

***ECONT***

Logo User Guide



This Guide will introduce you to the Econt logo and the instructions for its use. The compliance to them serves to maintain the unified and overall vision of the brand.

[Here>](#) you can download the main logo and all other combinations.

You can use it for various commercial needs both in the digital and offline space. With it you show your partnership with Econt.

# Contents

<b>1. Color palette</b>	4
1.1. For digital media	4
1.2. For print media	4
<b>2. Usage</b>	5
2.1. Complete logo	5
2.1.1. Minimum dimension	5
2.1.2. Distances	5
2.1.3. Color and background	6
2.1.4. Application on photos/textures	7
2.1.5. Application on background	7
2.2. Short logo	8
2.2.1. Minimum dimension	8
2.2.2. Distances	8
2.2.3. Variants of short logo	8
2.3. Application with logos of partners	9
<b>3. Inaccurate use of the logo</b>	10
3.1. Proportions	10
3.2. Orientation of logo variants	10
3.3. Rules for using the logo on background	11
<b>4. Index</b>	12

1. Econt’s color palette

The main visual symbol of the Econt brand is the logo. It has clean and rounded shapes that make it easy to remember.

1. Color palette

The logo can be used in four different colors, depending on where it is placed. Dark blue is the main color of the Econt brand. According to their application, palettes are divided into 2 types:

1.1. For digital media

In this application category, the RGB, HEX, Web-safe color models are used.

1.2. For print media

This category includes all media that reproduce images through printed ink. The CMYK (full color) and Pantone (specific colors) color models are applied.

This also includes paints, textiles, flooring and other finished products using the RAL scale.

Full inscription										Short inscription									
Primary color ▼										Secondary colors ▼►									



2. Usage

2. Usage

2.1. Complete logo

The full inscription of “Econt” is part of all external communications as a key element of visual brand recognition. The logo can be used in either Cyrillic or Latin, depending on the language of communication.

Full Cyrillic inscription

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Full Latin inscription

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2.1.1. Minimum dimension

It is recommended that a logo with a height greater than 3 mm and not smaller than 1.6 mm be used for printing. We recommend that a logo with a height greater than 15 px be used on screens.

