



BRAND GUIDELINES

2024 UPDATE

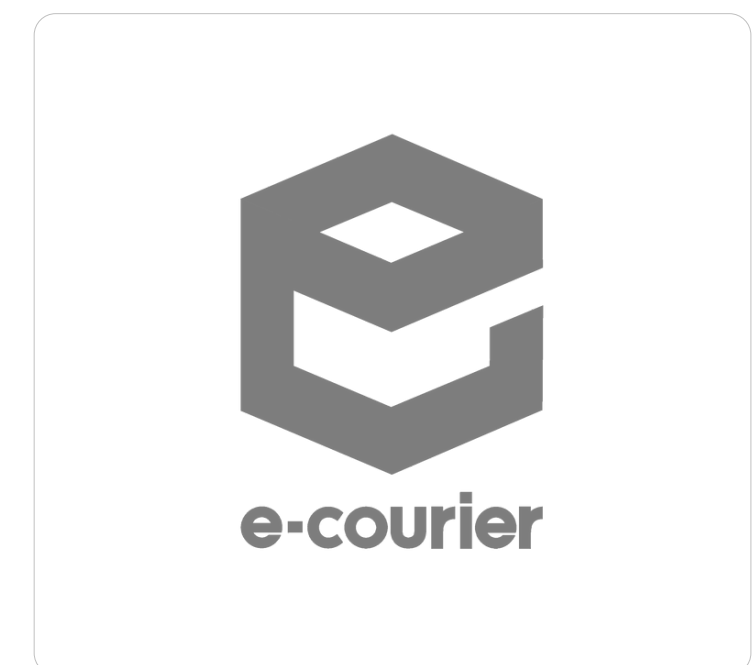
What are brand guidelines?

Brand guidelines establish the official policies and standards for e-Courier's visual identity, applying to all materials, both print and digital. They include detailed instructions on the correct usage of e-Courier's logo, color palette, typography, and official messaging. These guidelines are essential to ensure that all e-Courier marketing and communication efforts are consistent, accurate, and perfectly aligned with the brand.

Stacked logo



Banner logo



The color of the logo can not be changed except in greyscale.

