



# Brand Guidelines

April 2022



## Introduction

At Ekco, we manage specialist cloud solutions that help businesses grow.

Across data, apps and security, we're the cloud people that help our customers push boundaries, that transform their IT for good.

These guidelines give you an overview of our brand, our personality and our values. You can find guidance on logos, colours, fonts, tone of voice and more. A downloadable logo package can be found on page 31.

It's important that our brand is used consistently to represent us and what we stand for properly. If you need some help with branding or wording, get in touch with the marketing team at [marketing@ek.co](mailto:marketing@ek.co) – someone will be happy to help you.



5 The brand  
Our value proposition

This is our promise to customers. Whatever they are trying to achieve, we're the people that can make it happen. This idea runs through everything we do.

The people who  
power your possible

9 The logo  
About

Representing the concept of migration and duplication, the processes involved in uploading business systems to the cloud. This gives meaning to our brand name and our logotype visually conveys this process.

The inline stroke further emphasises the idea of reflection as well as representing what is contained within the cloud.

The Ekco logo has been created for use in print and on-screen. The characters have been carefully crafted to ensure balance, legibility and clear reproduction. Therefore, these characters may not be redrawn or rearranged in any way as to do so would affect the aesthetic of the mark.

The logotype appears as both a clean-line vector which can also be represented with a neon affect, creating a dynamic and future focused aesthetic.



10 The logo  
Clearspace

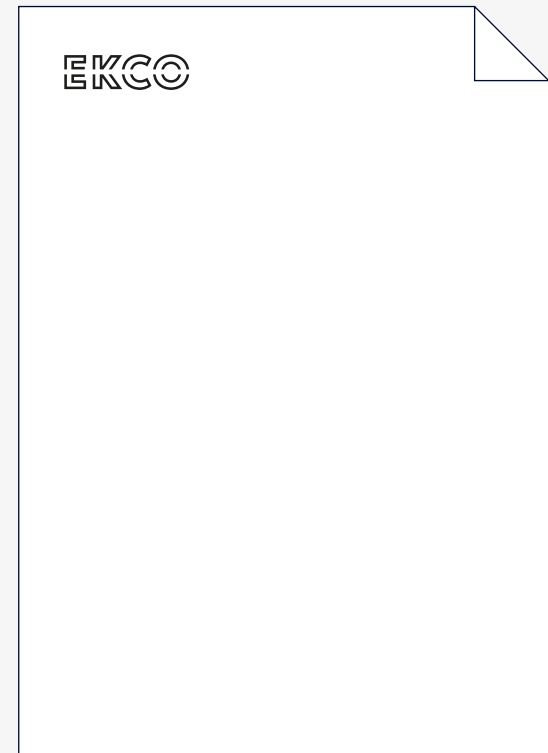
To protect the clarity and visual integrity of the logotype, it requires adequate space on all sides. This clearspace (x) is determined by the height of the logotype as shown. Please ensure that no elements sit within this clearspace.



**11** The logo  
Minimum sizes

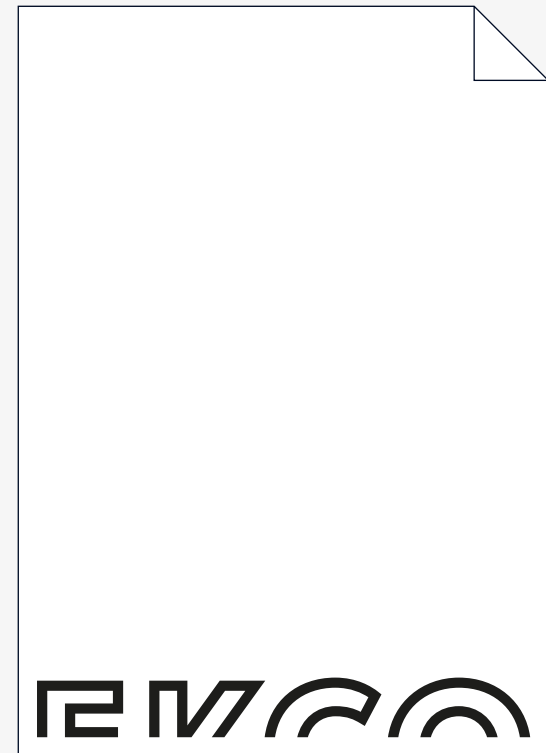
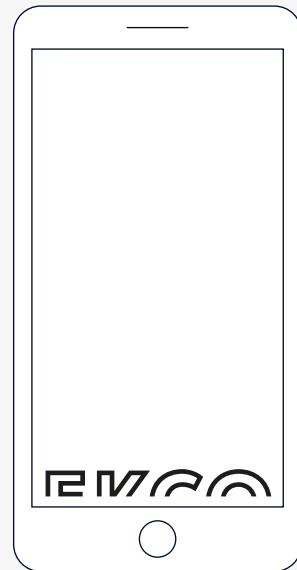
For legibility reasons, the logo should not be printed or displayed on screen below the recommended height.

