



# ecoDeliver

Brand Guidelines 2.0

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# Introduction



ecoDeliver is an **ecofriendly delivery service** based on collaborative and scale economy. It targets eco-conscious e-commerces and drivers who are willing to rent their empty turnks of their cars.

The **purpose** of these guidelines is to make it easy for anyone who wants to use our coroprate image while respecting our brand and legal/licensing restrictions. These guidelines have been designed to **ensure** that the brand **represents our values** the way that we intended it.

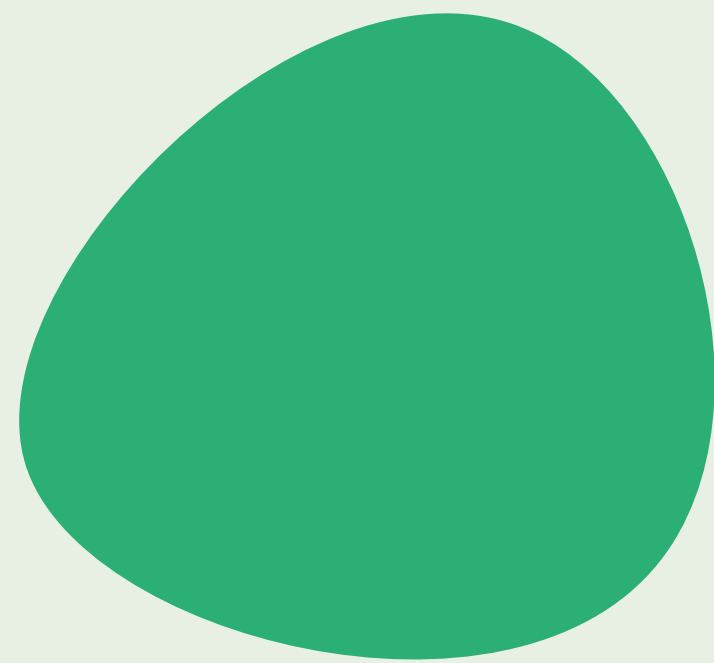
For any further consults you may contact us through [mateu@ecodeliver.tech](mailto:mateu@ecodeliver.tech)

# Color

Primary brand colors

Our primary brand colors are often used for titles and subtitles.

