



VISUAL GUIDELINES

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Overview

The following are guidelines for the Ecomm brand. Please use care to pay careful attention to the rules and suggestions below for use of the Ecomm lockup, the Ecomm Live application logo, and our color palette. Should you have any questions, please reach out and ask for clarity.

WORDMARK & LOGO

Wordmark

The Ecamm is in a simple, sans-serif font, meant to express the ease and simplicity of the Ecamm product. The wordmark should always be used in its original scale, as the files have been provided. Whenever possible, the wordmark will be used in a lock up with the Ecamm logomark; however, it may also be used on its own as needed.

ecamm

Logomark

Our logo works together with our branding and wordmark to bring you a familiar, friendly shape. Our logo is clean and welcoming. The Ecamm logomark should not be changed, warped, or altered in any way.



Lockup

The Ecamm lockup is the primary logo that should be used across all branded materials. The scale and proportions of the lockup should not be altered.



Color Variations

Our lockup can be used in the following color variations. It is not appropriate to change or alter the color of the logo. Though not included here, an all black logo may be used in absolutely necessary circumstances.



Ecamm Live Application Logo

The Ecamm Live application logo is to be used as the primary logo for the software. Whether presenting features or tutorials, the entire logo or parts of the logo can be used to represent the specific software, rather than the brand itself.



Logo Misuse

The Ecamm lockups should always appear clear and legible. To achieve this, it should not be stretched, condensed, or pixelated in any way. In addition, adjusting the kerning or formatting of words will result in a misuse of the wordmark.

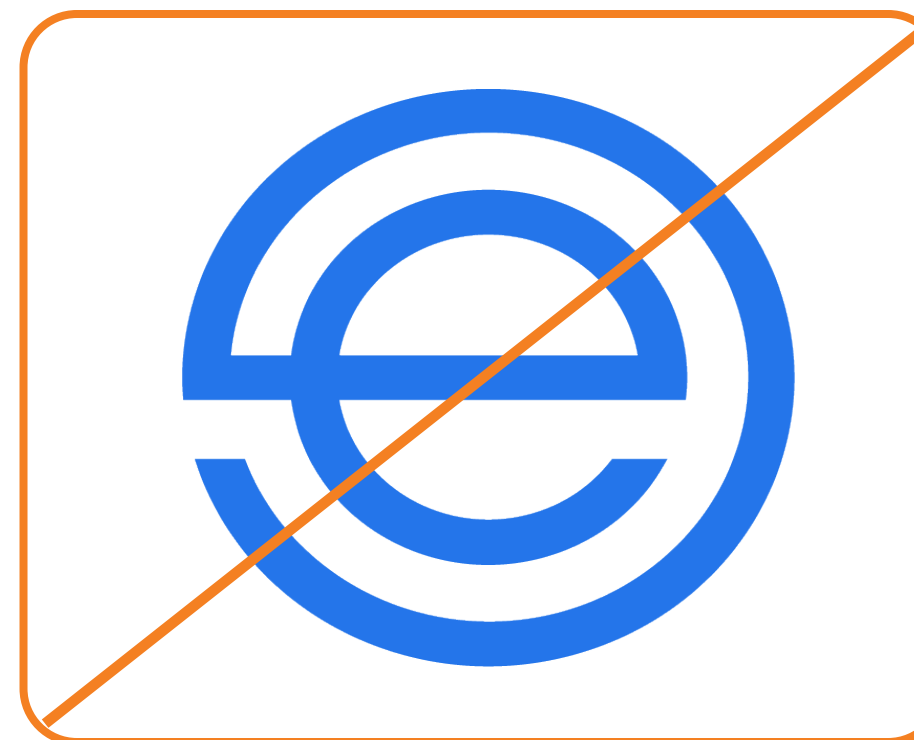
Wrong Proportions



Pixelated



Wrong Color



Stretched



Gradient & Photo Overlay

If you choose to overlay the Ecamm lockups over a photo or overlay, ensure to prioritize legibility. For instance, the orange logomark should never be placed directly on top of an orange background. When placing on top of photography, ensure that the logo does not have too many shapes or distracting visuals beneath it. Often times, it might be appropriate to utilize a drop shadow or colored outer glow effect.



