

ecamm

Brand Guidelines

Brand Guidelines

Version 1.0 – January 2026

pg. 1

Brand Identity

Letterform



Spiral



Ecamm, excellence, expression, ease,
engagement, empowerment

Harmony, growth, development,
balance, creativity, evolution,
perfection, movement, continuity,
stability



Our Primary Logo

The primary Ecamm logo is the core signature of our brand. It's designed to be clean, modern, and instantly recognizable across all touchpoints.

This is the version you should use whenever space, contrast, and clarity allow for it. Keep it clear, keep it unobstructed, and let it represent the brand with consistency and impact.



Our Secondary Logos

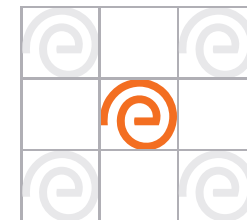
Ecamm's secondary logos provide flexibility for layouts where the primary logo won't fit or won't remain clear.

These variations are designed for tight spaces, square or circular formats, and situations where a simplified mark improves legibility. Use these versions only when the primary logo isn't practical.



Clearspace

To protect the clarity and impact of the Ecamm logo, always surround it with a minimum amount of clearspace. This space keeps the logo readable, prevents crowding, and ensures it stands out in any layout.





Don't apply stroke to our logo



Don't apply any additional effects to our logo



Don't recolor our logo

What Not to Do

To keep the Ecamm logo consistent and professional, avoid altering or manipulating it in any way. The examples on this page show common mistakes that weaken clarity, accessibility, and brand recognition.



Don't use our logo on a background that is too busy



Don't transform, distort or rotate our logo



Don't recreate our logo using any fonts



Don't change the proportions of our logo



Don't crop our logo



Don't add text to our logo

Our Primary Typefaces

Ecamm's typography balances clarity with personality. Our core typefaces were chosen for their modern feel, clean lines, and versatility across digital and print environments.

Aa

Ariana Pro Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890

H1/Heading

Aa

Ariana Pro Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890

H2/Body

Aa

Ariana Pro Medium

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890**

H3/Subheading/Caption/Meta

Alternate Google Fonts Options

For collaborative tools like Google Slides, Google Docs, or any environment where our primary fonts aren't available, use the approved Google Font substitutes listed here. They ensure our brand remains recognizable, even in flexible or shared environments.

Aa

Kumbh Sans 400

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890

H1/Heading

Aa

Kumbh Sans 200

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890

H2/Body

Aa

Kumbh Sans 600

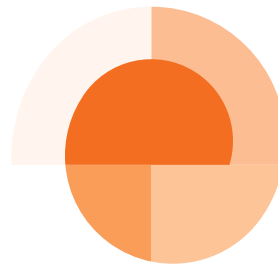
**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
&1234567890**

H3/Subheading/Caption/Meta

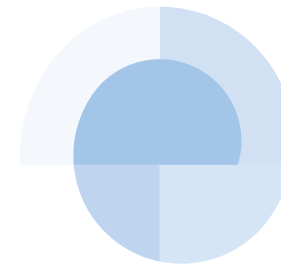
Our Core Color System

Ecamm's color palette is designed to feel modern, warm, and approachable.

Our primary orange creates a strong, recognizable foundation for the brand, while the secondary colors provide flexibility for accents, illustrations, and layout variety.



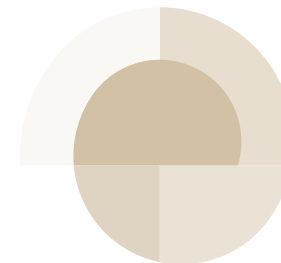
PANTONE 1505 C
HEX ff 6b 00
RGB 255 107 0
CMYK 0 67 98 0



PANTONE 2717 C
HEX a2 c5 ef
RGB 162 197 239
CMYK 38 11 0 0



PANTONE 4280 C
HEX 22 2a 36
RGB 34 42 54
CMYK 79 60 40 60



PANTONE 4248 C
HEX d2 c1 a6
RGB 210 193 166
CMYK 16 19 33 0

Balanced Color Combinations

Ecamm's palette is built around a warm, energetic orange supported by a calm blue, a grounded charcoal, and a soft neutral. These colors work best when paired with intention and balance.

Orange Block: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo. In nec velit a lorem vestibulum gravida. Vestibulum nec.

Blue Block: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo. In nec velit a lorem vestibulum gravida. Vestibulum nec.

Light Orange Block 1: Subheadline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo.

Light Orange Block 2: Subheadline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo.

