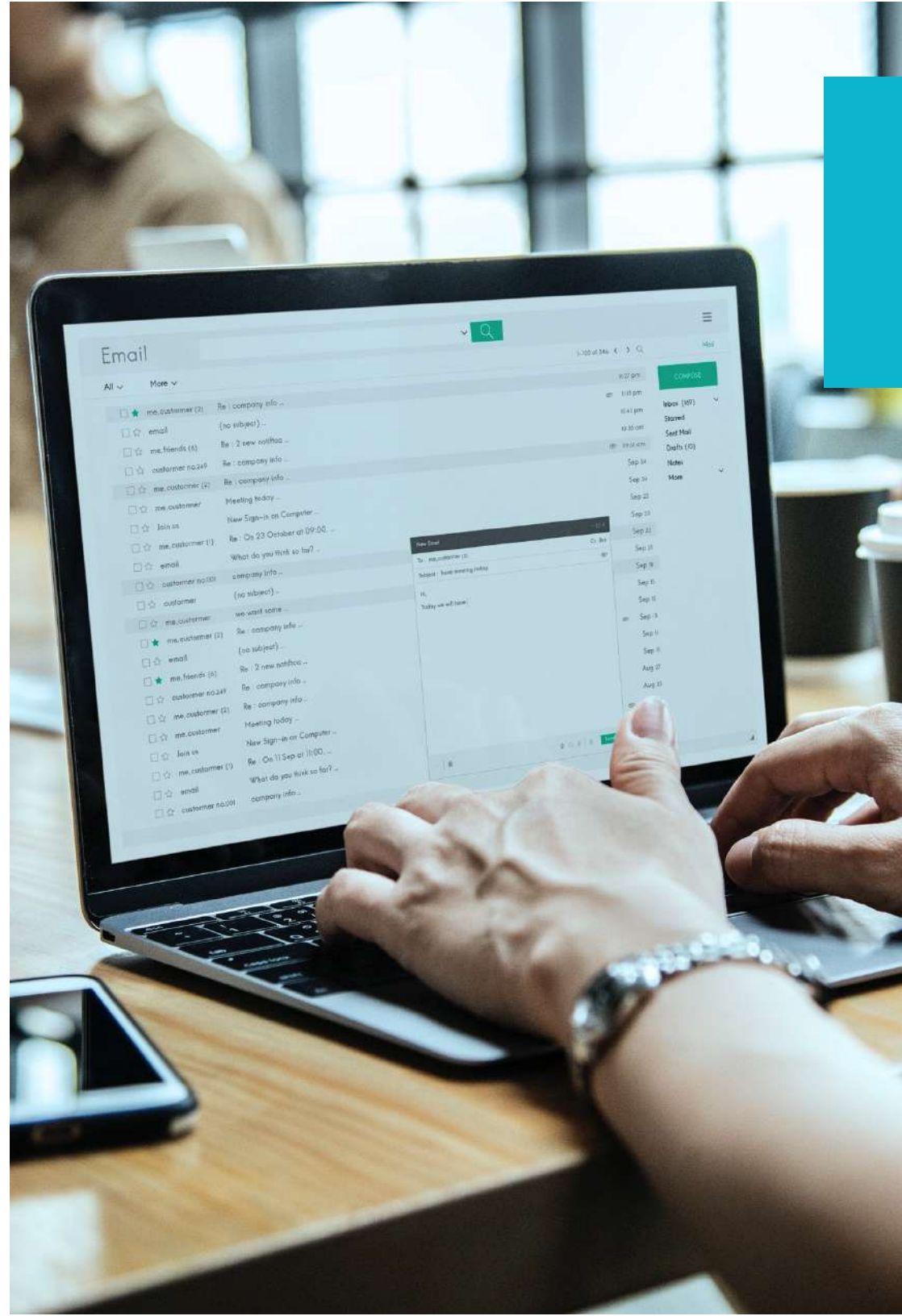




EOI
.DIGITAL

Branding Guidebook.



We are EOI Digital.

The purpose of this book is to guide you on how to use our brand respectfully in different platforms whether in print or digital. It is only essential for us to have discipline in our design since we want to give our clients the high quality service that they truly deserve.

Let's get to it.