They are our most iconic colors and the essence of the brand

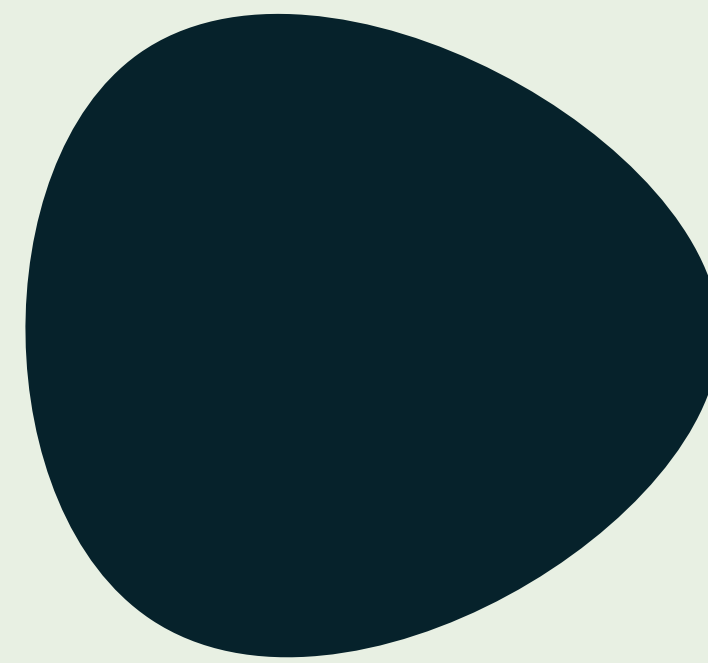


**Salsify grass**

RGB - 44, 175, 117

CMYK - 75, 0, 33, 31

HEX - 2caf75

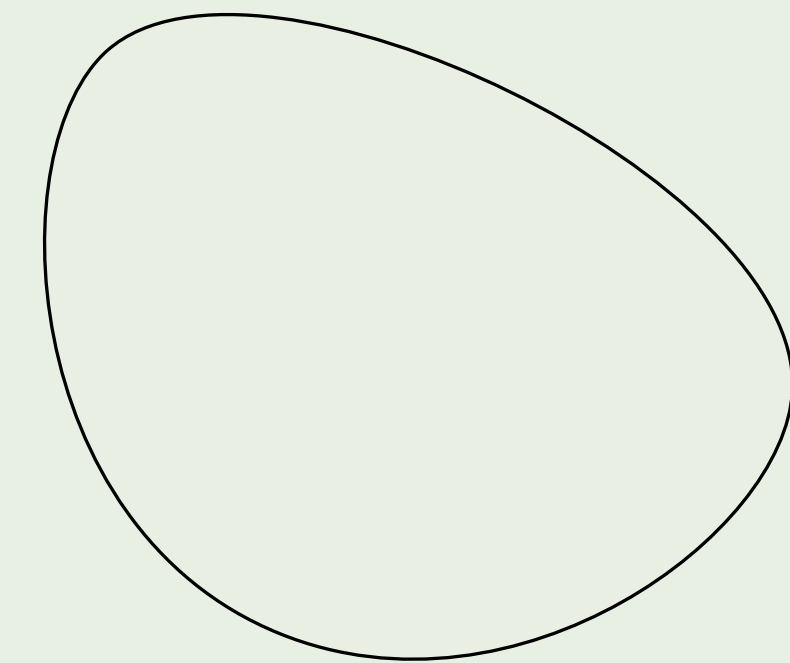


**Stellar explorer**

RGB - 6, 34, 43

CMYK - 86, 21, 0, 83,

HEX - 06222b



**Sweet white**

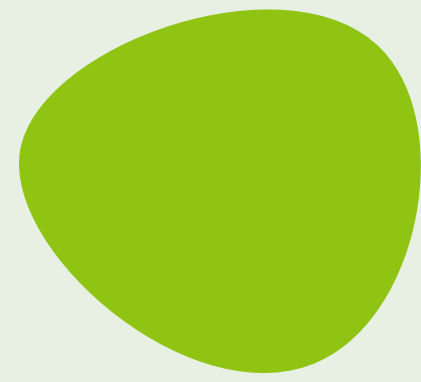
RGB - 233, 239, 226

CMYK - 3, 0, 5, 6

HEX - e9f0e4

# Color

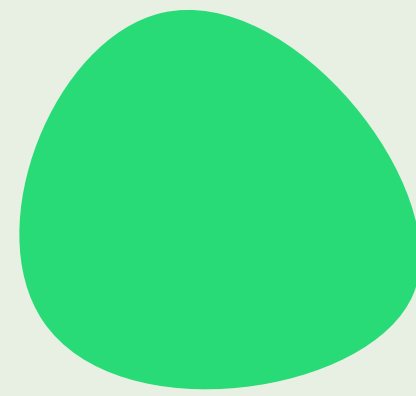
## Secondary brand colors



**RGB** - 143, 196, 18

**CMYK** - 27, 0, 91, 23

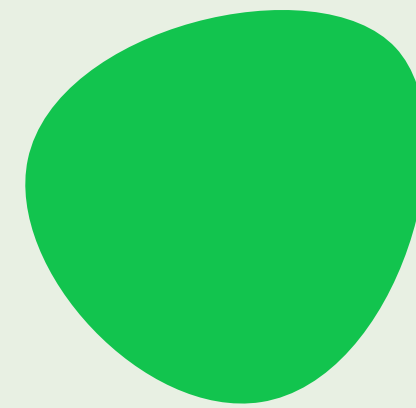
**HEX** - 8fc412



**RGB** - 41, 219, 118

**CMYK** - 81, 0, 46, 14

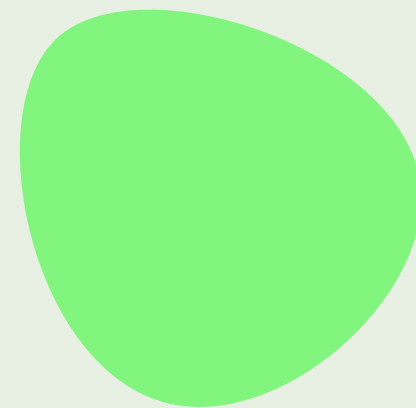
