



BRAND GUIDELINES



LOGO

There are two versions of the logo, HORIZONTAL and CIRCLE. The horizontal logo should be used for all applications possible. The circle logo may be used if placement requires smaller width.

A) Horizontal Logo



B) Circle Logo





LOGO

The logo may be used in 3 ways: The EcoCabins colors: green and brown, black, or white.





LOGO USAGE

All variations of the logo must follow these usage guidelines. Green and Brown logo is for primary use. Black should be used for black and white publications. White can be used for placement on dark backgrounds.

Examples of correct usage:



Examples of incorrect usage:





TAGLINE

The EcoCabins tagline is: “Redefining Housing—SIMPLE | SMART | SUSTAINABLE” this can be used in conjunction with the logo or throughout marketing materials. The tagline should be shown in Calibri font, EcoCabins Slogan orange.

Redefining Housing—SIMPLE | SMART | SUSTAINABLE

EcoCabins Slogan Orange:

C 0%	R 243
M 71%	G 110
Y 89%	B 49
K 0%	

#F36E31

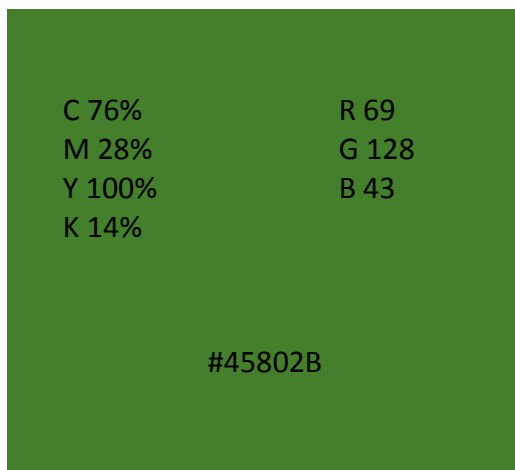
TAGLINE



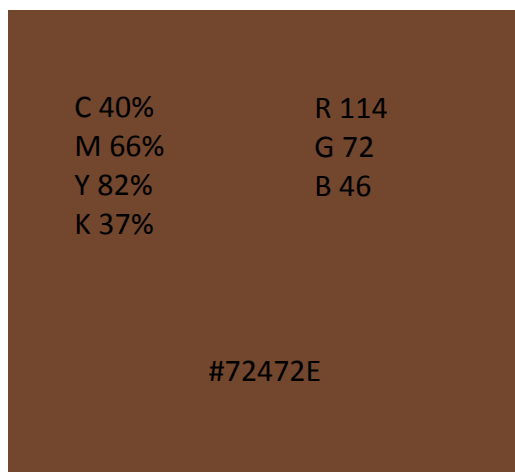
BRAND COLORS

EcoCabins uses three brand colors: Green, Brown, & Orange.

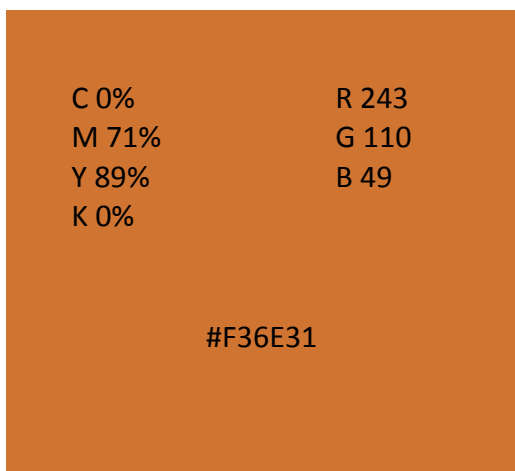
EcoCabins Green:



EcoCabins Brown:



EcoCabins Slogan Orange:



BRAND COLORS



FONTS

Calibri is used for all EcoCabins marketing materials. Calibri may be used in all weights available with the exception of Calibri Light.

Calibri

Calibri Italic

Calibri Bold

Calibri Italic Bold

Calibri Bold Underlined

Calibri Italic Underlined

Calibri Italic Bold Underlined



Redefining Housing—SIMPLE | SMART | SUSTAINABLE

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