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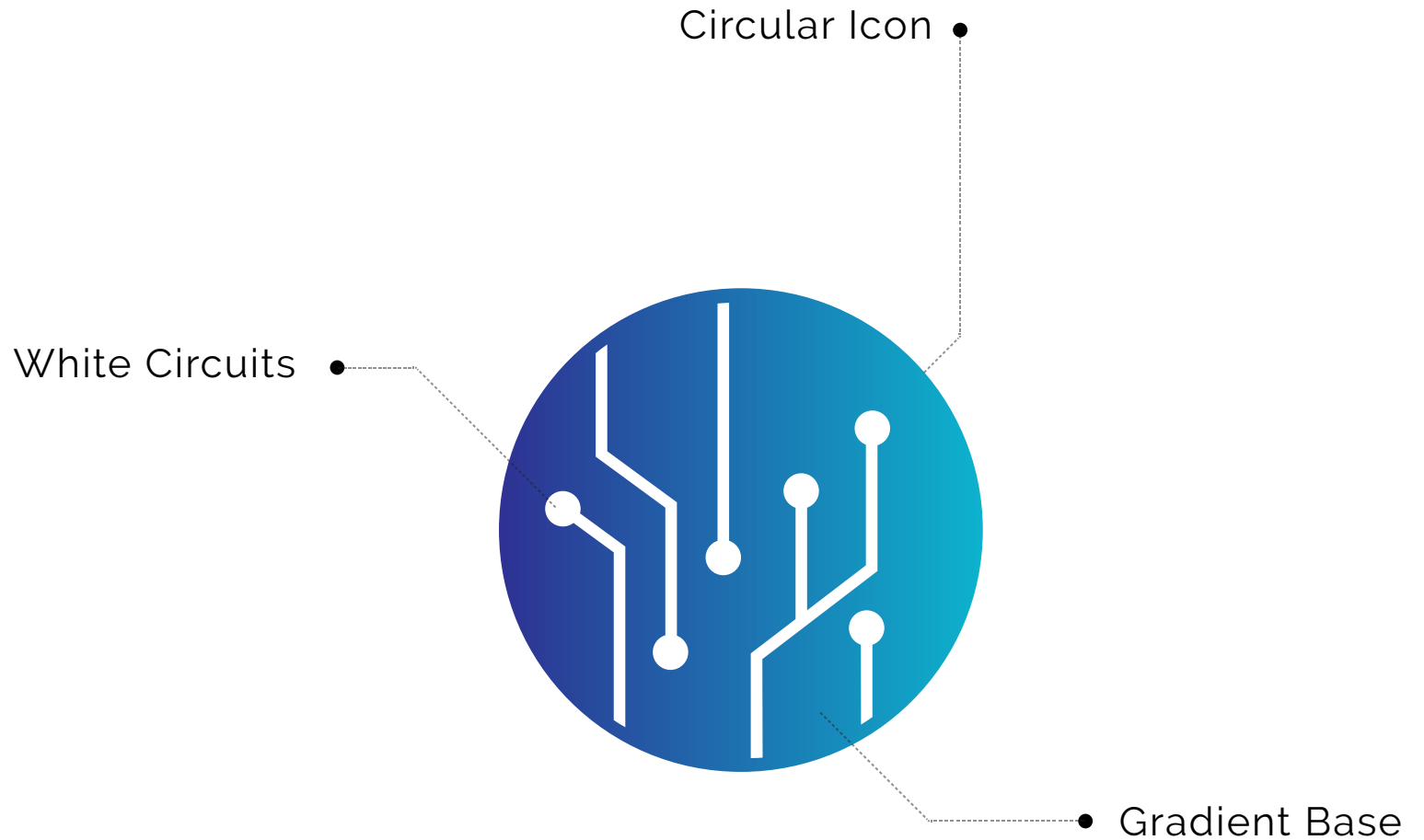
Contents.

Logo

Logo.