**HEX** - 29db76



**RGB** - 18, 196, 78

**CMYK** - 91, 0, 60, 23

**HEX** - 12c44e



**RGB** - 129, 245, 125

**CMYK** - 47, 0, 49, 4

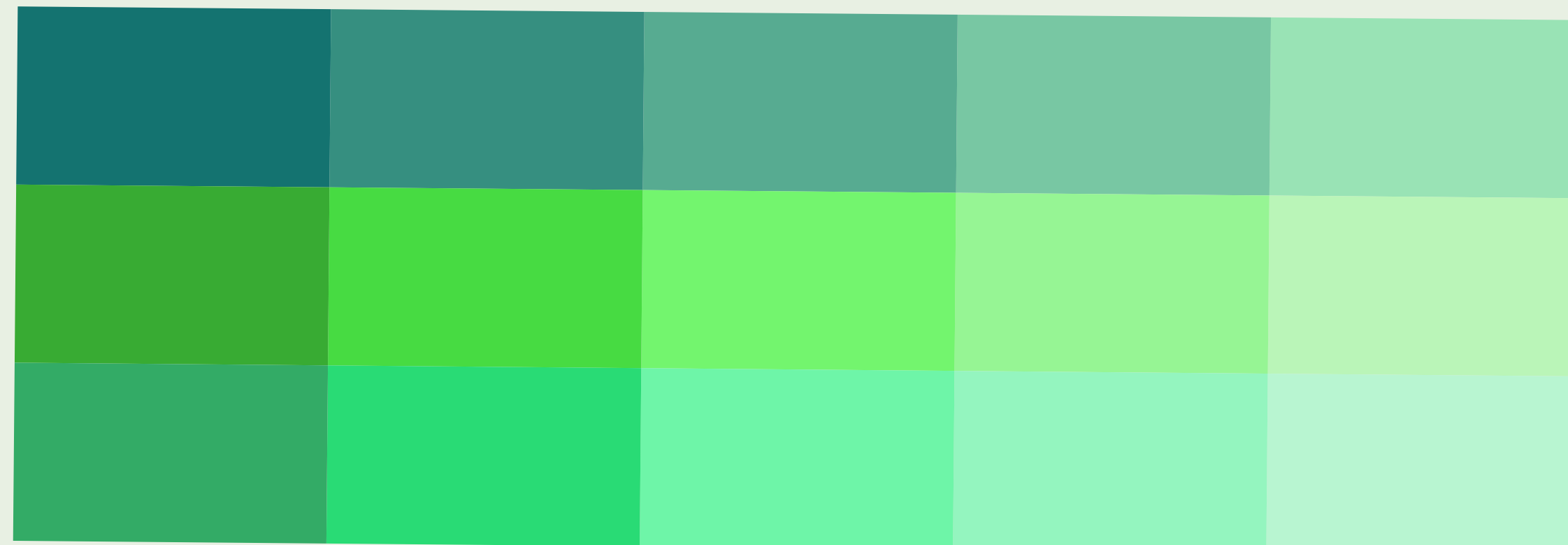
**HEX** - 81f57d



**RGB** - 169, 204, 88

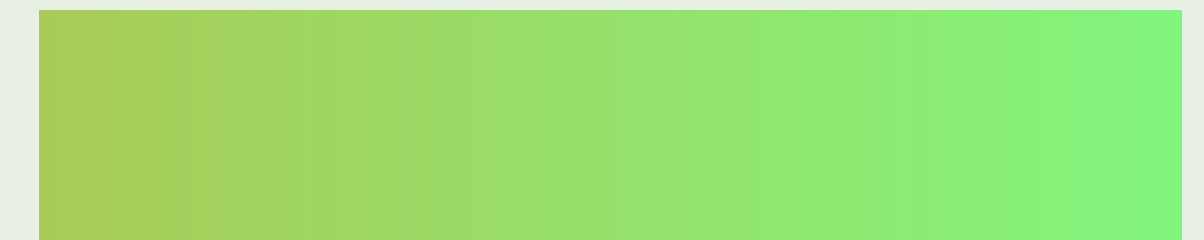
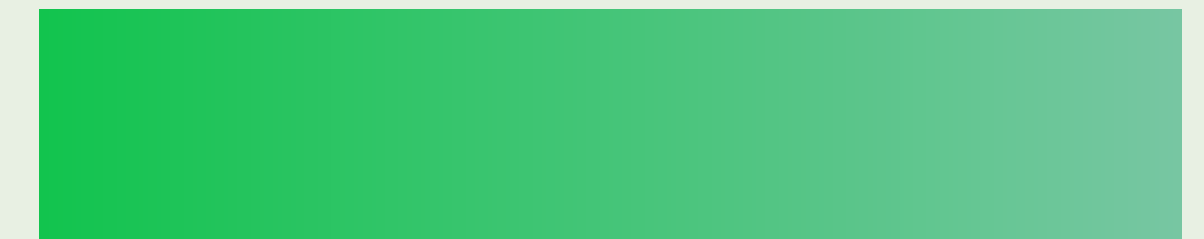
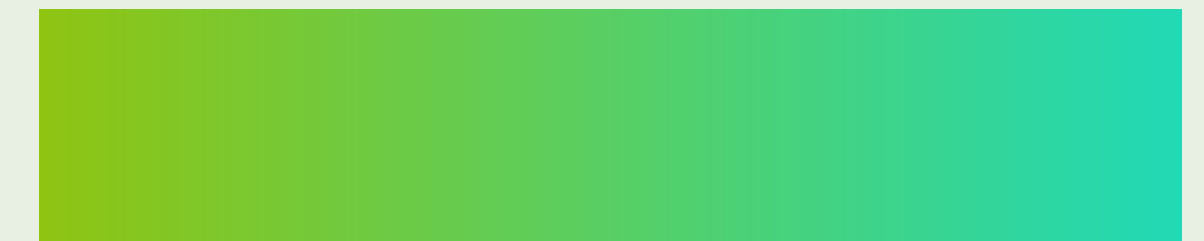
**CMYK** - 17, 0, 57, 20

**HEX** - a9cc58



The secondary brand colors are defined by harmonious blues, a wide range of greens and friendly cyans.

The combination of those colors give birth to our distinctive brand gradients



