

The logo consists of the word "eleos" in a white, lowercase, sans-serif font, centered within a solid orange circle. The background of the entire image is a dark blue, monochromatic photograph of a semi-truck driving on a road at dusk or dawn, with mountains in the distance. A thin, light blue circular line is overlaid on the image, passing through the logo and the truck.

eleos

# Brand Guidelines

Welcome



# Brand Guidelines

Welcome to our brand guidelines. We want to make it easy for you to use our brand in your articles, graphics, communications, print materials, and more.

Please note that by using these resources that you agree to our terms of use and these resources are covered under our privacy policy and end-user agreement.

## Our logos

We love our logos. We are proud of them and require that you follow these guidelines so that it looks great in any and all situations.



**Main Logos**



# Logo variations

## Circle Logo

Our Circle Logo is our original logo and holds a special place in our hearts. It should be used on official documents, large formats, and on backgrounds where our Word Logo is not appropriate.



## Word Logo

Our Word Logo, affectionately dubbed our “worm logo”, is our main logo. It should not be used for official company documents. It should be used in most placements, especially horizontal.



# Logo Specifics

## Exclusion zones



# Logo Minimum Size

Our logo should never be smaller than **40px** in digital or **20mm** in print.

Digital: **40px**  
Print: **20mm**



Digital: **40px**  
Print: **20mm**



# Color combinations



# Logo don'ts

It is important that our logos remain consistent and unchanged. No attempt should be made to alter our logos in any way. They should remain as indicated in this document.


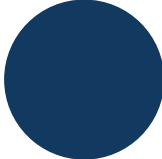
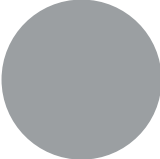




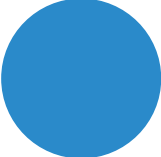

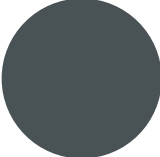

# Our Colors

Our colors are important to us. Our main color is, and always will be, orange. Utilizing other colors in our palettes help to strengthen our brand and continue to make us recognizable and memorable.

## Primary Color Palette

|   |   |   |  |   |  |
|---|---|---|--|---|--|
|  | <b>Tango</b><br>HEX #E87722<br>RGB 232, 119, 34<br>CMYK 0, 49, 85, 9<br>PMS 158 C |  | <b>Cello</b><br>HEX #1B365D<br>RGB 27, 54, 93<br>CMYK 71, 42, 0, 64<br>PMS 534 C |  | <b>Bombay</b><br>HEX #A7A8AA<br>RGB 167, 168, 170<br>CMYK 2, 1, 0, 33<br>PMS Cool Gray 6 C |
|---|---|---|--|---|--|

## Secondary Color Palette

|   |  |   |  |   |  |   |   |
|---|--|---|--|---|--|---|---|
|  | <b>Curious Blue</b><br>HEX #268BD4<br>RGB 38, 139, 212<br>CMYK 82, 34, 0, 17<br>PMS 2194 U |  | <b>Merlot</b><br>HEX #9E2629<br>RGB 158, 38, 41<br>CMYK 0, 76, 74, 38<br>PMS 704 |  | <b>Nevada</b><br>HEX #505759<br>RGB 80, 87, 89<br>CMYK 10, 2, 0, 65<br>PMS 445 C |  | <b>Big Stone</b><br>HEX #101C29<br>RGB 16, 28, 41<br>CMYK 61, 32, 0, 84<br>PMS 7547 XGC |
|---|--|---|--|---|--|---|---|