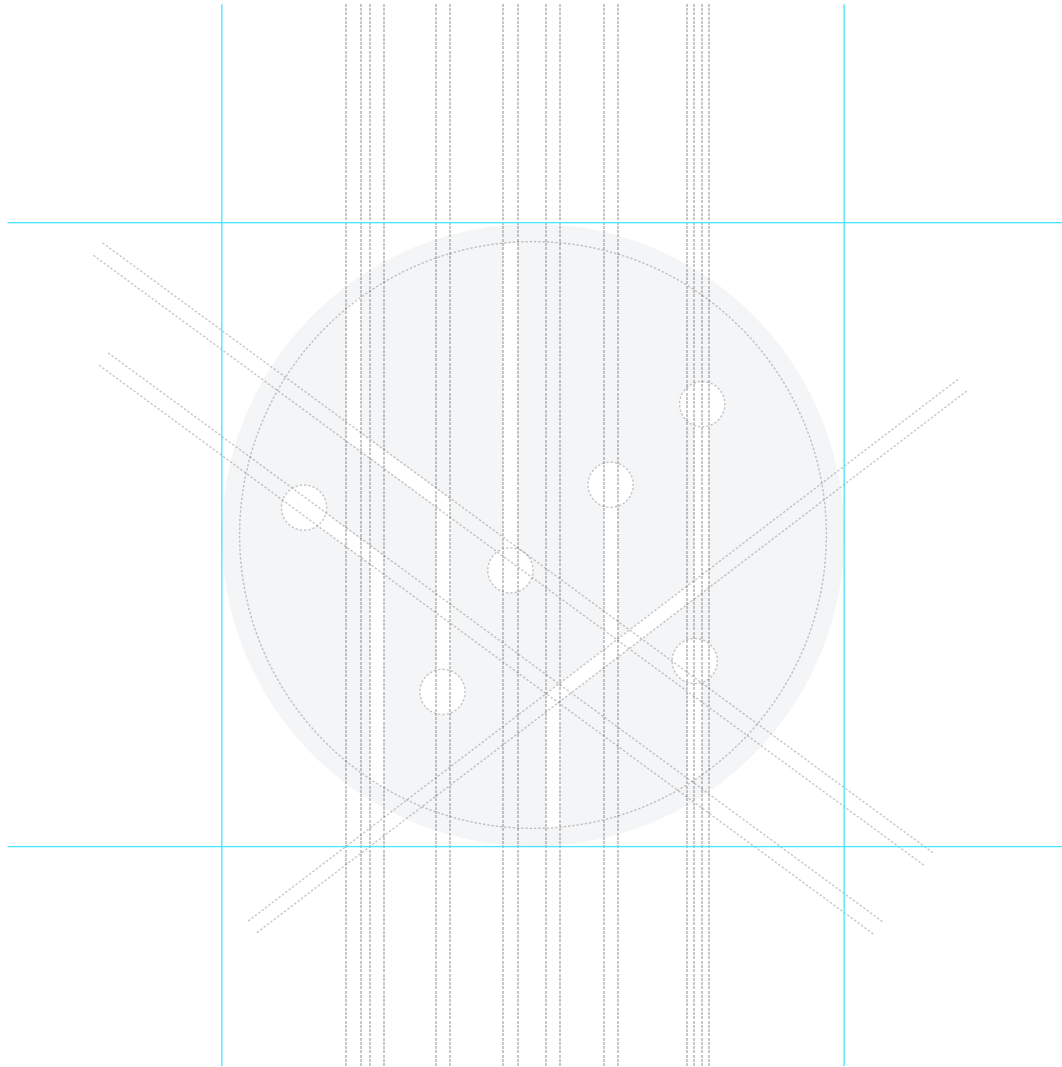
Logo - Icon



Icon.

The circular icon is consisted of white circuits that represents the digital platforms and services offered by the company itself. It is also in-layed in the company color's gradient base for a more techy feel.

Logo - Construction



Construction.

We like to be precise and accurate. Our identity is to be on-the-point, so we made sure that we've applied it as well on our visual identity.

Logo - Hierarchy



Hierarchy.

Designating the logo to different platforms would require scaling. The hierarchy will act as a guide for the scaling process of the logo.

Removing the logotype is required when scaling the logo lower from **50 pixels** and below.

For **prints**, the minimum scale for the logo is **100 pixels**.



Logo - Exclusion Zone



Exclusion Zone.

The logo and the icon's exclusion zone is equal to half the height of the icon (marked as **x** in the diagram).

Logo - Treatment



Treatment.

