BRAND GUIDELINES

Prepared by Moving Adverts / May 2021

Contents.

A set of guidelines about how to represent your brand across channels and assets, helping your business build credibility and recognition.
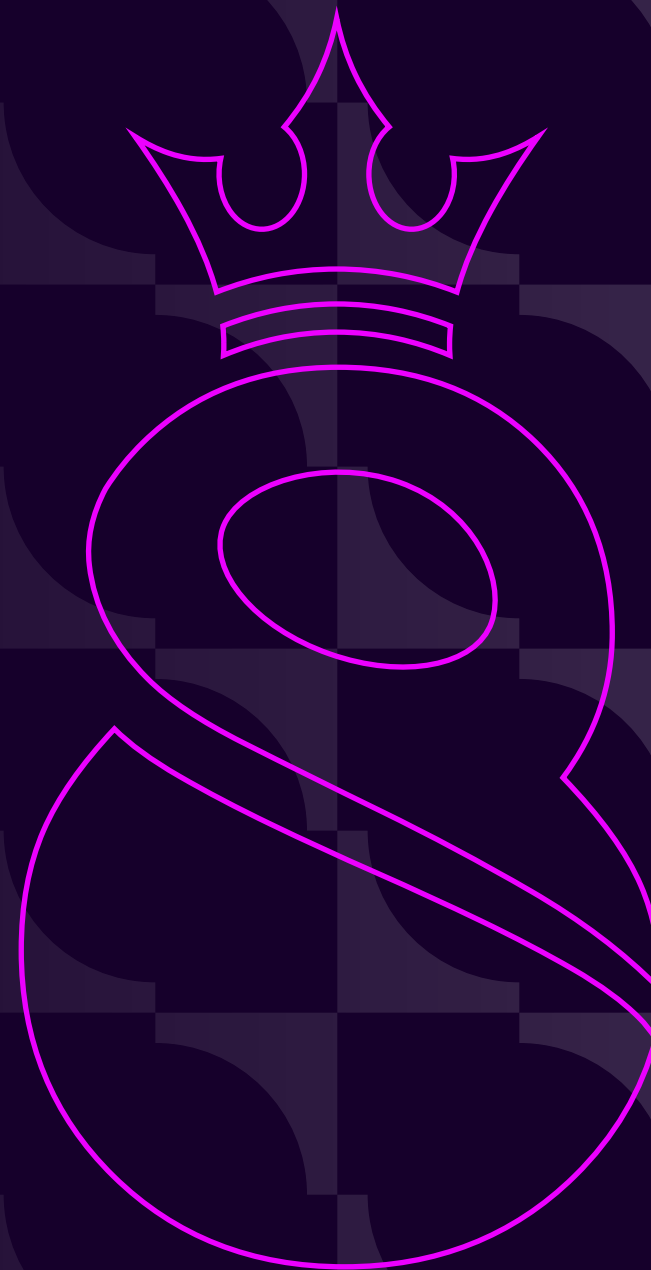
Logo

I. Primary Logo

The E8T logo is comprised of
two elements: the logo icon and the
wordmark. The icon has an 8 formed by
two circular symbols topped with a
crown.

The logo's wordmark is customised text.
It has curved edges that give it a
structured, modern feel.

The logo in it's white background is the
primary choice in applications wherever
possible. The horizontal version of our
logo is preferred for most applications.

II. Secondary Logo

Our monotone logo, both horizontal should be used very selectively and only when small (not on large posters or where it is the main element on the page).

For example, the only application of option f should be when the logo is to be shown as a watermark on a document.

a.

d.

b.

e.

c.

f.

III. Clear Space

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the size of the "E8" within our logo.

To ensure legibility, clarity, and brand consistency, the width of the main logo should never be reduced to less than 1.5 inches when in full colour, or one inch when in monotone for print purposes.

a. Stacked Lock-up
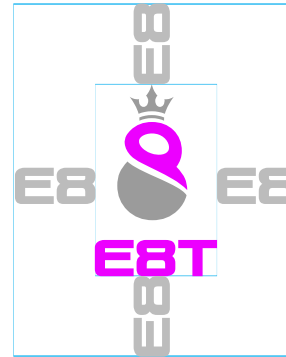
Give the logo space . To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. The height of the letter 'E8' from the logo have to be managed as a margin on all sides proportionately.

b. Horizontal Lock-up
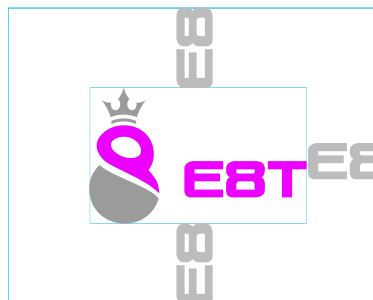
In the horizontal lock-up, the same space has to be provided around the logo to ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

