



elastos

Our Guidelines



The Elastos brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the Elastos brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Elastos' communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Section 1: Master Logo



This section covers the usage of the master logo, its construction, and the variety of layouts available to you. If you need something further defined please reach out to your Elastos or Griflan contact.

MASTER LAYOUTS

CLEAR SPACE

MINIMUM SIZING

LIMITATIONS

LogoType

The Elastos logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.



elastos

Cap Height

X-Height

Baseline

Horizontal Master Logo

Elastos has a variety of orientations to account for specific use cases.

A. HORIZONTAL FORM

A side-by-side layout works well for larger-width use cases and serves as main logo lockup.



B. HORIZONTAL EXPLANATION

The horizontal version allows for easy use in applications that limit available height of the logo.



Width based on the 1/2 the distance of the baseline & x-height of logotype.
Distance is measured between "e" and the edge of icon displayed above.

Vertical Master Logo

Elastos has a variety of orientations to account for specific use cases.

A. VERTICAL FORM

Stacking elements works well for smaller-width use cases and serves as an alternative to the horizontal main logo lockup.

B. VERTICAL EXPLANATION

The vertical version allows for easy use in applications that limit available width of the logo.



elastos



elastos

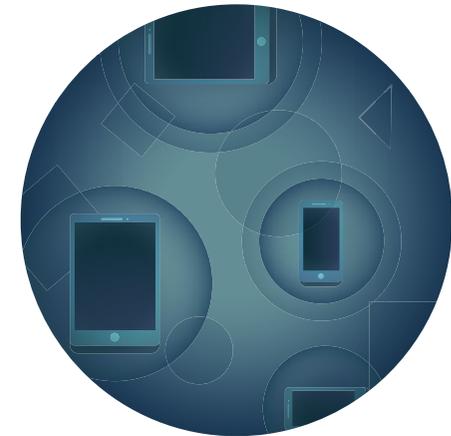
X-Height

Spacing based on the baseline and x-height of the logotype.

Custom Instances

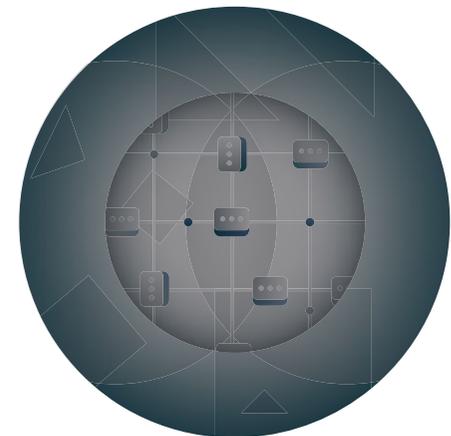
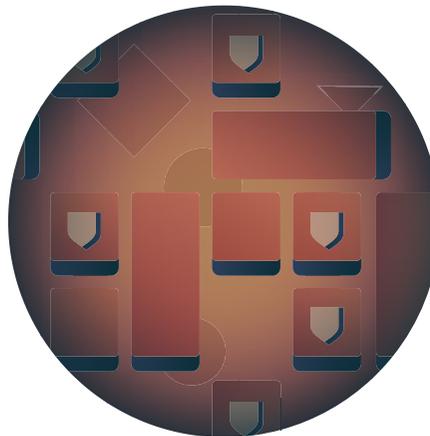
Elastos has a variety of custom instance artwork to account for specific use cases.

If you need something further defined please reach out to your Elastos or Griflan contact.



SEGMENTS

The segment illustrations feature a 1-off gradient for visual interest and emphasis



Logo White Space

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

A. SPACING FOR LOGO

The minimum allowance for the master logo is equal to the height of the mark in the lockup. This holds true regardless of scale.

B. SPACING FOR MARK

For the mark, the minimum clear space allowance should be equal to half of the mark itself. Repeat the scale of the mark around it, regardless of the scale per circumstance.



Logo on a Color Background

The Elastos logo should only be placed on a white, or black background. Please do not use the logo against any other color set in the Elastos family.

A. WHITE BACKGROUND



B. BLACK BACKGROUND



Minimum Size

For readability, scale needs close attention.

A. MASTER LOGO

The the logo should never be reduced below 120 pixels wide.



120px

B. MARK

The mark can be reduced down to favicon size (20px by 20px). In print and other use cases it's recommended not to be reduced below $\frac{1}{2}$ ".



20px

C. VERTICAL LOGO

This lockup should never be reduced below 90 pixels wide.