COLOR PALETTE

Color Palette

The Ecamm color palette is bold, colorful, and confident. Primary colors can be used in various combinations, while secondary colors may be paired within gradient and shape formations. However, caution should be used when choosing which colors to pair (see page 33 for further details).

Primary Colors



Orange

#F48022
RGB: 244, 128, 34
CMYK: 0, 66, 100, 0



Blue

#2475EA
RGB: 36, 117, 234
CMYK: 81, 53, 0, 0

Secondary Colors



Red

#EA4338
RGB: 234, 67, 56
CMYK: 0, 94, 88, 0

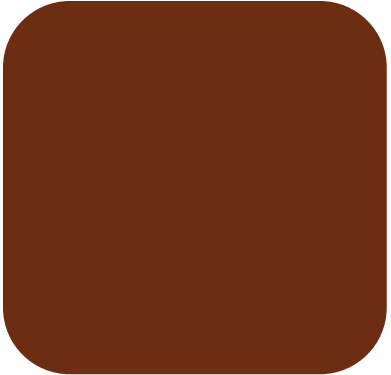




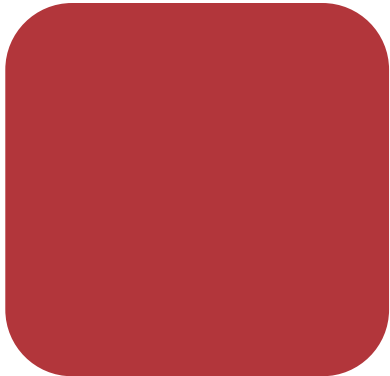





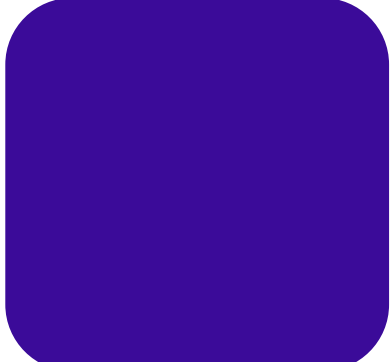




Purple

#7C44D1
RGB: 124, 68, 209
CMYK: 63, 78, 0, 0

Shade Variations

There is often need for variation of shades to adapt for appropriate combinations and accessibility. The following should be used when you need to lighten or darken a primary or secondary color. It is not appropriate to use other variations of these colors.

	#6D2D12 RGB: 109, 45, 18 CMYK: 32, 88, 100, 42		#002b4f RGB: 0, 43, 79 CMYK: 100, 82, 39, 39		#EA4338 RGB: 234, 67, 56 CMYK: 0, 94, 88, 0
	#BF5113 RGB: 191, 81, 19 CMYK: 13, 84, 100, 4		#004496 RGB: 0, 68, 150 CMYK: 100, 81, 9, 1		#B2363B RGB: 178, 54, 59 CMYK: 17, 98, 84, 6
	#F48022 RGB: 244, 128, 34 CMYK: 0, 66, 100, 0		#2475EA RGB: 36, 117, 234 CMYK: 81, 53, 0, 0		#7C44D1 RGB: 124, 68, 209 CMYK: 63, 78, 0, 0
	#FFAF6E RGB: 255, 175, 110 CMYK: 0, 41, 66, 0		#76C4FF RGB: 118, 196, 255 CMYK: 52, 7, 0, 0		#3B0B99 RGB: 59, 11, 153 CMYK: 89, 100, 0, 1
	#FFD89F RGB: 255, 216, 159 CMYK: 0, 18, 44, 0		#C5EAFF RGB: 197, 234, 255 CMYK: 23, 0, 0, 0		

Primary Combinations

The following color combinations are the primary ways that background color and typeface color are paired for Ecomm and Ecomm sub-brands. Consider these color pairings for all product, print, or digital design work. Use judgement when including other color combinations, and review rules on type color misuse on the next slide.

