yellow and White. For web layouts, we also have a selection of 3 greys. In most cases, this should be enough for your layouts, documents and designs. For example layouts, refer to our website.

For illustrations, photos and other visual heavy designs, we have a less restricted secondary palette.



# Color Palette - Secondary

## What if i need some other colors?

Here are some nice colors that you can use without thinking too much about it. Use your common sense, but generally, these colors are easy to use.

You can also use [material colors](#), which usually fit quite nicely in tone with our colors.

### Skin Tones



### Background



### Easy to Use Colors



Section 4

# Typography

# Typography

## Fonts

In almost all cases, the font for headings is [Montserrat](#), and the font for body copy is [Lato](#).  
Click those links to download them.

## Specifications

- Line height of 1.25 is usual and 1.5 is good for longer texts
- Character spacing: default. In narrow spaces increase spacing as needed
- Weights: Bold, Semi Bold, Medium & Light
- It's good to skip weights when pairing, e.g. Montserrat bold with Lato light

Aa Aa

Montserrat Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz äöæå  
1234567890 <>?., &

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz äöæå  
1234567890 <>?., &



# Suggested Typescale

## Augmented Fourth Typescale

1 em = 16px

Typescale tutorial: [Link](#)

We use a minimum of 18px (1.125em) with 1.25 line spacing on web where possible.

- Minimum size for web
  - Check typescale to the right
- Minimum size for print
  - 12px for body copy
  - 15px for headings

3.998em	<b>Eficode Type Scale</b>
2.827em	<b>Eficode Type Scale</b>
1.999em	<b>Eficode Type Scale</b>
1.414em	<b>Eficode Type Scale</b>
1em	<b>Eficode Type Scale</b>
0.707em	<b>Eficode Type Scale</b>
0.5em	<b>Eficode Type Scale</b>
0.354em	<b>Eficode Type Scale</b>