90px

Inappropriate Logo Usage



Change the orientation of the mark

Stretch forms to fill space

Rotate the Icon



Change the color of the mark

Put layer effects on any brand materials

Outline the logotype

Section 2: RGB Web Specific Colors



This section covers the usage of our web specific color system in RGB and some simple visual guides. If you need something further defined please reach out to your Elastos or Griflan contact.

COLOR PALETTE

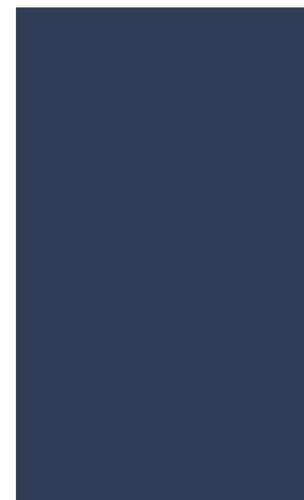
CORE PALETTE

RGB Color Family Web (RGB)

This section covers the usage of our web specific color system in RGB and some simple visual guides. If you need something further defined please reach out to your Elastos or Griflan contact.

COLOR PALETTE

FULL PALETTE



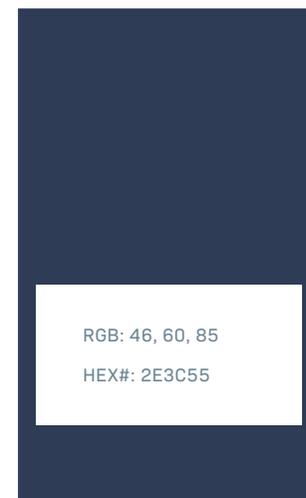
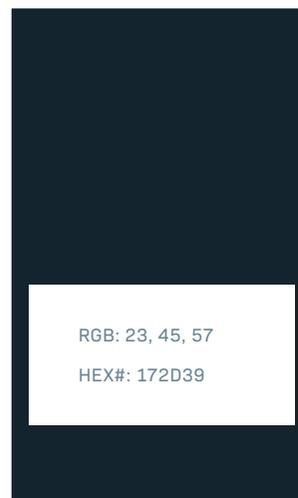
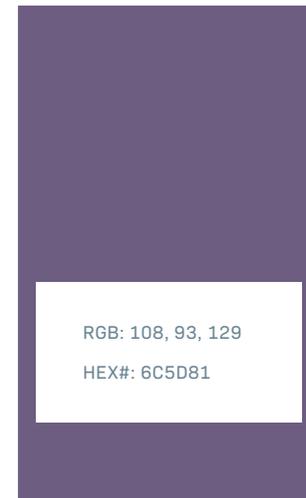
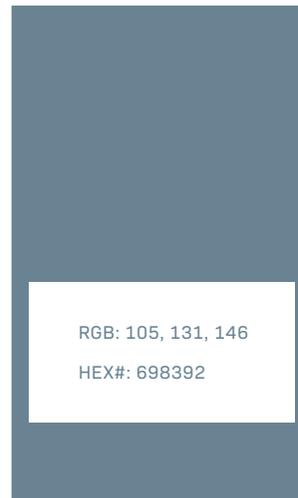
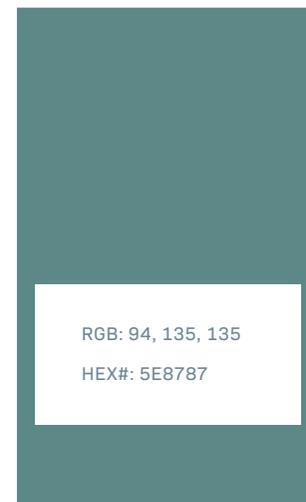
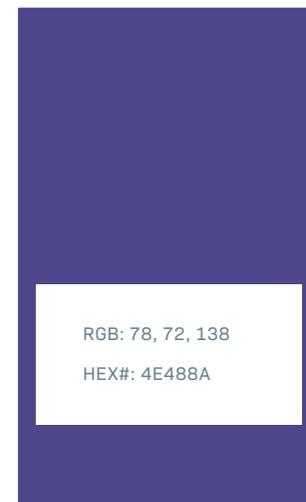
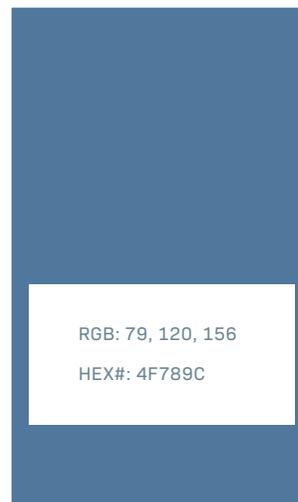
RGB Color Family

Web (RGB)

This full palette captures the complete RGB color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when #0f2631 is used.

