

eikos.

internal use

Brand Standards

April 2020



Table of Contents

All resources mentioned can be found on the Marketing Confluence Page.

1. Overview

2. Brand Statement

- 2a. Ekos mission
- 2b. Ekos vision
- 2c. Ekos values

3. Brand Voice, Tone, & Position

- 3a. Ekos voice, tone & position

4. Logo Branding

- 4a. Ekos logotype & mark
- 4b. Ekos logo usage

5. Typography

- 5a. Primary typeface
- 5b. Oversized typography
- 5c. Primary typeface sizing & hierarchy
- 5d. Secondary typeface

6. Color

- 6a. Ekos color usage
- 6b. Ekos tint usage

7. Imagery & Screenshots

- 7a. Ekos image inspiration
- 7b. Ekos image usage
- 7c. Ekos image inspiration
- 7d. Ekos image usage
- 7e. Ekos screenshot usage

8. Brand Graphics & Design Assets

- 8a. Ekos functions/shapes
- 8b. Make more_ usage
- 8c. Custom icon style guide
- 8d. Letterhead template
- 8e. PowerPoint template

9. In Closing

Overview

1

Welcome to the world of Ekos. Our goal is to be as clear and simple with our work as we possibly can, so that our users feel empowered and included. This vendetta of simplicity and accessibility is represented in every element of our brand. Each piece is strategically communicating our mission, vision and values. Every design decision or usage of language covered in this blueprint is intentional. We have invested a lot of time and energy (and heart!) into creating this brand so that it may be a clear blueprint for us to follow as we continue to accomplish what we have set out to do.

Every element of our brand — great and small — comes together to create a strong system that is supporting every move we make as we grow together. It helps us stay true to our story and gives us guidelines that allow us to make faster decisions without veering off course.

We are a fast-moving, craft-tech company but function like a community — both internally and externally. We work together to support independent craft makers. We work hard, think on our feet, and do good, because people's livelihoods depend on us.

This brand blueprint is the heart and soul of who we are and what we do. Welcome to Ekos.

Brand Statement

What we do is important, but not nearly as important as why we do it. Our industry is in constant flux, and the demand for what we do could change at any moment. However, if we believe in why we do what we do, then we will always be able to innovate and create new opportunities together as a community.

Our brand statement is a collection of answers to deep questions. These make up our mission, vision, and values. They are the pillars that hold us up and give us the drive to do our work.

CEDAR HILL

Ekos mission

We are a group of disruptive innovators empowering craft manufacturers all over the world to scale their businesses, streamline their processes, and optimize their teams.

Ekos vision

To be the collaborator of choice
in all craft manufacturing
businesses.

AKA Kill the Spreadsheet.



Ekos values

Build authentic partnerships

With our team and with our clients. We value integrity, relatability, and constructive communication.

Boldly embrace innovation

We dig to the root and solve. We make a lasting impact by being curious, learning, moving fast, and iterating.

Foster community

Not just for profit. We create a collaborative environment by connecting passionate makers that use knowledge and experience to elevate others.

Take ownership

We take it to heart. Think big. Take calculated risks. Demand excellence.

Being customer centered

Customers are the center of what we do. If our customers are successful, we are successful. We listen, identify the need, and develop true solutions to produce results.

Craft a balanced life

Words to live by. We give our all for our customers and have a blast doing it. We stay energized by balancing our personal and professional lives in a healthy way.

Brand Voice, Tone & Position

3

We place a high value on how we communicate with our users — from a five minute phone conversation to a quick email, from our website to a pop-up window within our platform. At every intersection and outlet we see an opportunity to connect with our users and leads. Those moments of communication are where we show our true colors.

Our voice, tone, and conviction about who we are in the market is what sets us apart from the competition. We have the ability to create a community of craft makers and business owners who collaborate, because the vibe is right for those kinds of interactions. We are the leader! As we grow and our influence is magnified, we want all our communications to feel united and authentic.

3a brand voice, tone & position

Our Voice

EKOS VOICE

Confident

Ekos is confident, but not arrogant. We believe in our product and know who we are. We are pioneers, but not reckless.

Collaborative

We care about our customers, partners and the community. We are good listeners. We give advice and direction based on our customers' individual needs.

Simple & Direct

Don't over complicate it. Be direct and get to the point. Always look for the simplest way to say what you need to say.

