Brand Guidelines

ecosense

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Welcome

Our mission is to save lives by increasing radon awareness.

Ecosense is building innovative radon gas monitoring solutions that ensure indoor air safety for everyone. Unique ion chamber technology underlies real-time radon monitoring devices that protect you from radon gas exposure before it's too late.

Who is this guide for?

This guide is for anyone who wants to use Ecosense's brand assets in their marketing or advertising and briefly covers guidelines for the assets approved for use and available at the at ecosense.io/media-kit

Why is this guide important?

These guidelines outline the general rules when using Ecosense's brand assets and showcasing Ecosense content. Consistent use of these assets helps people easily recognize references to Ecosense and protect our brand.
It is important that your marketing materials use Ecosense standards and use Ecosense approved assets correctly. This guide will help you meet those standards. You can review full guidelines and download assets at ecosense.io/media-kit. To make any use of our assets in a way not covered by these guidelines, please contact us at marketing@ecosense.io

Brand Assets

ecosense

Our Brandmark

Ecosense Core Signature consists of three elements: the symbol mark, logotype, and tagline. The logotype appears with the symbol mark in an approved size relation shown throughout this standard, but the logotype does not need to be always accompanied by the symbol mark. They appear separately and together according to the need and purpose.

Symbol mark

Logotype

ecosense

Build a radon free lifestyle

Tagline

Brand Logotype

A consistent style of the brand name is an essential part of maintaining a unified Ecosense brand identity. With lowercase letters, it is designed to be more friendly and human.

DO NOT re-create the logotype.

Logotype Clearance space
The logotype is legible and, to maintain its integrity, keep the surrounding area free of other elements. The amount of clear space should be the height of the "e".

Minimum Size

25mm

ecosense

ecosense

Clear space

X		X
	ecosense	
X		X

Symbol mark

The symbol mark can be interpreted in different ways, adding flexibility. As a fundamental principle of nature, the spiral symbolizes embracing growth and change. The loop, which presents unlimited possibilities and challenges, is coupled with continuous radon monitoring. Blue symbolizes a clean sky, green symbolizes life, and purple symbolizes technological advances and adventures into the future. However, this symbol can also be interpreted as an abstract " e" (for ecosense).
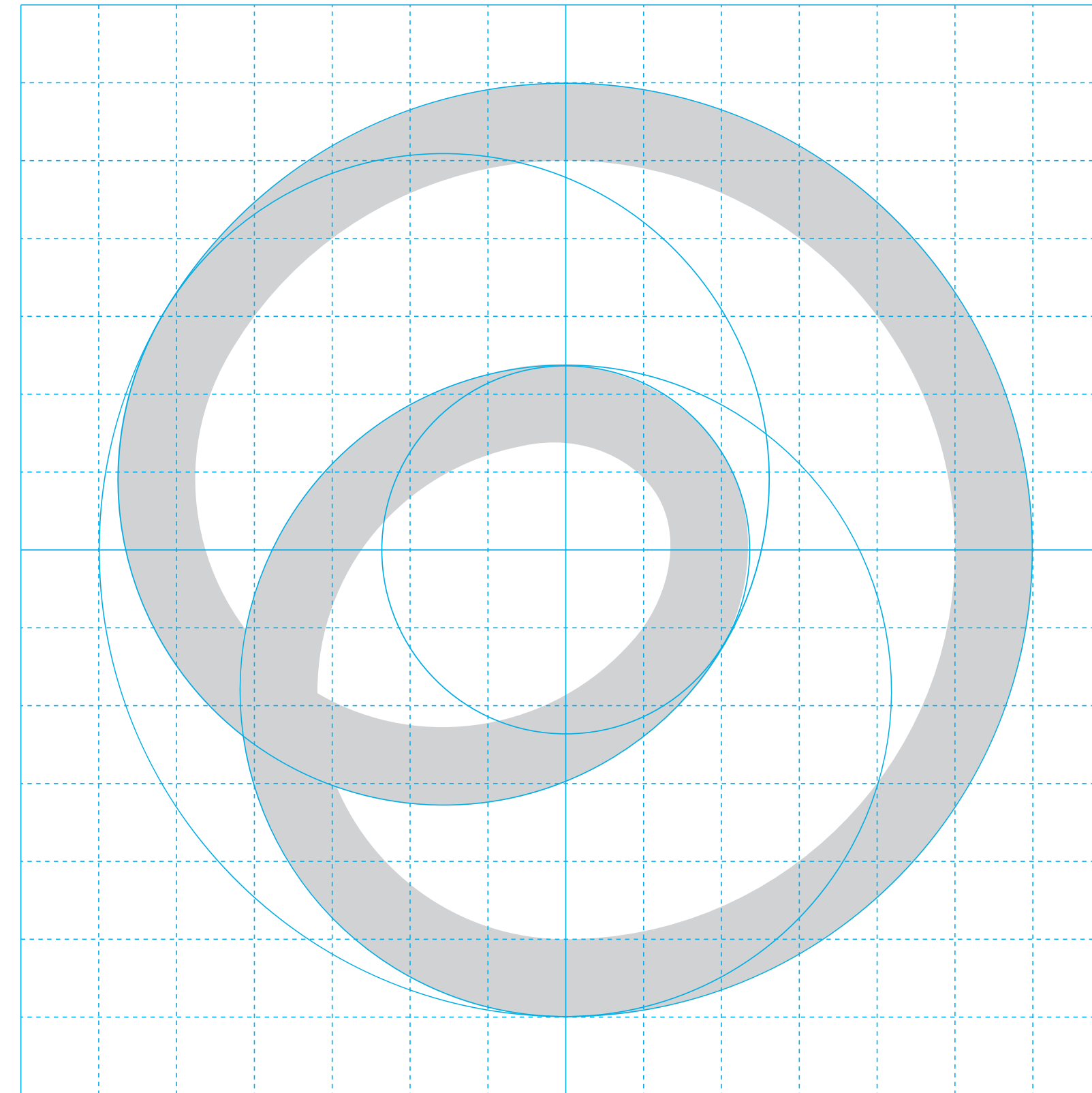
Minimum Size