Please note, #0f2631 is used for body copy.



Section 3: CMYK Print Specific Colors



This section covers the usage of our print specific color system in CMYK and some simple visual guides. If you need something further defined please reach out to your Elastos or Griflan contact.

COLOR PALETTE

CORE PALETTE

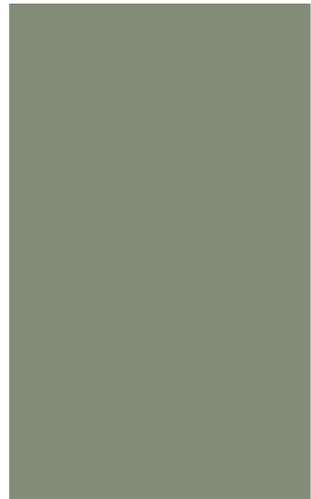
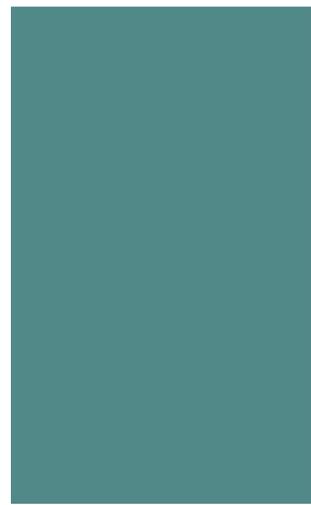
CMYK Color Family

Print (CMYK)

This section covers the usage of our print specific color system in CMYK and some simple visual guides. If you need something further defined please reach out to your Elastos or Griflan contact.

COLOR PALETTE

FULL PALETTE



Primary CMYK Colors

Print (CMYK)

This full palette captures the complete CMYK color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when #102632 is used.

Please note, #102632 color is used for body copy.

CMYK: 78, 46, 22, 2
HEX#: 4F789C

CMYK: 83, 85, 10, 1
HEX#: 4E488A

CMYK: 71, 32, 44, 6
HEX#: 5E8787

CMYK: 66, 39, 33, 4
HEX#: 698392

CMYK: 63, 69, 26, 7
HEX#: 6C5D81

CMYK: 51, 35, 53, 7
HEX#: 848C7B

CMYK: 92, 69, 54, 56
HEX#: 172D39

CMYK: 89, 75, 42, 33
HEX#: 2E3C55

CMYK: 46, 38, 73, 12
HEX#: 88835D

Section 4: Pantone Print Specific Colors



This section covers the usage of our print specific color system in Pantone colors and some simple visual guides. If you need something further defined please reach out to your Elastos or Griflan contact.

COLOR PALETTE

CORE PALETTE

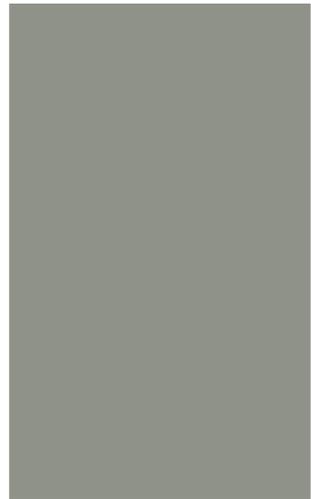
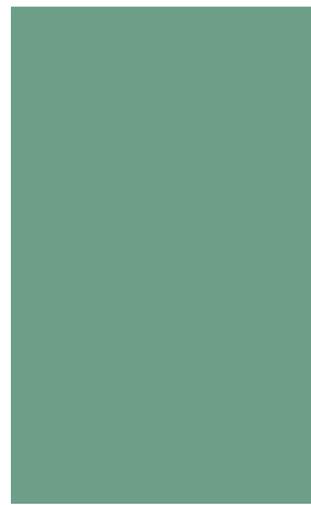
Pantone Color Family

Print (Pantone)

This section covers the usage of our print specific color system in Pantone colors and some simple visual guides. If you need something further defined please reach out to your contact.

COLOR PALETTE

FULL PALETTE



Primary Pantone Colors

Print (Pantone)

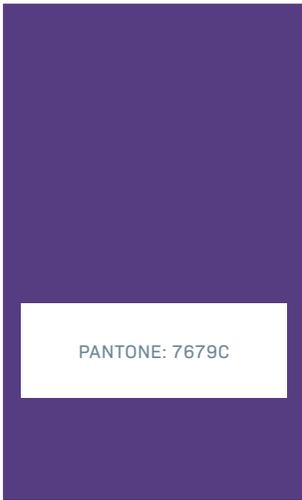
This full palette captures the complete Pantone color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when Pantone 533C is used.