# Typography

The font family that should be used in all marketing and communications materials for ecoDeliver is Urbanist.

It should be utilized at various sizes depending on usage as shown hereafter.

It may be complemented with Roboto or Open Sans when the design calls for it.

Font Family: Urbanist

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Display**  
**Heading 1**

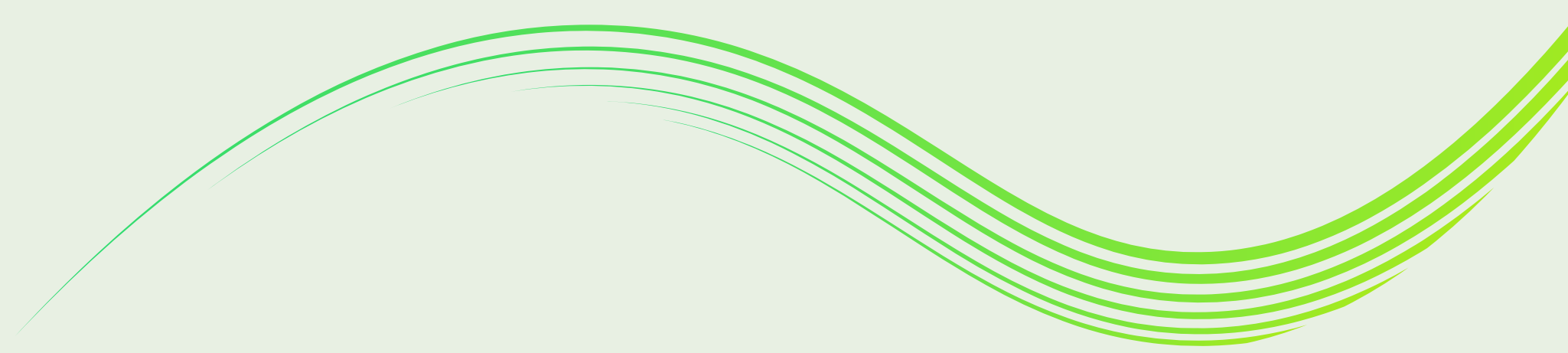
**Heading 2**

**Heading 3**

Heading 4

Heading 5

Heading 6



# Presentations

Main presentation

All elements should respect a minimum margin to prevent conglomeration. This applies either if it is presented only with the icon, with the logo, or with the full presentation with the slogan.