These are all the variations of the logo brand. When using a dark background or a busy background, strictly use the white logotype.

Logo - Logo Misuse



∅ Distorting the logo is strictly prohibited.



∅ Altering the typeface of the logo is strictly prohibited.



∅ Changing the logo color is strictly prohibited.



∅ Any form of rotation to the logo is strictly prohibited.



∅ Turning the logo into an outline is strictly prohibited.



∅ Using the wordmark without the icon is strictly prohibited.



∅ Turning the icon into a solid color is strictly prohibited.



∅ Recreating the form and shape of the logo itself is strictly prohibited.

Logo Misuse.

The logo is the symbol of the company itself. Any kind of alterations such as distorting its shape and form, changing its colour, or any kind of changes in its proposed orientation is strictly prohibited.

Color

Color.



Our Color.

EOI Digital is a company of digital transformation, bringing the market into the digital platform itself.

With that being said, it is essential to use these colors with neutrals, color photography, and accent colors to create minimal yet direct designs that are impactful enough. Since we value discipline, the colors must be precise and accurate.



Color - Core Color

Core Color.

Our core color is simply the various colors of blue hues and neutrals. These colors should be primarily used in different designs and assets.

BRIGHT WHITE

R255 G255 B255
#FFFFFF

BLACK

R35 G31 B32
#231F20

PANTONE 11-060 TPG

C4, M3, Y5, K0

PANTONE BLACK 6C

C82, M71, Y59, K75

TECHY TURQUOISE

R12 G180 B206
#0CB4CE

ROYAL AZURE

R46 G49 B146
#2E3192

DEEP GRAYISH BLUE

R36 G56 B65
#243841

PANTONE 638 C

C73, M9, Y9, K0

PANTONE 2476 C

C100, M98, Y9, K4

PANTONE 7546 C

C86, M69, Y51, K46

Color - Gradient Base

#2E3192

#0CB4CE

Gradient Base.

Our gradient can be used in different applications. Graphic illustration is the primary use of gradients.

Duotone
Gradient



Gradient Orientation.

Aside from enhancing its visual output, applying gradient-based hues on photos also helps us deliver the message we want to give to our audience. Use this option only when applying a contrast between the photo and the text itself.

Gradients should only be oriented either horizontally or vertically. Using it diagonally is not allowed. Also, make sure to mask out the subject of the photo from the gradient overlays for effectiveness.

Note: When using gradient overlay on photos, make sure to adjust the opacity of [Royal Azure](#) to "0".

Typography

Typography.

E BELIEVE IN

years of experience from

the max by our optima

studies to ensure

campaigns.



Our Type.

We make sure to give the high - quality results for our market so we chose the optimal font that best matches our service. Direct and on-the-point are the key assets of these fonts, that's why they are chosen to be the symbol of our identity.

Hierarchy.

Use this hierarchy guide when using the font sizes for different applications.

Raleway
Raleway
Raleway
Raleway
Raleway
Raleway
Raleway
Raleway
Raleway

Section title	60px	Bold
Section/ Post Title	48px	Bold
Snippet Title	36px	Bold
Small Snippet Title	24px	Bold
Header	21px	Bold
Attribution	18px	Bold
Ordered Text	14px	Bold
Body/Caption	12px	Regular
Detail	10px	Light

Cocogothic.

Cocogothic font is only applicable for the logo only.

Cocogothic

Regular 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

Bold **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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt augue sed massa dapibus consequat. Vivamus consequat, dolor id volutpat pulvinar, tellus magna sollicitudin ante, eget placerat nisl felis non ex.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt augue sed massa dapibus consequat. Vivamus consequat, dolor id volutpat pulvinar, tellus magna sollicitudin ante, eget placerat nisl felis non ex.

Raleway.

Raleway

Raleway font should be used primarily for headlines and body copies.

Light

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

1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt augue sed massa dapibus consequat. Vivamus consequat, dolor id volutpat pulvinar, tellus magna sollicitudin ante, eget placerat nisl felis non ex.

Regular

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

1 2 3 4 5 6 7 8 9 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt augue sed massa dapibus consequat. Vivamus consequat, dolor id volutpat pulvinar, tellus magna sollicitudin ante, eget placerat nisl felis non ex.