9mm

Reproducing the Symbol mark

The symbol mark of ecosense starts with a perfect circle, and the circle blends into an organic and natural curve. It is completed in a temporal dimension and structured form.

The symbol mark is very delicately and precisely tuned and designed. Always use the provided files, and DO NOT re-create.

Brandmark Signature

There are two versions of the brand mark signature: a horizontal version and a vertical version. Feel free to use the version that suits your purpose and environment. The vertical version has a primary which is emphasizing the symbol mark, and a secondary emphasizes the logotype.

The precise position and proportion of all the logotype elements are fixed and must always be reproduced in the set relationship shown here. The elements must never be re-create or modified in any way.

Horizontal Signature

Vertical Signature

Primary

Secondary

Brandmark Clearspace

Whichever version of the brand mark you use, keep the surrounding area free of other elements. The amount of the clear space is 1/3 the height of the symbol mark.

Minimum Size

35mm

Trademark Symbols

You will rarely have to adjust a trademark symbol on a logotype. However, when a logotype is used at a very large size (tradeshows) and rarely at very small size, the trademark symbol should be reproportioned following the guidelines below. The rule of thumb when sizing a trademark symbol is that it should always be legible without being intrusive.

Avenir Medium 12 pt ———— ecosense® ———— Trademark symbol 5 pt.

ecosense®

Size of trademark symbol as it appears in downloaded logotype suitable for most uses.

osense®

For very large formats, the trademark symbol must be reduced and moved closer to the preceding letter.

Primary Typeface

Avenir is our primary typeface, and we use it for headlines and subheadlines. It gives a minimal, futuristic, and clean look to the design.

Avenir

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Avenir Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%**

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%**

Tracking -25

Build a radon free lifestyle

Save lives by increasing radon awarness

Secondary Typeface

Roboto is our secondary typeface, and we use it for body copy. It is robust and versatile and gives a layout more of an editorial feel.
Roboto is available for download from
https://fonts.google.com/specimen/Roboto

Roboto

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @&!?#$€%

34 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid idunt ut labore et dolore mag na aliqua ut enim ad minim

20 pt, Tracking -10

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

36 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Tagline Signature

Taglines are short texts designed to clarify the thinking and dramatic effect of Ecosense. This voice is a phrase that is constantly repeated in marketing materials and advertisements for Ecosense's products and services.

When the tagline is used in conjunction with the logo, the space or orientation and proportion must always remain consistent.

3X

3X

X

X

X

X

Color

Our color palette is inspired by nature. So it is accessible and natural and expresses dynamic and diverse emotions such as blue sky, clear water, beach pebbles, minerals, vivid young sprouts, and the sun setting sky.

Color Pallete

The corporate color system reflects a clean, life, multi-dimensional Ecosense brand character.

Our color palette is divided into two sections; a core and a neutral pallete. Both palletes give the feeling of purity, safety, air, nature, and life.

