



# Branding Guidelines

V1.2

# **Mission Statement: Your Value Made Clear**

This document defines the standards and guidelines for the Ecosystems brand identity. Please adhere to the guidelines provided within this document when creating marketing materials for Ecosystems. While the design and visual rules are in place, they are not to be limiting as long as brand consistency is maintained.

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# Brand Identity

## The Face of Ecosystems

# Logo

## Primary Version

The Ecosystems' logo is the most visible expression of our brand. The logo should be present in every communication channel.



# Logo

## Clear Space

There must always be sufficient space surrounding the logo to avoid competition with other visual elements.

The logo should be treated as one unit and should never be divided. This logotype can be used with or without the Ecosystems’ tagline, “Your Value Made Clear.” See how the tagline is placed beneath the logo as shown on the bottom right.





# Logo

## Incorrect Usage

To maintain consistency and clarity across Ecosystems' products, the logo should never be altered. Please see the examples on the right for what not to do to the Eco logo.



Do NOT rotate or manipulate the logo



Do NOT change the logo color



Do NOT use drop shadows



Do NOT outline the logo



Do NOT place logo on a similar color background

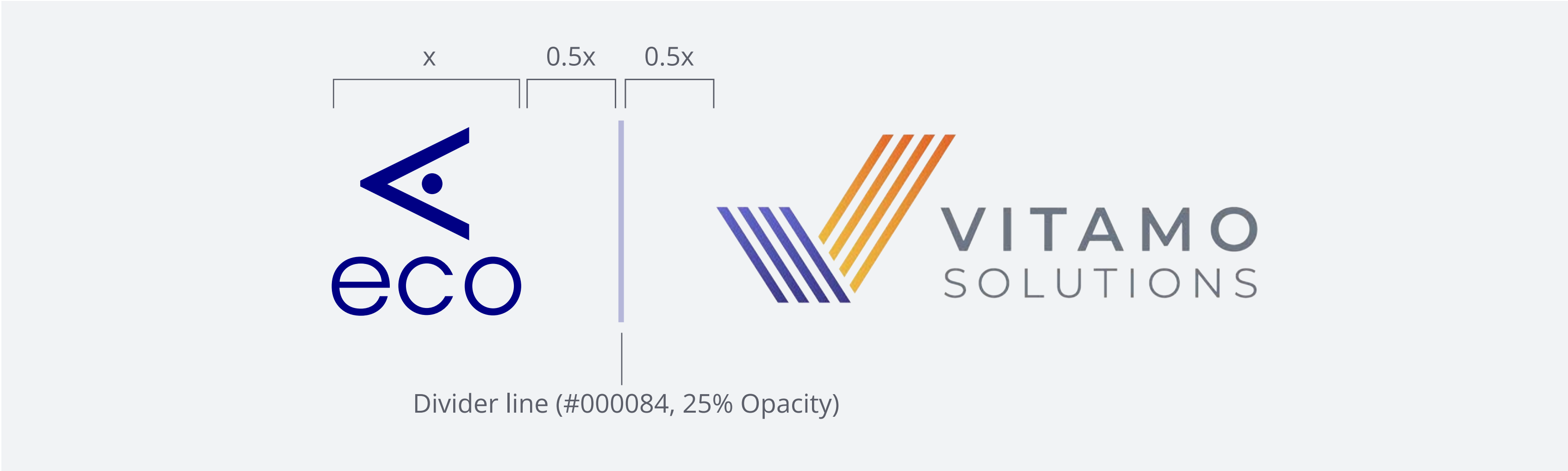


Do NOT place logo over image without enough contrast

# Logo

## Co-Branding

When pairing up with another brand, Ecosystems’ logo and brand must be kept consistent. Ecosystems’ logo can be arranged flexibly both horizontally and vertically with other logos. The following examples can be used when co-branding.



