

BRAND GUIDE LINES



UECO
University Eco

Ueco

Educate and Empower:

We aim to educate and empower students to make better choices how they use energy and materials, Embracing sustainability as a core value, our company demonstrates a profound dedication to nurturing the planet, safeguarding it for both present and future generations.

Positional:

UECO is a brand that raises awareness around the environment by educating students in an edgy and eye catching way. We aim to do this through a creative advertisement campaign online and through posters to inspire and empower students to take action to protect and nurture the environment.

Mission:

As UECO, our mission is to revolutionize environmental awareness among students by delivering unconventional and captivating educational experiences. Through innovative online campaigns and visually striking posters, we aspire to inspire and empower students to proactively safeguard and cherish the environment, fostering a generation of committed environmental stewards.








Vision:

Empowering future generations through proactive environmental stewardship, our vision is to cultivate, safeguard, and champion sustainable practices, fostering a community dedicated to environmental education and impactful change.

Tag Line:

Empowering Futures, Energizing Change: Ueco - Learn, Choose, Thrive Sustainably.

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Identity

Logo brand identity

The logo unit for the eco brand ingeniously encapsulates its core ethos. Bearing the "U" shape housing a plug, it brilliantly echoes the brand's commitment to sustainability and energy efficiency. This design isn't merely aesthetic; it's a visual embodiment of the brand's message. The "U" symbolizes the planet Earth and the broader global concern for energy efficiency, signifying a universal call to action.

Master Logo



Secondary Logo



Black & White Logo



Spacing

Ueco Brand Guidelines - Logo Structure

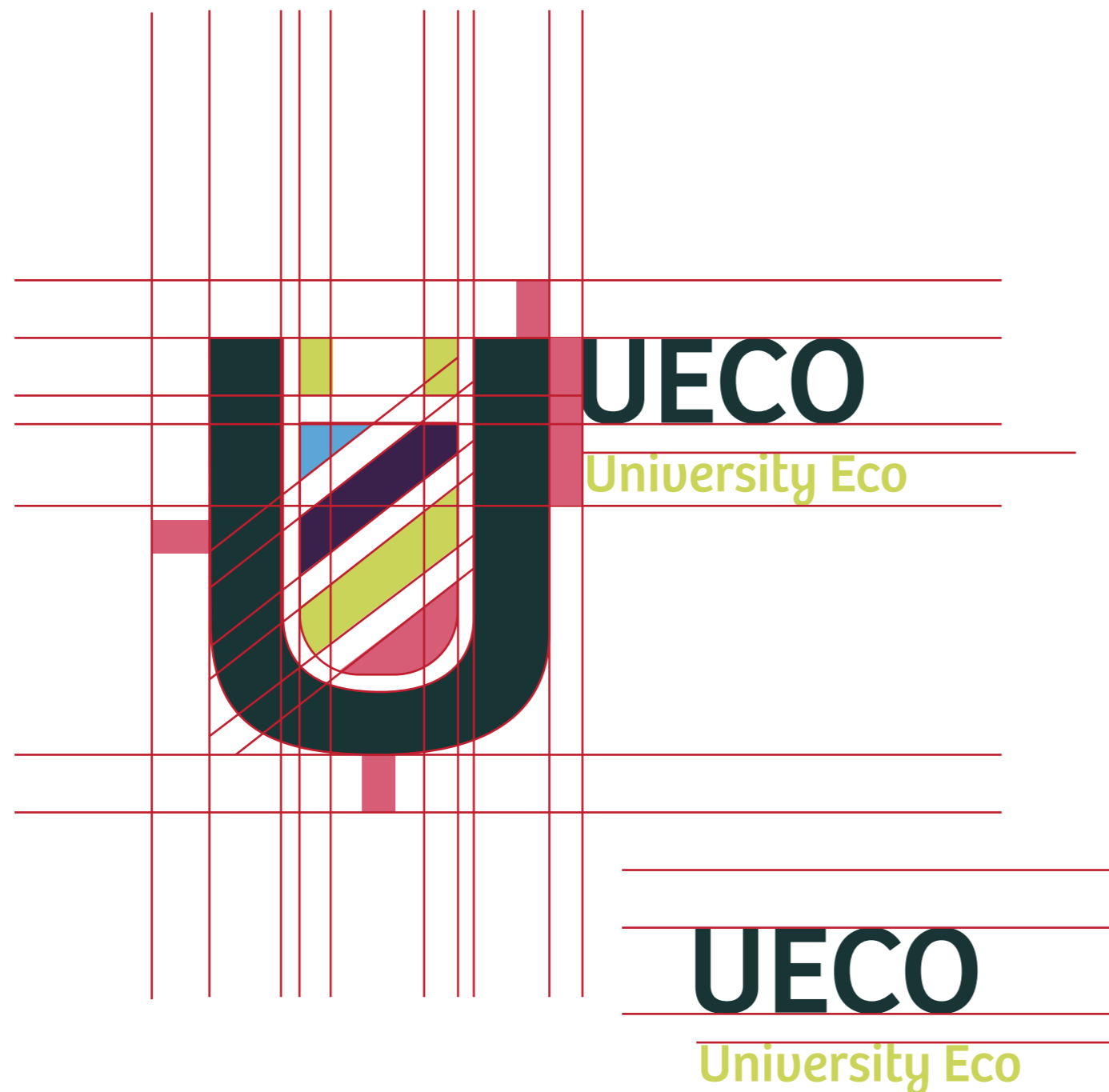
The logo unit comprises an edgy colour palette within this emblem, the plug nestled within the "U" evokes the essence of electricity, power, and responsible energy usage.