Core

Cobalt Blue

R38 G35 B98
#262362
C100 M100 Y30 K21
Pantone 274C
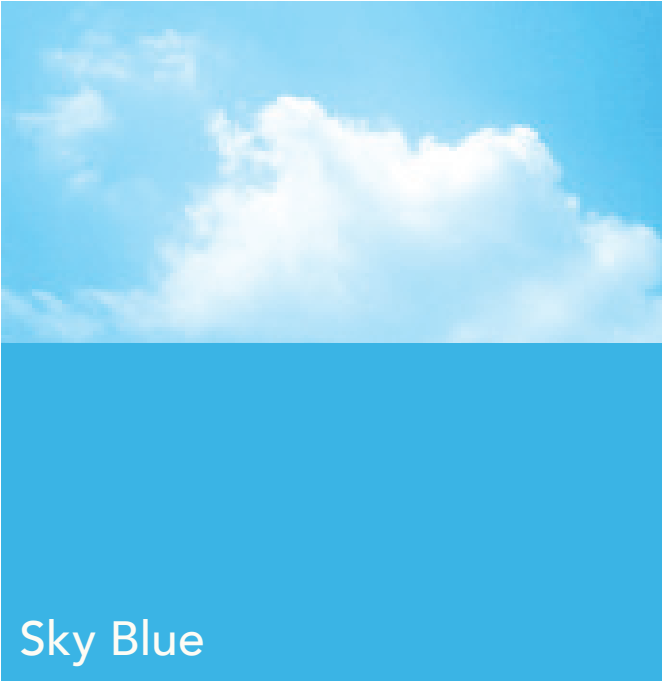
Sky Blue

R0 G174 B231
#3db5e6
C65 M10 Y1 K0
Pantone 298C

Electric Green

R107 G192 B75
#6bc04b
C61 M0 Y95 K0
Pantone 360C
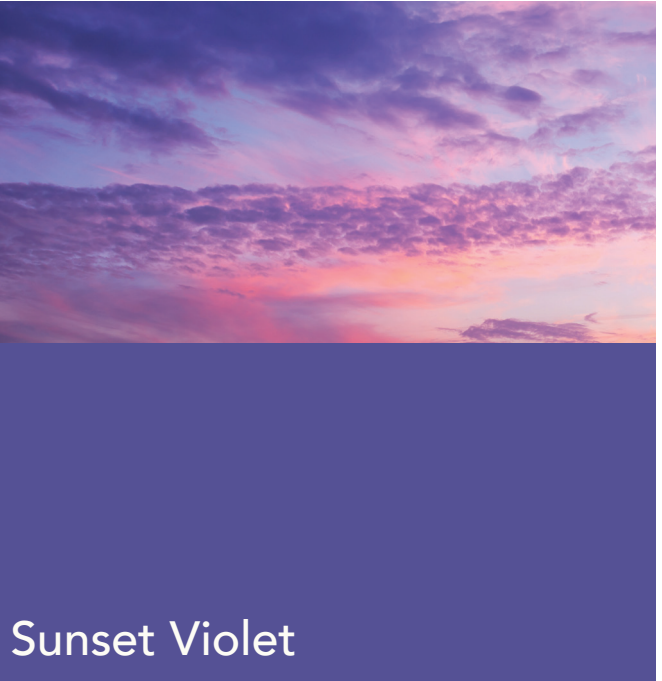
Sunset Violet

R87 G81 B149
#575195
C78 M78 Y10 K1
Pantone 7670C

Neutral

Ice Blue

R175 G226 B227
#AFE2E3
C30 M0 Y12 K0
Pantone 317C
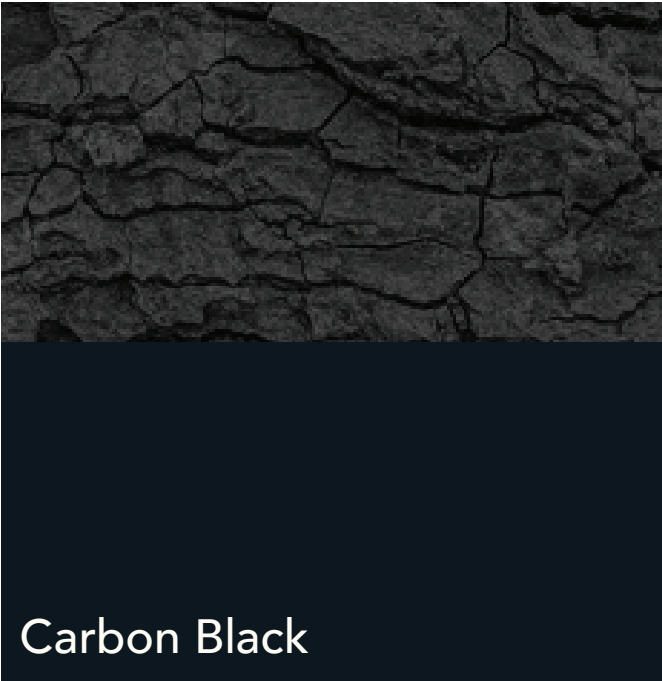
Carbon Black