IV. Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

Don't add shadows, strokes, or other effects

Don't rotate, make vertical, or flip

Don't alter proportions of the wormark and icon

Don't alter the letters or spacing in any way

Don't change any colour or the order of the our colours

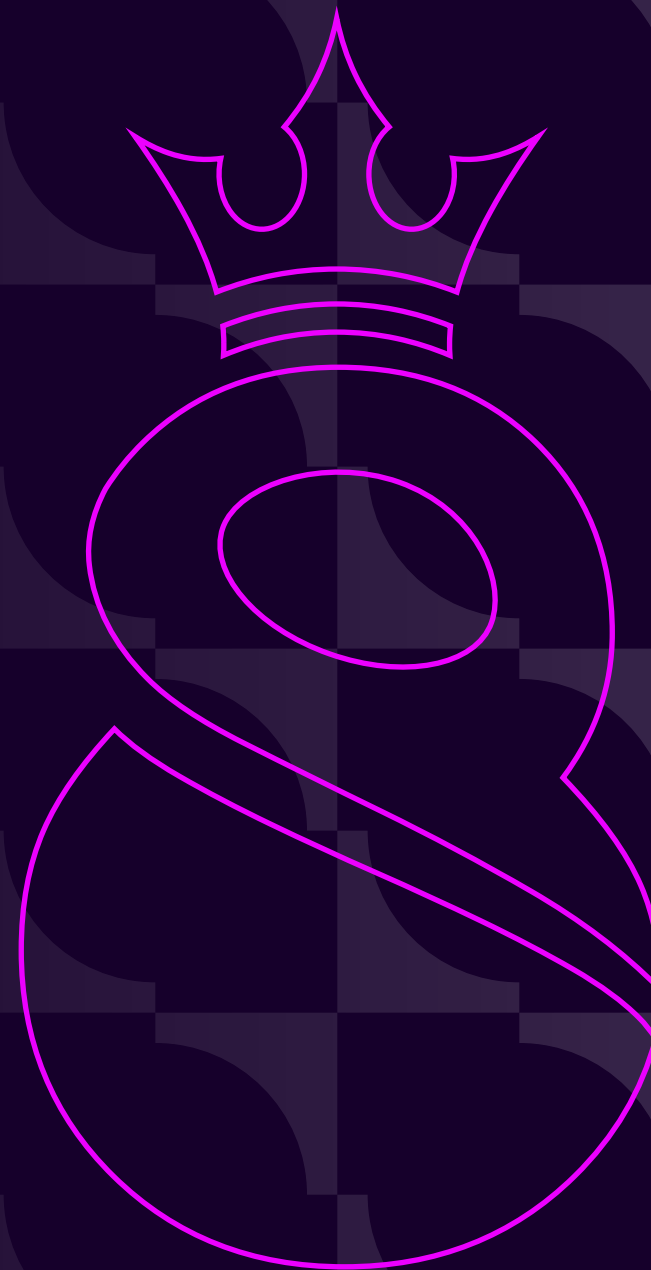Don't change aspect ratio, stretch, or squeeze

Don't make the logo into an outline

Don't use alternative fonts for the wordmark

Colours

I. Our Palette

Our colours are as important to us as the logo itself. They're part of the brand's personality.

We have established two primary set of colours: Electric Violet and Lazy Gray for the bright background. We use Black Violet and Perfume Violet for dark backgrounds.

a. Primary Colours

ELECTRIC VIOLET

PANTONE 807 C
HEX: EC00FF

R: 236   C: 34%
G: 0   M: 82%
B: 255   Y: 0%
    K: 0%

LAZY GRAY

PANTONE Cool Gray 7 C
HEX: 9B9B9B

R: 155   C: 42%
G: 155   M: 34%
B: 155   Y: 35%
    K: 1%

BLACK VIOLET

HEX: 16002B

R: 22
G: 0
B: 43

PERFUME VIOLET
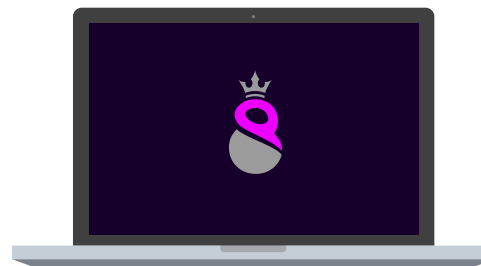
HEX: E6A5EF

R: 230
G: 165
B: 239

I. Our Palette

You may see the secondary colours used in marketing materials in charts, timelines or presentations, but they will be used sparingly.