ecoDeliver



*Making deliveries  
sustainable, together*

1/10X

X



# Presentations

Dark mode

ecoDeliver



The brand includes a dark background presentation

*Making deliveries  
sustainable, together*



# Presentations

Prints

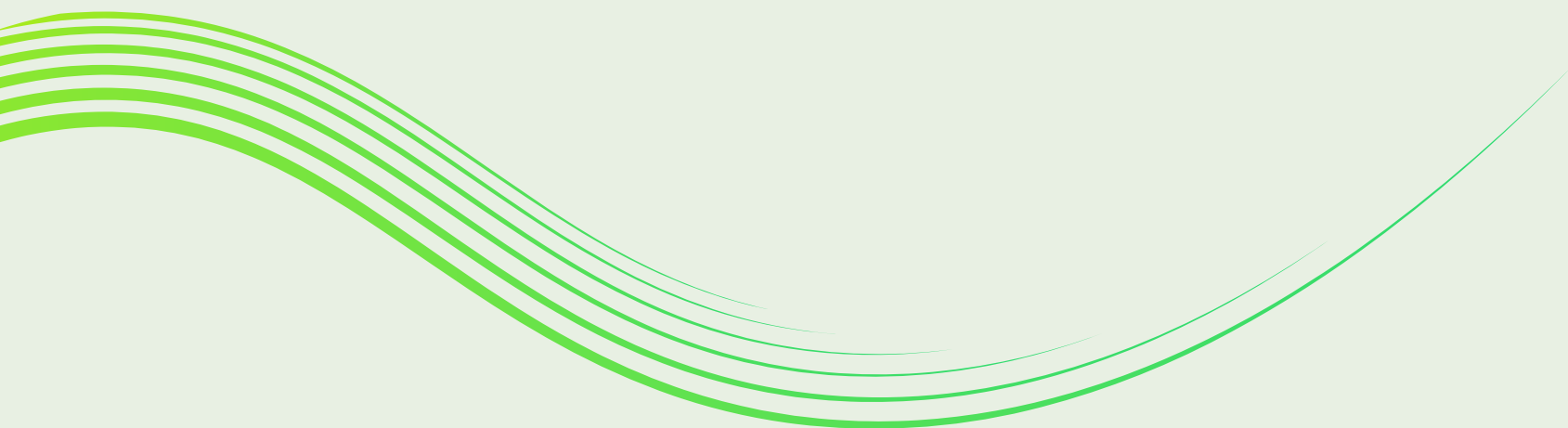
The logo should use the adapted variation for printing uses to ensure there isn't any problems with the use of gradients.



