



Brand Guidelines

Version 1.0 September 2023

www.essentialenergetics.ie

The Logo

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in its full-color format and in its entirety.



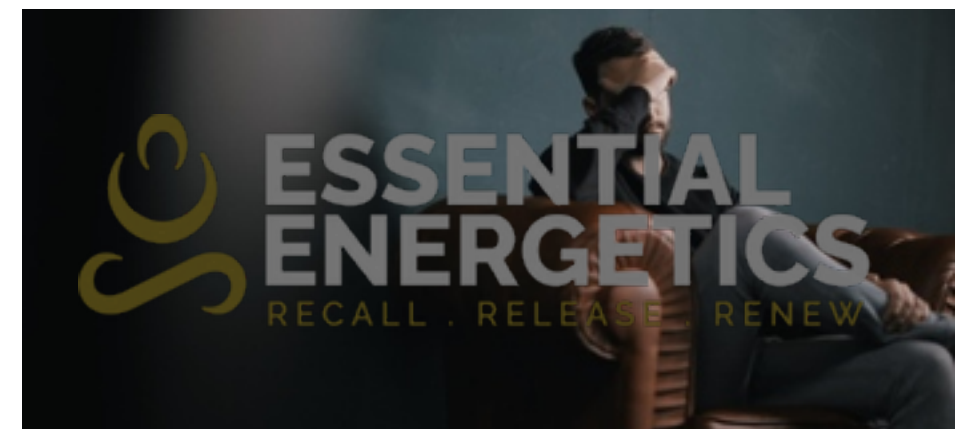
Logo Variations

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white version.



Logo Usage

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



Colors

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

rgb(13, 74, 67)
cmyk(82%, 0%, 9%, 71%)
#0d4a43

rgb(22, 99, 90)
cmyk(78%, 0%, 9%, 61%)
#16635a

rgb(255, 255, 255)
cmyk(0%, 0%, 0%, 0%)
#ffffff

rgb(176, 155, 50)
cmyk(0%, 12%, 72%, 31%)
#b09b31

rgb(165, 165, 165)
cmyk(0%, 0%, 0%, 35%)
#a5a5a5

rgb(74, 74, 74)
cmyk(0%, 0%, 0%, 71%)
#4a4a4a

Typography

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Raleway Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#\$%&/()=

Paragraphs

Open Sans Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#\$%&/()=

Application

Below are some examples of how the logo and brand elements may be used in brand applications such as business cards.



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Icons

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.



Thank You

Essential Energetics

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