

EcoLink

Brand Identity Book





Table of Content

O1 About us / Introduction, Brand statement, Brand values and Tone of voice

O2 Logo / Backgrounds, Whitespace, Imagemark

O3 Typography / Explanation, Headings & Body

O4 Color / Colorpalette, Usage of color

O5 Image / Correct usage, Icons

O6 Epilogue

About us



01 About us / Introduction

This is EcoLink's Brand Identity Book. This document explains the use of the brand. Matters such as color, typography, logo, image, icons and their use are recorded here.

In addition, the way of communicating, our brand values and the tone of voice are explained in detail.

Our app is the central hub for recycling information and sustainable initiatives in Brazil.

Our app connects consumers, providers, and communities. It encourages the citizens of Brasil to transform their sustainability aspirations into action. With sections for a marketplace, community engagement, and educational resources, users can buy, sell, donate, and learn about proper waste disposal and recycling practices.

We are committed to making sustainable living accessible and effortless.

Sustainability / EcoLink is committed to promoting sustainable living by providing information and resources. We empower users to make environmentally conscious choices and reduce their ecological footprint.

Trust / Trust is the foundation of EcoLink. We are dedicated to building a reliable and transparent platform where users can access accurate recycling information and sustainable practices.

Devotion / EcoLink is devoted to creating an app that helps people. Our commitment is to provide valuable tools and resources that contribute to combating climate change.

Unity / We believe that collective action is essential for driving significant environmental change. Our app connects consumers, providers, and communities, giving a sense of togetherness and collaboration.

O1 About us / Tone of voice

Informative / We provide clear, detailed, and accurate information to educate our users about recycling and sustainable practices. Transparency and honesty are important to make sure the user can trust the information.

Informal / We communicate like a friendly expert, making users feel valued and at ease. We keep the language simple, relatable, avoiding jargon.

Supportive / Our language is designed to inspire and enable users to take practical steps towards a sustainable lifestyle, making them feel capable and motivated.

Playful / A touch of humor is added, making interactions enjoyable and engaging, balancing professionalism with an engaging user experience.



Logo

02

02 Logo / Background

This is our logo, only use the logo as indicated in this chapter.

The logo has a green background and can't be used without it.



O2 Logo / Whitespace

The logo must always be used with enough white space. This is to ensure that the logo is not placed too tightly. The dot from the i in the logo acts as a measuring instrument for the white space.



O2 Logo / App logo

In addition to using the full logo, the logo is shortened for the app icon. Below is the logo for the app, this is what users will see on their home screen. On the right you see how the logo can't be used.