CO-BRANDED WITH A HORIZONTALLY ORIENTED LOGO



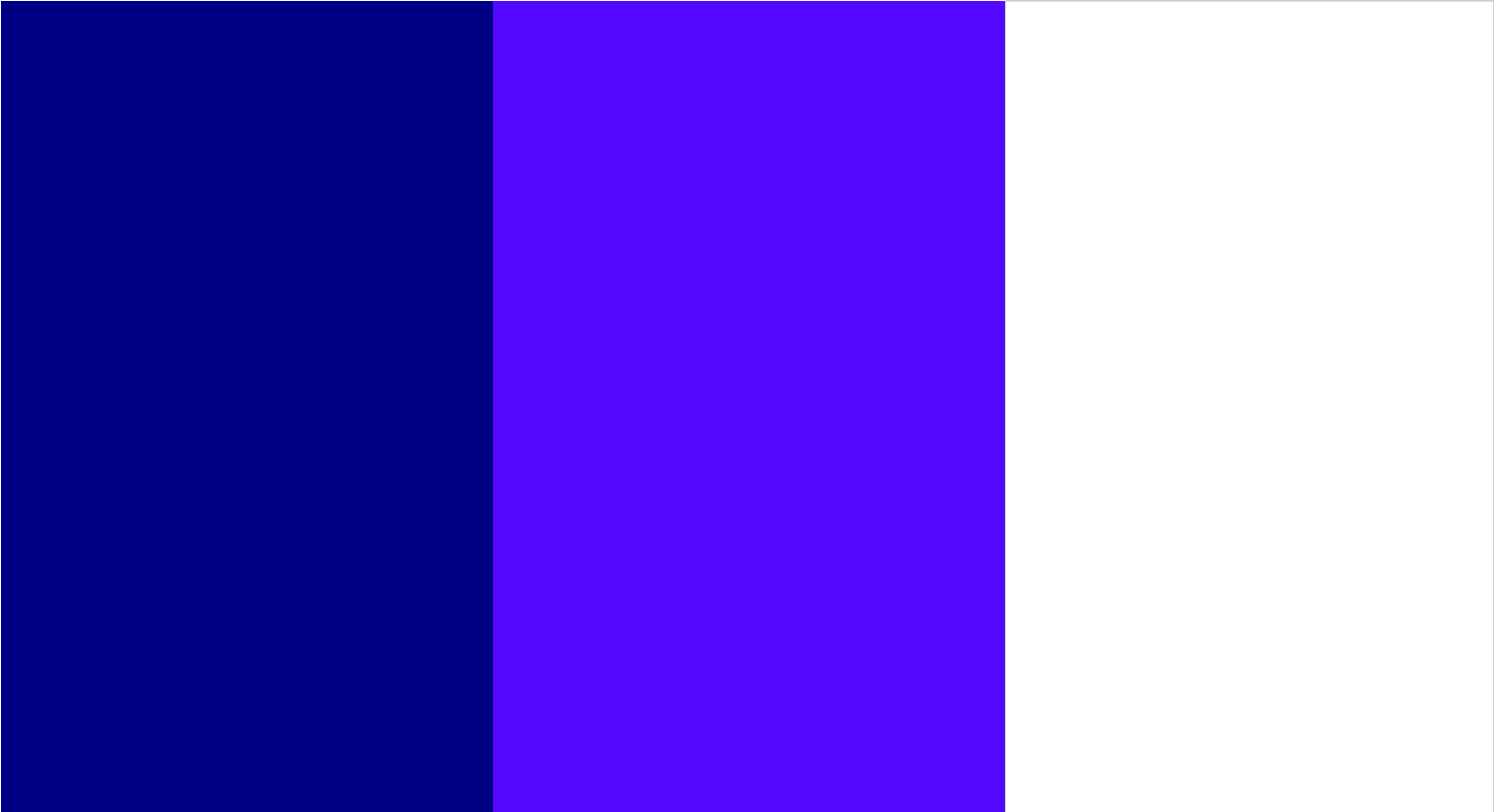
CO-BRANDED WITH A LOGOTYPE OR VERTICALLY ORIENTED LOGO



# Color Palette

## Primary Colors

Our brand identity is based on psychological effects on people’s visual understanding. Our blue is the color of logic, intelligence, efficiency, and professionalism, while our purple serves alongside our blue to help form an impactful message with an articulate balance of contrast. These colors together accentuate the holistic range of skills and services that Ecosystems delivers to its clients.