For print media

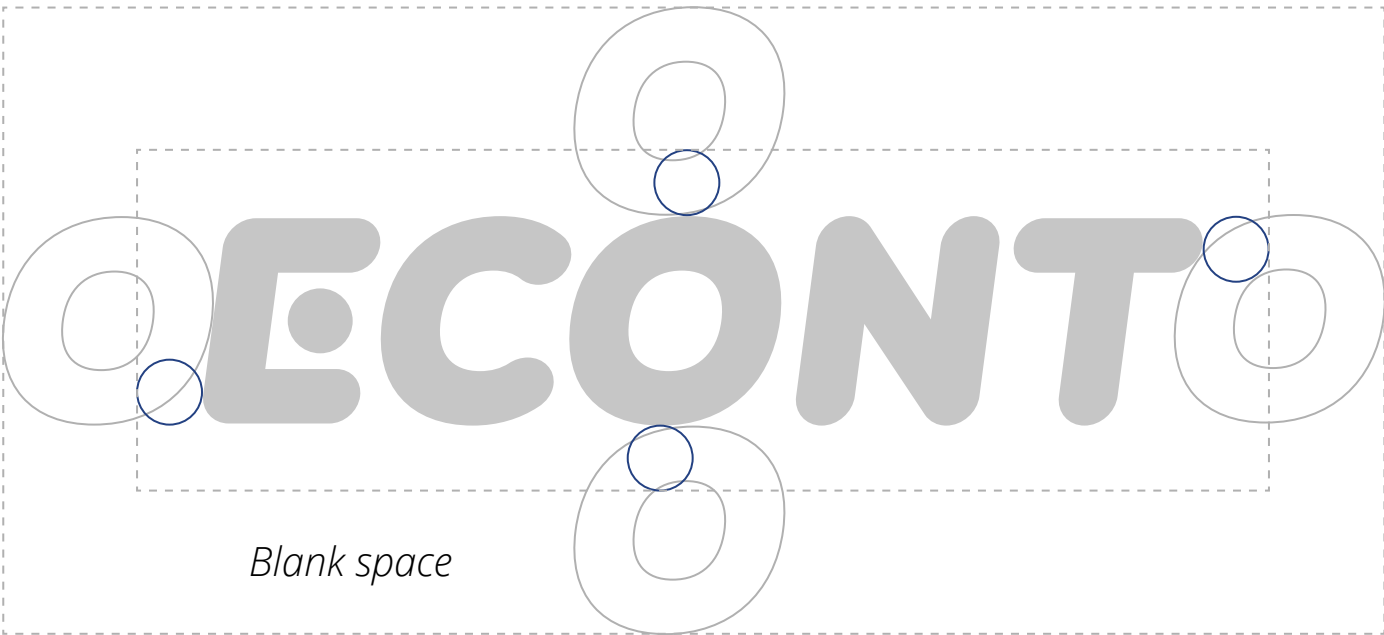
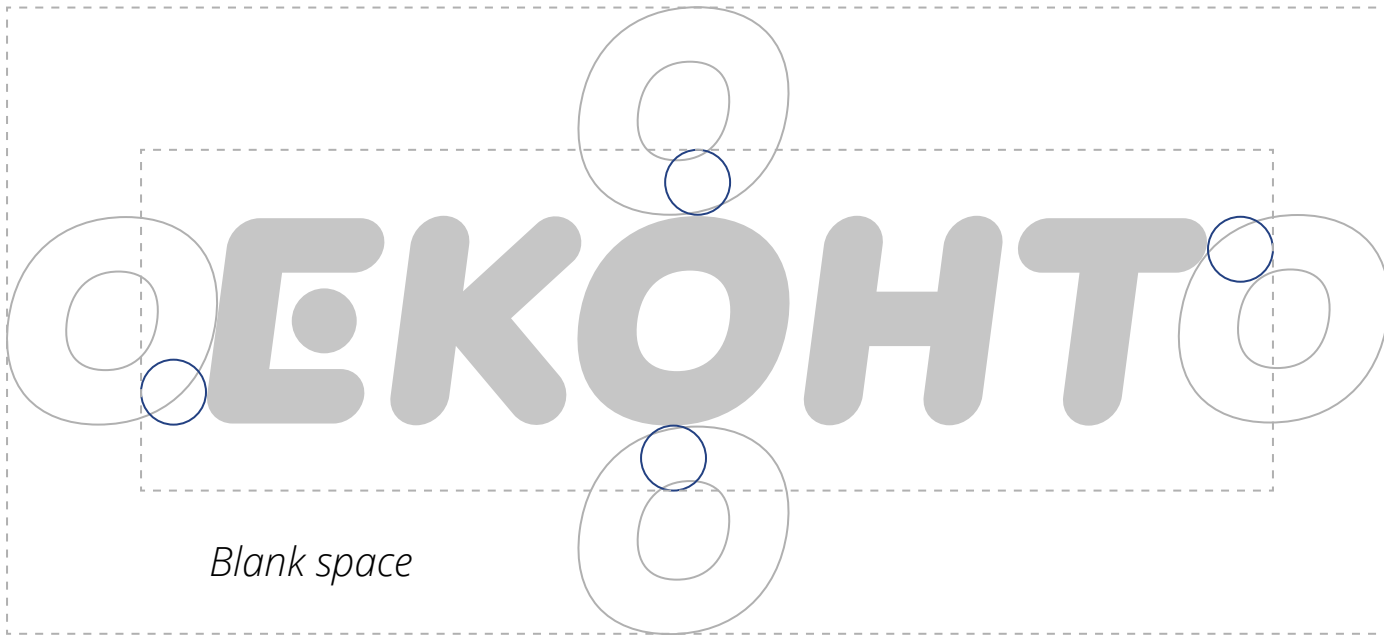


For digital media



2.1.2. Distances

The blank space is defined by the thickness of the letter O, depicted with the outer dashed line in the diagram. Where any accompanying elements are present, such as other logos, text, textures, frames, pads and so on, part of the visual communication is placed beyond the dotted line. In the case of advertising slogans and materials/media with small dimensions and/or limited space, we stick to a minimum free area - a frame with the thickness of the point of the letter E (inner dashed line).