Bold

**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**

1 2 3 4 5 6 7 8 9 0

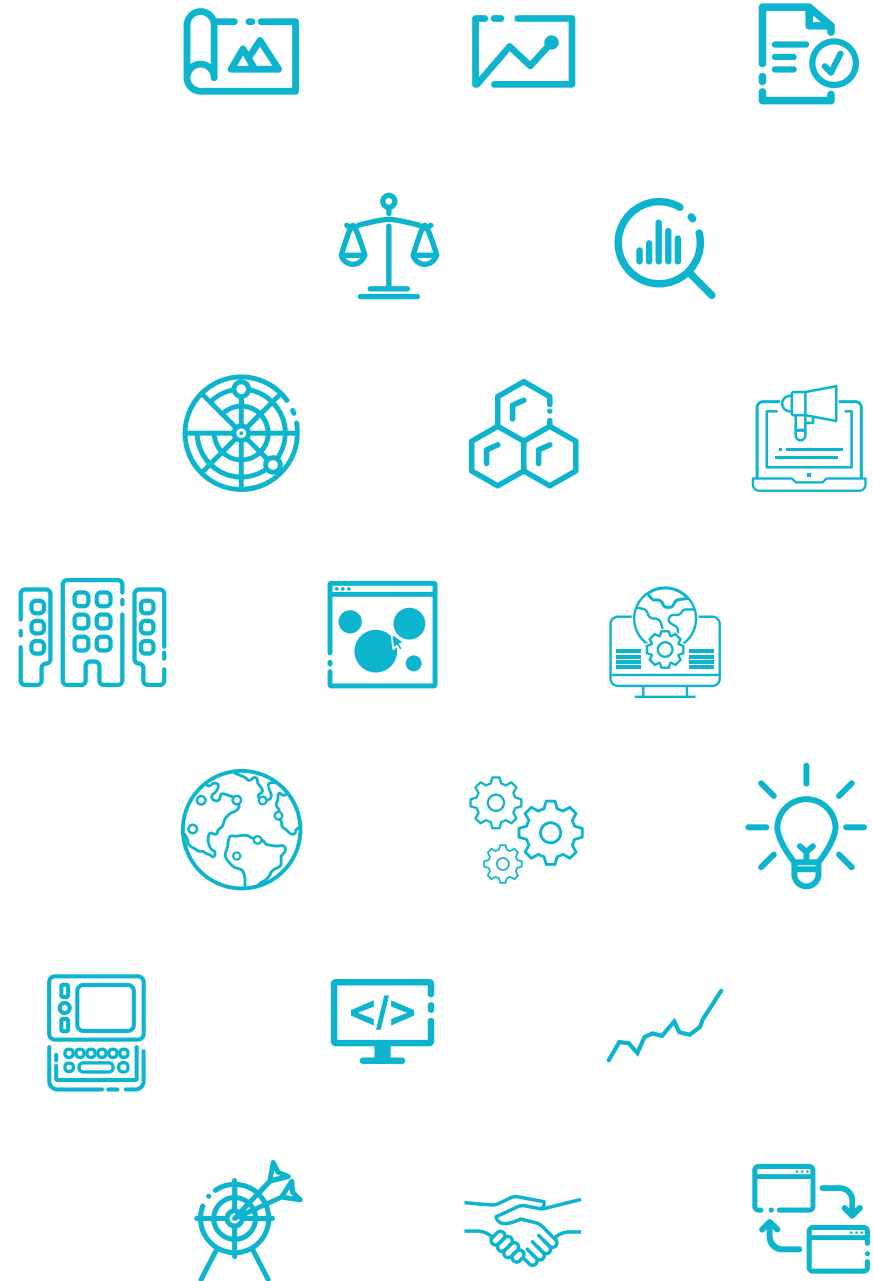
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras tincidunt augue sed massa dapibus consequat. Vivamus consequat, dolor id volutpat pulvinar, tellus magna sollicitudin ante, eget placerat nisl felis non ex.

Iconography



Iconography.

Iconography



Iconography.

