

EKO Partner Brand Guide

This guide offers a quick reference to the key day-to-day rules of the EKO Instruments brand. For design support or questions about our brand, please contact the Marketing Department at marketing@eko-instruments.com.

Important

These guidelines are intended to support collaborative projects with partners. Receipt of these guidelines or any EKO brand elements, including the logo, does not confer free use or any specific permissions.

For support and final approvals please contact the Marketing Department via email, or your direct EKO Instruments contact.



marketing@eko-instruments.com

Our Primary Logo

Our logo is the most important symbol of our company. Please follow these rules carefully, and contact the Marketing Department with any questions.

Colour Version



Reverse Colour Version



Don't change colour



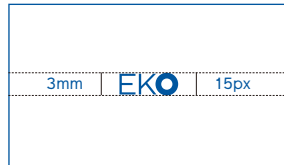
Don't compress the logo



Do leave clear space



Do respect minimum size



Don't distort



Don't rotate the logo



Our Fonts

Typefaces

Latin Alphabet
Reader

MS-80S Pyranometer

Japanese and Other Scripts
Noto Sans

MS-80S精密全天日射計は

Our Colours

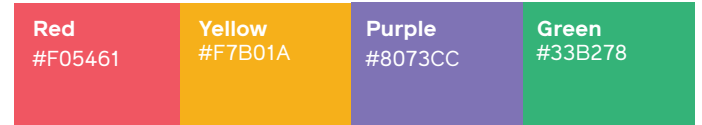
Primary



Functional

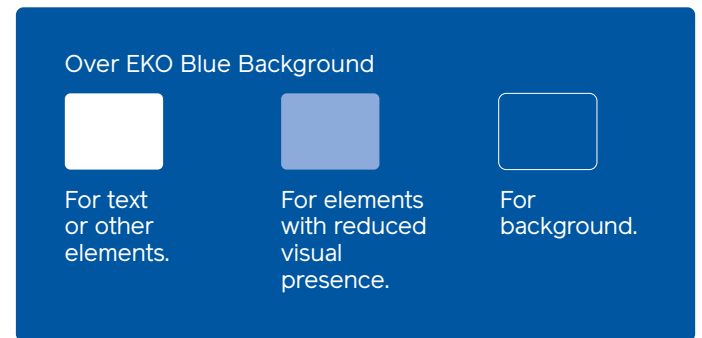
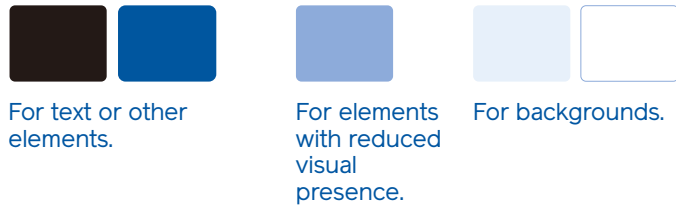


Secondary



Functional Colour Usage

Over Light Background



Functional Colours Usage Example



Functional Colours Usage Example



Secondary Colour Usage

Generic Sequence Example



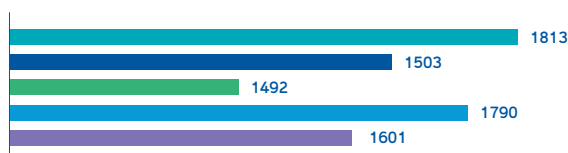
This sequence of colours should be used when representing a linear series.

Alert Colours



These colours should be used exclusively to highlight important information.

Contrasting Sequence Example



This sequence of colours should be used when distinguishing between each colour is the priority.

Alert Colours Usage Example