Logo of the app



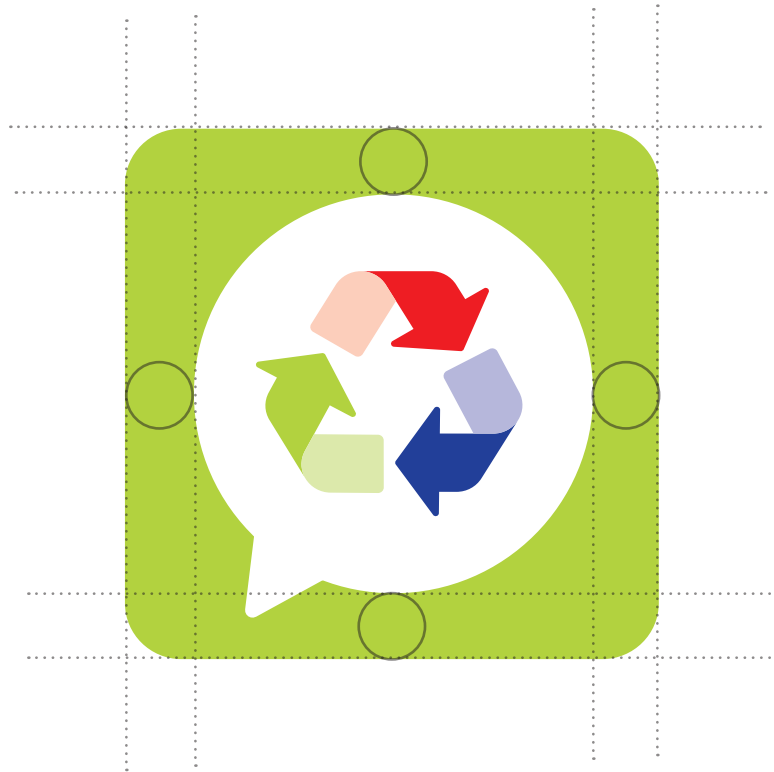
Wrong use

X The background color can't be a different color



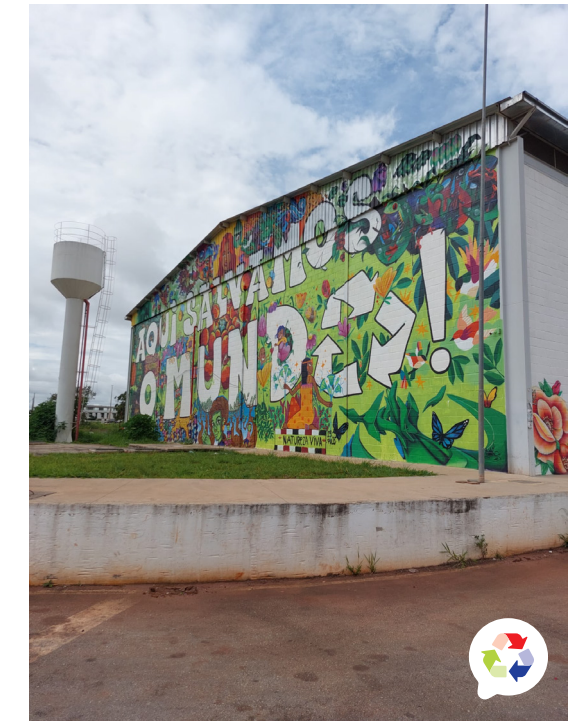
O2 Logo / Whitespace app logo

The app logo must always be used with enough white space. This is to ensure that the logo is not placed too tightly. The dot from the i in the main logo acts also here as a measuring instrument for the white space.



O2 Logo / Watermark

Furthermore, the logo may be used as a watermark on photos. The logo may only contain the white text cloud and recycling arrows. No background.



Typography



03 Typography / Fonts

There are three different fonts:

Logo / Tarif Arabic Bold

Headings / Cocogoose

Body text / Lato

The font Lato can be used in any font-weight. Cocogoose & Tarif Arabic Bold, on the other hand, have a fixed font weight.

Tarif Arabic Bold

AB

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
· ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ١٠

Cocogoose

AB

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
0 1 2 3 4 5 6 7 8 9 10

Lato

AB

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
0 1 2 3 4 5 6 7 8 9 10

H1 Title
Cocogoose

What is Recycling?

H2 Title
Lato Bold

Five methods for waste disposal

Body text
Lato

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Quisque bibendum urna ac nisi elementum, eu vulputate ligula eleifend. Donec
ullamcorper eget nisl quis facilisis. Pellentesque at ligula eu arcu tincidunt mattis.

Buttons
Lato Bold

Log in

color



Primary colors



Hex bccf21
RGB 188/ 207/ 33
CMYK 35/ 0/ 95/ 0

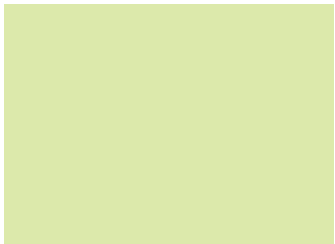


Hex e30613
RGB 227/ 6/ 19
CMYK 0/ 100/ 100/ 0

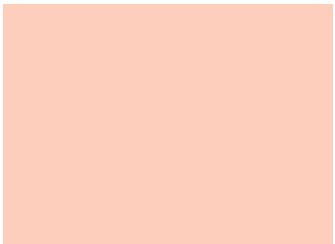


Hex 27348b
RGB 39/ 52/ 139
CMYK 100/ 90/ 0/ 0

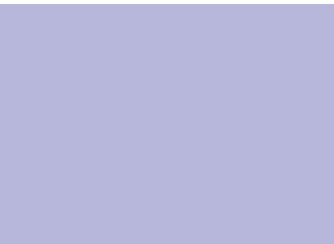
Secondary colors



Hex e4eaaf
RGB 228/ 234/ 175
CMYK 15/ 0/ 41/ 0



Hex fbd5c5
RGB 251/ 213/ 197
CMYK 0/ 22/ 22/ 0



Hex c3c1e2
RGB 196/ 193/ 226
CMYK 27/ 24/ 0/ 0

Each color corresponds to a part of the app. The blue color is used for the Marketplace, the red color for the Community and the green color for the Information & Awareness pages. In addition, green is used for the general pages.



