

designecho
communications

BRAND STYLE GUIDE



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LOGO



LOGO



LOGO | VARIATIONS



LOGOMARK

designecho
communications

WORDMARK

LOGO | VARIATIONS



VERTICAL



HORIZONTAL

TYPEFACE



TYPEFACE

PRIMARY

Zodiak

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
0	1	2	3	4	5	6	7	8	9	*	#	&

SECONDARY

Montserrat

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
0	1	2	3	4	5	6	7	8	9	*	#	&

COLOUR



COLOUR PALETTE

PRIMARY

HEX: 0F4E3F
R:15 G:78 B:63
C:90 M:44 Y:73 K:43

HEX: FEFCEC
R:254 G:252 B:236
C:1 M:0 Y:11 K:0

* Colour variation for dark on light text.
Check “Colour Usage” section for details.

HEX: 005F45 *
R:0 G:95 B:70
C:90 M:36 Y:76 K:32

SECONDARY

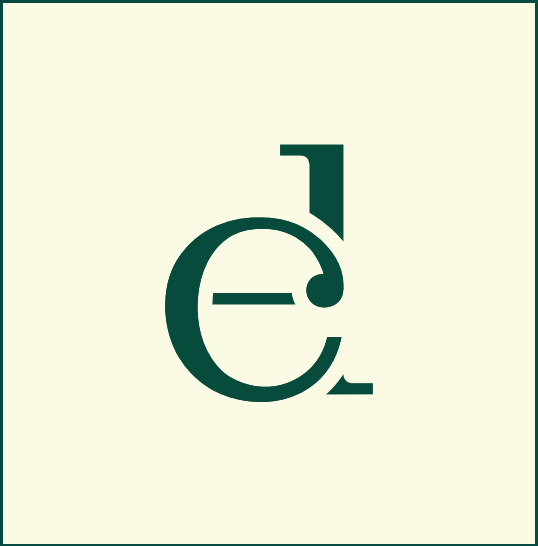
HEX: FFFFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

HEX: 78C4AD
R:120 G:196 B:173
C:56 M:0 Y:40 K:0

HEX: 092528
R:9 G:37 B:40
C:93 M:62 Y:59 K:73

COLOUR USAGE | LOGO

PRIMARY



SECONDARY



COLOUR USAGE | LOGO

PRIMARY



SECONDARY



COLOUR USAGE | TEXT

Typeface: **Zodiak Bold**
HEX: FEFCEC



HEADING 1

Typeface: **Montserrat Medium**
HEX: FFFFFFFF



Heading 2 /Subtitle

Typeface: **Montserrat Regular**
HEX: 78c4ad



Body Text

COLOUR USAGE | TEXT

Typeface: **Zodiak Bold**
HEX: 005f45 *



HEADING 1

Typeface: **Montserrat Medium**
HEX: 78c4ad



Heading 2 / Subtitle

Typeface: **Montserrat Regular**
HEX: 092528



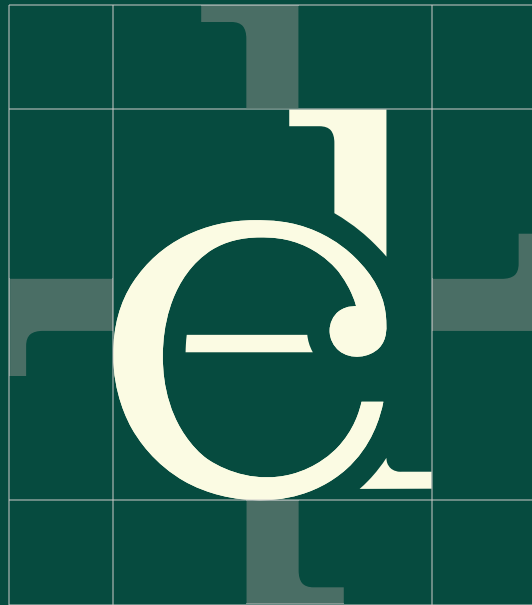
Body Text

* Colour variation for dark on light text only.
Use #005f45 instead of #0F4E3F for better readability.
Do not use for any other purpose.

SPACING



SPACING | LOGO



LOGOMARK



WORDMARK

SPACING | LOGO



VERTICAL



HORIZONTAL

PATTERNS



PATTERNS | PRIMARY



PATTERNS | SECONDARY





(First Name) (Last Name)
(DESIGNATION)
+91 0123456789
abc@email.com



A large, stylized, light teal letter 'G' graphic that occupies the left side of the image. It has a thick, rounded stroke and a small circular detail at the bottom right of its main curve.

FIN.