



Brand Guidelines

Logo Basics

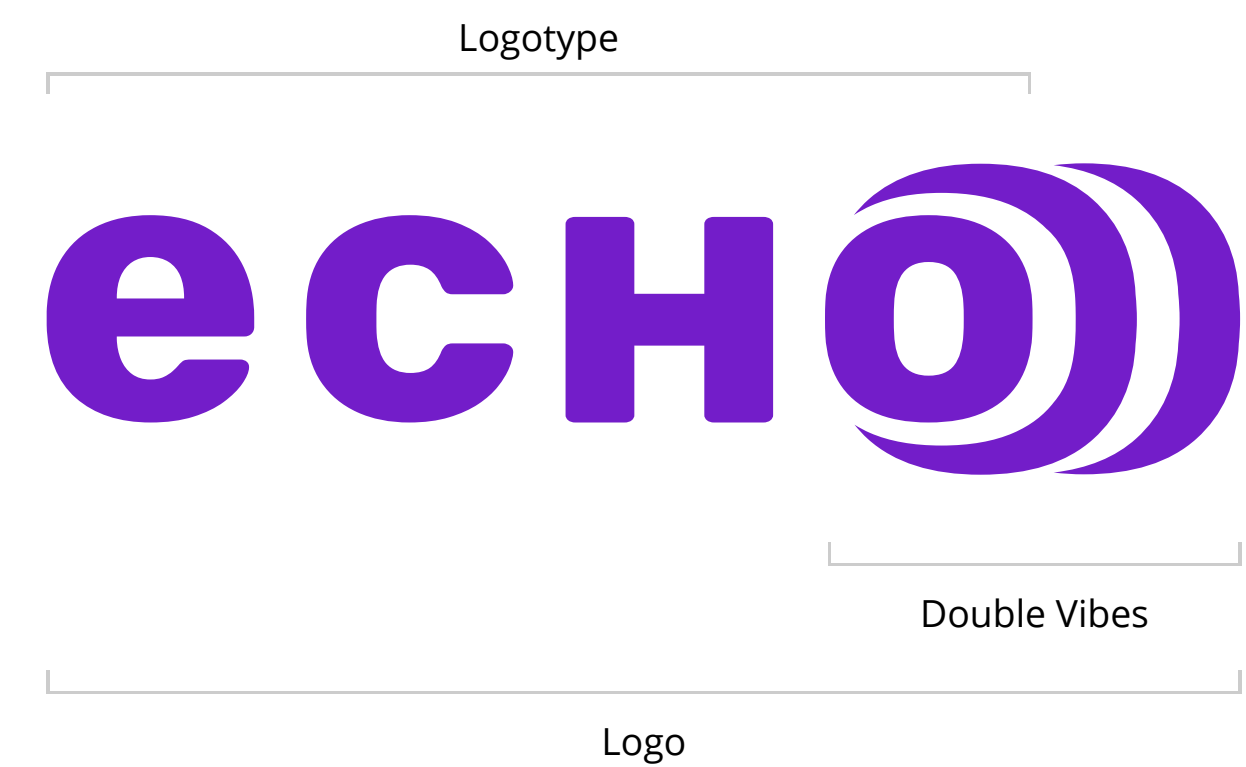
In this section, we outline best practices for the use of ECHO brand assets and offer useful examples.

Our Logo

The ECHO logo is composed of a double vibes and a logotype designed in Rubik Bold. The horizontal logo is the primary logo and should be used in most instances.

The logo is the founding element of the graphic identity and it is the signature of the ECHO brand. There are application rules to be observed, and this system also allows interpretation and a rich use of this logo.

The logo must not, under any circumstances, be redesigned or modified.



The Double Vibes

Directly connected to the logotype, the Double Vibes is composed of the O from ECHO and two shapes perfectly balanced.

The symbol is legible at most sizes, and ideal for a small version or micro applications. This symbol can be extracted and used as graphic element.

The quickest and simplest way of saying ECHO without spelling it out: Double Vibes represents everything about us and our community through an recognizable figure.



