Echo360 Brand and Style Guide

January, 2017

Colors

The color palette provides visual consistency when developing materials, communications and product interfaces. It should be used across mediums including print, digital, product design and more.

Colors

The Echo360 colors.

R: 0 G: 118 B: 192 #00CCF4	R: 254 G: 67 B: 117 #FE4375	R: 51 G: 51 B: 51 #333333
R: 0 G: 118 B: 192 #00AEE4	R: 255 G: 134 B: 170 #FF86AA	R: 102 G: 102 B: 102 #666666
R: 0 G: 118 B: 192 #0076C0	R: 255 G: 147 B: 0 #FF9300	R: 153 G: 153 B: 153 #999999
R: 0 G: 39 B: 64 #002740	R: 255 G: 201 B: 0 #FFC900	R: 204 G: 204 B: 204 #CCCCCC
R: 171 G: 29 B: 92 #AB275C	R: 0 G: 173 B: 66 #00AD42	R: 221 G: 221 B: 221 #DDDDDD
R: 153 G: 63 B: 144 #993F90	R: 134 G: 189 B: 45 #86BD2D	R: 238 G: 238 B: 238 #EEEEEE
	R: 223 G: 215 B: 0 #DFD700	R: 247 G: 247 B: 247 #F7F7F7

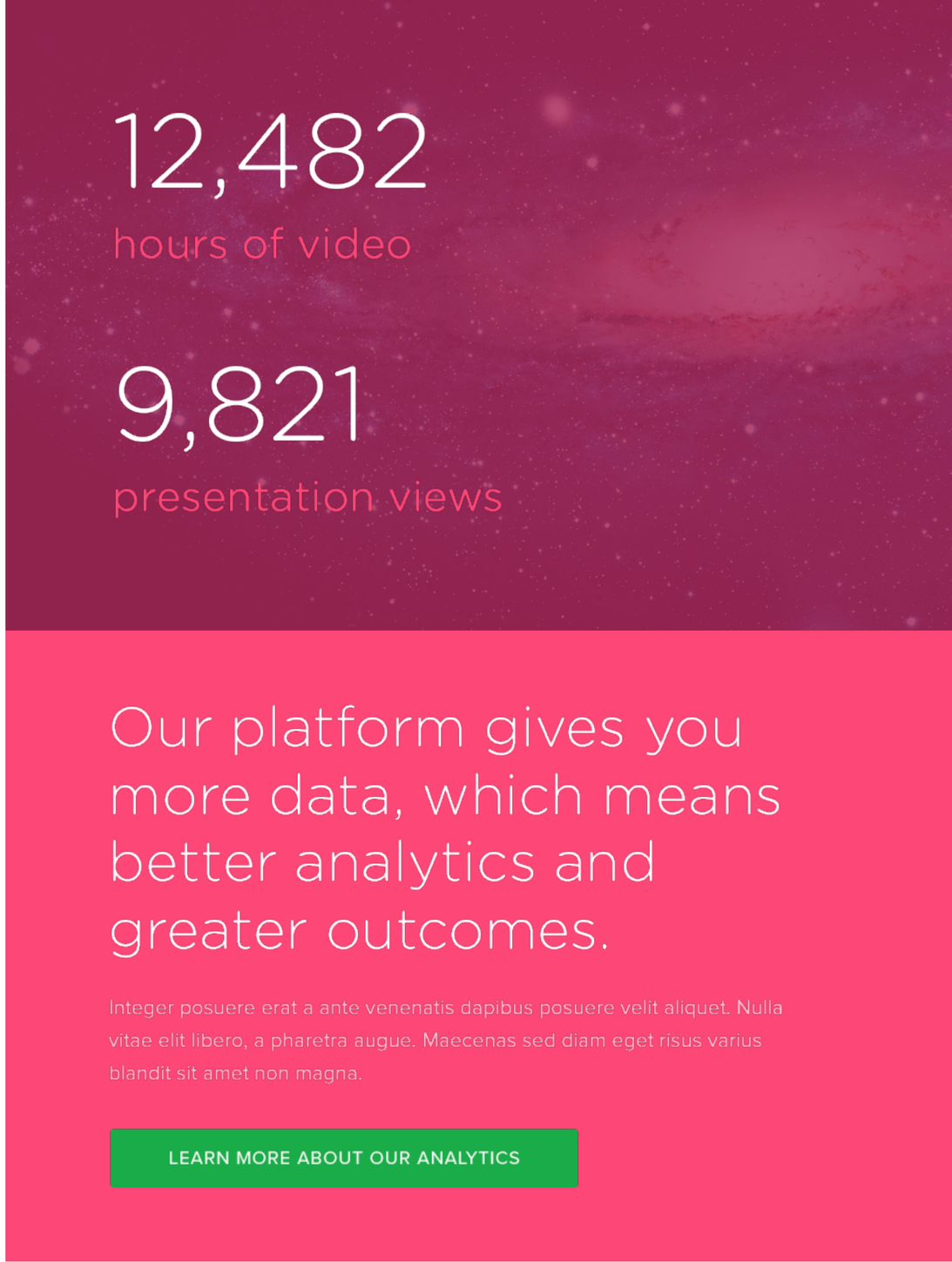
Background colors instead of white.

