ELECTRO WORLD
FZCO

BRAND IDENTITY
GUIDE - 2024

Brand Identity Guide

Thank You For Reviewing This Important Document.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Why Is This Necessary ?

Proprietary logos, approved typefaces, the visuals we choose and the words we use every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, infl uential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

Need Approved Fonts, Logos, Graphic Elements,
Or Additional Information ?

Contact :

Telephone :

Email :

ELECTRO WORLD
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Logo Architecture

- The ELECTRO WORLD FZCO logo consists of the logotype and figurative mark (symbol).
- The logotype is created using the Netto typeface, while the symbol comprises two characters with lightning symbols, inseparable from the lettering.
- Always use the complete logo from the master artwork.
- Only use the symbol alone on the company website or social media channels where other brand elements are present.
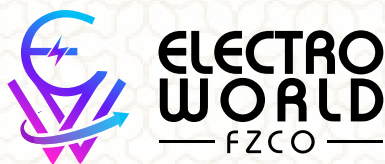
Primary Logotypes

The logotype uses a custom typeface and has been converted to outlines for reproduction.
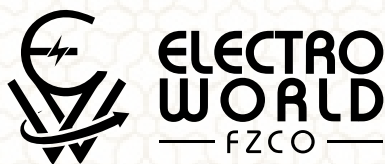Do not attempt to recreate the logo.
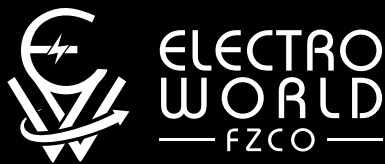
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③

Black Versions

①

②

③

White Versions

①

②

③

Clear Space

To ensure the prominence and legibility of the logo, always surround it with a fi eld of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the capital **EW** in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.
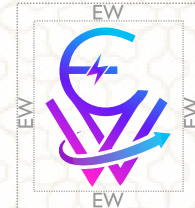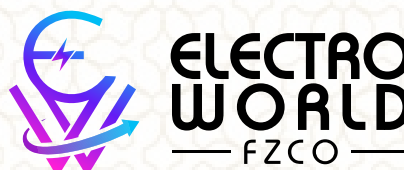
①

②
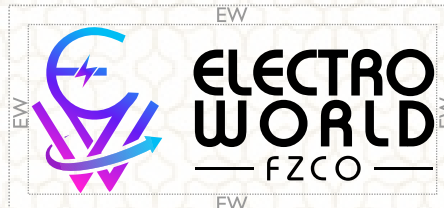
③

Minimum Size

Minimum size refers to the smallest dimensions allowed for the Switcher Studio logo. The minimum sizes for each Configuration of the logo are listed below.

For Print: 0.75" Minimum
For Web: 60 Pixel Minimum

For Print: 1" Minimum
For Web: 100 Pixel Minimum

For Print: 0.25" Minimum
For Web: 40 Pixel Minimum

Prohibited Actions (Don'ts)

- Do not alter the structure, color, proportions, elements, or direction of the logo.
- Do not distort or alter the EW symbol logo in any way.
- Do not use only a portion of the signature or the logotype separately.
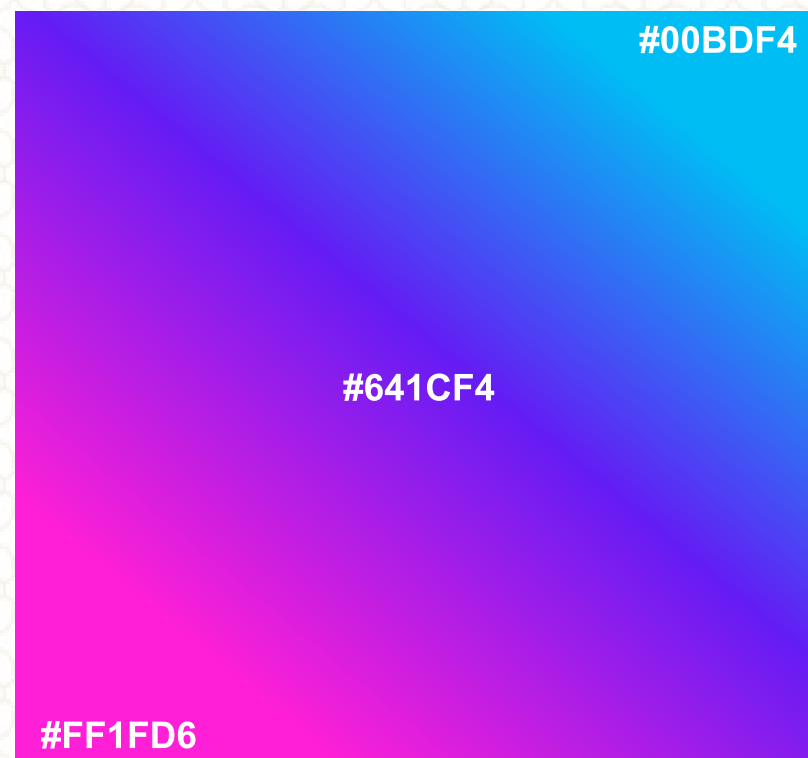
Color Palette

Hex Code-　　　　#00BDF4
CMYK -　　C-96,M-22,Y-0,K-4
RGB -　　　　(0, 189, 244)

Hex Code-　　　　#641CF4
CMYK -　　C-56,M-85,Y-0,K-4
RGB -　　　　(100, 28, 244)

Hex Code-　　　　#FF1FD6
CMYK -　　C-0,M-88,Y-16,K-0
RGB -　　　　(255, 31, 214)

Hex Code-　　　　#000000
CMYK -　　C-0,M-0,Y-0,K-100
RGB -　　　　(0, 0, 0)

Gradients

#00BDF4

#641CF4

#FF1FD6

Typography

- The **BauhausCTT** family is recommended for all weights to solve hierarchy issues cleanly and easily.
- For print materials, use the **BauhausCTT** font family.
- **BauhausCTT** Thin is suitable for secondary headlines and body text,
- while **BauhausCTT** Bold is ideal for main headlines.
- On the website, Open Sans is the primary font family to be used. Vary weights and sizes to define its uses.

Aa

ABCDEFGHIJLKMNOPQRSTUVWXYZ
ABCDEFGHIJLKMNOPQRSTUVWXYZ
ABCDEFGHIJLKMNOPQRSTUVWXYZ

These guidelines ensure consistent and effective usage of the ELECTRO WORLD FZCO
logo across various applications, maintaining brand integrity and recognition.

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