White on
Orange

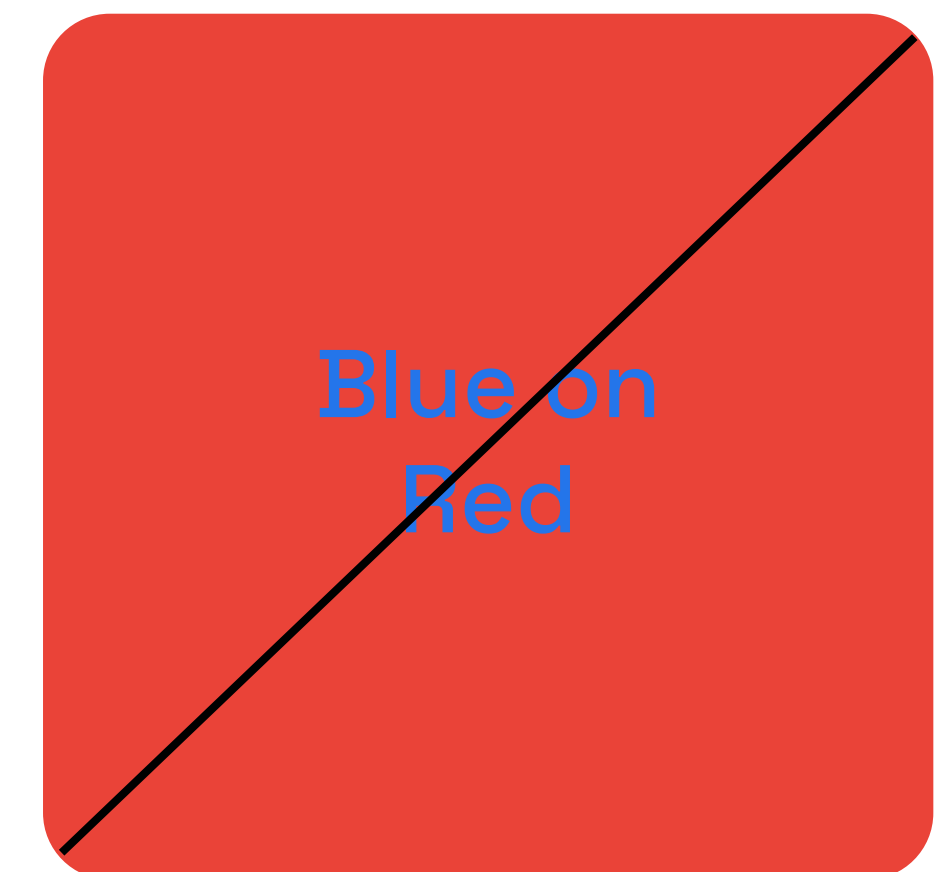
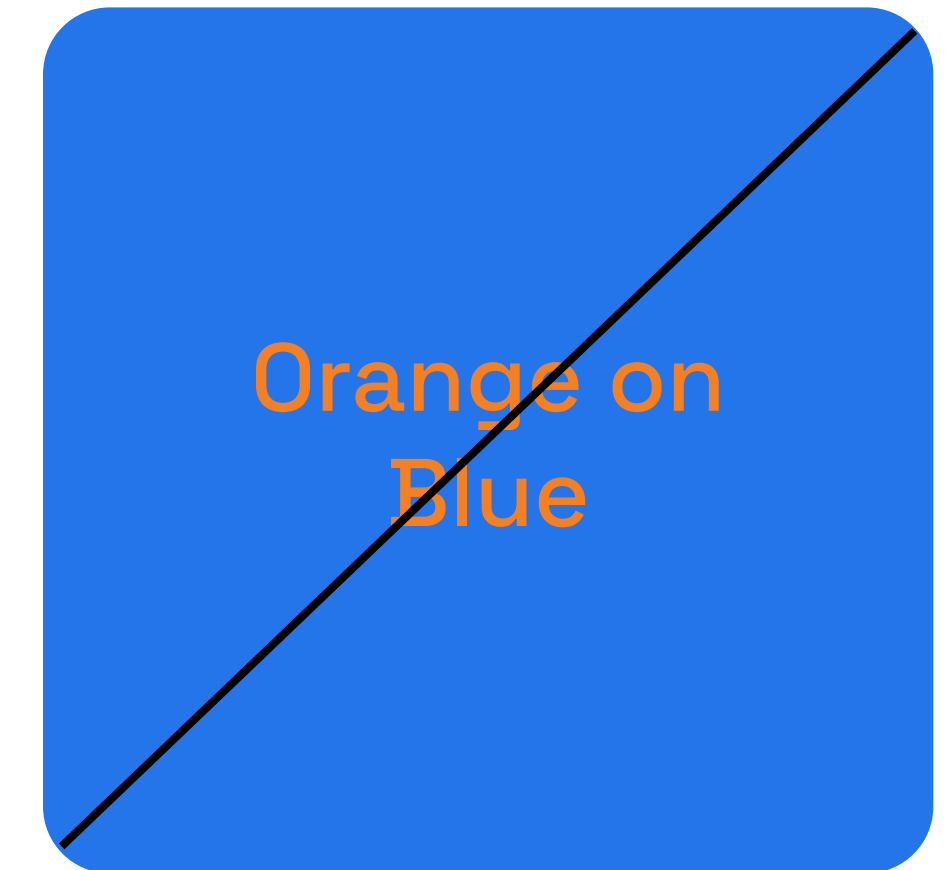
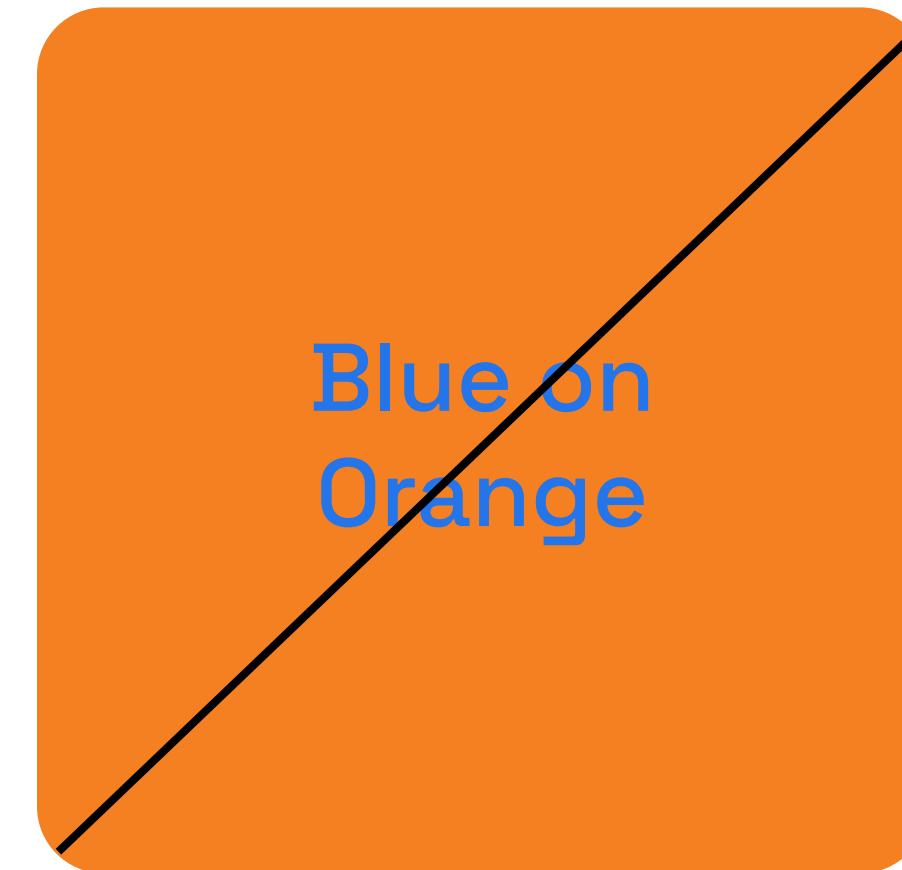
White on
Blue

Light Blue
on
Red

Light Orange
on
Purple

Type Color Misuse

In order to maintain legibility, the following background color and text color combinations should be avoided. This is not a comprehensive list. These sample combinations depict extreme contrast, lack of contrast, or misalignment in overall brand direction.



THANK YOU!