Using large areas of color for backgrounds creates a sense of weight and is more attention-grabbing.

Colors

Use colors boldly, but with restraint.

Colors can be used in combination, but limit usage to one primary color and one highlight color. Any additional colors should be used sparingly and only to functionally draw the user's attention.



Recommended primary background and highlight colors

R: 0
G: 118
B: 192
#00CCF4

R: 254
G: 67
B: 117
#FE4375

R: 0
G: 118
B: 192
#00AEE4

R: 255
G: 134
B: 170
#FF86AA

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G: 118
B: 192
#0076C0

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G: 147
B: 0
#FF9300

R: 255
G: 201
B: 0
#FFC900

R: 171
G: 29
B: 92
#AB275C

R: 0
G: 173
B: 66
#00AD42

R: 153
G: 63
B: 144
#993F90

R: 134
G: 189
B: 45
#86BD2D

R: 223
G: 215
B: 0
#DFD700

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G: 39
B: 64
#002740

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G: 29
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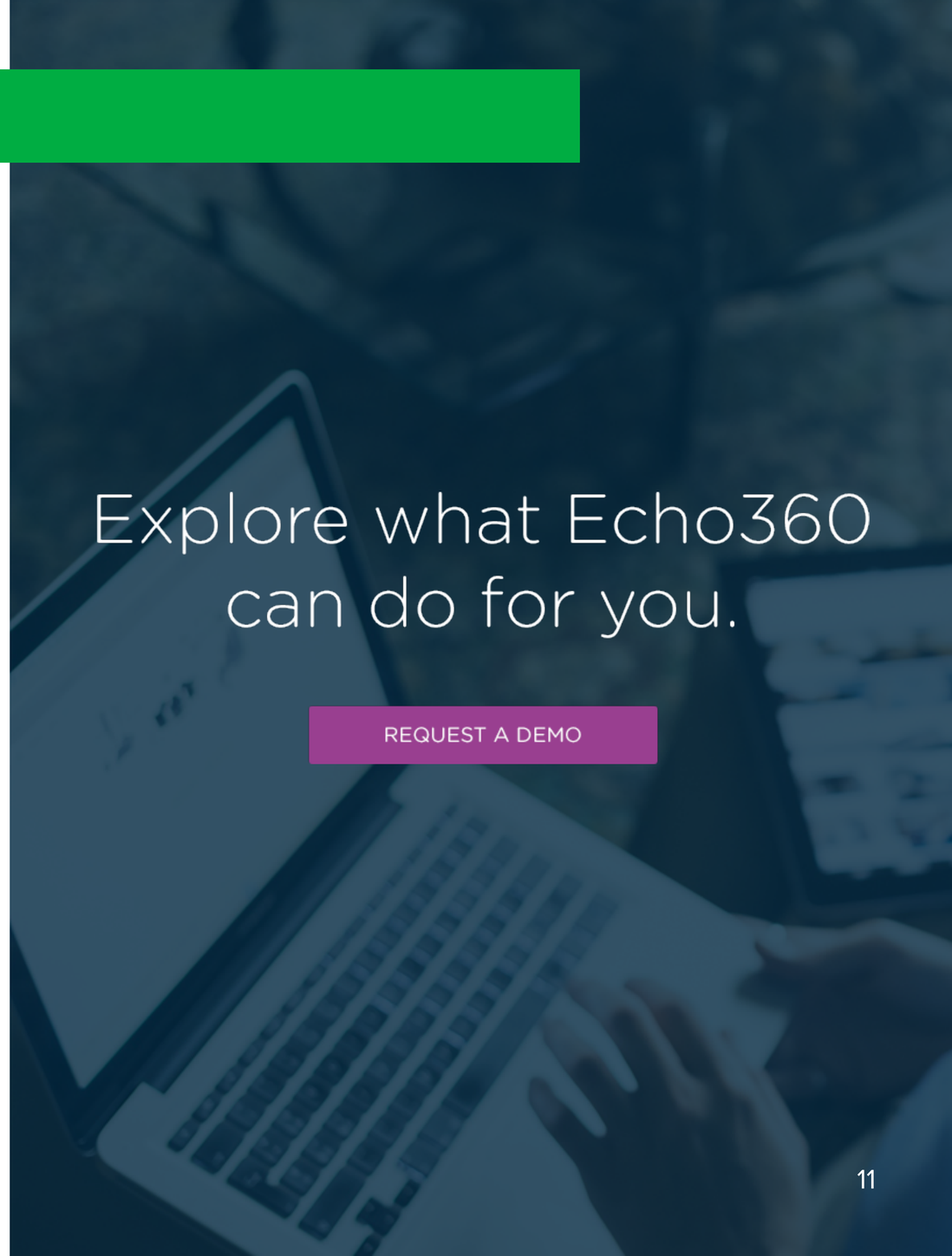
B: 0
#DFD700

Typography

A font set that is both modern and classic ensures legibility and a timeless style. Consistent usage across our product and marketing materials creates a cohesive brand.