Conversational

Be honest and friendly — tell it like it is. Don't use jargon. We are direct and honest, but also caring.

Our Tone

EXAMPLE TEXT

Learned friend who's tried something new and has advice to share

Cloud-based brewery software that is safe, scalable, and user-friendly does exist — and you can get all the benefits we mentioned above when you partner with Ekos. At Ekos, we are committed to helping craft brewers in the U.S. and around the world make more beer with intuitive business management tools. Our proprietary brewery management software, helps you optimize your inventory, production, sales, and accounting processes all in one easy-to-use system that is tailored to the needs of craft brewers. Each registered user on your team gets their own custom dashboard based on their specific role in your brewery. We work with you directly to get your team set up and ensure you feel comfortable using Ekos as part of your daily routine. Plus, with unlimited customer support and an expansive Knowledge Base filled with helpful instructional resources, we're always here to help.

Our Position

OUR UNIFIED POSITIONING

A cost effective, lifestyle based, tech-forward software solution for scaling companies.

Logo Branding

4

Our logo was created amidst a season of rapid scaling, and in the spirit of that innovation we created something that makes room for more. We didn't want to be held back by a static graphic, so we created a dynamic word-mark that visually leads people to think about the possibilities of what's to come. We believe in the potential of what the future holds, as represented by the underscore!

This deeper meaning we find in our logo applies to us as much as it applies to those we create software for. We are an open company, ready for what the future may bring, encouraging our customers to do the same.

4a

Ekos logotype & mark

We will use our primary logo 80% of the time for headers, footers, websites, and letterheads. Our logo mark can replace the primary logo, but only about 20% of the time for avatars, sign-offs, etc. Use reversed version on dark colored back-grounds and when laid over dark images.



primary logo_



logo mark_



logo reversed_

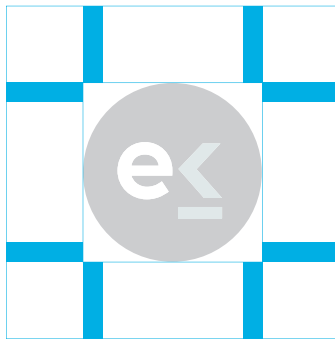


logo mark reversed_



4b

Ekos logo usage



minimum clear-space_

Use our logo consistently and appropriately so that our message stays clear and unquestionable. We like the calming effect of whitespace for our users, if that is not an option, follow these usage guidelines to create the vibe of Ekos within the limitations.

✗ **ekos_** Don't stretch or distort the logos to fit odd spaces. Scale up or down proportionately (**hold shift!**)



✗ **ekos_** Don't change the colors in the primary logotype or mark.



✗ **ekos_** Don't change the color of the special characters in the logos.



✗ **ekos** Don't change the letter typeface or remove the underscore.



Typography

5

We use our branded typography to bring impact and sentiment to our digital presence and printed materials. We have chosen to use only two font families: a bold, clean sans-serif called Europa and a strong but friendly serif called Duplicate Ionic. These two font families work together to create a human centered experience — meaning we don't want to draw attention to the typeface itself but to the words we use.

The type system

We chose our fonts on the basis of simplicity and readability at all media sizes. In order to optimize this user experience, we have refined the way in which we use the fonts. The following guidelines will cover type usage, font sizes, line height, information hierarchy, special character usage, etc. Don't be intimidated! It's all for a consistent experience.

The type and logotype

Our logotype was inspired by our primary typeface, Europa. We are excited that our logo can be typed out (using our typeface), as if in a text or a coding environment. This means a lot to us, because `ekos_` is all about the connection/communication we have with our customer and the dedication we have to the quality of our software. PLUS, do you know that you can also type out our logomark? It's pretty awesome.

MACs: `alt + <`

PCs: `alt + 2`

5a

primary typeface

ALL MAIN HEADINGS ARE IN:

Europa Bold

ALL BODY COPY IS IN:

Europa Light

WHEN NEEDED:

Europa Regular

This is the typeface we use most. All our main headings are in bold, and all our body copy is in light. The intention is be straightforward, pure, and simple. If you are having trouble seeing light on certain backgrounds, feel free to use regular to make the text more prominent.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtVvWwXxYyZz
0123456789**

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtVvWwXxYyZz
0123456789

5b

oversized typography

For mantras, campaign slogans, statistics, and any other impactful numbers. When you need to create volume on the page, use Europa bold and make it as big as the space will comfortably allow! We love standing up for the underdogs with loud, bold content.

make more_

make more beer_

1 in 6 +1k '14 ?! 18

5c

primary typeface sizing & hierarchy

Below is an overview of all the levels of our typeface sizing and hierarchy when on white or light gray backgrounds.