2. Usage

2.1.3. Color and background

One of the most important rules when using any graphic element of Econt is that sufficient contrast be ensured between the element and the environment in which it is placed.

The key word here is readability - everything that is intended to be read must be clear and distinct. This starts with the selection of color.

There are six standard combinations of background color and logo with the four main colors of the Econt brand.

The main combination is dark blue with white. It is recommended that these two combinations be used for external communication at all times when possible.

Ideally, we place the dark blue or black logo on a white background. This isn't always possible, but we must try not to make the background darker than the scheme shows.

The use of the white logo requires a dark enough background to remain legible.

Main color scheme - *positive* ▼



Main color scheme - *negative* ▼





## 2. Usage

### 2.1.4. Application on photos/textures

We might also use photos as background for graphic elements. Backgrounds with noisy textures, patterns or elements should be avoided, for example, leaves on a tree, a contrasting pattern on a garment, people, etc.

The principle of sufficient contrast should be applied: photos in which no element disturbs the legibility of logo letters must be used.



### 2.1.5. Application on background

Colored background shouldn't be used under the logo. When this happens, sufficient contrast and easy readability must be ensured.

Examples of such situations: when Econt supports an event for an activity that is different from that of the brand and the logo is included in another's poster, publication, video, etc.





2. Usage

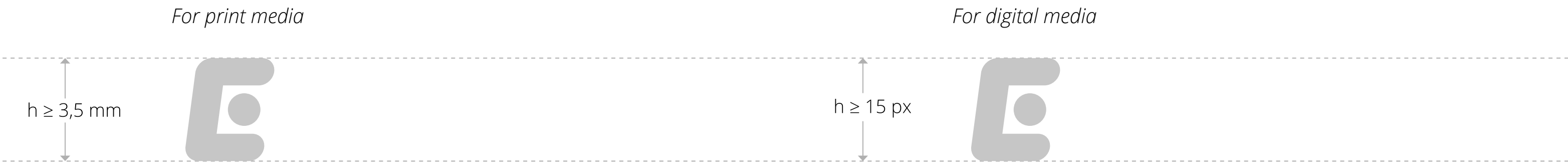
2.2. Short logo

This is what we call the first letter of the Econt brand inscription.



2.2.1. Minimum dimension

It is recommended that a logo with a height greater than 3.5 mm be used for printing.  
We recommend that a logo with a height greater than 15 px be used on screens.



2.2.2. Distances

The minimum blank space must be a frame the thickness of the circle in the middle of the letter. All accompanying elements, such as other logos, text, textures, frames, pads and so on, which are part of the visual communication, must be placed beyond the dotted line. Favicon and other very small visuals are the exception.



2.2.3. Variants of short logo

All other rules that apply for the main logo also apply for the short logo. The only difference is that it is not desirable to place it on photographs or textures. It must be placed on even color whenever possible. The goal is to keep it free from the influence of other elements.  
The main color combinations are the same as for the full logo.

2. Usage

2.3. Application with logos of partners

All logo variants may be used together with the logos of others, the only requirement being that the rules for recommended distances be followed.



If possible, it is advisable that the color variants of all logos be standardized.