Print 10mm  
Screen 30px



**12** The logo  
Logo graphic

In addition to the logo, a secondary logo graphic which splits the logo along the in-line stroke, is available for fixing to the bottom of key assets. This graphic reinforces the central concept of back-up to the cloud.



**13** The logo  
Incorrect use

It is important that the logo is used correctly and consistently across all applications. The logo should not be altered in any way that will weaken its legibility or render it unrecognisable and should only ever be reproduced from the master artwork supplied.

Examples of bad practice

- 1 Do not alter the logo or its characters in any way.
- 2 Do not reproduce or display the logo in any colours other than the colours specified in the guidelines.
- 3 Do not stretch or distort the logo.
- 4 Do not reconstruct or improvise the logo.

1



2



3



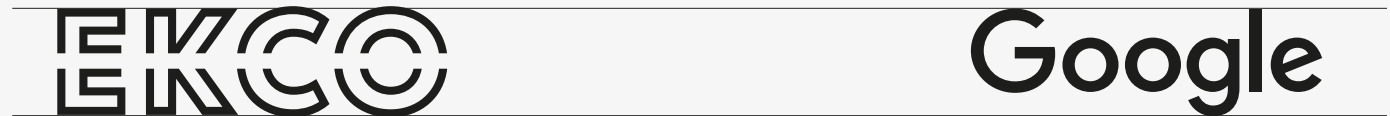
4





**14** The logo  
Co-branding


When using the Ekco logo in conjunction with other marks, ensure that it has the same visual weighting and adheres to the clearspace. The logo should never be rendered smaller than any other mark placed in the same field of vision.




## 15 The colours Gradients

The Ekco identity is made up of different colours, both gradients and solids to give punch & impact to its communications while also allowing it to behave in a digital world. While all the gradients are interchangeable, blue is the dominant brand colour when one colour or gradient is needed.


The gradient slider should be set at a position of 50% running from left to right in most cases but can be adjusted if needed.




#035AFF  
C=90 M=65 Y=0 K=0  
2738U  
2728C



#0BF9F2  
C=60 M=0 Y=20 K=0  
304U  
304C



#FC3246  
C=0 M=90 Y=60 K=0  
032U  
032C



#FFC82C  
C=0 M=25 Y=85 K=0  
121U  
123C



#035AFF  
C=90 M=65 Y=0 K=0  
2738U  
2728C



#FF94DB  
C=0 M=55 Y=0 K=0  
224U  
223C



#FF94DB  
C=0 M=55 Y=0 K=0  
224U  
223C



#FC3246  
C=0 M=90 Y=60 K=0  
032U  
032C

16 The colours  
Solids

These are the primary Ekco colours which can be used in conjunction with the gradients or on their own to create a diverse combination of looks & communications.

#0BF9F2  
C=60 M=0 Y=20 K=0  
304U  
304C

#035AFF  
C=90 M=65 Y=0 K=0  
2738U  
2728C

#8177ED  
C=60 M=55 Y=0 K=0  
2573U  
2573C

#FF94DB  
C=0 M=55 Y=0 K=0  
224U  
223C

#FC3246  
C=0 M=90 Y=60 K=0  
032U  
032C

#FE7D39  
C=0 M=60 Y=80 K=0  
165U  
165C

#FFC82C  
C=0 M=25 Y=85 K=0  
121U  
123C

#1D1D1B  
C=0 M=0Y=0 K=90  
Black 7 U  
Black 7 C

#F6F6F6  
C=0 M=0 Y=0 K=4  
Warm Grey 1 U  
Warm Grey 1 C