SMALL/SHORT SECTION HEADING

Europa bold in Ekos gray and featuring our underscore.

section title_

MAIN HEADLINES

Europa bold with a line height the same as the font size.
Font size is usually between 30-50 pt.

Main headlines, bold statements, and for text over images

FEATURED BODY COPY

Europa light with a line height 50% bigger than the font size, ranging from 12-16 pt.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Curabitur blandit tempus porttitor. Vestibulum id ligula porta felis euismod semper. Donec sed odio dui.

SECONDARY HEADLINES

Europa Bold with a line height only a few points bigger than the font size, ranging from 18-30pt.

Secondary headlines are for content of lesser importance than main headlines

BODY HEADLINE/QUOTE CREDIT

Europa bold with a font size only 2 pt. bigger than the body copy and the same line height.

Living for more

— Joe Billy, Ekos Happy Guy

BODY COPY

Europa light with a line height 50% bigger than the font size, ranging from 11-12pt.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Curabitur.

5d

secondary typeface

Our secondary typeface is representative of our human voice in connection and communication with our users. We use it primarily to feature quotes on background color blocks. We also use it very sparsely on black for headings that relate directly to our software: functions and favorite features from our users.

*Duplicate Ionic
Bold Italic*

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtVvW-
wXxYyZz 0123456789**

QUOTE ON COLOR BLOCK

Duplicate Ionic Bold Italic with a line height 25% bigger than the font size. Font size is usually between 20-40 pt.

*Why not give it try? It
might just change your
life.*

— Joe Billy, ekos_ Happy Guy

QUOTE CREDIT

Europa Light with a line height 50% bigger than the font size. Font size is usually between 12-14 pt.

SPECIAL HEADINGS (SOFTWARE RELATED —
BENEFITS TO THE CUSTOMER)

Duplicate Ionic Bold Italic with a font size between 14-20 pt.

Keg tracking

f(inventory)

Color

Color is the hidden magic of our branding. We don't use it haphazardly. We believe in the power and have created a full spectrum color palette for our brand. However, each color has a very specific meaning that brings understanding to a certain part of our product. We use color very intentionally to lead our users through their experience with us. Color brings warmth and friendliness. Although its main purpose is to communicate functional aspects of our product, it makes functional more fun.

We use color to create anchors in the memory, so things can make visual sense more quickly. Color offers an instantaneous method for conveying meaning and message without words.



6a

OVERALL SCHEME

Black, gray and white are the foundational colors of Ekos.



Black

Web#: 231e21
RGB#: 36/31/33
CMYK: 70%/69%/63%/73%

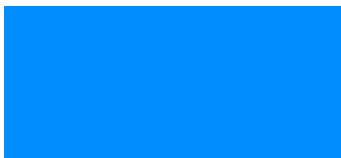


Gray

Web#: 939399
RGB#: 148/148/153
CMYK: 45%/37%/34%/1%

OVERALL ACCENT COLOR

Blue is meant to help bring pops when needed in marketing materials.



Bright Blue

Web#: 008eff
RGB#: 0/142/255
CMYK: 100%/34%/0%/0%
Pantone: 2925 C



Blue Gradient

Top Left Corner
Web#: 008eff
Bottom Right Corner
Web#: 0BCEC2

BUSINESS AREAS COLOR SCHEME

These colors are added to Ekos to represent the business areas of focus.



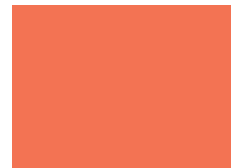
Gold: Inventory

Web#: f2bf05
RGB#: 242/191/5
CMYK: 5%/24%/100%/0%
Pantone: 13-0752 TC



Blue Green: Production

Web#: 008c8c
RGB#: 0/140/140
CMYK: 84%/26%/46%/4%
Pantone: 18-4930 TPG



Orange: Sales

Web#: f26649
RGB#: 242/102/74
CMYK: 0%/75%/74%/0%
Pantone: 026 XGC



Green: Accounting

Web#: 87bf99
RGB#: 135/191/153
CMYK: 49%/7%/49%/0%
Pantone: 2412 UP

6b

TINT OPTIONS

Here are a few more tint options to use
ONLY within Ekos graphs.