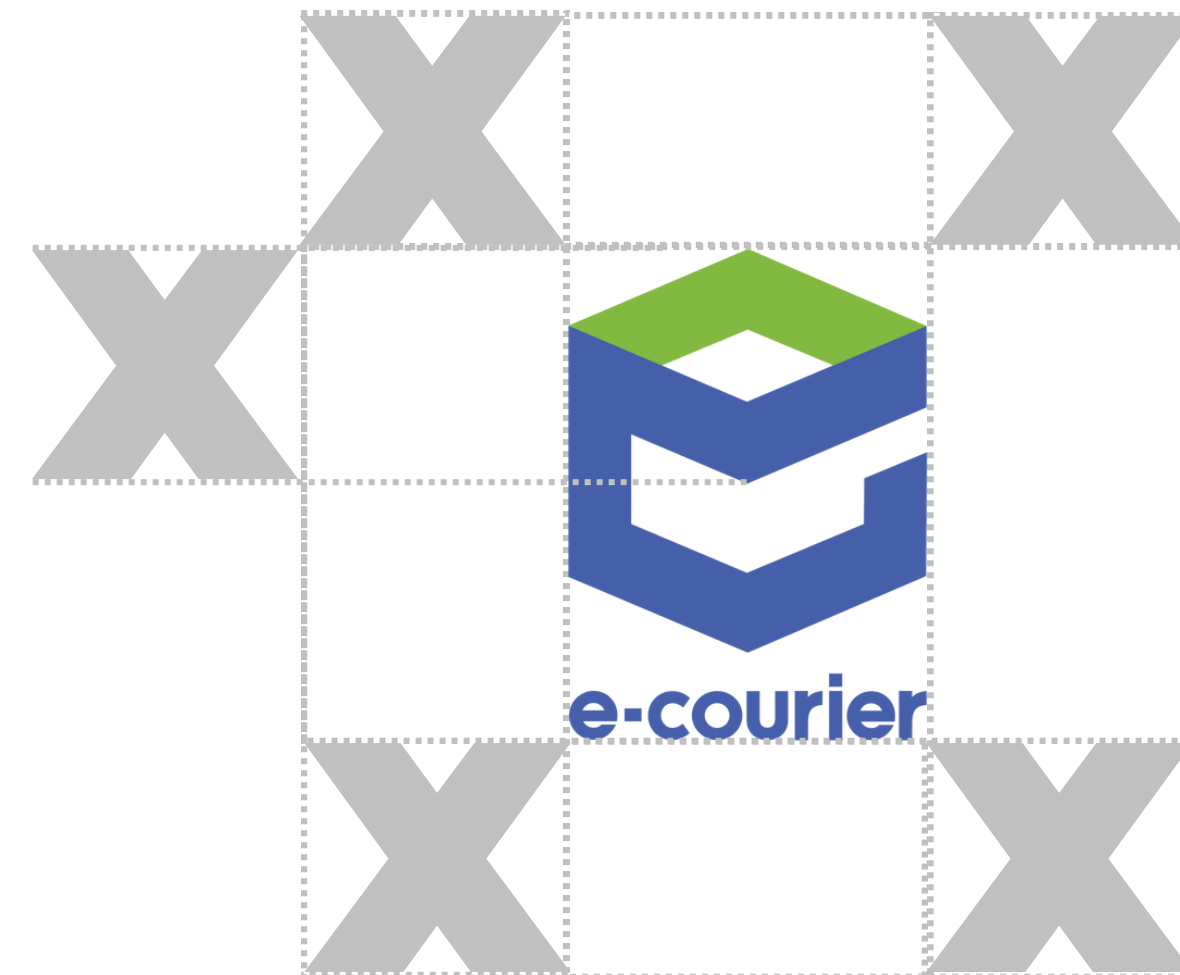


Clearspace

The e-Courier logo should always appear with a minimum area of clear space (isolation area) around the logo.

The minimum clear space is the smallest margin allowed between the logo and the edge of a page, photo or body text.

The margin of the clear space around the logo is defined in relation to the logo's height (marked X).



Do nots

- Don't stretch, squash, skew or distort the logo in any way.
- Don't rotate or flip the logo.
- Don't change elements' position or scale individual elements.
- Don't replace the colors or switch between the colors within the logo.
- Don't alter the transparency of the logo.
- Don't replace the type with another typeface (font).
- Don't alter the letters' proportion, position or spacing.
- Don't add any "effects" used for emphasis (stroke, drop shadow, glow, etc).
- Don't outline the logo.
- Don't place an image or a pattern inside the logo.
- Don't place the logo on a background that would produce low-contrast.
- Don't not reproduce the logo in a low resolution.

Rotate



Use on similar colors



Recolor



Add shadows



Alter proportions



Crop

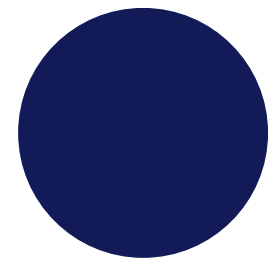


Typefaces

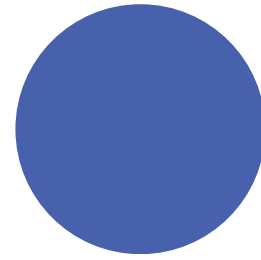
Headline: Poppins Bold

Subhead/Paragraph: Inter Regular

Colors



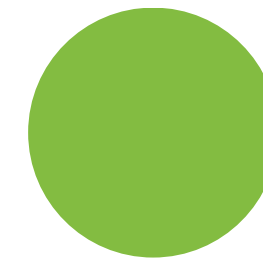
Dark Purple
#121B57



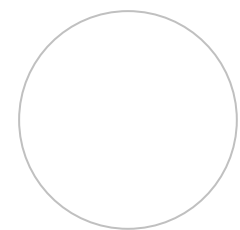
Deep Purple
#4861AD



Pale Purple
#F7F7FE



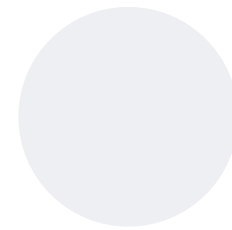
Green
#83BC41



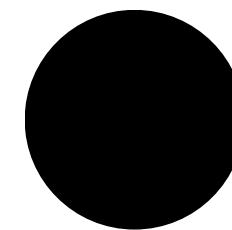
White
#FFFFFF



Bright Grey
#F5F5F5



Grey
#EEEEFF3



Black
#000000