# Typography

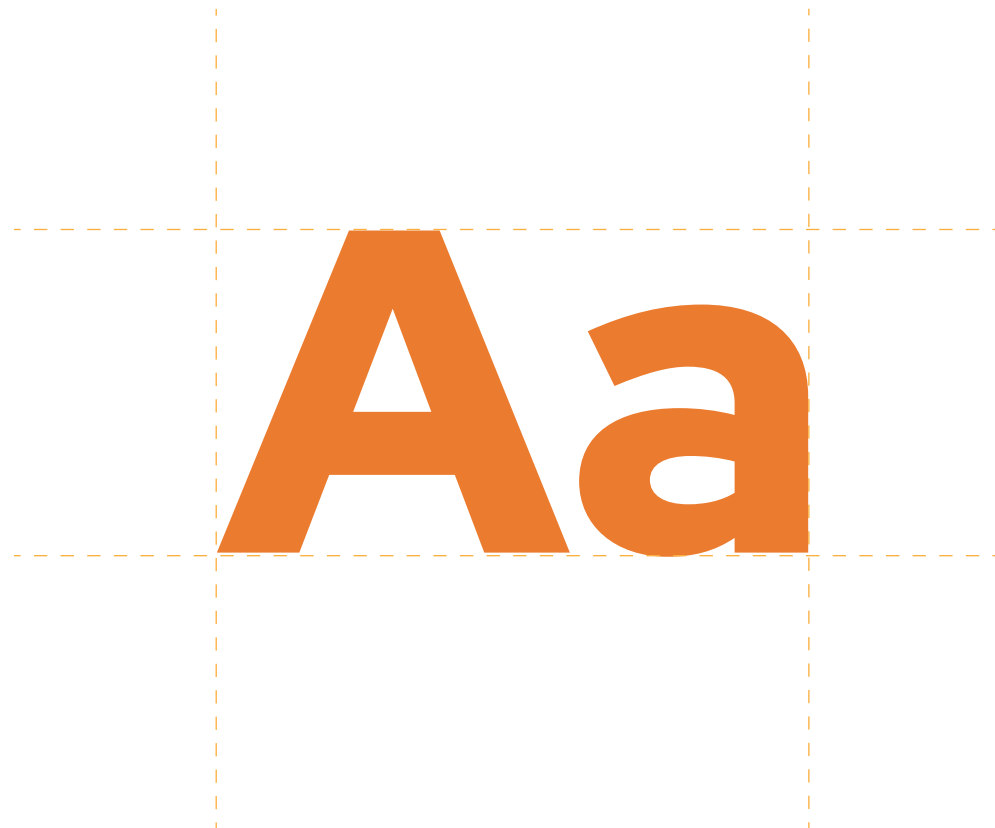
## Red Hat Display

### Style: normal

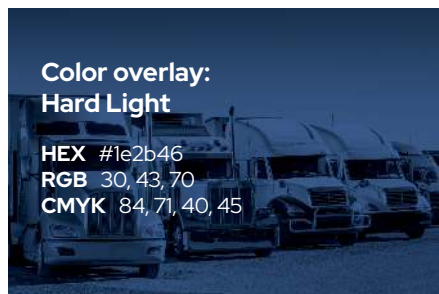
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

### Style: Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,;:?!\$&\*)**



# Images and blending modes



- Convert your color image to grayscale with the Black & White feature
- Overlay the image with the color **#1e2b46**
- Set the color's blend mode to **Hard Light**