### ECO BLUE

**Hex** #000084  
**RGB** 0, 0, 132  
**CMYK** 100, 98, 12, 15

### ECO PURPLE

**Hex** #5408FF  
**RGB** 84, 8, 255  
**CMYK** 78, 78, 0, 0

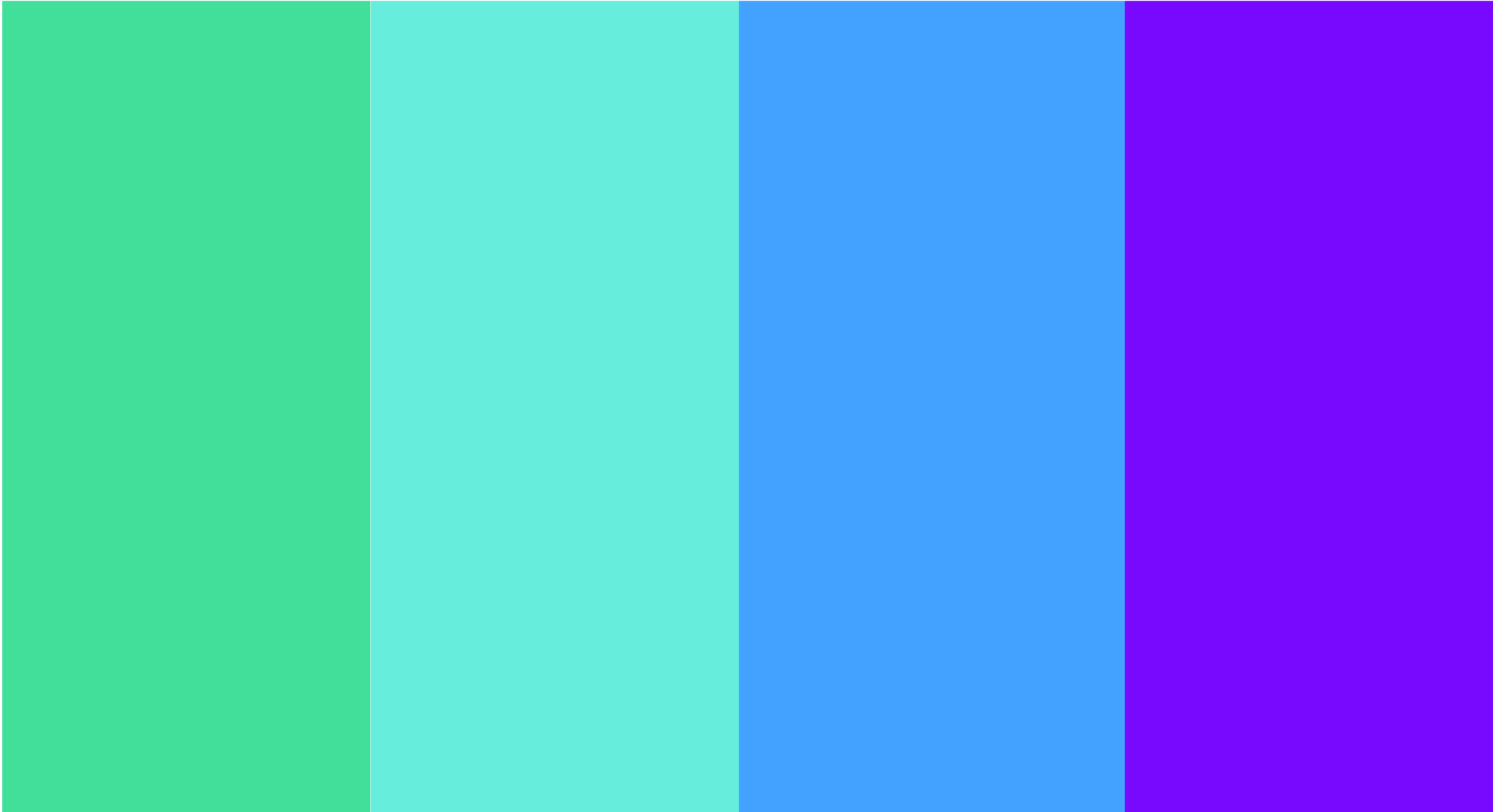
### WHITE

**Hex** #FFFFFF  
**RGB** 255, 255, 255  
**CMYK** 0, 0, 0, 0

# Color Palette

## Secondary Colors

The primary colors can be accompanied by secondary and tertiary colors. They are to be used as supplemental accents as needed.



