



EASE

# > Brand Style Guide

Ri omnistio nequide litatibus eos as doluptam, veniand elecuptatem ute  
nimus. Adigentio quo in non pra se nimagnat. Pitas quidel ipsam que haruptu  
rendenis quasimus.

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# What's in a brand?

## **About the brand**

Positioning

Voice and tone

## **Brand elements**

Wordmark and usage

Color Palette

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## **Applications of the identity**

Print

- Stationery

- Marketing collateral

Digital

- Website

- Email marketing

Presentations

Events

# About the brand

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Positioning

Voice and tone

# Brand Elements

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Wordmark and usage

Color

Typography

Imagery

# Wordmark

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The EASE wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our company identity. Because it spells out the name of our company, we use it in situations that require the brand to show up in an official capacity or to initially establish brand identity.

The EASE wordmark should be used in the main EASE Vibrant Cobalt Blue and Black or white.



Whenever possible, the EASE wordmark should be set in EASE Vibrant Cobalt Blue and Black on white or light backgrounds.

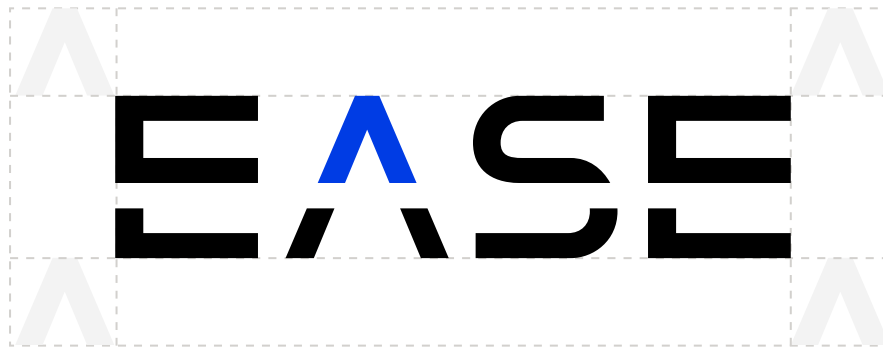


When using EASE on any other darker backgrounds, use a white wordmark.

# Clear Space and Logo Sizing

The EASE wordmark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the carrot of the 'A' is drawn around the logo to create the invisible boundary of the area of isolation.

Clear Space:



Minimum Size:



Digital: 150px width

Print: 1 inch width



# Wordmark Orientation

When using a landscape orientation layout the EASE wordmark can be used on a 90° angle with the following guidelines on alignment and clear space.

Objects should  
aligned with the  
wordmark cut  
through.



When using the wordmark on a 90° angle there must be a clear space of at least one carrot, or more used incrementally, between the objects and wordmark.

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# Minimum and Maximum Size

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Minimum Size:



Digital: 150px width  
Print: 1 inch width

Maximum Size Whitespace:





# Secondary Wordmark Uses

These secondary uses should be used sparingly, only when the primary uses aren't appropriate. White is ideal for use over images, patterned or very dark backgrounds. When placing over photography, ensure contrast by placing over dark area, and negative space.



Do use the white wordmark with a Vibrant Cobalt Blue carrot on a black background or white wordmark with a black carrot on the Vibrant Cobalt Blue background in digital formats or presentations only.



DO use the white wordmark on images, patterned or darker backgrounds.



DO use the black wordmark on white only when necessary.

# Incorrect Wordmark Uses

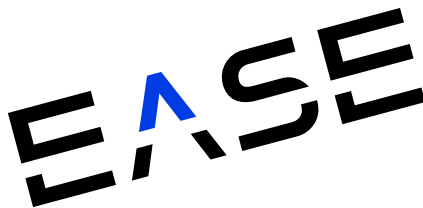
We pride ourselves on brand consistency. When using the EASE wordmark, the following rules should be adhered to at all times.



DO NOT alter the color of the wordmark except in accordance with the color rules.



DO NOT add drop shadows, bevels or other effects.



DO NOT rotate wordmark for any reason except in accordance with the orientation rules.



DO NOT in any way distort the wordmark, either by stretching, squishing, etc.



DO NOT apply transparency effects to the wordmark.

# Color Palette

Color is a powerful means of identification. Consistent use of our primary colors will help build visibility and recognition for the EASE brand and will set us apart from our competitors.

Our EASE Vibrant Cobalt Blue is the iconic element of our color palette.