This powerful imagery harmonizes with the brand's mission, advocating for the adoption of energy-efficient products and technologies. The logo serves as a visual beacon, urging individuals to engage in reducing electricity consumption, thereby fostering a more sustainable and environmentally friendly future for generations to come.

The meticulous design and curation of these components have been on attaining a detailed and captivating visual balance. This deliberate approach ensures that the elements not only possess an inherent aesthetic appeal but also offer versatility across a spectrum of mediums, spanning from traditional print formats to the dynamic digital landscape. Their integration results in a seamless and artful synergy, where each element gracefully enhances the other, forging a cohesive and visually engaging identity for the brand.



Grids



Framework

Grids within a logo serve as the structural backbone, providing a framework for design precision and alignment. They're like an invisible architecture, guiding the placement of elements, ensuring symmetry, and maintaining visual coherence. Grids offer a systematic approach, enabling to organize and harmonize different elements within the logo, guaranteeing a balanced and aesthetically pleasing composition. Lines, whether explicit or implied, delineate boundaries, create movement, or convey a sense of direction within the logo, adding depth, rhythm, and visual interest. When used thoughtfully, grids and lines contribute to the logo's clarity, readability, and overall impact, resulting in a visually engaging and well-structured brand symbol.

Brand Palette

Primary

Our color palette is purposefully chosen to capture the unique essence of our brand. Green embodies natural vitality and growth, Blue represents calmness and reliability, while pink signifies gentle care and self-renewal. This gender-neutral palette reflects inclusivity and our commitment to quality & authenticity. Together, these colors create a harmonious visual identity that uniquely resonates within the eco category.

Secondary

Our secondary color palette is purposefully chosen to give contrast to the brand. Dark shade cyan

Humbrol 239
British Racing Green

websafe color : #003333

HEX #193434
CMYK 52, 0, 0, 80
RGB (25,52,52)

Yellow-green

websafe color is: #cccc66

HEX #C9D459
CMYK 5, 0, 58, 17
RGB (201,212,89)

websafe color is: # #6699cc

HEX #5CA5D7
CMYK 57, 23, 0, 16
RGB (92,165,215)
Blue-gray

websafe color is: #39214C

HEX #39214C
CMYK 25, 57, 0, 70
RGB (57,33,76)
Blue-magenta

HEX #FFFFFF
CMYK 0, 0, 0, 0
RGB (255,255,255)

White

websafe color is: #cc6666

HEX #D75C76
CMYK 0, 57, 45, 16
RGB (215,92,118)
Pink-red

websafe color is: #339999

HEX #3D8683
CMYK 54, 0, 2, 47
RGB (61,134,131)

Dark shade cyan

Typeface

UECO Brand Guidelines

Primary Font Bree Regular **Bree**

Usage: Headers, Subheads, Captions

The primary font is Bree Regular as for several reasons, its clear readability, contemporary elegance, and adaptable nature. Its well-proportioned letterforms guarantee that information about ueco is easily understood, whether in print or on digital platforms. The font's neutral design aligns with our commitment to inclusivity, while its distinctive appeal distinguishes us within the environmental industry. Bree Regular encapsulates our values and aspirations, elevating our visual identity to effectively communicate and be recognized.

Secondary Font Poppins **Poppins**

Usage: Contact Info, Letter details, Poster details

Poppins serves as our secondary font due to its clear readability and contemporary elegance. Its well-balanced letterforms ensure that ueco information is easily comprehensible, whether presented in print or on digital platforms.

UECO
University Eco

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

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Bree

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz.

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

!@€£#\$%^&*()-+=:;'"{}|\<>.,?/

Poppins

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz.