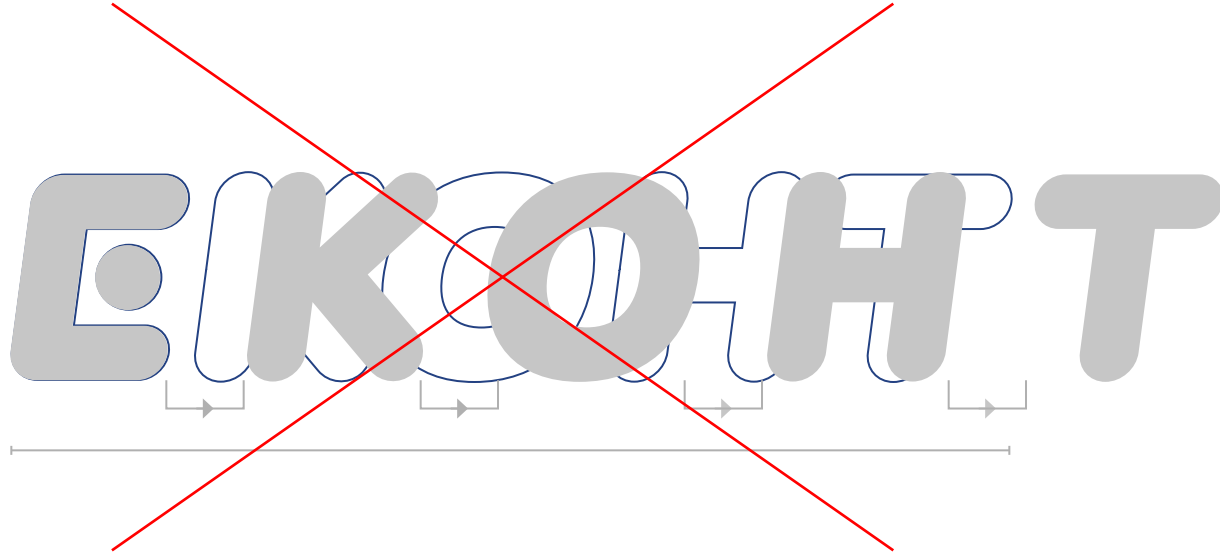
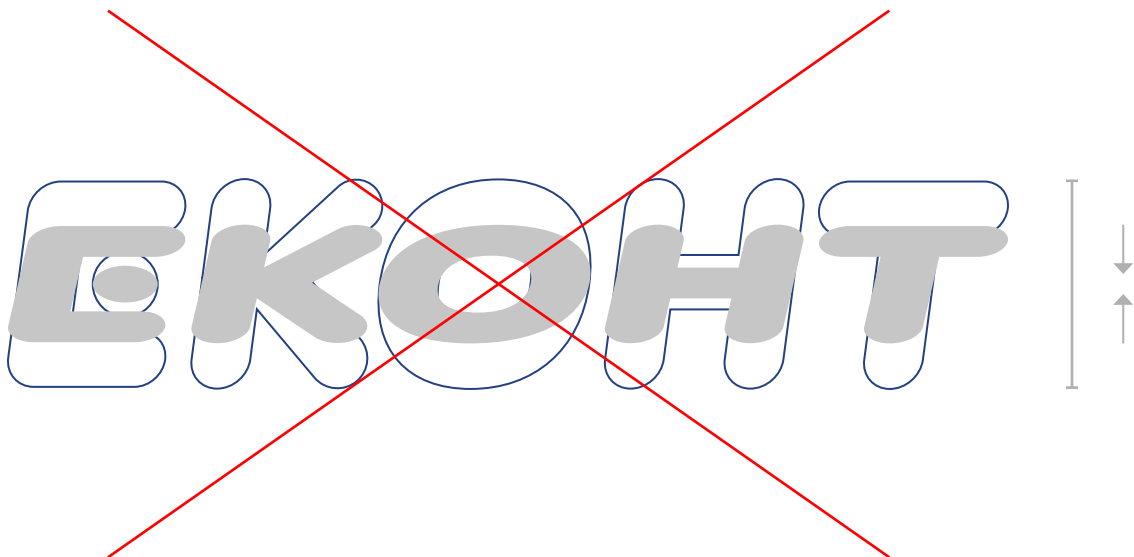
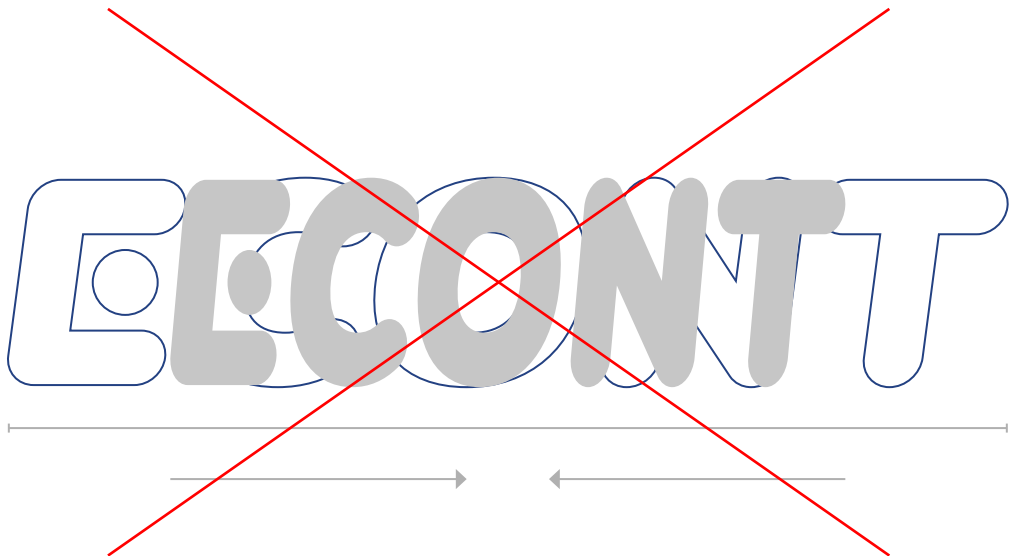