The Stacked Logo

The horizontal logo is the primary logo and should be used in most instances, but depending the layout and composition, you could use the Stacked Logo.

The ECHO Stacked Logo is composed of the Double Vibes and the logotype below.

The stacked logo is mainly use for large-scale use. Avoid using at small sizes, as the logotype can't be readable.



Our Logo with tagline

For more specific usage of the logo the tagline can be added to horizontal, primary variant of the logo.

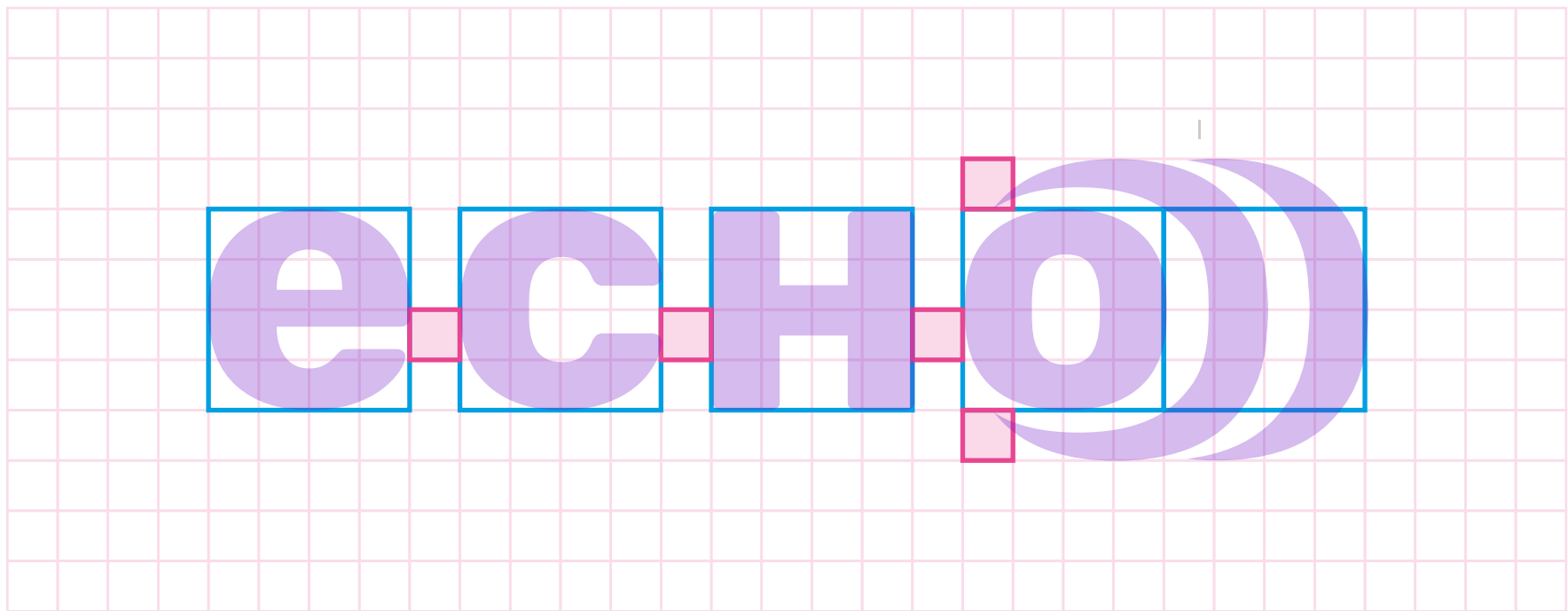
This way it puts more focus on the activity in place.



Logo Construction

A perfect grid was used to create the logo and bring the consistency of shapes, sizes, and spacing. This geometry must always be maintained.

The Double Vibes and the logotype have very specific placement relationships within each element of the logo.



