Brand guideline EcoLink

Logo

EcoLink

App logo

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	
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	

Typography

Font
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
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ١٠

Font
Cocogoose

AB

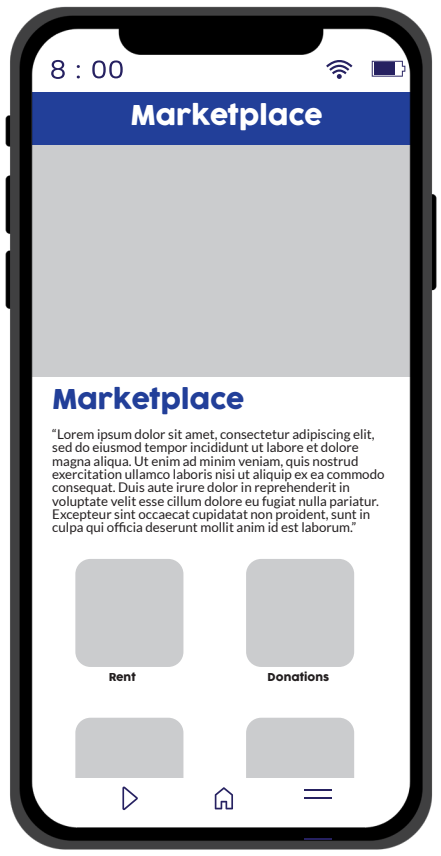
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 10

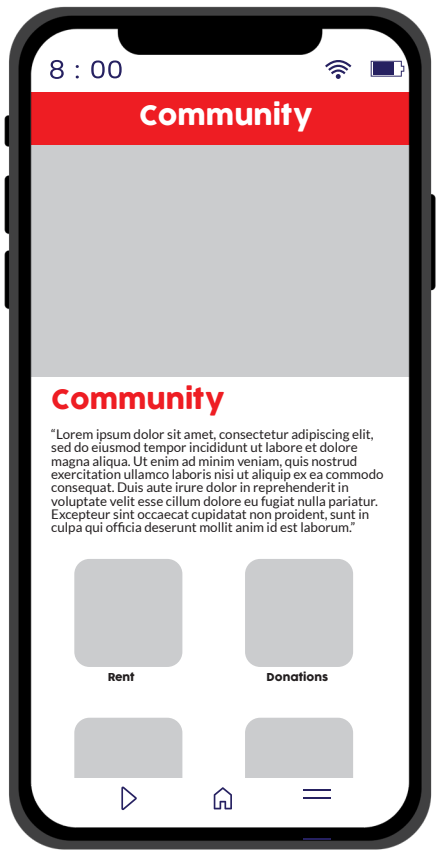
Font
Lato

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

Usage of colors





Tone of voice

The app's tone is clear and informative, providing users with easy-to-understand information.
We communicate like a friendly expert, ensuring users feel valued and at ease. Transparency and honesty are key, making sure users can trust the information we provide.
We keep the language simple and relatable, avoiding jargon.
A touch of humor and playfulness is added, making interactions enjoyable and engaging.

Our goal is to balance professionalism with a light-hearted approach, creating a user experience that feels both informative and pleasant.