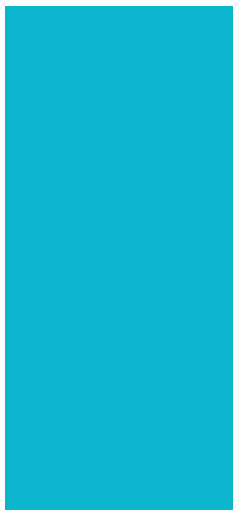
Most of the created icons are heavily inspired from the doodle-like designs that has been in-trend lately.

Icons are mostly used in digital platforms, taking form as an illustration for the message that we want to give. However, our icons can also be applied into print mediums as well.

Photography



Photography.



Photography



Photography.

We try to stick with cool-colored images as much as possible to maintain the color identity of our brand. Aside from that, incorporating the brand color to these kind of images produces a well-composed image.

We are a company of digital service so most of our photos portray people, city buildings and landscapes, and various digital platforms available today.

It is important for us to be clean and direct to our market, but at the same time, relevant wherein our audiences could truly relate to our brand.

Pattern

Pattern.



Pattern



Pattern.

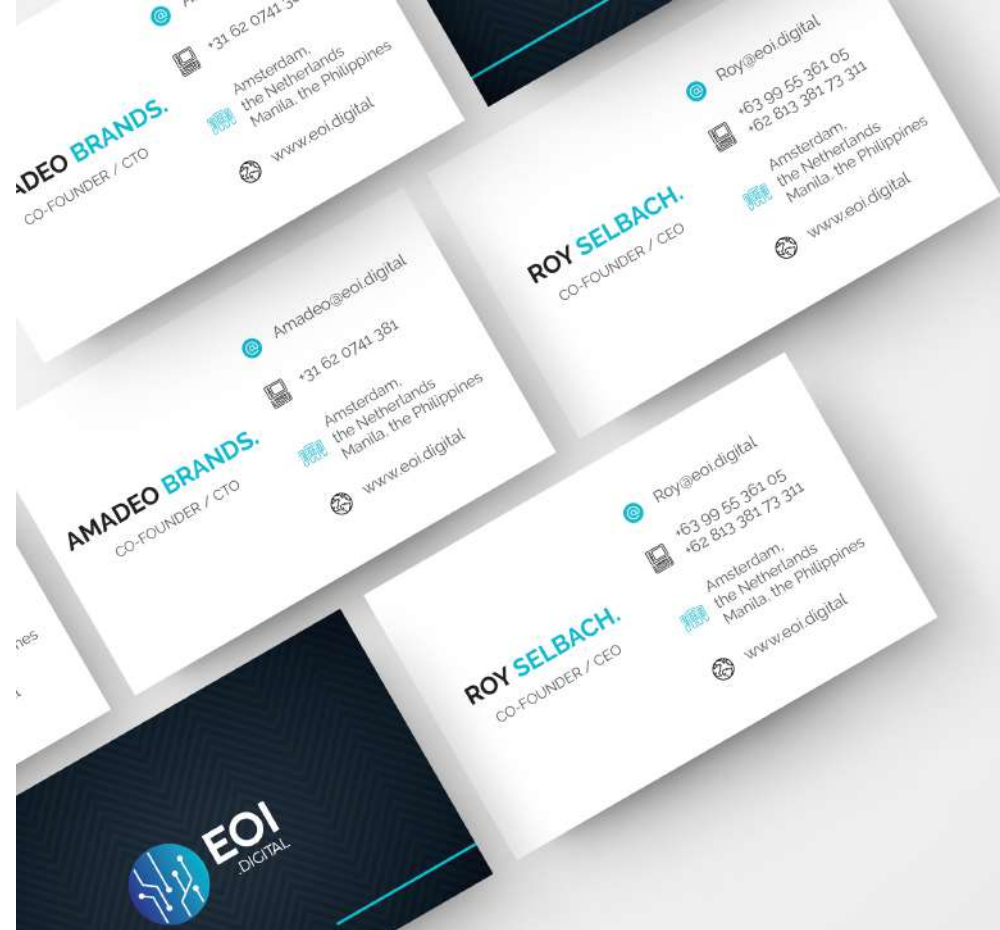
This pattern is inspired from the form and movement of the chosen typography. This specific design is only applicable in various print materials and marketing collaterals. Using this pattern for web purposes is not allowed.

Mockups



Mockups.

Mockups - Business Cards



Business Cards.