Digital



Print



# Presentations

Special cases

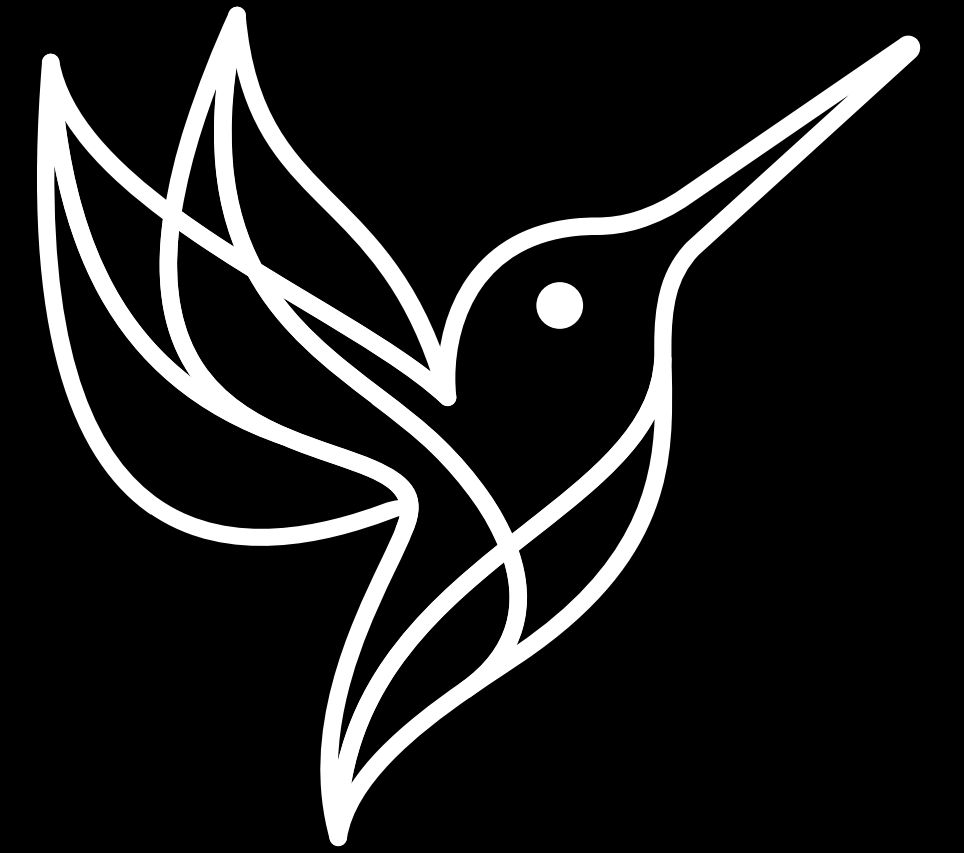
**ecoDeliver**



*Making deliveries  
sustainable, together*