#008EFF

#1997FF

#33A3FF

#4CAEFF

#66BAFF

#7FC5FF

#99D1FF

#B2DCFF

#CCE8FF

#939399

#9D9DA3

#A8A8AD

#B3B3B7

#BEBEC1

#C9C9CC

#D3D3D6

#DEDEE0

#E9E9EA

#F2BF05

#F3C51E

#F4CB37

#F5D250

#F7D869

#F8DF82

#F9E59B

#FBEBB4

#FCF2CD

#008c8c

#008c8c

#199797

#33A3A3

#4CAEAE

#66BABA

#7FC5C5

#99D1D1

#B2DCDC

#F26649

#F3755C

#F4846E

#F59380

#F7A392

#F8B2A4

#F9C1B6

#FBD1C8

#FCE0DA

#87BF99

#93C5A3

#9FCBAD

#ABD2B7

#B7D8C1

#C3DFCC

#CFE5D6

#DBEBE0

#E7F2EA

Imagery & Screenshots

The inspiration behind Ekos is to help bolster the craft movement by creating tools that help craft makers succeed and come together as a community. We believe that in order to create that kind of human connection, people need to see each other's faces. That's the driving purpose behind all the imagery we use: share the faces and stories of craft makers with other makers to create connections that build community.

We're creating a custom photo collection of our users in action producing their craft, through professional photo shoots. We're also showcasing how the product looks through craft screenshots from the platform.

Find inspiration and image usage guidelines in this section of our brand blueprint.

7a

Ekos image inspiration

THE EKOS BRAND BRANCHES OUT TO
DIFFERENT NICHE CRAFT INDUSTRIES.

Feature people
who look like they
love their craft —
a genuine joy in
their work.



7b

Ekos image usage

NO GENERIC OR OBVIOUS STOCK PHOTOGRAPHY

Custom photos are best, but if you have to get a stock photo, be choosy and don't settle for generic. No image is better than the wrong image.

GET A GOOD PERSPECTIVE OR DEPTH OF FIELD TO MAKE THE IMAGE MORE IMMERSIVE

Depth of field draws the viewer into the shot. The point is to create a connection, so use perspective and focus to engage.

USING A TABLET IS A HUGE +

There's a lot of bad photography trying to push devices. Be sure you're not just settling for a photo just because it has an device in it. People won't get the right message unless the shot has the magic that is Ekos!

A BELIEVABLE SMILE, CANDID, CLOSE-UP

We bring a systemization to the mundane tasks of a day, so naturally people are going to have less "buzzkill" stuff to do. That's going to make them happy makers!

Go with your gut on choosing imagery — never settle. Use this usage guide to help you find the right images or take the right photographs.



brand standards_

7c

Ekos image inspiration

FERMENTATION TANK #2
7 BARRELS

FERMENTATION TANK
7 BARRELS

FOR INDUSTRIES, STAY TRUE TO THE COMMUNITY
YOU'RE REACHING OUT TO.

Feature people
doing their craft,
because Ekos has
given them that
freedom.

7d

Ekos image usage

For industries you're going to have to get specific to relate to your audience. Never settle.

USING TECH/COLLABORATING WITH A TEAM

There's a lot of bad photography trying to push devices and collaboration. Be sure you're not just settling for a photo just because it has the right pieces. You need to find the creative/craft energy that is Ekos!



SOFTWARE THAT COMPLEMENTS THEIR LIFESTYLE

We're lifestyle tech, so there's a need to show people working outside the "predictable" work setting — people that are using responsive Ekos tools wherever they are.