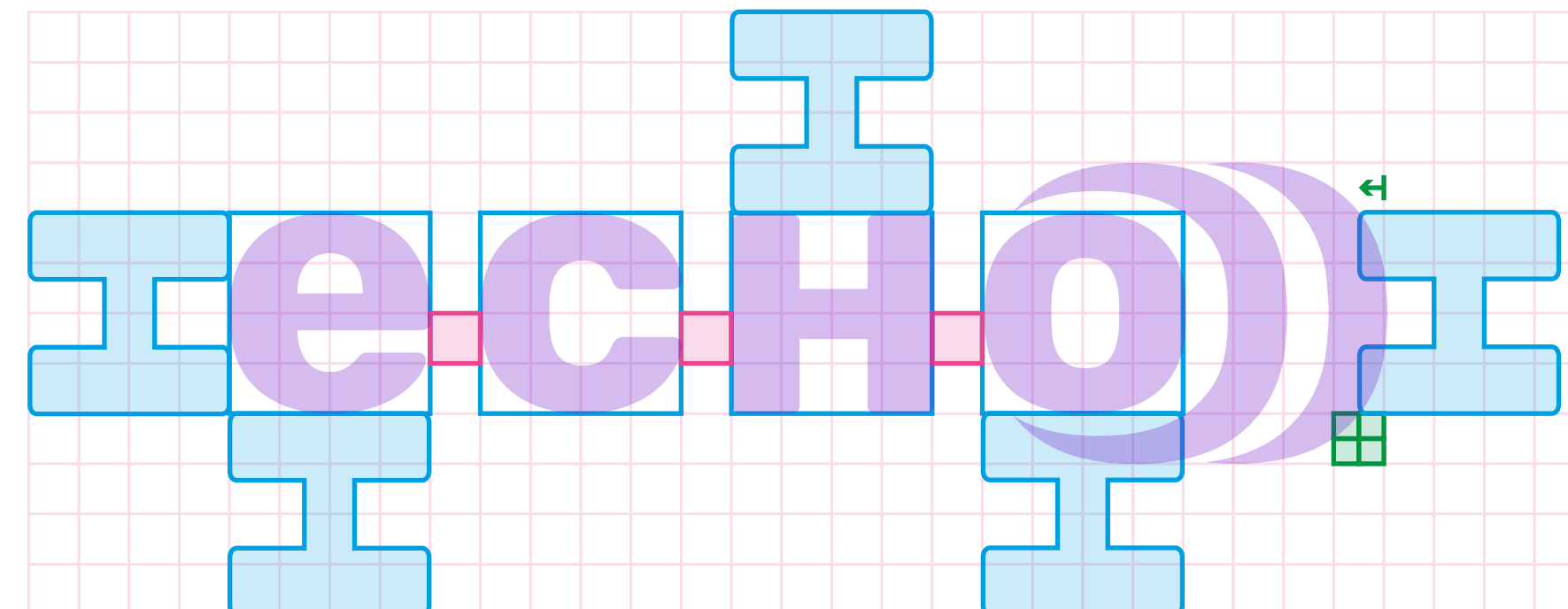
Logo Safe area

Logo safe area allows to protect the logo from placing it in no suited spac, also maintain visual effectivness and readability.

To simplify the process of finding the right clear area around the logo the letter “H” can mark out the right distance.

To achieve perfect optical alignment please be advised to the right edge of the logo itself where the distance can be smaller by $\frac{1}{4}$ of distance between the letters or $\frac{1}{8}$ of size of letter “H”.

The spaces and alignments create a solid construction. Respecting these spacial relationships is mandatory for maintaining consistency.