**ECO GREEN**

**Hex**    #41DF9A  
**RGB**    65, 223, 154  
**CMYK**   60, 0, 57, 0

**ECO TEAL**

**Hex**    #66EDDC  
**RGB**    102, 237, 220  
**CMYK**   48, 0, 23, 0

**ECO OCEAN**

**Hex**    #43A1FF  
**RGB**    67, 161, 255  
**CMYK**   62, 30, 0, 0

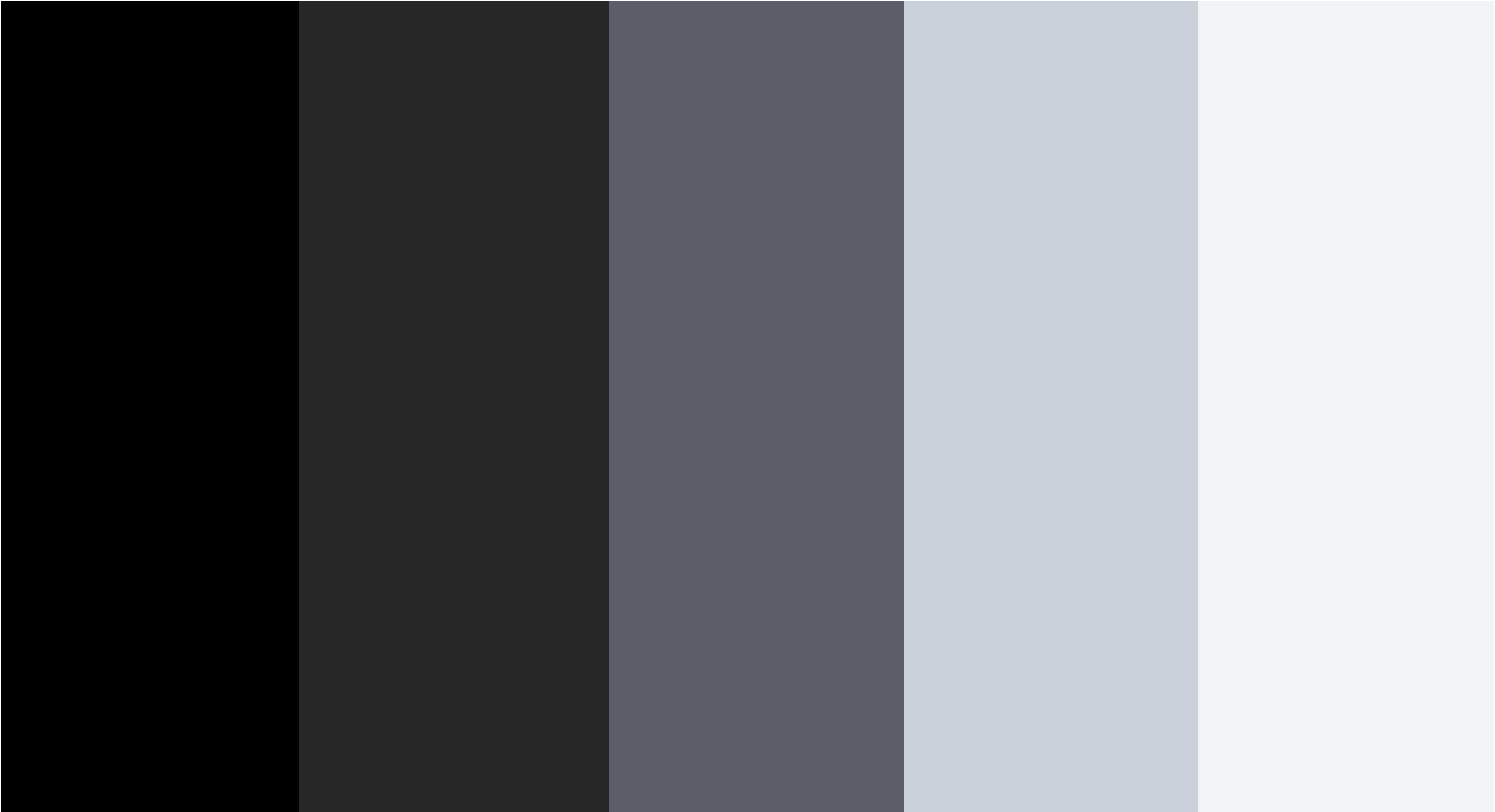
**ECO VIOLET**

**Hex**    #7908FF  
**RGB**    121, 8, 255  
**CMYK**   70, 79, 0, 0

# Color Palette

## Neutrals

Eco’s greyscale is available as shown to create a variety range of visual engagement. These colors should be used mostly for body text and backgrounds as needed.