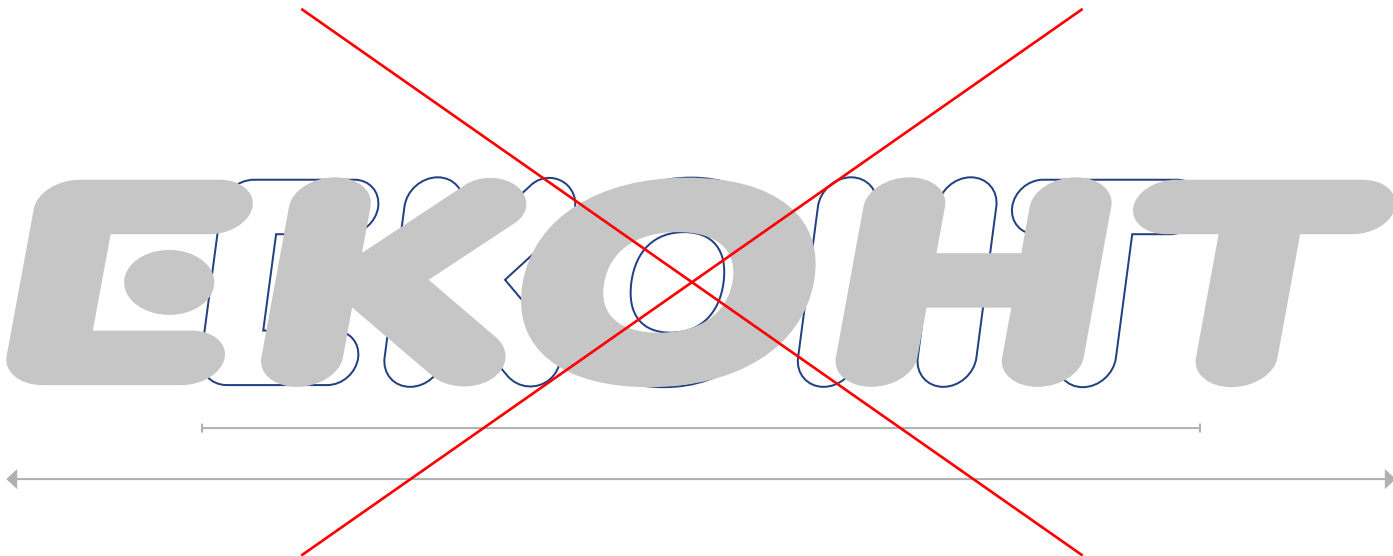
\*The combination of logos is exemplary and serves as a guide on how the standard is applied.

