

Brand guidelines

Ealloora

Primary logo

Ealloora

Colors:

€alloora

Pantone 185 C
HEX : #ff0836
RGB : (255, 8, 54),
CMYK color (0%,97%,79%,0%)

Pantone Cool Gray 10 C
HEX : 717070
RGB : (113, 112, 112),
CMYK color (53%,43%,42%,28%)

Pantone Cool Gray 1 C
HEX : cccccc
RGB : (204, 204, 204),
CMYK color (23%,17%,18%,1%)

Logo Typography:

WeissenhofGrotesk-Medium

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

1 2 3 4 5 6 7 8 9 0 ; ? ! , ; : @ # \$ € & / ()

Typography uses:

Main Typography:

Roboto

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

1 2 3 4 5 6 7 8 9 0 ; ? ! , ; : @ # \$ € & / ()

Light

Regular

Medium

Bold

Extra Bold

Logo rules of use:



Color



Background Color



Monochrome

Variations:

Ealloora
Wireless IoT solutions

Ealloora.com

Other uses



Icon, Favicon & Social Media

Avoid:



Avoid stretching or compressing the logo.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds and colors.

Margins:



The preferred clearspace around the label is equivalent to the width of "a".