

# Eli Review

Brand Guide

## LOGO INFORMATION

### Responsive

The Full Logo version is the default logo. The Small Logo version should be used when space is limited or the full logo becomes distracting. The Icon should be used when the Small Logo is too big or distracting, or in some cases for sake of simplicity (such as avatars, loading screens, etc).

### Colors

Show are the default color variations of the logo and background. If needed, the logo can be used in any combination of all the brand colors, as long as there is enough contrast.

## RESPONSIVE LOGO



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FULL LOGO



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SMALL LOGO



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ICON

## COLOR VARIATIONS



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## BRAND COLORS

### HEX & RGB

These are digital colors, used on screens. Printing them will change the color.

### CMYK

Printing colors that look washed out when viewed on a computer screen.

## COLOR CODES

	HEX: #D5DCE6 RGB: 213, 220, 230 CMYK: 15, 5, 7, 10		HEX: #42A1EB RGB: 66, 161, 235 CMYK: 67, 25, 0, 25
	HEX: #9FA6B3 RGB: 159, 166, 179 CMYK: 30, 19, 14, 20		HEX: #116DD6 RGB: 17, 109, 214 CMYK: 79, 51, 0, 10
	HEX: #6F7580 RGB: 111, 117, 128 CMYK: 47, 33, 25, 40		HEX: #034591 RGB: 3, 69, 145 CMYK: 90, 65, 7, 30
	HEX: #323540 RGB: 50, 53, 64 CMYK: 63, 51, 35, 65		HEX: #122B57 RGB: 18, 43, 87 CMYK: 90, 70, 27, 50
	HEX: #6AEB4E RGB: 106, 235, 78 CMYK: 56, 0, 80, 5		HEX: #FFD152 RGB: 255, 209, 82 CMYK: 0, 19, 75, 0
	HEX: #08CC32 RGB: 8, 204, 50 CMYK: 70, 0, 89, 10		HEX: #FFAE36 RGB: 255, 174, 54 CMYK: 0, 38, 82, 0
	HEX: #03914A RGB: 3, 145, 74 CMYK: 85, 15, 82, 30		HEX: #F38D3F RGB: 243, 141, 63 CMYK: 0, 54, 80, 0
	HEX: #074233 RGB: 7, 66, 51 CMYK: 90, 24, 52, 60		HEX: #CC6525 RGB: 204, 101, 37 CMYK: 16, 67, 82, 6

## BRAND TYPOGRAPHY

### Wordmark

The logo is set in Eina 04 Bold.

### Brand Font

Eina 04 is a great web & desktop font that will look strong when implemented consistently.

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EINA 04 BOLD

#### Eina 04 - Light

The quick brown fox jumps over a lazy dog.

#### Eina 04 - Regular

The quick brown fox jumps over a lazy dog.

#### Eina 04 - SemiBold

The quick brown fox jumps over a lazy dog.

#### Eina 04 - Bold

The quick brown fox jumps over a lazy dog.

#### *Eina 04 - Light Italic*

*The quick brown fox jumps over a lazy dog.*

#### *Eina 04 - Regular Italic*

*The quick brown fox jumps over a lazy dog.*

#### *Eina 04 - SemiBold Italic*

*The quick brown fox jumps over a lazy dog.*

#### *Eina 04 - Bold Italic*

*The quick brown fox jumps over a lazy dog.*