**BLACK**

**Hex** #000000  
**RGB** 0, 0, 0  
**CMYK** 75, 68, 67, 90

**DARK GREY**

**Hex** #3A3A3A  
**RGB** 58, 58, 58  
**CMYK** 69, 62, 61, 52

**GREY**

**Hex** #5B5E69  
**RGB** 91, 94, 105  
**CMYK** 66, 57, 45, 21

**MIDLIGHT GREY**

**Hex** #CAD1DB  
**RGB** 202, 209, 219  
**CMYK** 19, 12, 8, 0

**LIGHT GREY**

**Hex** #F1F3F5  
**RGB** 241, 243, 245  
**CMYK** 4, 2, 2, 0

# Color Palette

## Gradients

Primary and secondary colors can be mixed to form gradients. The number of combinations should be limited to two, and at least one color should be one of the primary colors.



# Typography

## Primary Font

Our primary font is Open Sans, an open source sans-serif typeface designed by Steve Matteson. This font is optimized for a wide range of media channels including web, print, and mobile interfaces with a modern and friendly look at the same time.

TYPEFACE

Open Sans

EXAMPLE

Use this font for headings

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,/!';=-+()#

HEADER

Open Sans Bold

This is a header

SUB-HEADER 1

Open Sans Bold

This is a sub-header

SUB-HEADER 2

Open Sans Regular

This is a sub-header

BODY TEXT

Open Sans Regular

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# Typography

## Secondary Font

Our secondary font is Inter. We use Inter Bold for header and Regular for sub-header and body.