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

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Brand Touch Points

Image treatment and styles and use of images

Authenticity: Use genuine and relatable imagery that resonates with the target audience. Authentic images help establish a deeper connection with viewers and evoke emotions tied to the brand's narrative.

Originality and Uniqueness: Aim for images that stand out and distinguish the brand from competitors. Consider creating or commissioning unique visual content that reflects the brand's identity.

Versatility: Choose images that can be adapted and used across various platforms and formats. Versatile images allow for flexibility in different contexts without losing their impact.

Professional Quality: Maintain high-quality standards for images used in branding. Clear, well-composed, and professionally captured or designed visuals uphold the brand's credibility.

Compliance with Guidelines: Adhere to brand guidelines when using images. Ensure that the selected visuals align with the brand's color palette, image treatments, and overall aesthetic outlined in the guidelines.

Banner



Poster



Merch



Banner



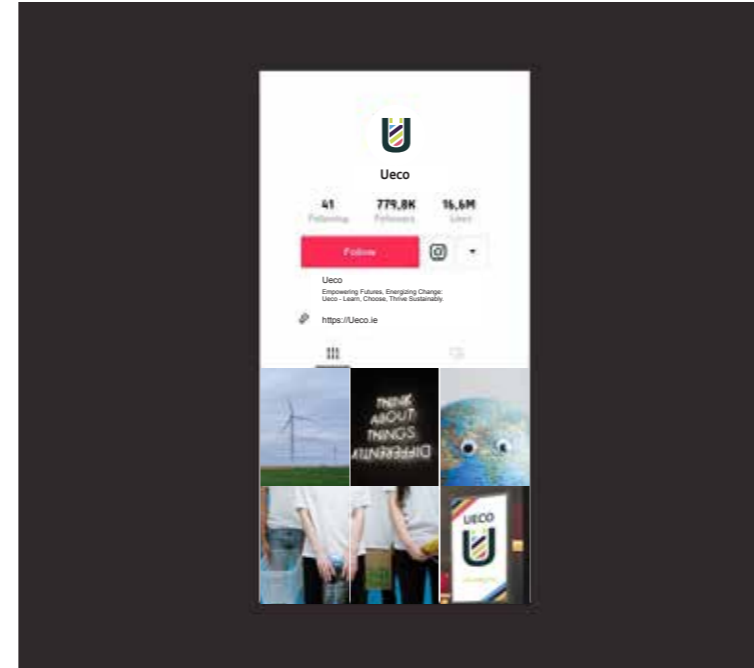
Stationery



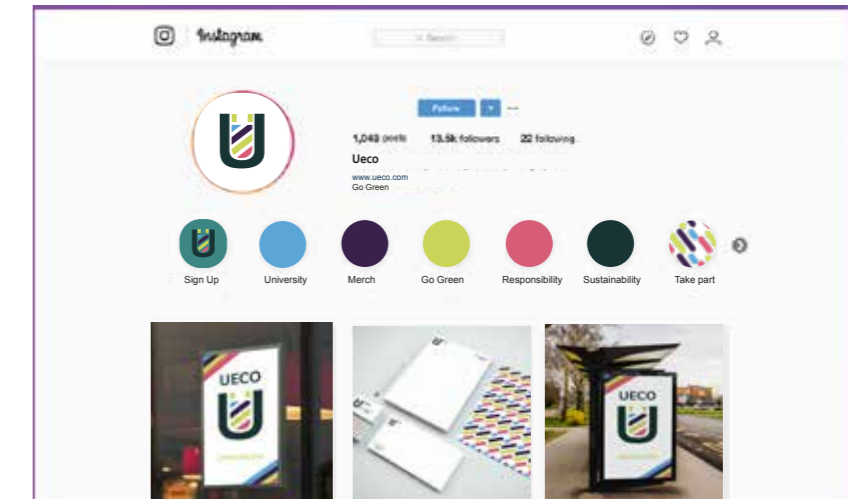
Home Page



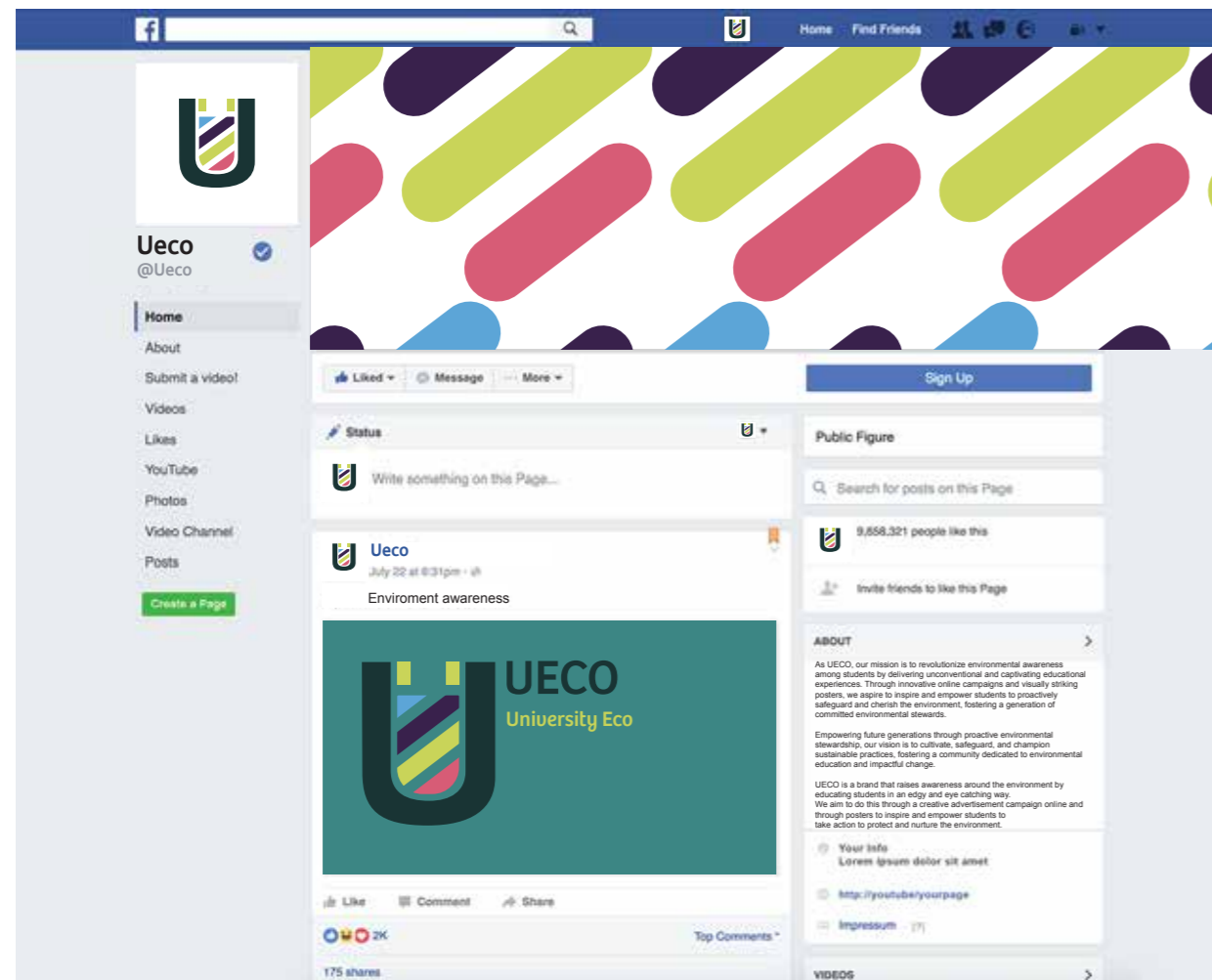
TikTok



Instagram



Facebook



LinkedIn



Brand Components



Pattern



Banner Pattern

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

Address 1234 Street Name, City, State
Phone +00 123456789
Email email@example.com

Info



Logo with no background