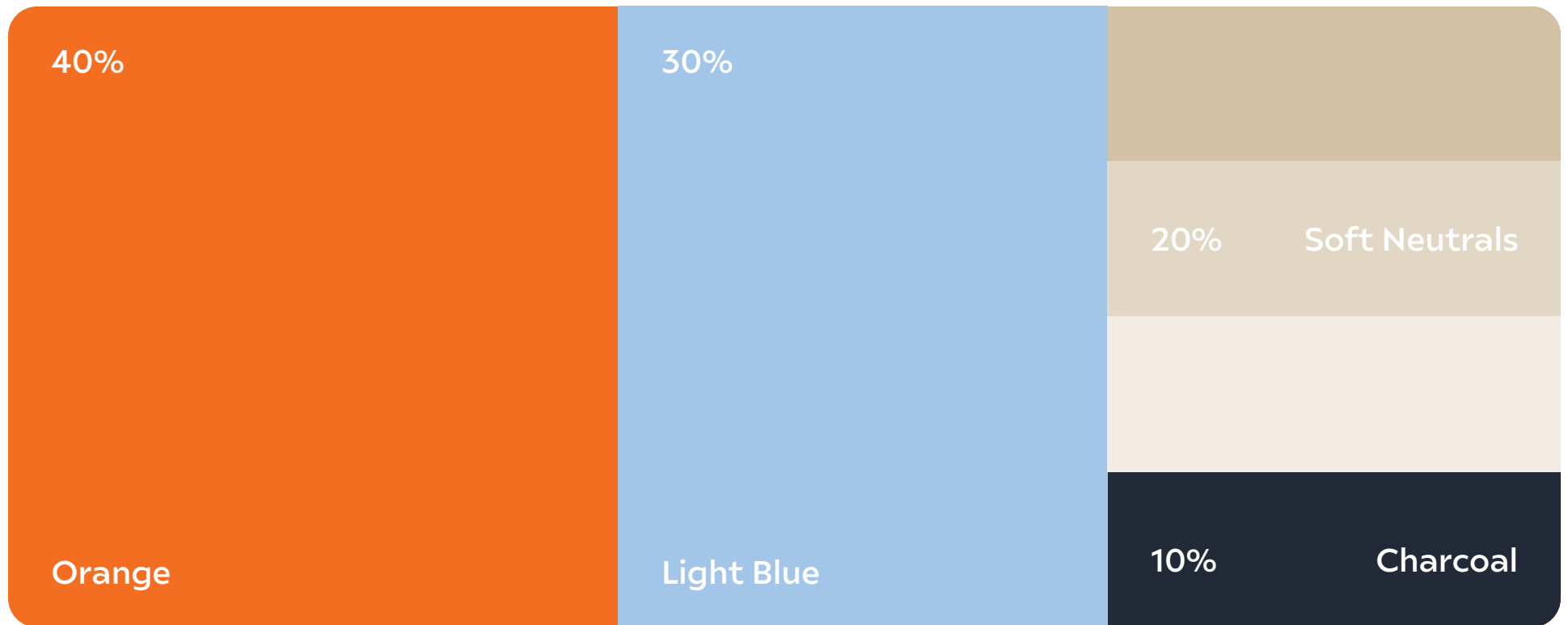
Light Blue Block 1: Subheadline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo.

Light Blue Block 2: Subheadline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi imperdiet accumsan arcu, id finibus risus placerat commodo.

Dark Blue Block: Subheadline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in ante ipsum sed sed velit, at viverra purus. Suspendisse ac ex egestas, sagittis arcu eget, fermentum dolor.

Color Hierarchy

Ecamm's color system is built for balance and clarity, and this hierarchy shows how to use the colors in balance. Orange leads, light blue supports, soft neutrals create space, and charcoal anchors content and improves readability.



Designing for Clarity and Inclusivity

Not every color combination in our palette is meant to be perfectly legible, and that's okay. Ecamm's identity includes moments of expression and playfulness. But when it comes to large portions of text, especially in places like blogs, documentation, clarity must come first.

Prioritize high contrast.

Pair dark charcoal (Pantone 4280 C) with the neutral or lighter tones for strong readability in heavy amounts of body text.

Use orange thoughtfully.

Orange works best for emphasis, not large text blocks. Combine it with charcoal backgrounds for maximum clarity.

[Learn More](#)

(Example shown as orange being used as a button and headline color to contrast charcoal.)

Avoid low-contrast combinations.

Light blue and neutral should not be paired for text or essential information.

Check contrast for text.

Aim for WCAG AA or higher when designing with large text blocks.

Tools like [WebAIM](#) can help verify readability.

Our Icon Style

Ecamm's iconography uses a distinctive liquid-glass aesthetic — bright, dimensional, and subtly playful. This style helps our icons feel modern and expressive while remaining clean, approachable, and easy to interpret at a glance. They work across marketing materials, social content, and educational graphics, creating a consistent visual language that feels unique.



Using Icons the Right Way

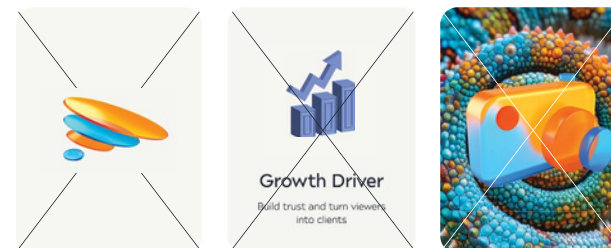
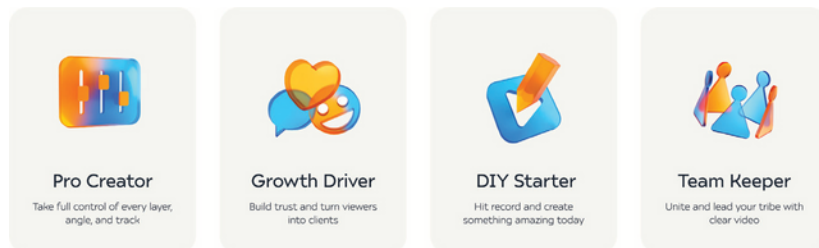
Ecamm's icons are designed to be clear, friendly, and expressive. Following a few simple rules helps maintain consistency and ensures the icons always look polished and intentional.

Do:

- Use icons at their intended sizes to maintain clarity
- Keep spacing consistent around each icon
- Use icons to support meaning, not replace essential text
- Pair icons with neutral backgrounds

Don't:

- Distort, stretch, rotate, or flatten the icon style
- Combine icons from different styles or visual systems
- Place icons on busy or low-contrast backgrounds



With Thanks, *ecomm*