

Brand Guidelines

Introduction

This document lays the groundwork for the Etrexio brand, outlining crucial guidelines to maintain a consistent brand presence and support its future aspirations. While not exhaustive, it serves as a starting point for documenting essential aspects such as the Etrexio logo and color palette.

As the brand evolves, this document should be regularly updated. These guidelines provide valuable direction and inspiration as you bring the Etrexio brand to life. Prior to creating new assets, refer to these guidelines to ensure your efforts align with the brand's vision.

Don't hesitate to share this document with partner agencies, writers, or designers involved in creating Etrexio's brand materials.



Mission

Etrexio is committed to helping startups create innovative and user-centric mobile applications by leveraging our technical expertise, entrepreneurial experience, and long-term partnership approach. We believe in fostering trust-based relationships and delivering high-quality products that drive growth and success for our clients.



Logo

The logo should consider clear space, size and proportion, color variations, background usage, and proper clearances and placements.



Right ways to use the logo

Vertical Orientation on White



Vertical Orientation on Black



Logo Application on Color



Horizontal Orientation on White



Horizontal Orientation on Black



What to avoid

Do not use color combinations that make the logomark illegible



Do not use different color combinations



Do not use italics on logo



Do not modify or resize the logo



Do not use the ambler or font outlined



Do not place the logo on images that make the logomark illegible



The Color Palette

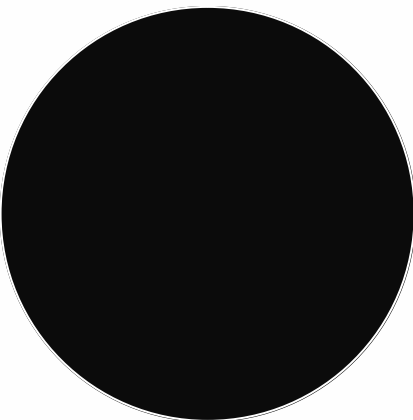
We use classic black and white for our primary colors, dark, light purple and dark, light blue for secondary colors. We also have three different gradient options.



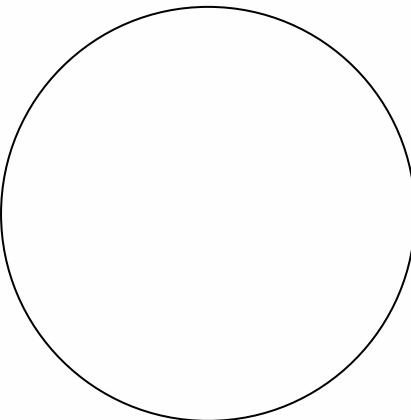
Color Palette

Primary Colors

We use black and white as primary colors.



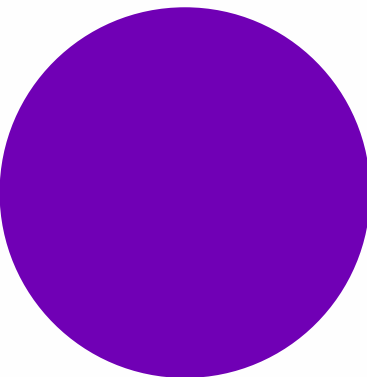
#0B0B0B



#FEFEFE

Secondary Color

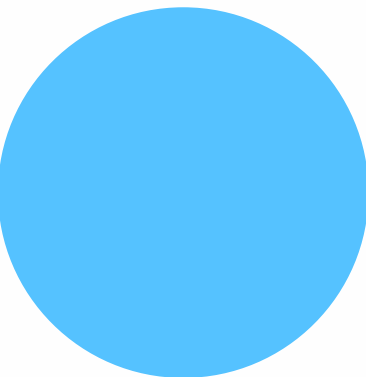
We use dark, light purple and dark, light blue as secondary colors.



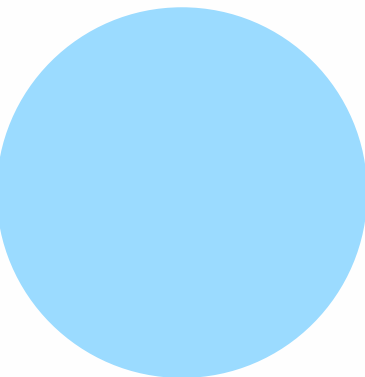
#7000B5



#D693FF



#55C2FF



#9BDBFF

Gradients

We have three different gradient options.