Gotham Rounded

A classic font for headers and subheaders whose soft edges and lack of serifs communicate approachability and a clean aesthetic.

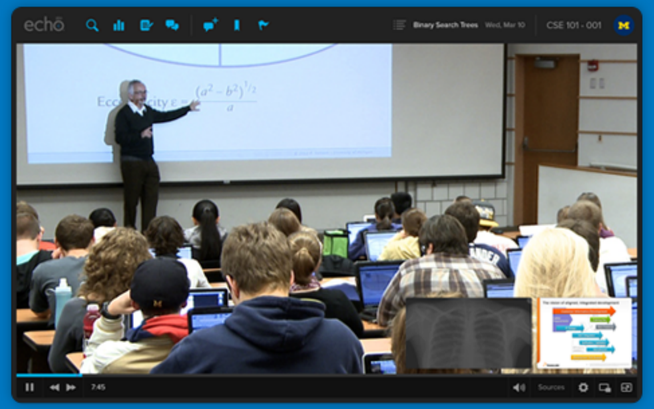


Proxima Nova

The font that we primarily use in our product should be used as body copy across all online marketing materials.

Education is complex.
Creating video doesn't have to be.

Learning environments are diverse and ever-changing. What works in corporations for video creation and management doesn't always work for education. That's why Echo360 designed the most comprehensive set of options to support your diverse environments, your expanding video needs and your budget. And with technology ten times more reliable than other video platforms, we support your piece of mind as well.



LEARN MORE

Typography

Headers	Gotham Rounded Light	Explore what Echo360 can do for you.
BUTTONS	Gotham Rounded Book (Uppercase)	LEARN MORE
Body	Proxima Nova Regular	Donec ullamcorper nulla non metus auctor fringilla. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam id dolor id nibh ultricies vehicula ut id elit.