Mockups - Letterhead and Envelope

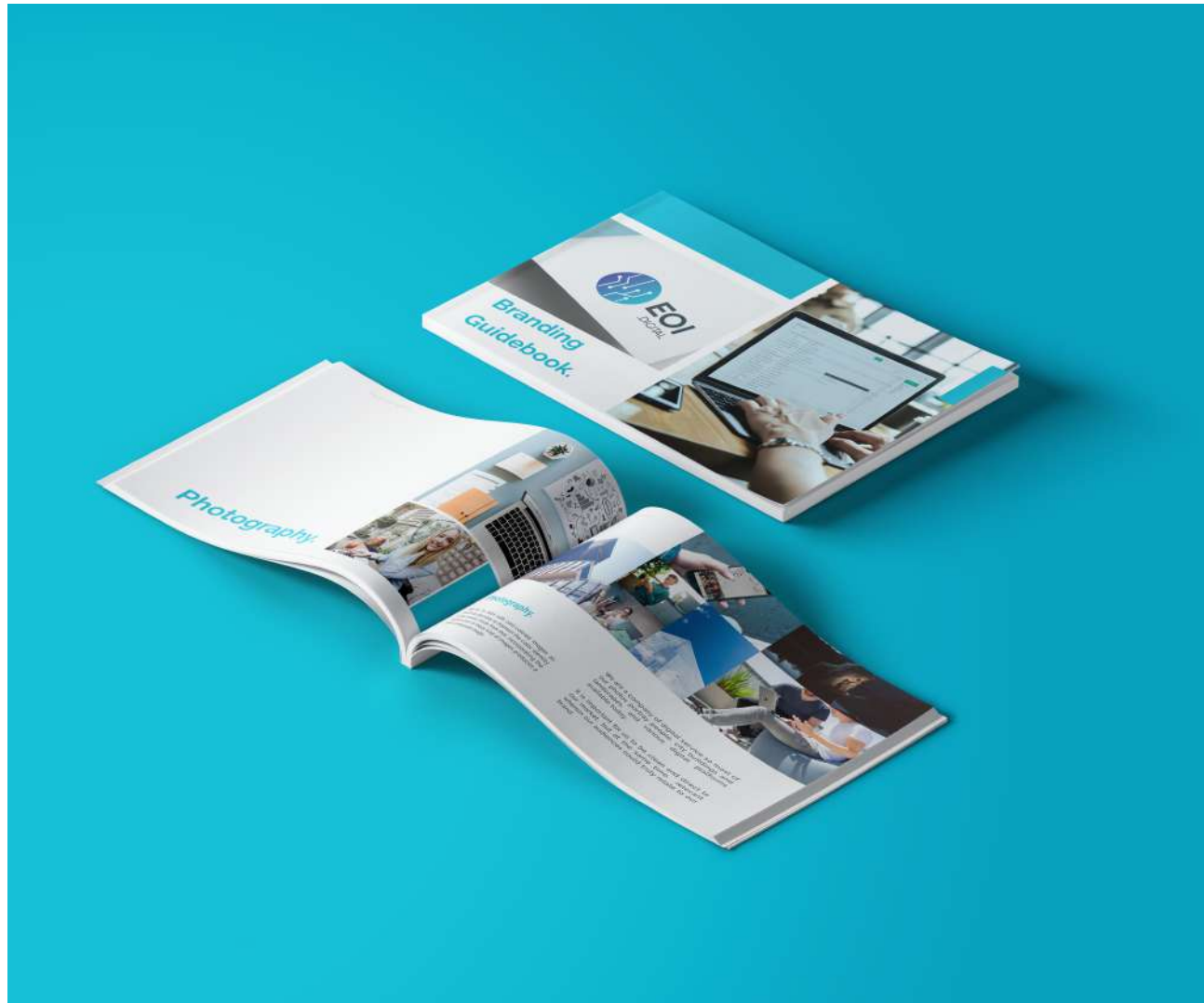


Letterhead and Envelope.



Mockups - Magazine

Magazine.



Mockups - Others

Others.



Summary

Summary.

Our brand is clean, direct, and precise. We stick to discipline to attain high quality output in serving our audiences. That is the EOI Digital way.

Thank you.



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