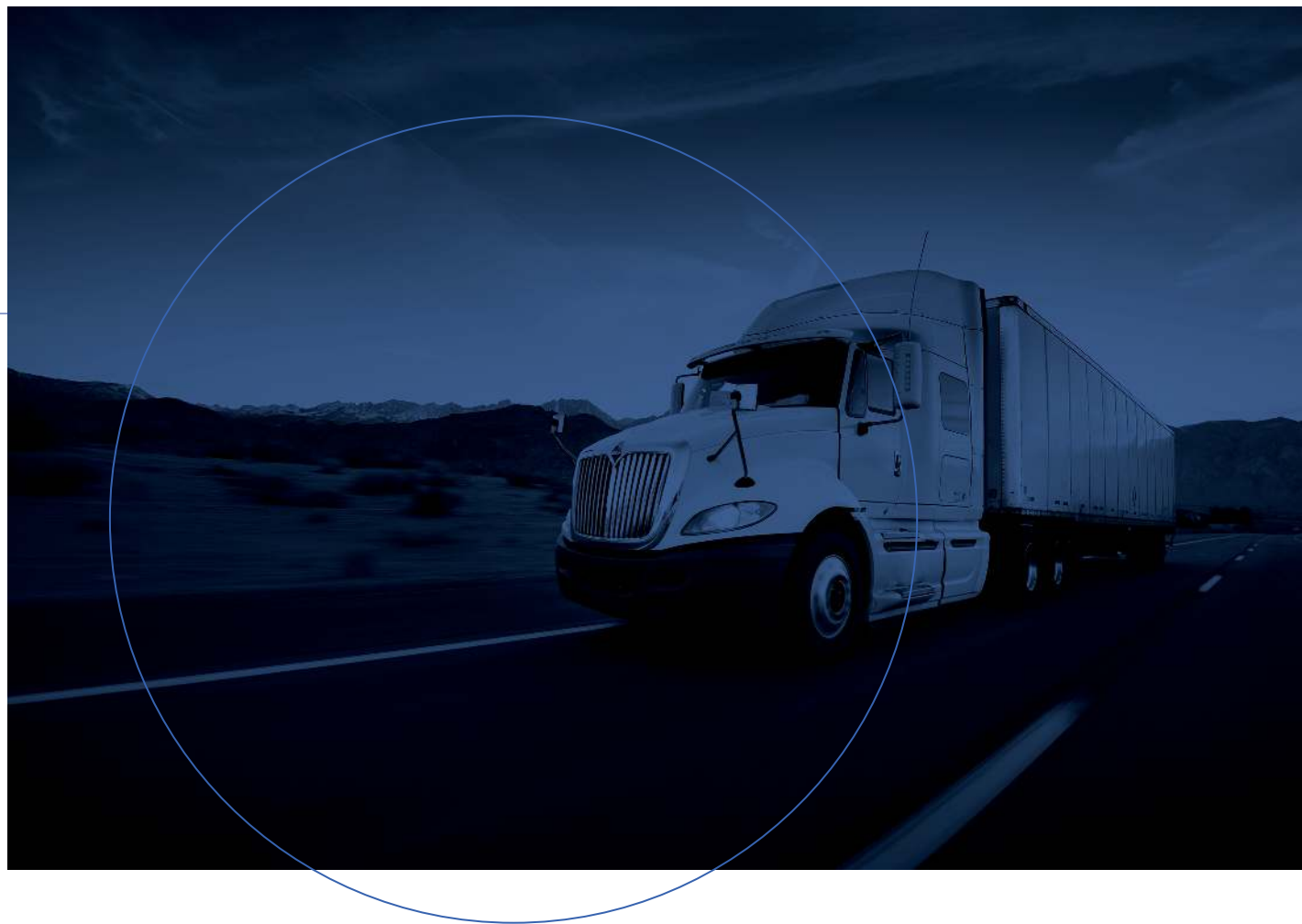
# Add a circle to the photo

- Circle stroke width **3px**
- Color of stroke **#265dff**
- Place a circle on a photo in a relevant position to create a strong impact



## Stroke color

**HEX** #265dff  
**RGB** 38, 93, 255  
**CMYK** 84, 59, 0, 0



The logo for Eleos, featuring the word "eleos" in a lowercase, orange, sans-serif font. The background of the entire slide is a dark blue, high-angle photograph of a multi-lane highway with a blurred truck in motion, suggesting speed and technology.

eleos

If you are having trouble with anything in this guide, you are missing brand elements, or you are unsure if your communication best represents the Eleos brand, please contact us at [support@eleostech.com](mailto:support@eleostech.com)

**Thank you**