Typography

R: 51
G: 51
B: 51
#333333

R: 102
G: 102
B: 102
#666666

R: 153
G: 153
B: 153
#999999

Use grayscale colors on white backgrounds.

R: 255
G: 255
B: 255
#333333

Use #FFFFFF or highlight colors on primary color backgrounds.

Or use the primary color with the brightness dropped 40%.

Typography

While type should primarily be used in cleanly without adornment, in some cases type can be placed on overlays.

Use the highlight color for overlays on dark blue backgrounds (#002740). The overlays can be stacked on top of each other in increasing or decreasing opacities to create a gradient effect.

Use dark blue (#002740) overlays on other colored backgrounds.

PowerPoint

Franklin Gothic

Used for PowerPoint headers.

Calibri Light

Used for PowerPoint body text.

Typography : PowerPoint

Headers

Franklin Gothic Book

Body

Calibri Light

Explore what Echo360 can do for you.

Donec ullamcorper nulla non metus auctor fringilla. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam id dolor id nibh ultricies vehicula ut id elit.

Photography

Images can be used in background elements to add visual interest and aid in communication.

Photography

If photography is being used as a background element, make sure to drop the opacity to 20% or 30% and then overlay on top of one of the Echo360 approved colors. Photos may also be desaturated or used with a multiply blend mode to produce a more uniform coloring.

Iconography

Our custom icons visually communicate the benefits of our platform and embody the identity of Echo360.

Iconography

Fluid, continual lines evoke our 360° experience.

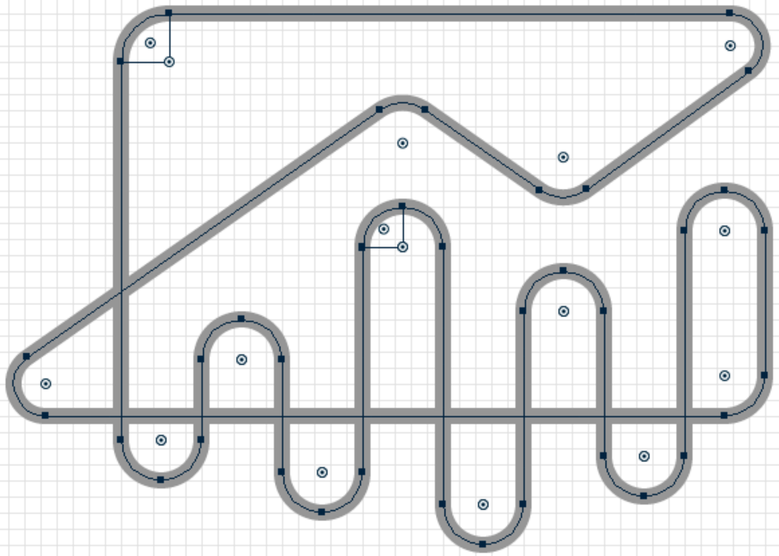
The icons reflect the qualities that we want to communicate in our product: **modern**, **sophisticated**, and **thoughtful**.

Iconography

Lined icons are created with a 1-pixel stroke thickness, and corners usually should have a radius of between 2 and 3 pixels. If possible, use a single continuous line to render the icon.

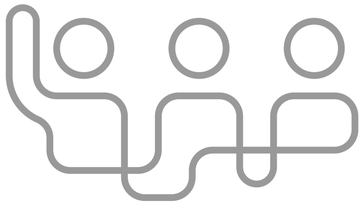
When scaling, make sure to scale the stroke as well.

Shapes should be able to be inverted to create a solid version of the icon.