## Primary

<b>Vibrant Cobalt</b> PMS 293 C CMYK 100 68 0 4 RGB 0 60 228 HEX #003CE4	<b>Black</b> CMYK 0 0 0 100 RGB 0 0 0 HEX: #000000	<b>White</b> CMYK 0 0 0 0 RGB 255 255 255 HEX: #FFFFFF
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## Neutral

<b>Light Cool Gray</b> PMS Cool Gray 2 C CMYK 14 10 8 0 RGB 218 220 223 HEX #DADCDF	<b>Cool Gray</b> PMS Cool Gray 6 C CMYK 33 24 20 2 RGB 162 168 175 HEX #A2A8AF	<b>Dark Cool Gray</b> PMS Cool Gray 10 C CMYK 57 46 40 25 RGB 69 81 95 HEX #45515F
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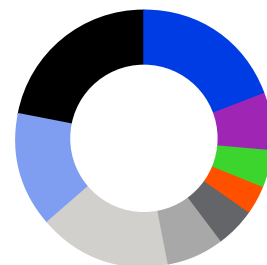
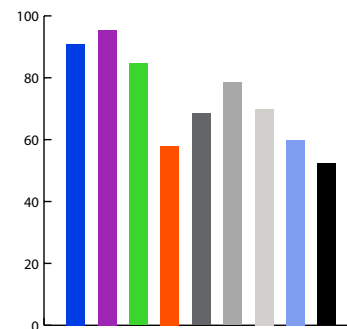
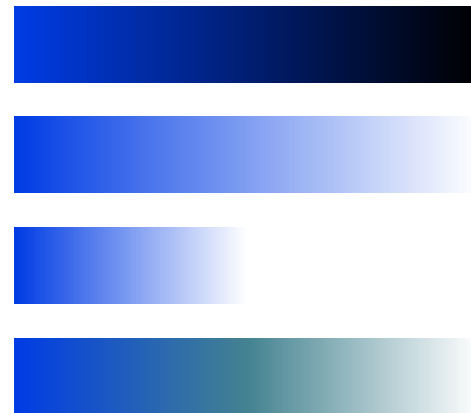
## Bright

<b>Violet</b> PMS 2592 C CMYK 52 93 0 0 RGB 185 0 250 HEX #B900FA	<b>Lime Green</b> PMS 802 C CMYK 51 0 85 0 RGB 0 202 0 HEX #00CA00	<b>Orange</b> PMS Orange 021 C CMYK 0 74 100 0 RGB 255 80 0 HEX #FF5000
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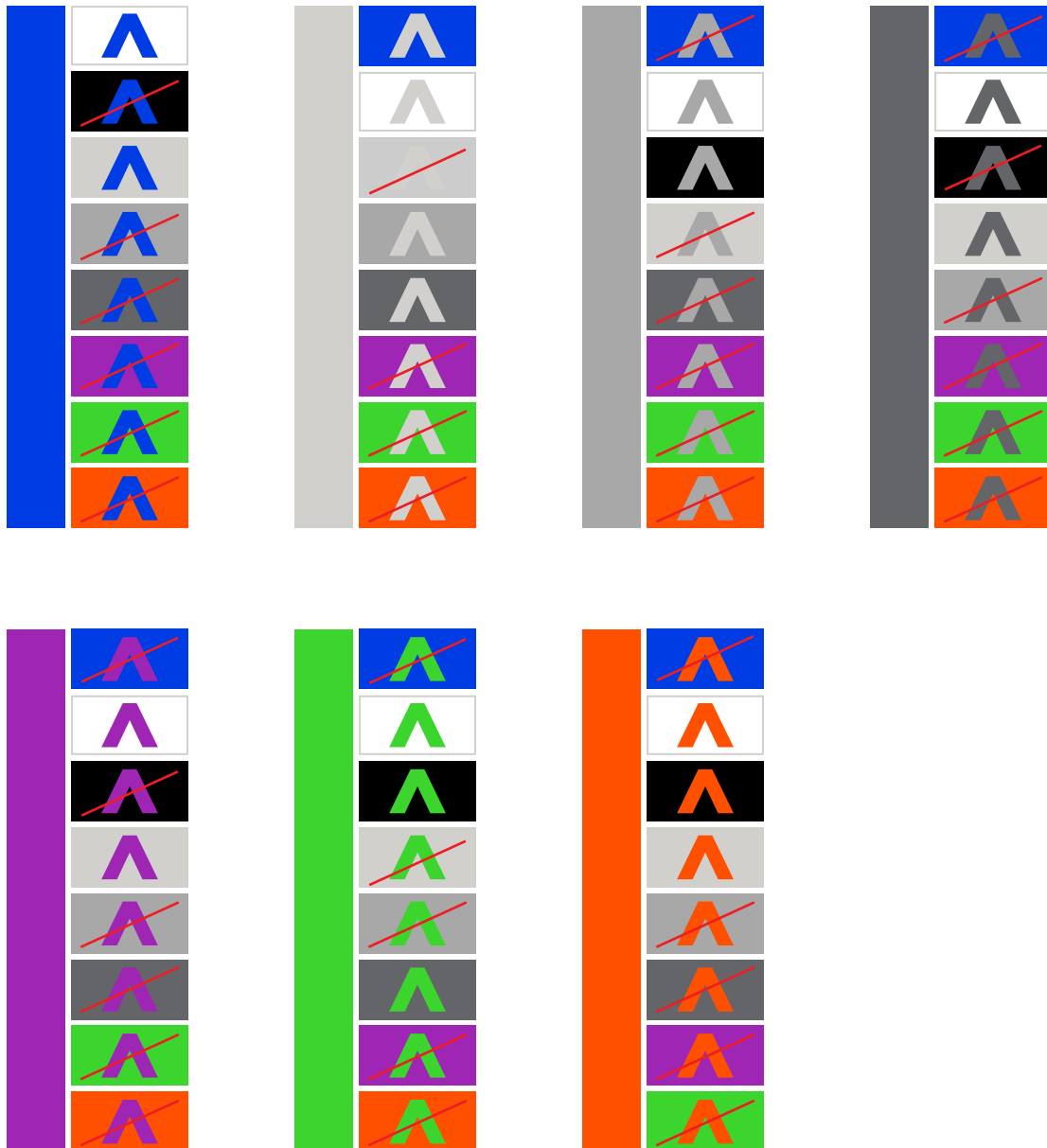


