

EASIO-COM

Brand Guidelines

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Overview

01

Overview

Brand Vision

EASIO-COM envisions a future where every business, regardless of size or sector, can harness the power of seamless IT and telecom solutions to drive innovation and efficiency. Our mission is to become the foremost 360° IT & Telecom partner, unifying integration, managed services, and data center colocation to deliver high-performance, personalized outcomes. We are committed to providing reliable and adaptive services by leveraging our expertise in cutting-edge technologies. Our goals are grounded in delivering consistent excellence and forging long-lasting partnerships that empower our clients’ growth and success.

Vision Statement:

"To empower businesses with innovative, high-performance IT and telecom solutions, achieving seamless integration and unmatched reliability, while fostering strong partnerships through personalized and professional services that anticipate and evolve with our clients’ needs."

Brand Voice

Confident | Innovative | Professional

Our voice is a powerful blend of confidence and innovation, infused with a tone that communicates authority and professionalism. We speak with clarity and precision, ensuring our message resonates with IT decision-makers looking for a trustworthy, high-performance partner. Our narrative is tailored to convey both our commitment to cutting-edge solutions and our unwavering reliability, embodying the dependable support we promise to businesses navigating the dynamic tech landscape.

Logo

02

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo



Tertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

Logo Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary



Tertiary

Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Colors

03

Colors

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX
#FFFFFF

HEX
#000000

HEX
#0065E7

Colors

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Grayscale Color - 01

Cloud

HEX
#EDEFF7

Grayscale Color - 02

Smoke

HEX
#D3D6E0

Grayscale Color - 03

Steel

HEX
#BCBFCC

Grayscale Color - 04

Space

HEX
#9DA2B3

Grayscale Color - 05

Graphite

HEX
#6E7180

Grayscale Color - 06

Arsenic

HEX
#40424D

Grayscale Color - 07

Phantom

HEX
#1E1E24

Grayscale Color - 08

Black

HEX
#000000

Typography

04

Typography

This font represents the brand’s primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Typography

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

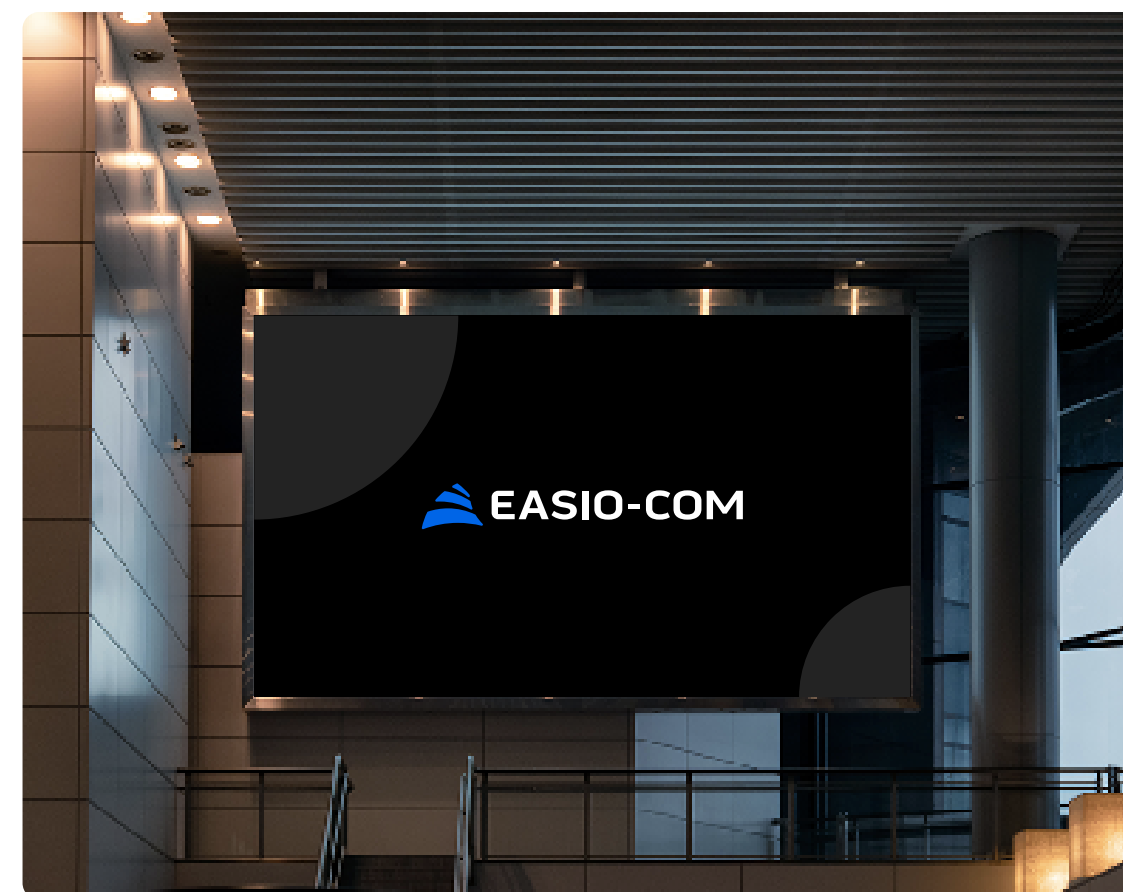
16 Px

Paragraph 2

Applications

05

Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

Thank You