#azure



#indigo

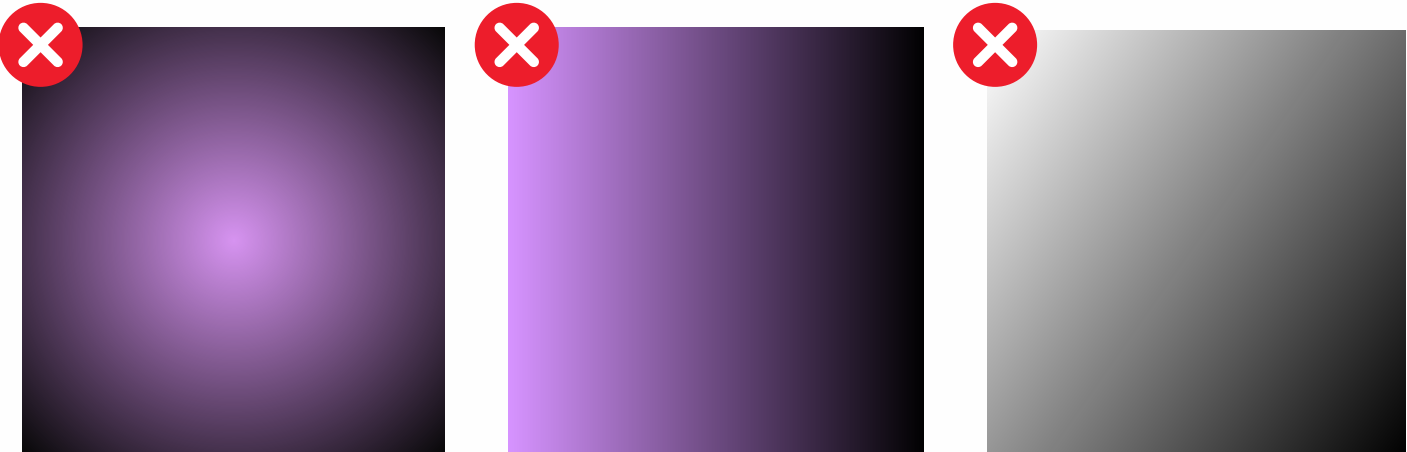


#violet

What to avoid

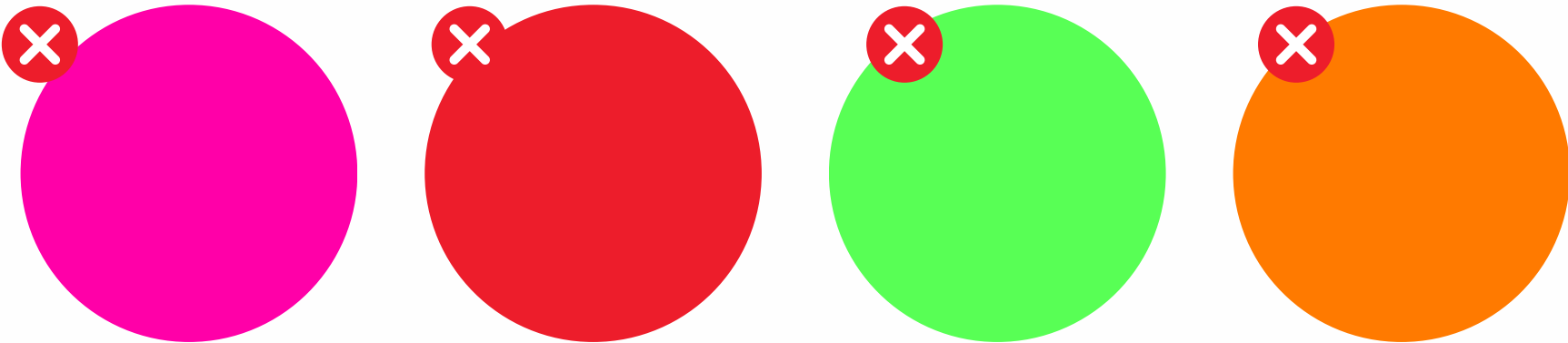
Gradients

Do not use radial gradient and black colors in gradient.



Secondary Color

Do not use bright colors and single shades.



#7000B5

#D693FF

#55C2FF

#9BDBFF

Fonts & Typography



Our font choice embodies professionalism and trust with legible and distinct characters.

Aa

Proxima Nova

Proxima Nova

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * , ; / () ? !