# Color Uses

We'll need some guidance on how to use the logo and colors



# Color Palette Combinations



# Typography

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The Nudista type family is the official EASE font and should be used for all brand communications. While Nusista Light, Medium and Semibold are the primary fonts, the whole typeface may be used if necessary.

Arial has been selected as the system font for use in all electronic mediums (Microsoft Word, Excel and PowerPoint documents, email, etc.).

Nudista Light  
Nudista Medium  
**Nudista Semibold**

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 ,.!? 1234567890

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

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 ,.!? 1234567890



# Typography Uses

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The Nudista type family is the official EASE font. While Nusista Light, Medium and Semibold are the primary fonts, the whole typeface may be used if necessary.

## Headlines:

Set in Nudista Light, sentence case, in Black. Introductory text should be set using Nudista Medium in EASE Vibrant Cobalt Blue.

## Body Copy:

Set in Nudista Light in Black. Subheads can be made using Nudista Semibold. Body: Set at XX with a line spacing of XX and tracking at 10.

## Call Outs:

Special text, like quotes, can be called out using Nudista Semibold in EASE Vibrant Cobalt Blue.

## Headlines

A clear pathway to  
opportunity & efficiency

Ri omnistio nequide litatibus eos as doluptam, veniand elecupatam ute nimus. Adigentio quo in non pra se nimagnat.

## Bodycopy

Dellesti rescitias dus, volorehenis aut quiberibus sita vero berumquibus abo. Agnatem volorporos mincil maiores plabore cus, commolu ptatin repercil ipsaperiti arum fuga. Ignimus.

## Callouts



Quis iunt lamende llupidelibus molor erchit,  
sa volum aut ipsunt ut ex exped mo quunt!

# Imagery

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Image Style: "EASE Cobalt Overlay"

EASE cobalt overlay is created by placing the EASE Vibrant Cobalt color on top of an image using the Overlay effect. This overlay adds a sense of depth and texture to both the content and background graphics.

## EASE Cobalt Overlay

When using photo backgrounds, always add the EASE cobalt overlay.





# Imagery

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To convey our brand identity beyond typography, the imagery used and selected has to fit with the brand image as well.

## People Centered

Highlights people in their work environments on the plant floor.

People photography should be focused, natural and capture a moment.



## Object Focused

highlights material details within the industries of EASE customers.



Imagery can be used with and without a EASE cobalt overlay to create a unique and ownable look. Images without the blue overlay should have an overall desaturated, gray tone to enhance the simplicity of the system and to create a cohesive, unified look.

Squared corners should always be used with images.