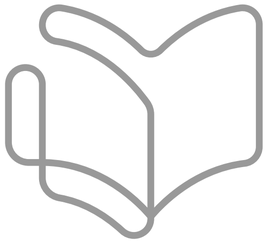


Iconography

Advisory systems



Students



Open education resources

Student information systems

Learning management systems

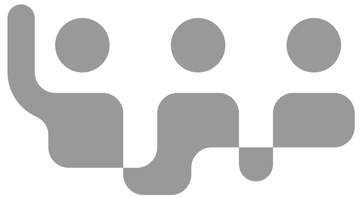
Data analytics

Instructors

Institutions

Iconography

Advisory systems



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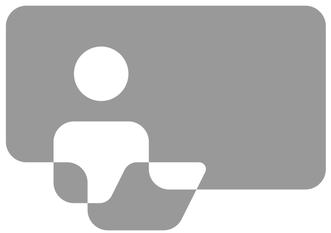
Student information systems

Learning management systems

Data analytics

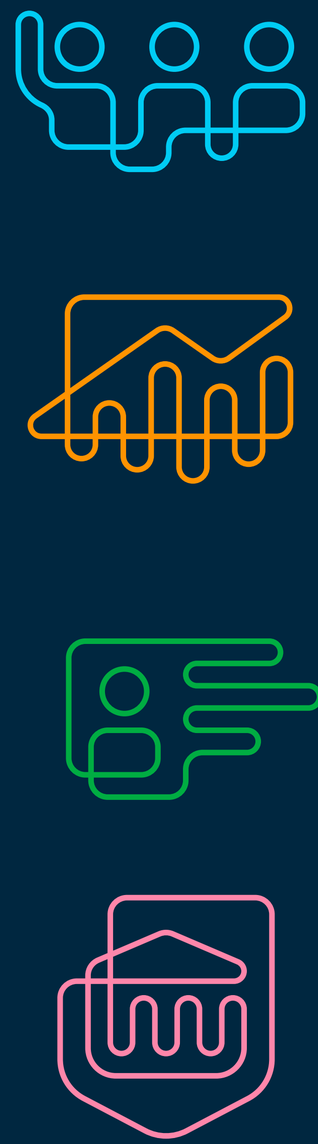


Instructors

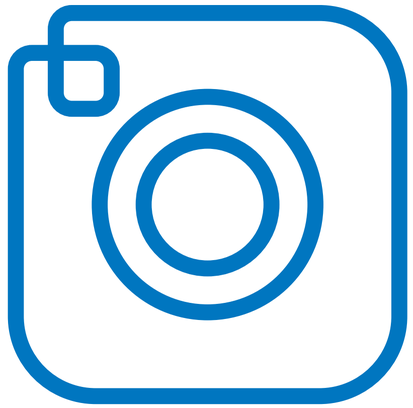
Institutions

Iconography

Follow the same general color guidelines for iconography. On dark blue (#002740) backgrounds, multiple colors are acceptable, where on more brightly colored backgrounds, consider using white icons.



Iconography : More



Recording

Playback

Management

Name and Logo

The Echo360 logo and name represents both the corporate entity and its product line.

Name and Logo

Echo360, Inc. is the complete name of the company. It is acceptable to use **Echo360** in place of **Echo360, Inc.** when referencing the company.

Do not shorten the written presentation of **Echo360** to Echo. Echo is not protected and is not the company's name. Never use the name **Echo360**, or the name of any of its product solutions, as a possessive. For example, rather than state Echo360's award winning technology say the **award-winning technology from Echo360**.

Name and Logo

The Echo360 logo is artwork that must not be reset, altered or repositioned in any way. Do not stylize or attempt to represent the logo with non-approved fonts or typography.

Any use of the Echo360 “rewind” button is an exceptional circumstance and should be approved by emailing branding@echo360.com.

Echo360 is a registered trademark of Echo360. The registration symbol should appear with the logo whenever possible. In cases where the registration symbol will not be legible, please receive approval from branding@echo360.com before implementing this approach.

Name and Logo

The blue (#0076C0) logo with the bright blue (#00CCF4) rewind triangle is the primary brand identifier and is the preferred logo to use in all global brand communications. This logo should only be used on white backgrounds.

If the logo is to be placed on a colored background, use the white version of the logo.

On screen, the logo should never appear smaller than 36 pixels wide and 14 pixels tall.

In print, the logo should never be smaller than 1/2” wide and 3/16”.

Name and Logo

Never remove the rewind triangle

Never increase the size of the 360

Never remove the 360

Never use other colors for the logo

Make sure there is adequate space around the logo in all applications