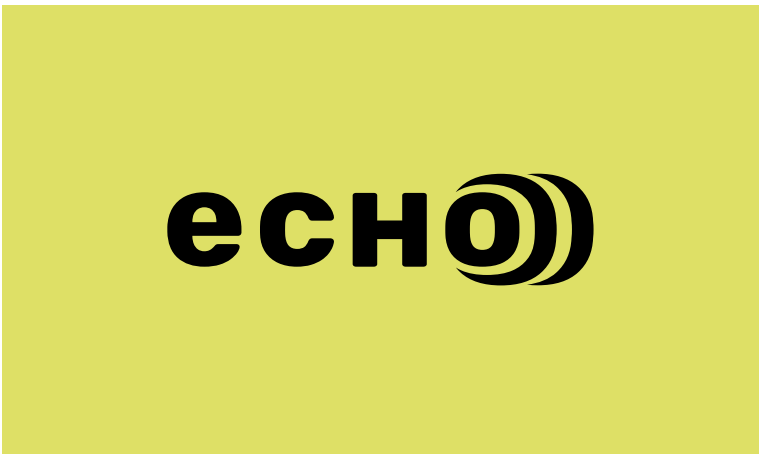


Usage on backgrounds

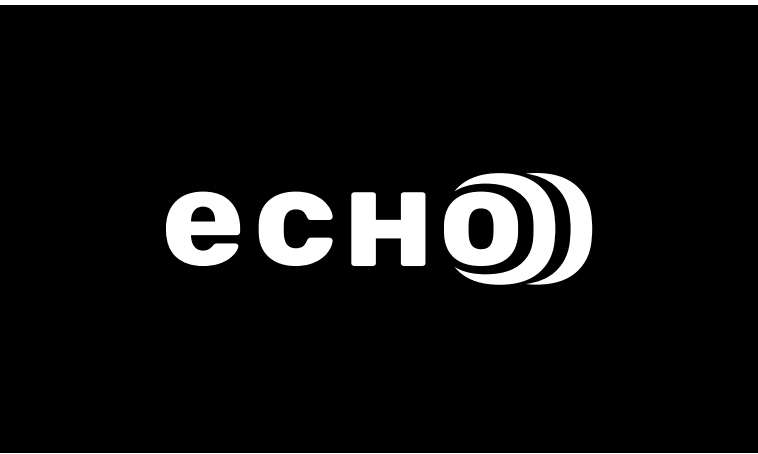
Only the ECHO Violet color or the ECHO Dark color version of the Logo can be use on a white



Only use the ECHO Dark or white Logo on color backgrounds within the ECHO main color palette and its variations.



Never use the primary color version on black background or photographs. Use black text on light images and white on dark images.



Logo misuse

Do not crop the logo ❌



Do not distort the logo ❌



Do not change the transparency ❌



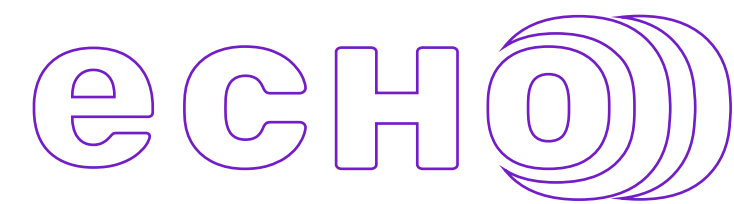
Do not use drop shadows or any other effects ❌



Do not use different colors ❌



Do not outline logotype ❌



Do not change logo orientation ❌



Do not use gradients ❌



Colors

In this section, we describe the composition and use of the main colors that gives us our personality.

Our Colors

This is the official ECHO color palette.

In all scenarios, our palette takes advantage of a strong association with the ECHO Violet. ECHO Violet is an important color that is unique and should be used for moments of sharing, community, and happiness. The entry point of interaction between our users and the brand.

ECHO Violet is our brand primary color.

Use mainly these color proportions in any layout or collateral design based on a 60/30/10 rule. Text should always be set in ECHO Dark, Black, White or ECHO Violet and their variations. ECHO Venetian Red, Light Green, Dark Green and Star Blue can be used as accent colors in this proportions.

Avoid deviating from this core set of colors or creating tints of these values.

