

ekos\_

# Brand Standards

February 2021



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Have questions?

Reach out to the Ekos Marketing  
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# Overview

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.

# Logo Branding

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.

**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 backgrounds and when laid over dark images.



primary logo\_



logo mark\_



primary logo\_

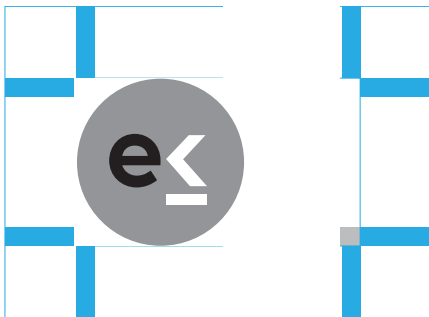


logo mark\_



## Ekos logo usage

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.



minimum clear-space\_

**X** **ekos\_**



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

**X** **ekos\_**



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

**X** **ekos\_**



Don't change the color of the special characters in the logos

**X** **ekos**



Don't change the letter typeface or remove the underscore.

# Typography

## **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.

**primary typeface**

We use Jost as our primary typeface. All of our main headings are in Semi Bold, and all of our body copy is in Light. The intension is to be straightforward, pure, and simple. For dark backgrounds with light text or for extra small fonts, we recommend using Jost Normal to ensure readability.

ALL MAIN HEADINGS ARE IN:

# Jost Semibold

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtVvWwXxYyZz  
0123456789

ALL BODY COPY OF DARK TEXT ON WHITE  
BACKGROUND IS IN:

# Jost Light

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtVvWwXxYyZz  
0123456789

ALL BODY COPY OF LIGHT TEXT ON DARK  
BACKGROUND IS IN:

# Jost Normal

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtVvWwXxYyZz  
0123456789



**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.

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**SMALL/SHORT SECTION HEADING**

Jost Semibold in Ekos gray and featuring our underscore.

**section title\_**

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**MAIN HEADLINES**

Jost Semibold 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**

Jost 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**

Jost Semibold 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

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**BODY HEADLINE/QUOTE CREDIT**

Jost Semibold 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**

Jost 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.

**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.

# ***Bitter Extra Bold Italic***

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtVvWwXxYyZz  
0123456789**

**SHORT QUOTE ON COLOR BLOCK**

Bitter Extra 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**

Jost 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)**

Bitter Extra 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.

## 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%



### 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%



### Blue Green: Production

Web#: 008c8c

RGB#: 0/140/140

CMYK: 84%/26%/46%/4%



### Orange: Sales

Web#: f26649

RGB#: 242/102/74

CMYK: 0%/75%/74%/0%



### Green: Accounting

Web#: 87bf99

RGB#: 135/191/153

CMYK: 49%/7%/49%/0%

**TINT OPTIONS**

Here are a few more tint options to use in situations where you need multiple tints such as when creating 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
#099292
#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

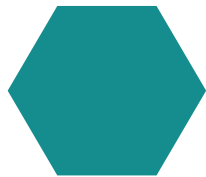
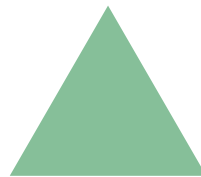
# Brand Graphics & Design Assets

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.

**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.

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**SHAPES IN USE**

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

***inventory******production******sales******accounting***

**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 toolset 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: Jost Semibold (as big as you can get it!).

**make more\_**

**make more beer\_**

**PERSONAL ENCOURAGEMENT/SOCIAL ASPECT****(FRIENDLY)**

When using our mantra in personal communications or in situations where you want to emphasize the human aspect of Ekos, use Bitter Extra Bold Italics

***make more\_***



**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. There 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.



# In Closing

We're excited to be partnering with you, and we hope this guide gives you everything you need to understand and use our brand. Reach out to our team if you have any questions regarding standards, usage, or brand guidelines in the future.

Cheers!

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