For special cases, the brand includes  
black and white presentations

**ecoDeliver**

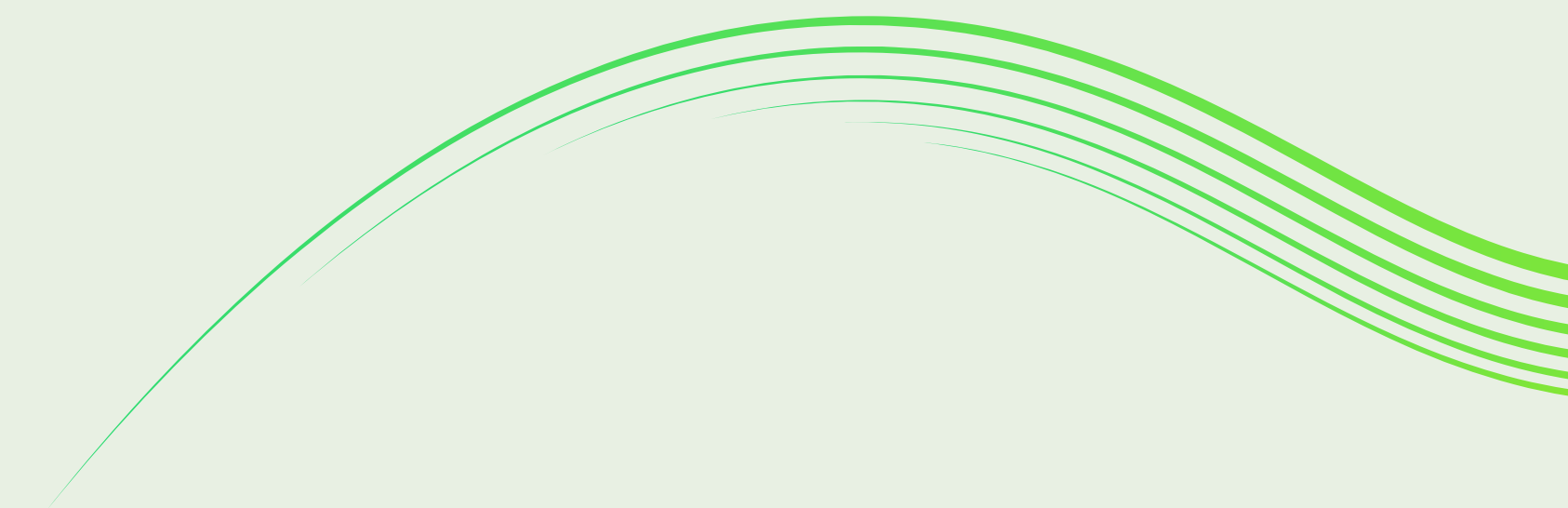
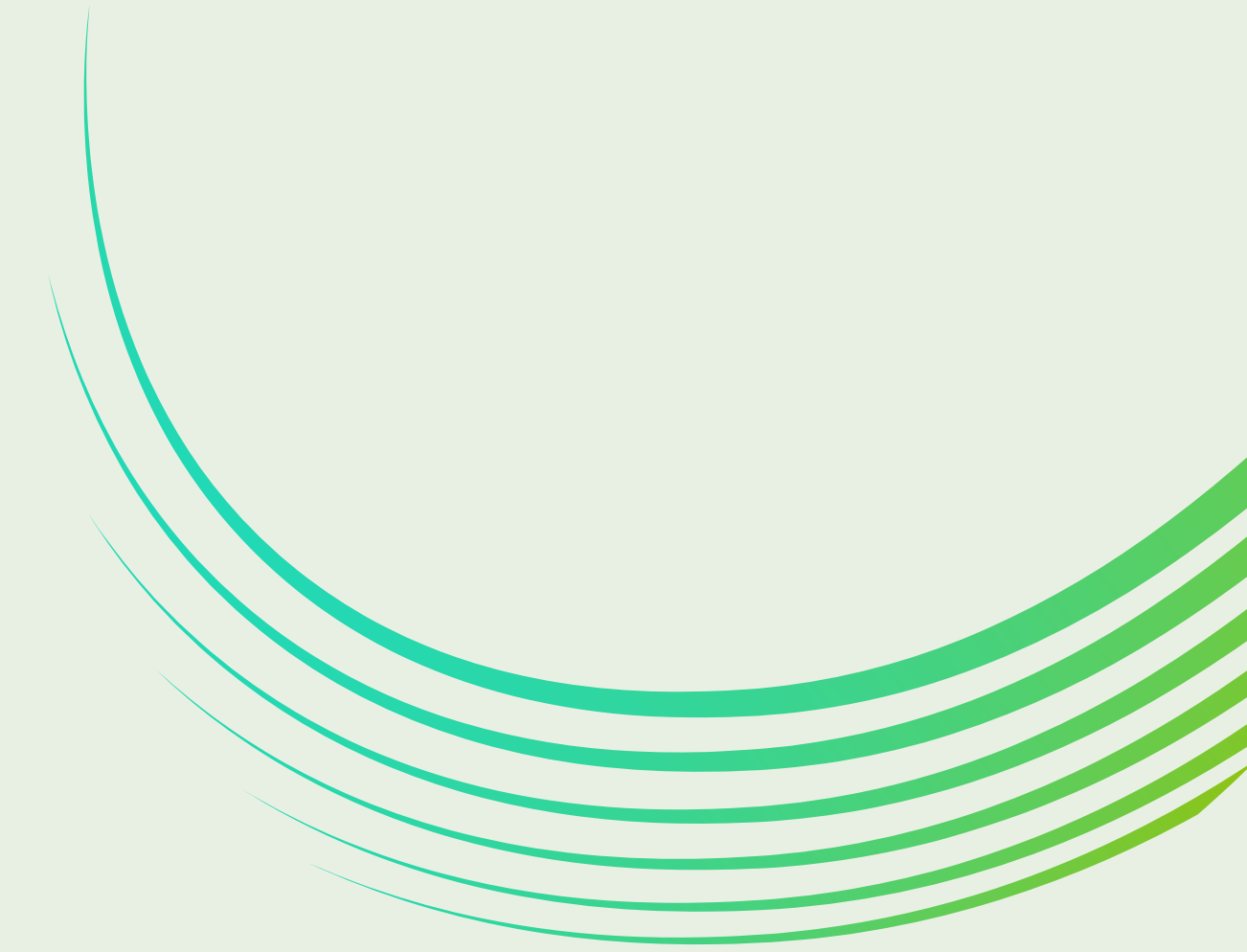