<div>White</div> <div>#White</div> <div>HEX: FFFFFFFF</div> <div>RGB: 255-255-255</div>	<div>ECHO Dark</div> <div>#Primary 900</div> <div>HEX: 0D0316</div> <div>RGB: 13-3-22</div>	<div>ECHO Violet</div> <div>Primary</div> <div>#Primary 500</div> <div>HEX: 731DC9</div> <div>RGB: 115-29-201</div>	
<div>ECHO Venetian Red</div> <div>Secondary</div> <div>#Secondary 500</div> <div>HEX: 0D0316</div> <div>RGB: 13-3-22</div>	<div>ECHO Light Green</div> <div>Tertiary</div> <div>#Tertiary 300</div> <div>HEX: DEE066</div> <div>RGB: 222-224-102</div>	<div>ECHO Dark Green</div> <div>Quaternary</div> <div>#Quaternary 700</div> <div>HEX: 006E1F</div> <div>RGB: 110-31-100</div>	<div>ECHO Star Blue</div> <div>Quinary</div> <div>#Quinary 500</div> <div>HEX: 1379BA</div> <div>RGB: 19-121-86</div>

Our Colors Variations

Our variations colors provide more ways to accent and distinguish our elements in composition. Having a variation is optional, and should be applied sparingly to accent select parts that require tone-on-tone pairings or variations of tone and opacity.

ECHO Violet #Primary 500	#900	#800	#700	#600	#500	#400	#300	#200	#100	#50
ECHO Venetian Red #Secondary 500	#900	#800	#700	#600	#500	#400	#300	#200	#100	#50
ECHO Light Green #Tertiary 300	#900	#800	#700	#600	#500	#400	#300	#200	#100	#50
ECHO Dark Green #Quaternary 700	#900	#800	#700	#600	#500	#400	#300	#200	#100	#50
ECHO Star Blue #Quinary 500	#900	#800	#700	#600	#500	#400	#300	#200	#100	#50

Typography

In this section, we describe the typographies we have chosen and the different variations we use.

Rubik

Our logotype and headlines are set in Rubik.

Inspired by the creator of the Rubik’s Cube, our typography is as unique and easy to use as we are. It has been chosen to maximize its impact across all ECHO applications while keeping it easy to read and ownable by our users.

Our brand typeface comes in for weights from Regular to Extrabold. Use Rubik to create headings on embedded, printed collateral and for web.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Family

Regular	Ultimate source, end to end platform of all kind of experiences.
Semibold	Ultimate source, end to end platform of all kind of experiences.
Bold	Ultimate source, end to end platform of all kind of experiences.
Extrabold	Ultimate source, end to end platform of all kind of experiences.

Open Sans

Our pairing font is Open Sans.

Open Sans has been chosen for its open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

On the web, use Open Sans for body text and reserve Rubik for headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Family

Light

Ultimate source, end to end platform of all kind of experiences.

Regular

Ultimate source, end to end platform of all kind of experiences.

Semibold

Ultimate source, end to end platform of all kind of experiences.

Bold

Ultimate source, end to end platform of all kind of experiences.

Extrabold
































































Ultimate source, end to end platform of all kind of experiences.

Font Awesome

Our iconography library is Font Awesome.

Our iconography set is directly connected to our typography at a fundamental level to maximize recognition and ownability. They were chosen because they are bold, communicative, and match perfectly with the the Double Vibes.

Use only icons that ECHO team selected and are authorised through their ECHO Design System to be embedded, printed collateral or for digital platforms.

								
Archive	Arrow-circle-down	Arrow-circle-top	Arrow-down	Arrow-left	Arrow-right	Arrow-up	Balance-scale	Ban
								
Bars	Bell	Book	Calendar-alt	Chart-bar	Chart-line	Chart-pie-alt	Check	Check-circle
								
Chevron-double-left	Chevron-double-right	Chevron-double-up	Chevron-down	Chevron-left	Chevron-right	Chevron-square-down	Chevron-square-left	Chevron-square-right
								
Chevron-up	Clock	Clone	Code	Coins-light	Comment	Comment-plus	Comment-solid	Comments
								
Credit-card	Desktop	Download	Download-solid	Ellipsis-h	Ellipsis-v	Envelope	Euro-sign	Exchange
								
Expand	External-link-square	Eye	Eye-slash	Face-ID	File	File-chart-line	File-invoice-dollar	File-multiple
								
Flag	Flag-alt	Flag-check	Flag-x	Flag-x	Flag-x	Flag-x	Flag-x	Flag-x