

# BRAND GUIDELINE

Easy Organic

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Jan 13, 2023 V.1



## The logo

There are three versions of the Easy Organic logo: primary, secondary & the icon.

NOTE: Do not alter or attempt to recreate these elements in any way. Always use approved logo.

Primary



Secondary



Icon



## Color

Easy Organic Green is a key signifier for the brand. It presents freshness and security.

These are the definitive colors that make up our primary color palette & should be used wherever possible.

### Easy Organic Green

CMYK: 69, 0, 90, 0

RGB: 77, 206, 61

Pantone: 360C

Hex: 4dce3d



### Fresh Orange

CMYK: 0, 43, 93, 0

RGB: 255, 145, 18

Pantone: 144C

Hex: #FF9112

## Primary Fonts

The main font we use is AvantGarde Bk BT.

AvantGarde Bk BT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

AvantGarde Bk BT, Demi

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

EASY  
Organic

## Logo Spacing and Minimum Size

In order to maintain clarity of our logo, it must always be surrounded by a minimum clear space.



## Mono Logo - Colour Variations

Make sure the logo and icon are always fully visible against the background. Use the correct version for your use case.



EASY  
Organic

The logo is centered on a pink parallelogram background. It features the word "EASY" in a white serif font with a leaf icon to the left of the "A" and a small star to the right of the "Y". Below "EASY" is the word "Organic" in a white sans-serif font.

EASY  
Organic

The logo is centered on an orange parallelogram background. It features the word "EASY" in a white serif font with a leaf icon to the left of the "A" and a small star to the right of the "Y". Below "EASY" is the word "Organic" in a white sans-serif font.

EASY  
Organic

The logo is centered on a green parallelogram background. It features the word "EASY" in a white serif font with a leaf icon to the left of the "A" and a small star to the right of the "Y". Below "EASY" is the word "Organic" in a white sans-serif font.

EASY  
Organic

The logo is centered on a purple parallelogram background. It features the word "EASY" in a white serif font with a leaf icon to the left of the "A" and a small star to the right of the "Y". Below "EASY" is the word "Organic" in a white sans-serif font.

## Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

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*Don't relocate the icon.*



*Don't change the text color.*



*Don't add drop shadows or distort the text.*



*Don't change the typeface or otherwise reconstruct the logo*



*Don't distort the logo.*



*Don't place the logo on double icons.*



*Don't change the proportions of the logo.*



*Don't change the icon color.*



*Don't rotate the logo.*



*Don't use on busy backgrounds.*



*Don't use against low-contrast.*



*Don't use outline style.*

# STATIONARY

Easy Organic

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## Name Card



Front Panel



1. Back Panel - staff



2. Back Panel - company

# Letter Paper



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# Envelope



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