Please note, Pantone 533C is used for body copy.



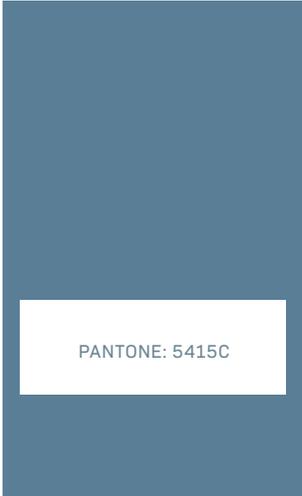
PANTONE: 7689C



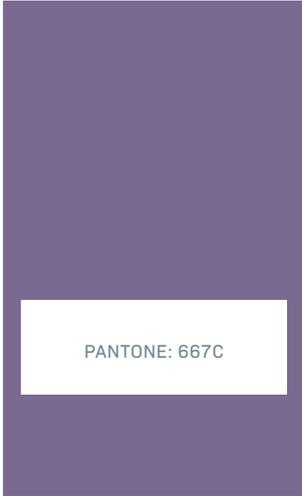
PANTONE: 7679C



PANTONE: 556C



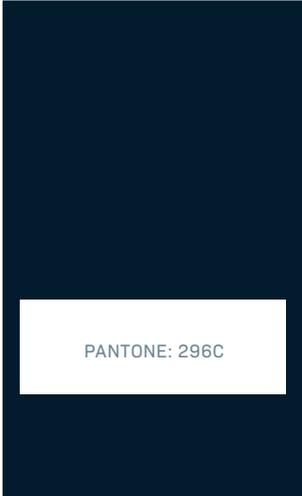
PANTONE: 5415C



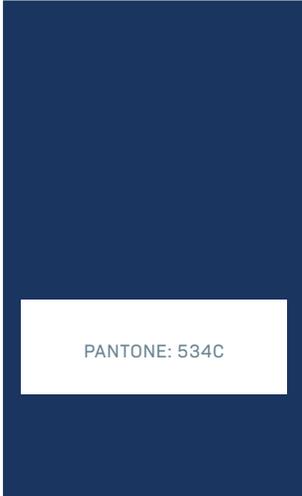
PANTONE: 667C



PANTONE: 415C



PANTONE: 296C



PANTONE: 534C



PANTONE: 871C

Section 5: Typography



This section covers the usage of our typography system.

Because of the simplicity in our brand, type plays an important part. If you need something further defined please reach out to your Elastos or Griflan contact.

Bio Sans

Bio Sans is the main typeface in our system and is used to compliment and contrast Komu. Its main use cases are headers, subheaders, details, and body copy.

WEIGHTS

The full set contains 10 weights, which adds great range for all of our needs.

FONT RESOURCES

Typekit:

<https://typekit.com/fonts/synthese>

Purchase:

<https://www.fontspring.com/fonts/bat-foundry/synthese>

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

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AaBbCcDdEeFfGgHhIiJjKk

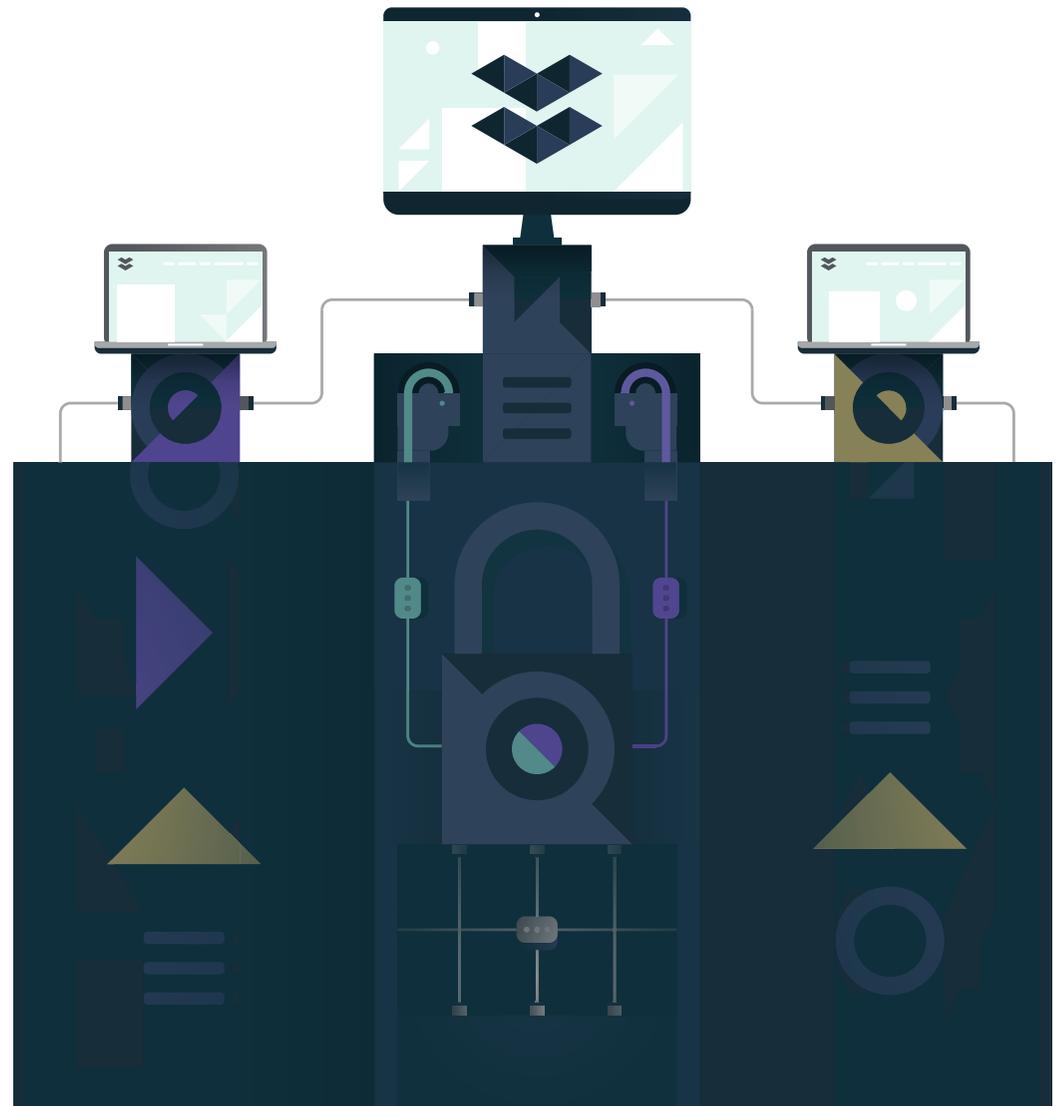
0123456789!@#%^&*

Section 6: Illustration Style



The Elastos illustration style consists of shapes and line-work. It is of the utmost importance that we keep this illustration style consistent throughout the brand. While there are no specific set of rules on how thick or thin the given line-work should be, it is important that we keep lines “looking” consistent.

All illustrations should be created from scratch rather than taken from stock websites.



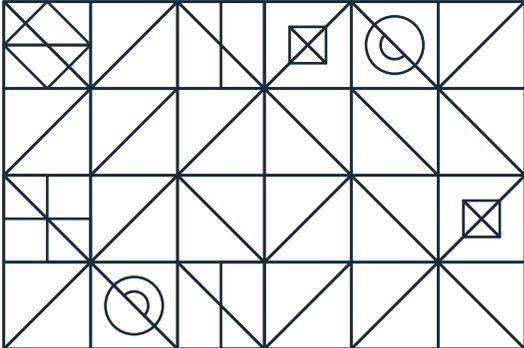
Inappropriate Illustration Usage



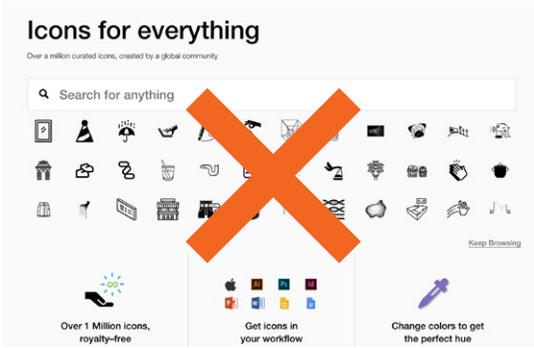
Add outlines to shapes inconsistent with brand



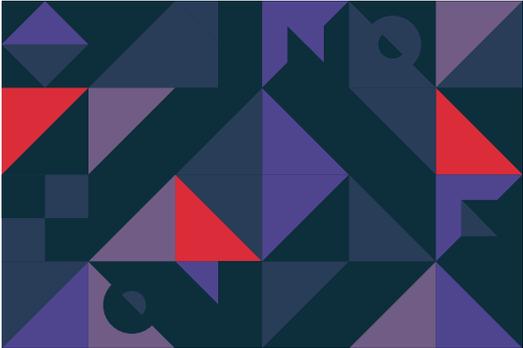
Add gradients to shapes inconsistent with brand



Change filled shapes to line-work



Find or take illustrations from other stock sites



Add colors outside of brand