TYPEFACE

Inter

EXAMPLE

Use this font for headings

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,/!';=-+()#

HEADER

Inter Bold

This is a header

SUB-HEADER 1

Inter Bold

This is a sub-header

SUB-HEADER 2

Inter Regular

This is a sub-header

BODY TEXT

Inter Regular

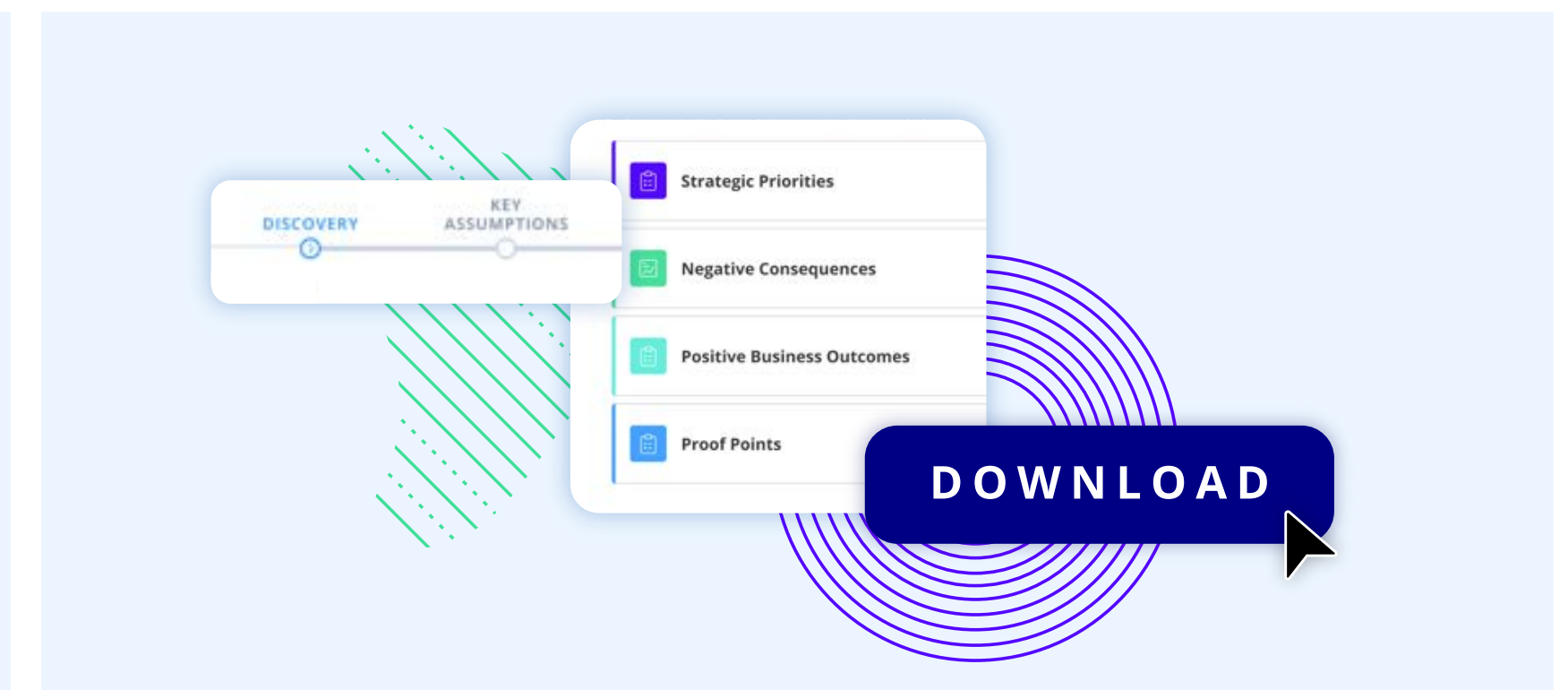
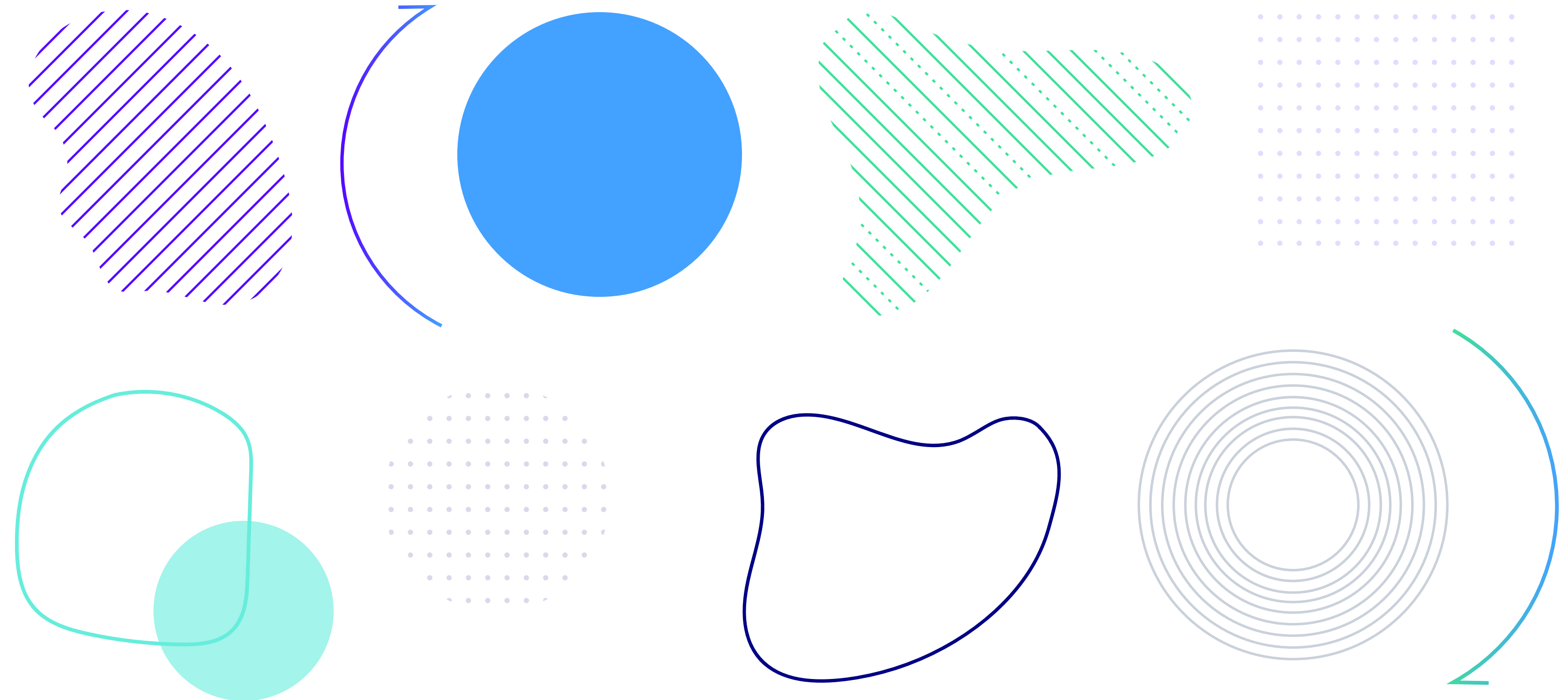
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.