Light

Proxima Nova

Regular

Proxima Nova

Medium

Proxima Nova

Semibold

Proxima Nova

Bold

Proxima Nova

Etrexio

Proxima Nova

150 pt

Passion meets profession

Proxima Nova

50 pt

Etrexio passion meets profession

Proxima Nova

25 pt

How to use the font

Utilize ample spacing and varying font styles to clearly distinguish titles from the surrounding context.

- ✓ **Speeds up the development process:**
Prototyping helps with quickly creating and testing different design and functionality options, allowing for faster iteration and refinement of ideas.
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Prototyping helps with quickly creating and testing different design and functionality options, allowing for faster iteration and refinement of ideas.

What to avoid

Avoid tall leading for both title and body.

✖ **Speeds up the development process:**

Prototyping helps with quickly creating and testing different design and functionality options, allowing for faster iteration and refinement of ideas.

Do not use wide line spacing in both title and body.

✖ Prototyping helps with quickly creating and testing **different design and functionality options**, allowing for faster iteration and refinement of ideas.

Do not use headlines all in caps. Our brand sets headlines in Sentence Case.

✖ PROTOTYPING HELPS WITH QUICKLY CREATING AND TESTING **DIFFERENT DESIGN AND FUNCTIONALITY OPTIONS**, ALLOWING FOR FASTER ITERATION AND REFINEMENT OF IDEAS.

Do not use overly tight line spacing for both title and context.

✖ **Speeds up the development process:**
Prototyping helps with quickly creating and testing different design and functionality options, allowing for faster iteration and refinement of ideas.

Avoid mixed weight or fonts within a context.

✖ Prototyping helps with quickly creating and testing **different design and functionality options**, allowing for faster iteration and refinement of ideas.

Icons and Illustrations

Our icon and illustrator choice emphasizes simplicity and clarity, employing clean and concise visual elements that convey the brand's message effectively.



Icons & Illustrations

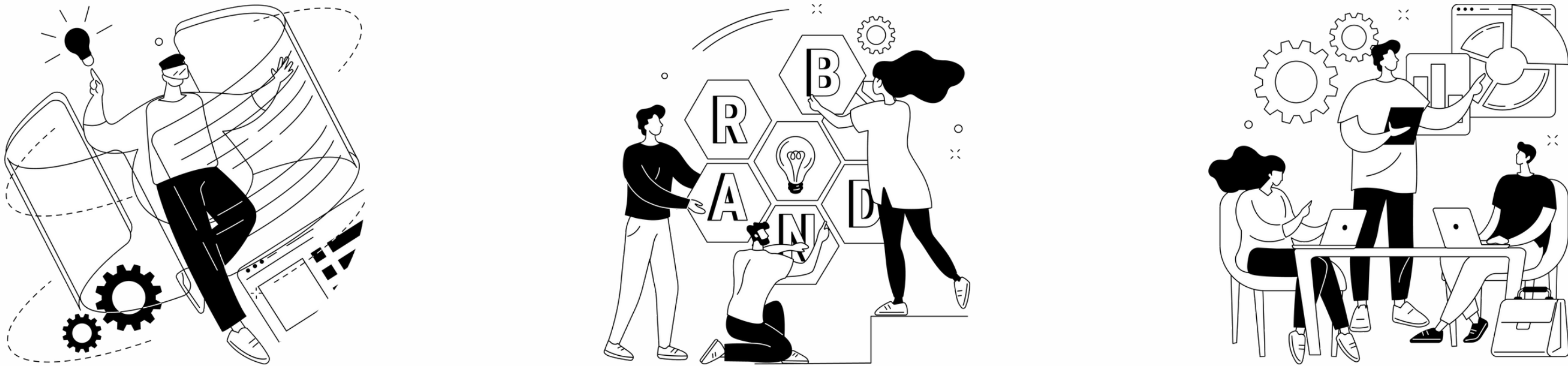
Icons

Icon should be clean and uncluttered visual elements that communicate the brand's message with clarity and simplicity.



Illustrations

Illustrations should be clean and streamlined artwork to effectively convey the brand's message without overwhelming the viewer.



What to avoid

Icons

Do not use bold crowded icons



Do not use crowded icons



Illustrations

Do not use bright colored, childish and crowded illustrations



Contact Us

We'd love to hear your thoughts and answer any questions you may have about the information provided.

Email: hey@etrexio.com

Website: www.etrexio.com

Phone: +90 507 264 48 36

+1 (585) 304 - 29 19