# Applications of the identity

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- Stationery
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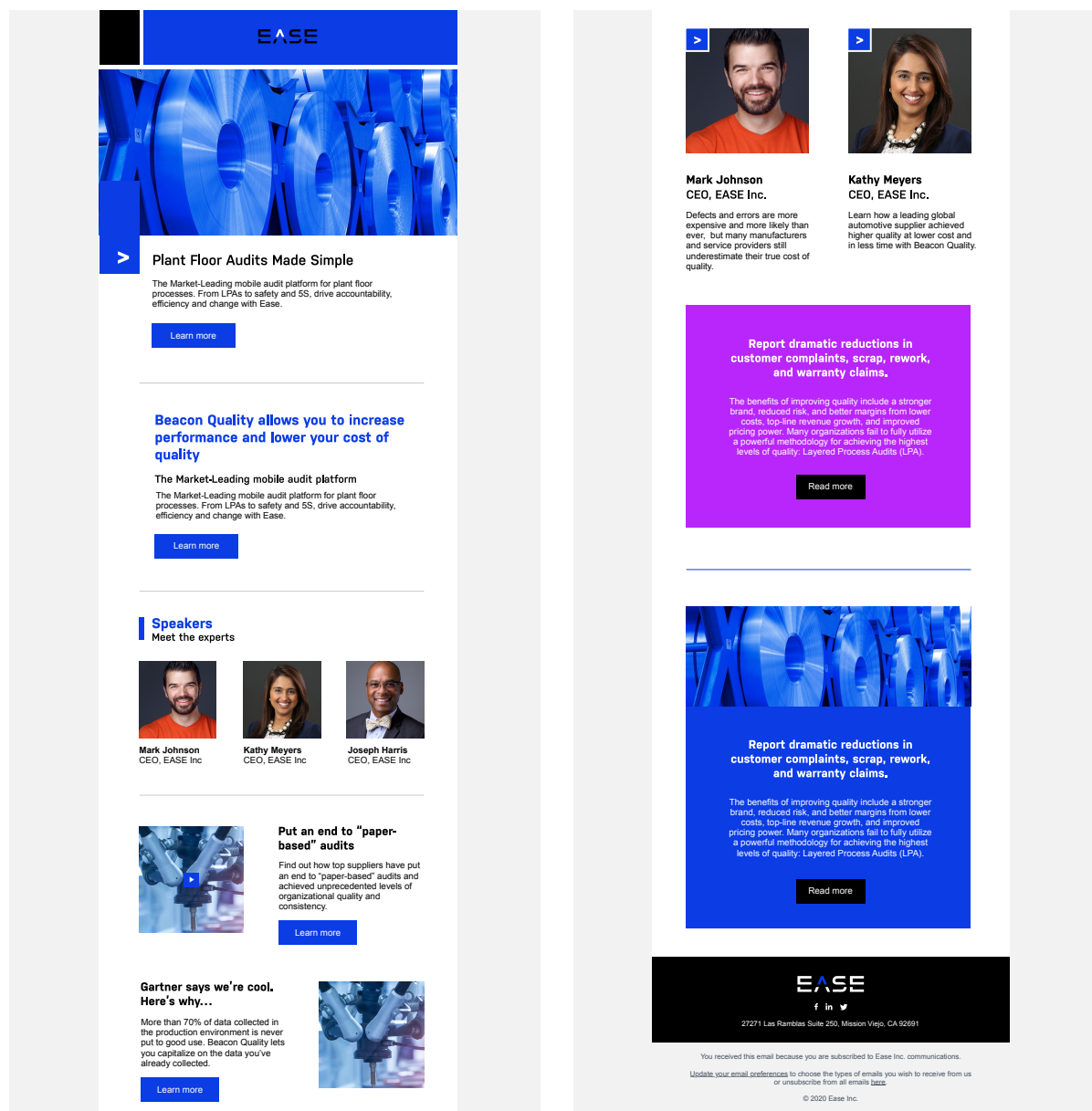
# Website

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3. One thing I would like adding in from a Web, email and Website perspective is that we are not using rounded cornered boxes, always square in order to match the geometrical theme. I've attached our Email modules design document as an illustration (these are all of the email modules implemented in our marketing platform now).

# Email Template

3. One thing I would like adding in from a Web, email and Website perspective is that we are not using rounded cornered boxes, always square in order to match the geometrical theme. I've attached our Email modules design document as an illustration (these are all of the email modules implemented in our marketing platform now).



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