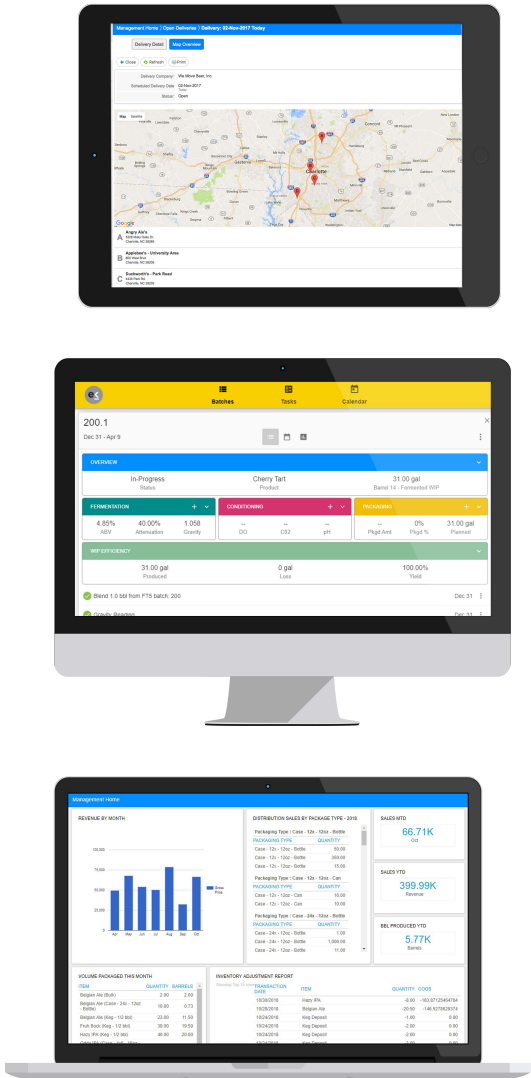


FEATURE THE MAKERS FIRST AND FOREMOST

People like looking at people. Show the people!

Ekos screenshot usage

Within the Ekos imagery library, we also have product screenshots available to use. The goal of these screenshots is to show off what our product actually looks like. Dominant imagery should focus on photographs of makers using the product to maintain the human element we strive for, but product-focused content describing particular features, uses or benefits can make use of screenshots to illustrate the platform itself. Screenshots are updated regularly to accurately reflect product enhancements, as needed.



Brand Graphics & Design Assets

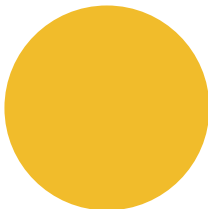
8

Creating new designs and graphics is essential for crafting engaging content for our audience. We have outlined some important features of our brand's visual strategy so we can stay true to our brand mission and visual communications strategy.

This section does not contain all assets we have created or will create, but it covers the methodology and style guidelines that should be used when creating new brand graphics for digital, print, and traditional media. These guidelines will help us portray a consistent brand image no matter where our message is seen.

8a Ekos functions/shapes usage

Our branded shapes are the cornerstone of our brand imagery describing the value of the Ekos platform. Each shape illustrates the simplicity of our software and the promise we make to our users. It is essential that these shapes remain intact, both color and form, so as not to confuse our users/potential users of their meaning and promise.



Inventory



Production



Sales



Accounting

Each shape represents a set of key functionalities built into our software. To visually simplify the complexity of running a successful business for our users, we have focused in on the four necessary areas. These shapes give our digital tools form, colorful personalities, and memory recognition. They give us a distinct visual to explain and market our software to the world.

SHAPES IN USE



Inventory



Production



Sales



Accounting

Used as a legend to define meaning or sub-headers over content explaining the tools.

Make more_    

Used as an email sign-off to bring interest/inspiration to what the shapes mean.

8b

make more_ usage

"Make more_" is our big mantra. It's an all encompassing sentiment that we want to be remembered for. We want the craft makers to think "Ekos wants me to make more. And they're offering me a tool-set with which I can make more!" Make more money, make more time for family, make more beer/cider/wine, make more_! Here's how we use it in graphics and communications.

PUBLIC MANTRA/WEBSITE ASPECT (EMPOWERING)

When using this statement on our own turf (our website, our user conference marketing materials, etc.), the sentiment is more assertive, like a powerful revolutionary (start a movement) statement. Use our primary typeface: Europa Bold (as big as you can get it!).

make more_
make more beer_

PERSONAL ENCOURAGEMENT/SOCIAL ASPECT (FRIENDLY)

When using our mantra in personal communications (email signature) and on social networks (social media profile), where you're speaking into someone's world on a sec-ondary platform, it is more of a friendly encouragement written out using our secondary typeface: Duplicate Ionic Bold Italic.

Make more_ ● ◆ ■ ▲

8c

custom icon style guide

Use this selection of icons as a reference for the style of icons we use in our branded materials. A bold outline makes the icons solid and visually clear on all screen sizes. Some of these are also used within the platform.