# Visuals

## Vector Shapes

The vector elements on the right are geometric, yet organically formed to highlight the modern and dynamic aspect of Ecosystems' platform. These vector shapes can be used for any form of media where a background is needed for visual engagement. They should be in Ecosystems' color scheme with an exploration of opacity within the same color range.





# Visuals

## Photography

Ecosystems' photos should be natural, approachable, and modern. Imagery should capture the core of our business, “We help others find their value.”

Examples are shown on the right to help you understand what images should be considered to use. When selecting images, do not choose to use any images with overlays, high saturation, heavy color effects, or excessive glares. Also, avoid using clichés and negative images.



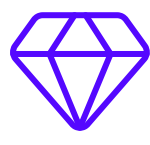



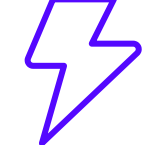
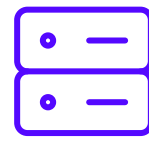
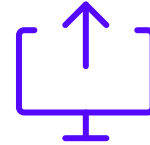
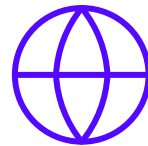
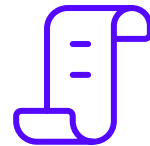
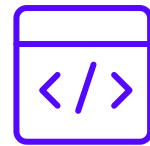
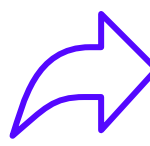
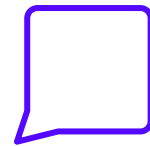


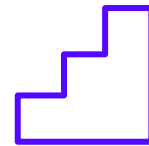
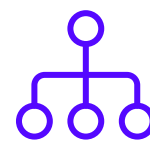
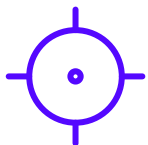
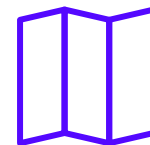

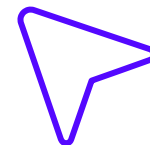






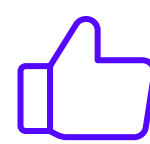
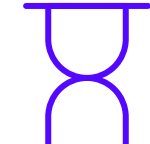


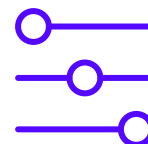
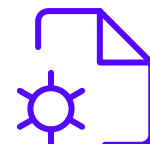



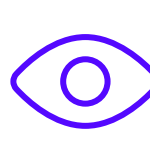
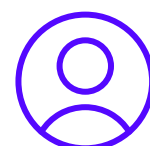
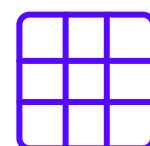
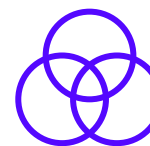


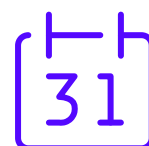
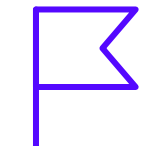

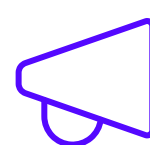
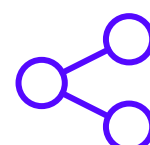

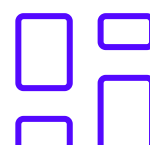



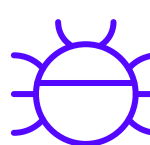




# Icons

## Iconography

We have created a library of custom icons to represent various components of our company and product. Ecosystems icons are designed on a proportional square format at multiple sizes, with consistent line weights. Icons should only appear in Eco Blue, Eco Purple, or White with color backgrounds. Icons will be continuously added to our library as needed for projects.