3. Inaccurate use of the logo

3. Inaccurate use of the logo

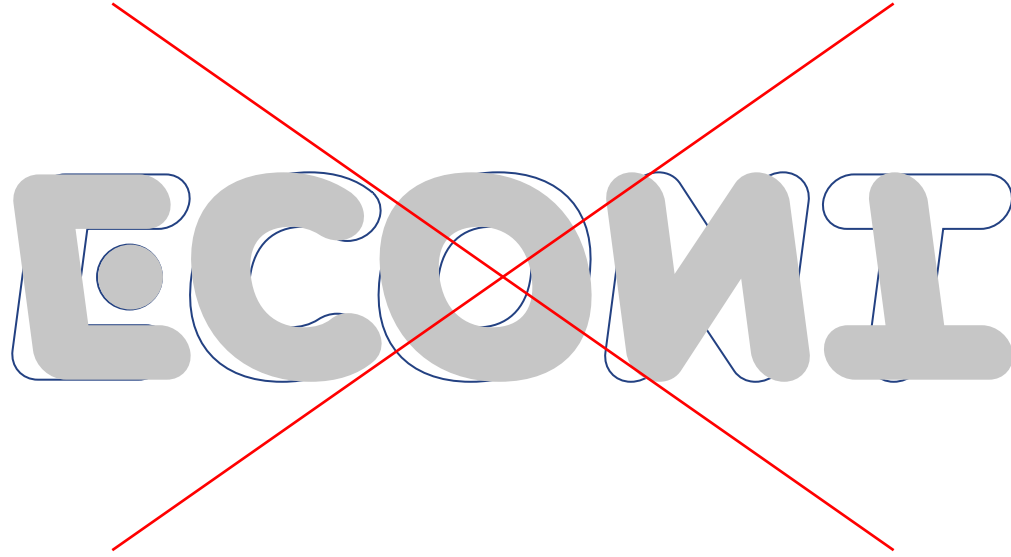
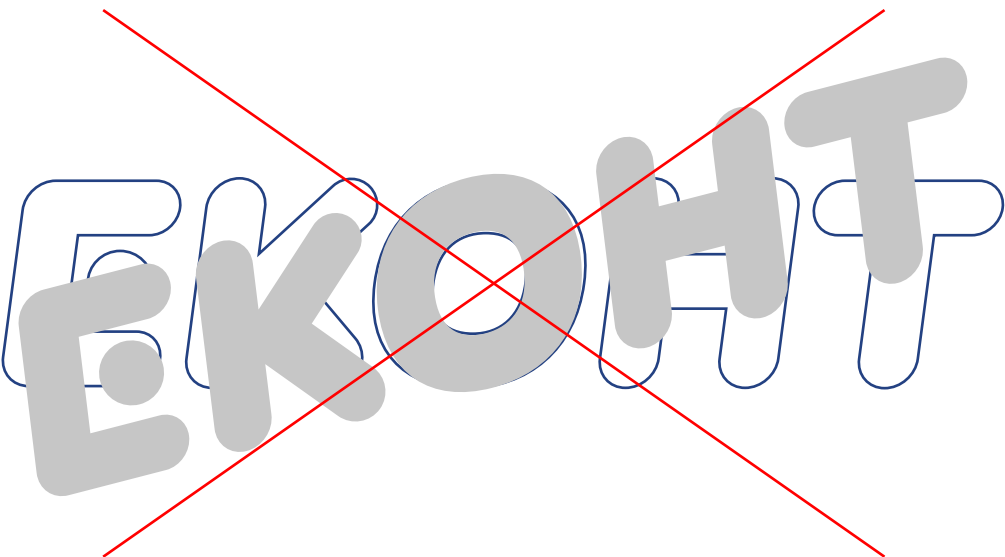
3.1. Proportions

- The proportions of all logo variants must be observed:
- no stretching height-wise or width-wise is allowed
  - no flattening height-wise or width-wise is allowed
  - logo elements must not change their place, they must not be replaced or changed
  - the spacing must be observed
  - the inclination of 7.57° must be observed.