EKOS BRANDED ICONS

Use bold outlines to create a solid, simple looking icon. It also maximizes responsive visibility. The are sets of icons created for beer, cider, wine, food, and non-alcoholic beverages. There are ingredient icons, equipment, and packaging icons for all.



SOCIAL MEDIA NETWORK ICON STYLE

We want people to be able to find us online via social media.



HEADER

Captures the Ekos logos to identify the document is coming from the Ekos team.

TYPOGRAPHY PRESET

All headers and content is present within the template - from titles to body content it's all there for you.

HEADER 1:

Duplicate Iconic, 32pt

HEADER 2:

Europa-Regular, 24pt

SECTION HEADER 1:

Europa-Regular, ALL CAPS, Black, 14pt

SECTION HEADER 2:

Europa-Regular, ALL CAPS, Blue, 14pt

BODY CONTENT:

Europa-Light, 11pt

FOOTER

Ends the page with reference to Ekos and where to find us online.

To create consistent Ekos documentation, please refer to the letterhead template.

ekos_

Welcome to Ekos

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

SECTION HEADER 1

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

- **Lorem Ipsum** is simply dummy text of the printing and typesetting industry.
- Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type
- Scrambled it to make a type specimen book. It has survived not only five centuries.

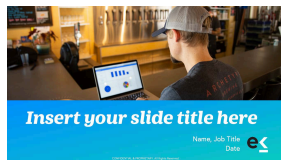
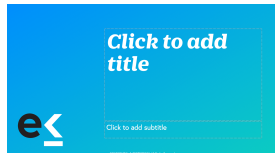
SECTION HEADER 2

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

"Quote Example is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries." – Dr. Brown

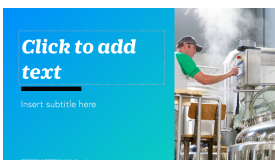
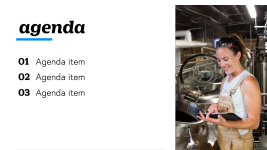
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

To create a consistent style when presenting topics around Ekos, please refer to the PowerPoint template. Through presenting a united front through both internal and external presentations the Ekos brand continues to strengthen.



TITLE SLIDES

Within the PowerPoint template there are 3 title slide options. Please choose the most appropriate layout based on your overall PPT's goal.



AGENDA & TRANSITION SLIDES

Provided in the template are 2 agenda slides to give an overview of your presentation, along with 2 transition slides to guide your audience into the next topic.

OVERVIEW INFO

FONTS

Slide Title: **Duplicate Iconic**
Section Header: **Europa Bold**
Body Text: Europa Light

EKOS LOGOS

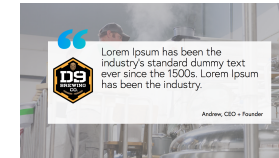
These are included in the master template overview, as well as the Marketing Confluence page.

PICTURES

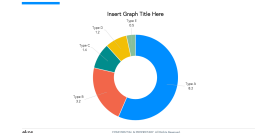
Looking for images? Check out the Marketing Confluence page. If you don't see the area of the photo you wanted in the photo box, click the top tab that says 'Picture Format' then 'Crop.' You'll see the entire image, which will allow you to move the area you're looking for into the allotted space.

CASE STUDY & QUOTE SLIDES

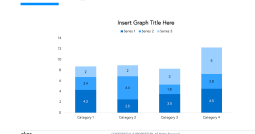
It's great to use real life stories and quotes to make your point hit home. This template outlines key points to help you walk through the story, along with 2 quote templates.



Lorem Ipsum title

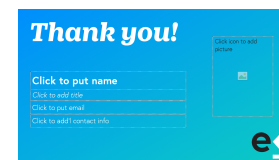


Lorem Ipsum title



GRAPH SLIDES

When presenting data there are multiple options that incorporate all of the Ekos brand colors, including various tints possibly needed - more available.



END SLIDE

People want to know more about you! End your killer presentation with your info.

In Closing

We're excited to have you on our team, and we hope this Brand Standards guide gives you inspiration for your future as an involved, creative member of the Ekos team. Aim to internalize the Ekos mission, vision, and values, and the rest is just details. Reach out to the marketing team if you have any questions regarding standards, usage, or brand guidelines in the future.

Cheers!

800 W Hill St. Suite 100
Charlotte, NC 28208



goekos.com