Image

05

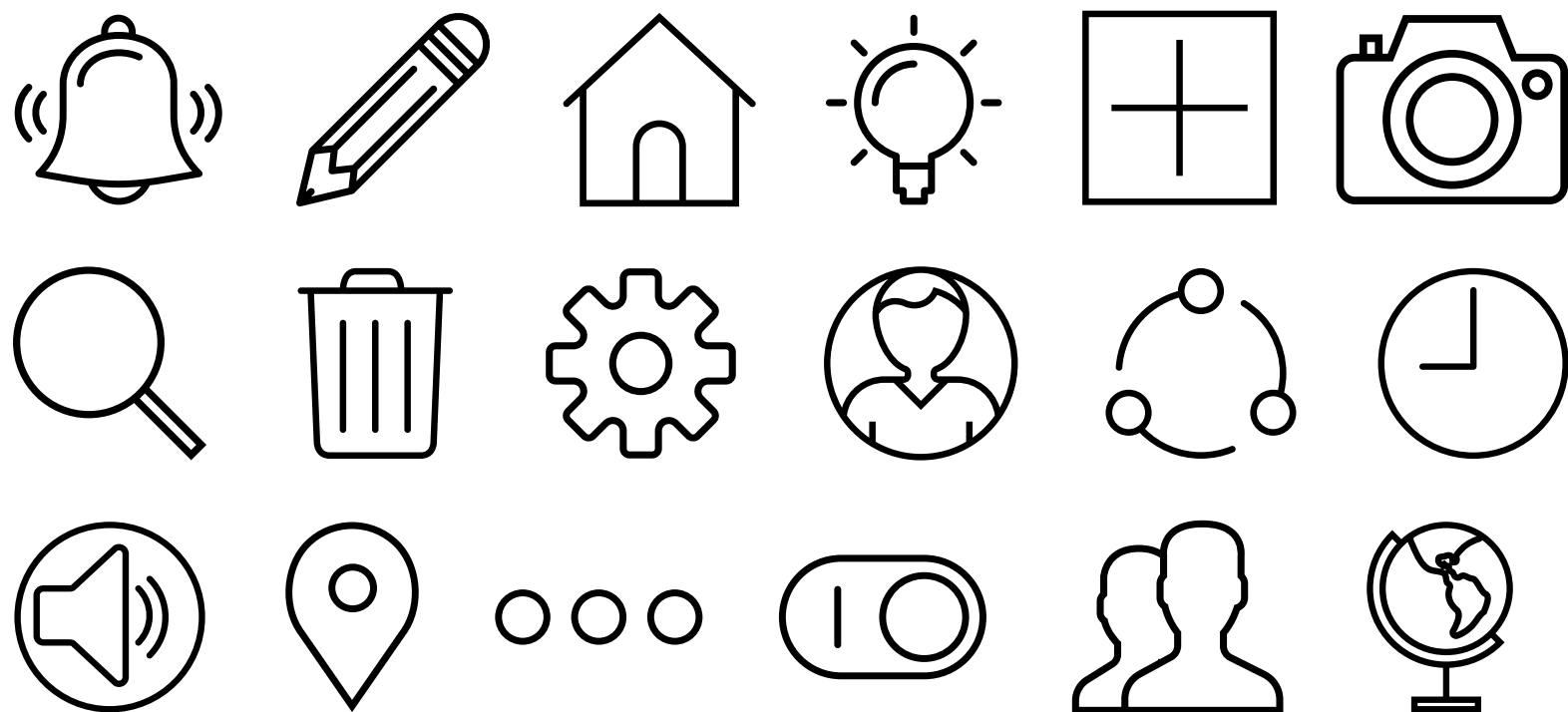
05 Image / Correct usage

Illustrations are used to clarify the text about certain topics. Illustrations help the reader to understand the story better. Below you can see the style of the illustrations, but they still need to be developed for the app.



O5 Image / Icons

In the app, icons are used to navigate through the app. To ensure consistency in the icons, they are always created with the same style and line thickness. The icons are shown below as an example.



O6 Epilogue /

This Brand Book was created to ensure unity in communication, style and identity. So that EcoLink becomes a stronger and more recognizable brand.

See this Brand Book as a manual to make easier choices when you start designing.

Questions or comments?

Do you have a question or comment about certain parts of this Brand Book? Then you can ask your questions to Cynthia Poelert, student from Saxion University.

> Cynthiap0206@gmail.com