3.2. .Orientation of logo variants

The logo must not be inclined or turned at an angle.





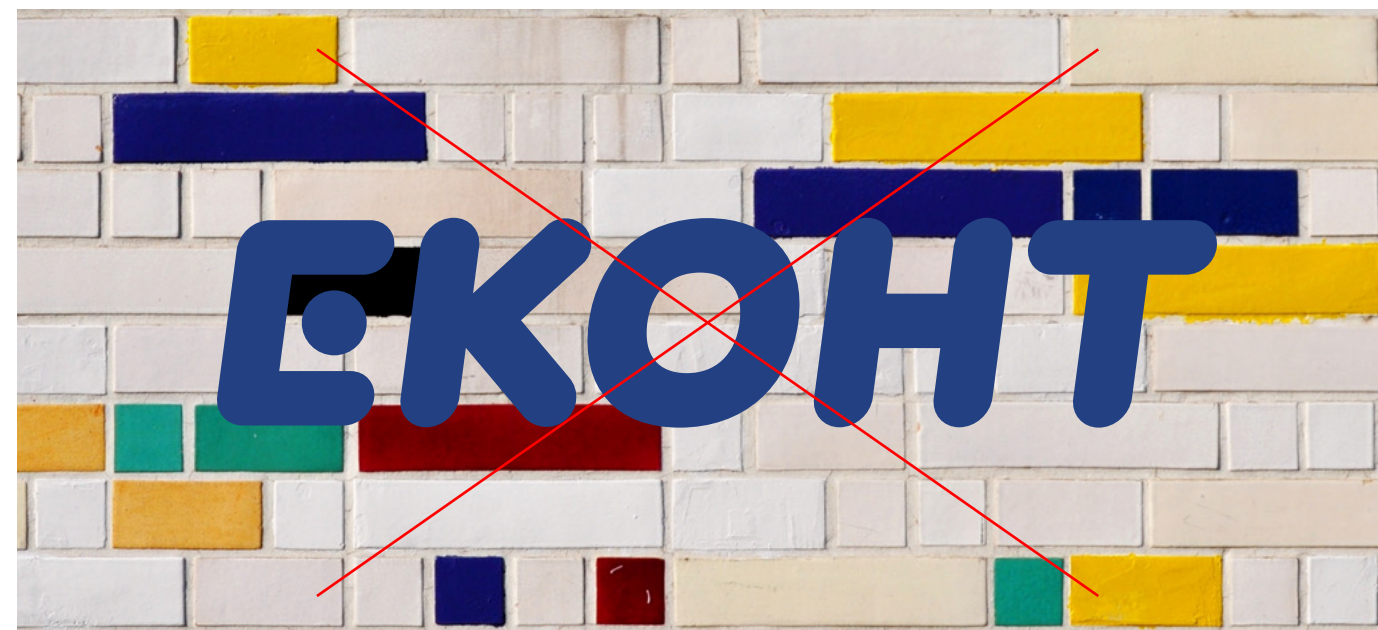
### 3. Inaccurate use of the logo

#### 3.3. Rules for using the logo on background

- color code values must not be changed
- other colors may not be used
- logos must not be placed on complex or noisy photographs
- logos must not be placed on complex textures
- the contrast of the background and the logo must be sufficient.

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# 4. Index

This part of the document contains a summary list of the resource files, described chronologically in the Guide.

The logo exists in different file formats that we use according to the specific need. They are divided by the following parameters:

- language - Cyrillic, Latin
- color - blue, black, white;
- format - .ai, .eps, .pdf, .jpg, .png, .gif
- intended purpose - print media, electronic media
- color space - CMYK, RGB.

File format	For digital media					For print media		
	ai	eps	pdf	png	jpg	ai	eps	pdf
	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>	<a href="#">Download&gt;</a>
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