*Making deliveries  
sustainable, together*

# Presentations

Associated support elements

The curves that have been used as support in this document can be used as secondary support elements for the marketing and communication materials of ecoDeliver.



# Do's and dont's

Color and proportions

Keep the proportions of the elements and it's colors untouched

Do

ecoDeliver



Don't

ecoDeliver



# Do's and dont's

Black and white

Use the proper icon and colors  
for black and white purposes

## Do

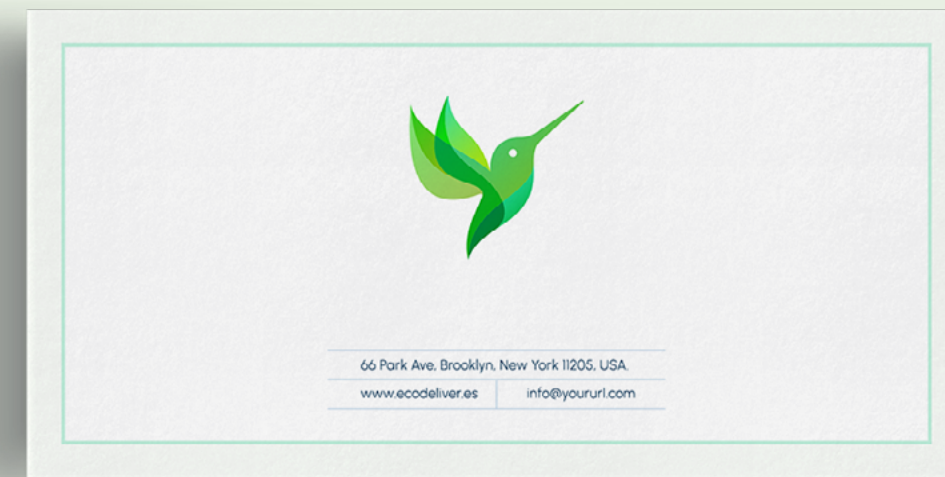
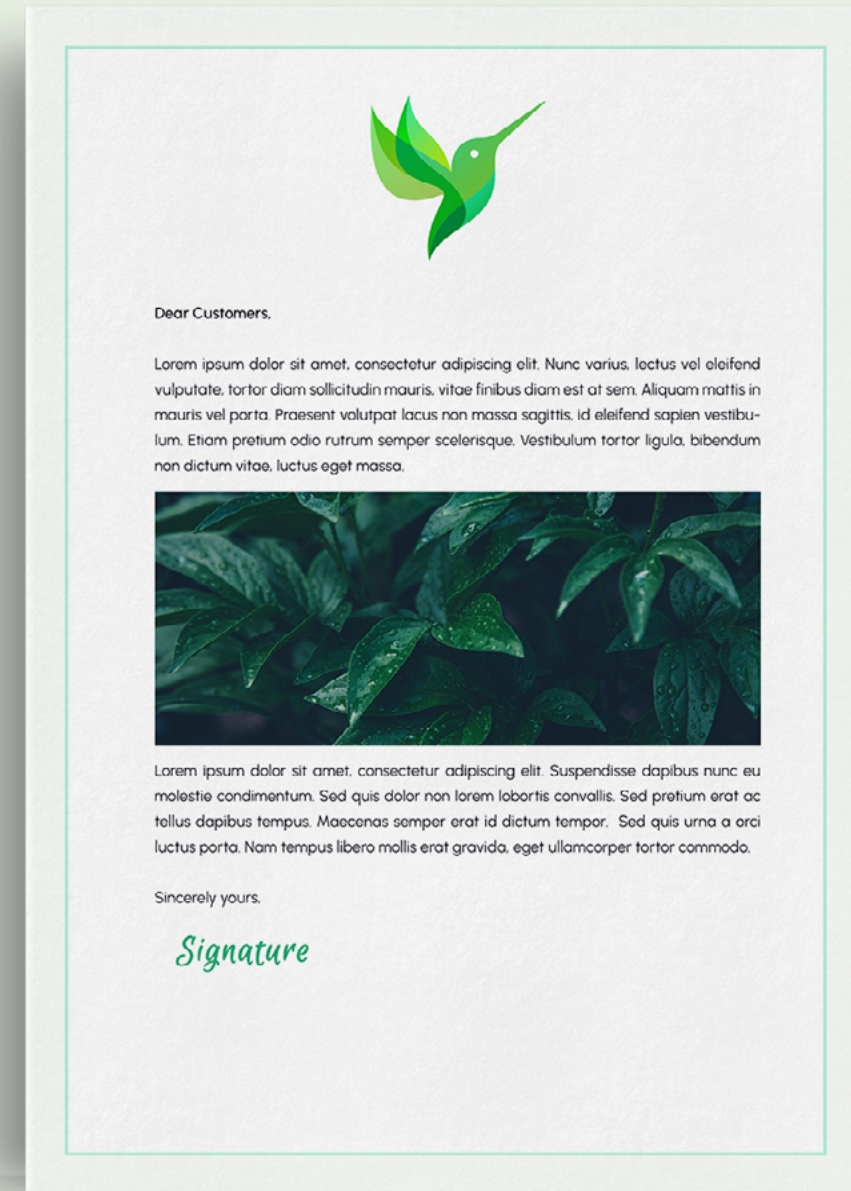


## Don't



# Examples

## Stationery



# Examples

Merchandise



# Examples

Packaging