								
Video	Comparison	Value	Pie Chart	Expenses	Money	Fast	Data	Download
								
Global	Report	Development	Direction	Comment	Science	Sustainability	Growth	Taxonomy
								
Target	Roadmap	Customer Success	Click	Security Breach	Business Case	Delete	Identity	Finance
								
Resources	Feedback	Delay	Time-saving	Status Guage	Filter	Manage	Documents	Innovation
								
Hide	View	Profile	Arrangement	Elements	Priorities	Investigation	Calendar	Goals
								
Product	Marketing	Network	Security	Dashboard	Audience	Verification	Home	Error

# Links & Buttons

## Components

For all marketing channels, hyperlinks should be in Eco Ocean by default. There are three versions for call to action buttons; text type, an outlined type on colored background, and solid type. Colors should be limited to two primary colors as shown.

HYPERLINK	<a href="#">ecosystems.io</a> <a href="#">ecosystems.io</a>		
TEXT BUTTON	LEARN MORE >LEARN MORE >		
SOLID BUTTON	DEFAULT	HOVEROVER	INACTIVE
	<div>CONTACT US</div> Eco Blue   #000084	<div>CONTACT US</div> Eco Purple   #5408FF	<div>CONTACT US</div> Midlight Grey   #CAD1DB
OUTLINED BUTTON	DEFAULT	HOVEROVER	INACTIVE
	<div>CONTACT US</div> White   #FFFFFF   0% Opacity	<div>CONTACT US</div> White   #FFFFFF   20% Opacity (Background)	<div>CONTACT US</div> White   #FFFFFF   20% Opacity (Background) + 40% Opacity (Text & Outline)



# Application

## Media Graphics

### Explore Learning Resources





### Become Part of our Customer Value Community







### BRENT'S BREAKDOWN

### Top Tips from an Industry Expert



### NEW Guided Digital Coaching Courses





YOUR VALUE  
MADE CLEAR  
ECOSYSTEMS.US

## Web Value Calculator

Need to generate qualified leads? Ecosystems' Web Value Calculator initiates the customer journey with self-service value teasers on the corporate website.





#### Benefits

- Modernize and digitize the customer's sales experience
- Empower customers to self-educate on the business value of your offerings
- Enable inside sales teams to drive scalable value-based campaigns
- Generate qualified leads which are captured directly within your CRM



#### Key Capabilities

- Interactive sliders allow customers to dynamically model value outcomes
- Custom branding ensures a seamless experience within the larger website
- Optimized user experience for both PC and mobile
- Branded outputs that combine quantified value with qualitative messaging

### Integrations & Partnerships

- ▶ API-based integration with common CRM and lead gen platforms
- ▶ IDC partnership to substantiate value assumptions with industry-leading research





Interested in learning more? Please contact  
Info@ecosystems.us or call 1-866-754-4700



# Application Presentations

The Ecosystems presentation template is designed in Google Slides; it can be worked on any system, and does not require the installation of additional fonts. The access to the template is available upon request.




## Business Impact Summary

• • •


Your Value Made Clear

## Benefits




### 839

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### \$1.5M


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### 75%

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//

## I am a huge proponent of the Value Management Office. It's a must-have for all sales teams.

John Smith, Sales Rep



### 01

Lorem ipsum dolor  
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### 02

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# Appendix

## Thank You

These guidelines should be used as reference to address the majority of applications to which the Ecosystems identity is applied. Please be advised to be as creative as long as it meets the guideline requirements. However, in order to maintain the consistent look of Ecosystems materials, please contact us on how to best reproduce the Ecosystems identity in a particular application. We greatly appreciate your effort in keeping our brand consistent and cohesive.

## Contact

For further information or questions, please contact:

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