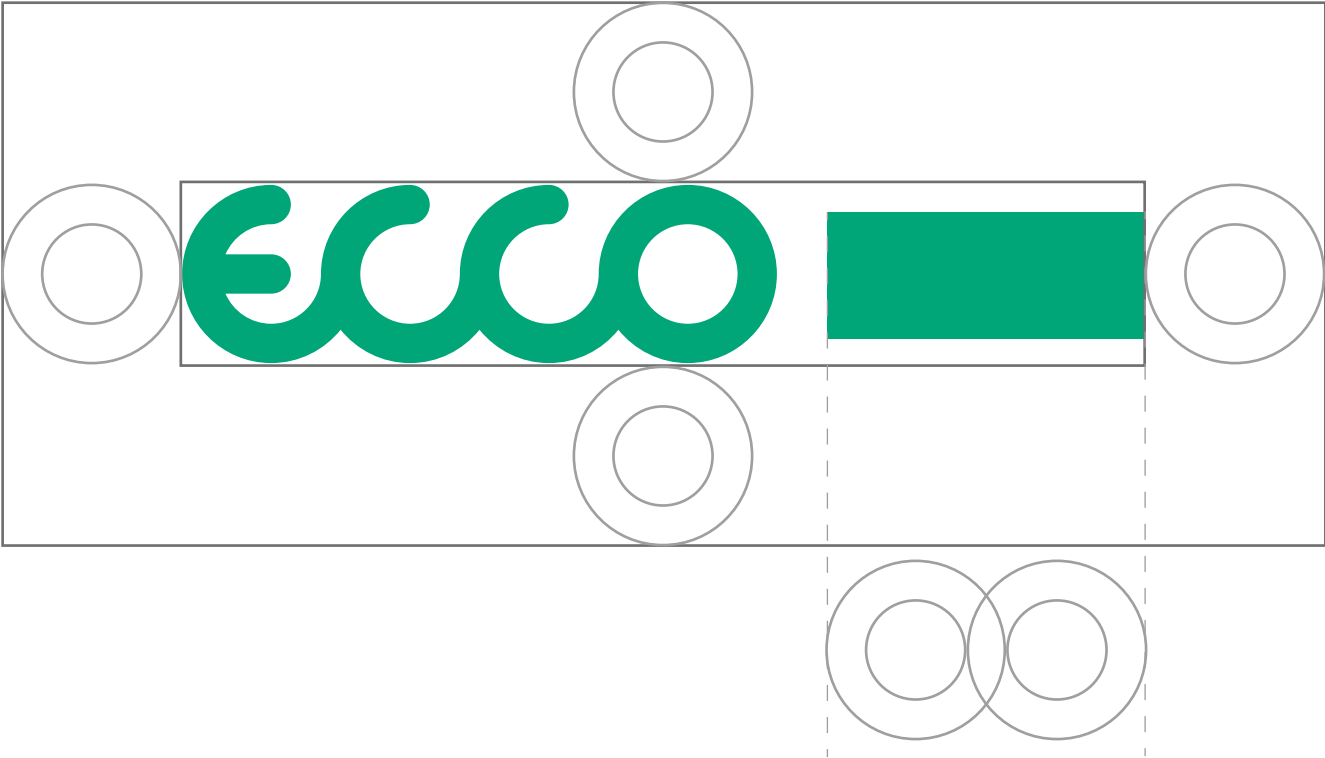


Brand guidelines



Brand logo Ecco



Primary logos

ECCO ■■■■■
SWITCH

ECCO ■■■■■
TRAIL

ECCO ■■■■■
GAS

ECCO ■■■■■
FREEZE

ECCO ■■■■■
VOC-TH

ECCO ■■■■■
CLIP

ECCO ■■■■■
TEMP

ECCO ■■■■■
ENERGY

Colors:



Pantone 424 XGC
HEX: #6f6f6e
RGB: (111,111,110)
CMYK color (53%,43%,43%,28%)

Pantone 2242 XGC
HEX: #00a578
RGB: (0,165,120)
CMYK color (79%,5%,65%,0%)

Typography: Seravek Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ¿ ? ! , ; : @ # \$ € & / ()

Logo rules of use:



Color



Background Color



Monochrome



Dark background

Avoid:



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.

Margins:



The preferred clearspace around the label is equivalent to the width of "H".