b. Secondary Colours

HEX: F4F4F4

R: 244
G: 244
B: 244

HEX: 474747

R: 71
G: 71
B: 71

HEX: D298D8

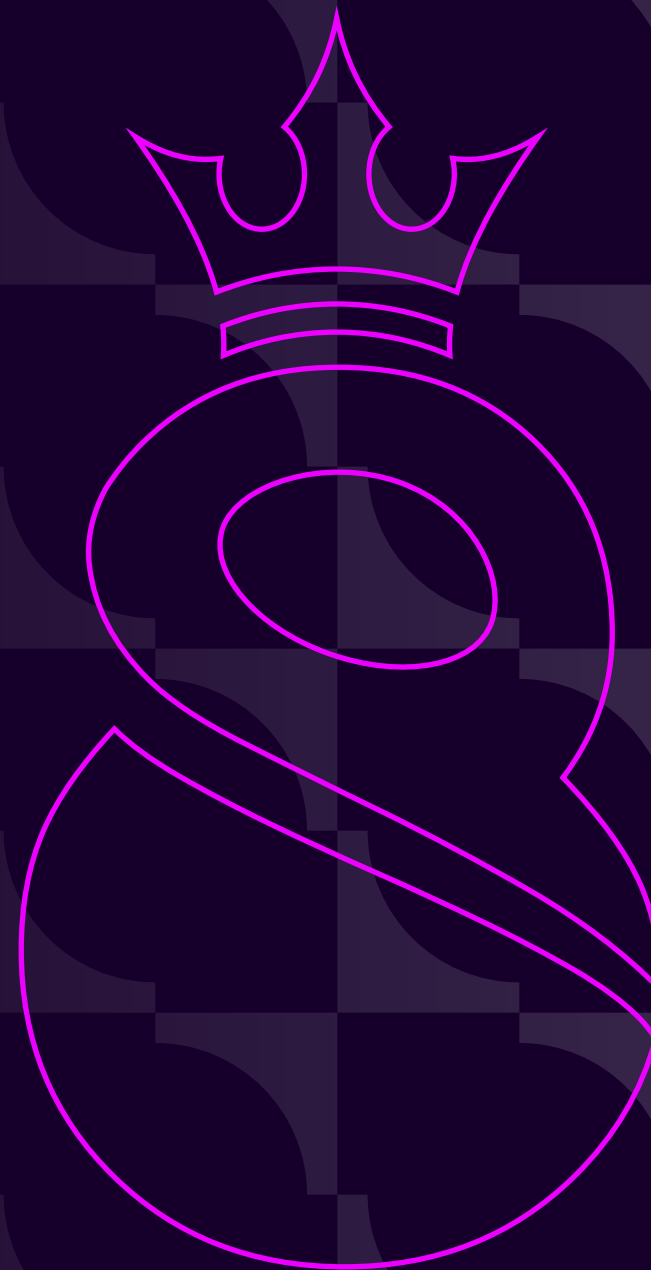R: 210
G: 152
B: 216

HEX: 532E59

R: 83
G: 46
B: 89

c. Digital Applications

We primarily use the secondary colour palette on the website and other digital applications, as it coincides with different roles on the website. Secondary colours should never be used as a dominant colour on their own.

Typography

I. Primary Typeface

They are clear, legible, modern weights of typeface Avenir that work well in print and online.

1 2 3 4 5 6 7 8 9 0 ! @
$ % ^ & * ( )
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Avenir Roman

Category: Sans-serif
Classification: Humanist sans-serif
Designer: Adrian Frutiger
Foundry: Mergenthaler Linotype Company

1 2 3 4 5 6 7 8 9 0 ! @
 # $ % ^ & * ( )
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Avenir Black

Category: Sans-serif
Classification: Humanist sans-serif
Designer: Adrian Frutiger
Foundry: Mergenthaler Linotype Company

II. Secondary Typefaces

This is mainly used for titles or headings. Not idea for content section of applications.

1 2 3 4 5 6 7 8 9 0 ! @

$ % ^ & * ( )

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o

p q r s t u v w x y z

Charlie Brown M54

Category: Headline, Techno

Classification: Retro

Brand Elements

I. Our Brand Elements

Diagonals and triangles, used sparingly, add interest to a composition. They can be used at any horizontal angle. These textures are used often as a large graphic element and to add texture to solid colored backgrounds.

We have produced a unique pattern to work as our background for most hero images.

a. The Cues Pattern
b. The Molecular Pattern
c. The Background Pattern
d. The Hexagonal Cut

a.

b.

c.

d.
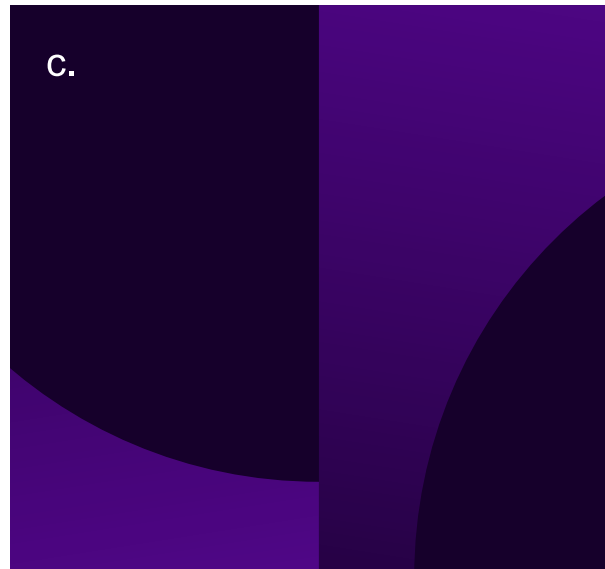
II. Using The Elements

Examples of how we integrate the elements, imagery, typography and logo in to different applications.

Sample
Header

Examples of how
we integrate the
background.

Digital Representation

Our Global Presence