Logo with background



Address 1234 Street Name, City, State
Phone +00 000000000
Email email@example.com



Back pattern of headed paper



Headed paper



UECO



University Eco



Banner format

Do's:

Maintain Consistency: Use the brand elements consistently across all communications to reinforce recognition and identity.

Understand Guidelines: Familiarize yourself and your team with the brand guidelines to ensure correct and cohesive usage of logos, colors, fonts, etc.

Use Clear Messaging: Ensure that your messaging aligns with the brand's values and tone to maintain coherence.

Protect Brand Integrity: Safeguard the brand's integrity by avoiding misrepresentation or altering brand elements.

Engage Audience: Use the brand to connect with the audience, providing value and resonating with their interests and needs.

Don'ts:

Avoid Misuse: Don't use brand elements inappropriately or in a way that misrepresents the brand's image or purpose.

Don't Alter Logos: Avoid modifying or distorting logos, as this can dilute brand recognition and integrity.

Inconsistent Messaging: Don't convey messages that contradict the brand's values or deviate from the established tone.

Don't Overload Design: Avoid cluttered or overly complicated designs that might confuse or distract from the brand message.

Steer Clear of Infringement: Never infringe on copyright or intellectual property rights when using brand elements or content.



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Phone +00 123456789
Email email@example.com



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Business card