R0 G0 B0
#000000
C0 M0 Y0 K100
Process Black 6C
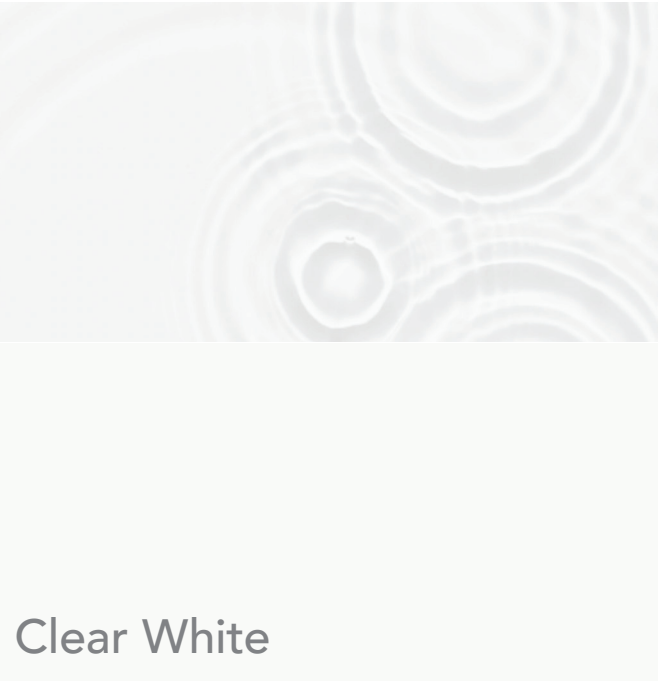
Clear White

R252 G255 B255
#ffffff
C0 M0 Y0 K0
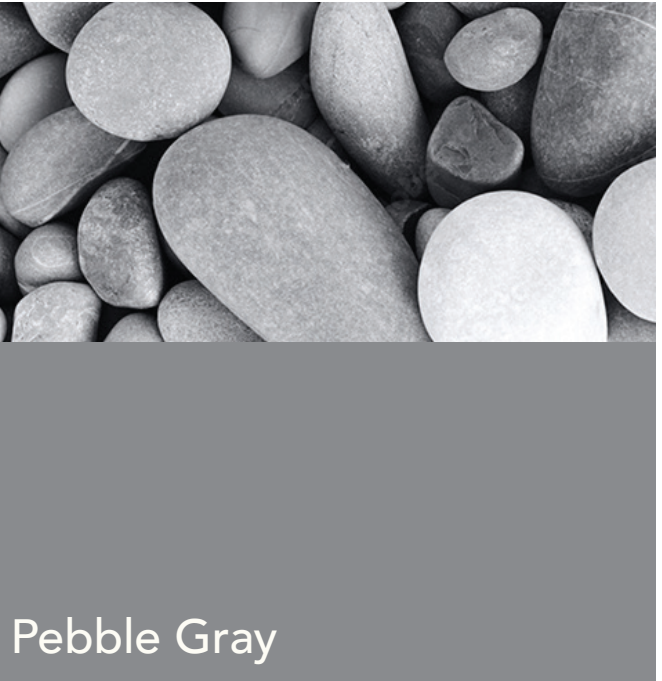
Pebble Gray

R137 G139 B142
#898b8e
C49 M40 Y38 K3
Pantone Cool Grey 8C

Color Version

Full color

The most preferred version, full color symbol mark, and logotype can be knocked out in white on a dark background.

Full color on clear white

Full color on cobalt blue

Full color on carbon black

One Color: White Blend

The white blend brand mark on bright color background color version gives visual vitality.

White blend on sky blue

White blend on electric green

White blend on sunset purple

One Color: Skyblue Flat

In the limited environment of one-color printing, consider possible combinations of material color and brand mark color within the scope of the color palette.

Sky blue flat on white

Sky blue flat on cobalt blue

White flat on sky blue

Black and White: Flat

Used in limited cases such as reports, forms, Copied prints, monochromatic flyers, receipts, and thermal printing.
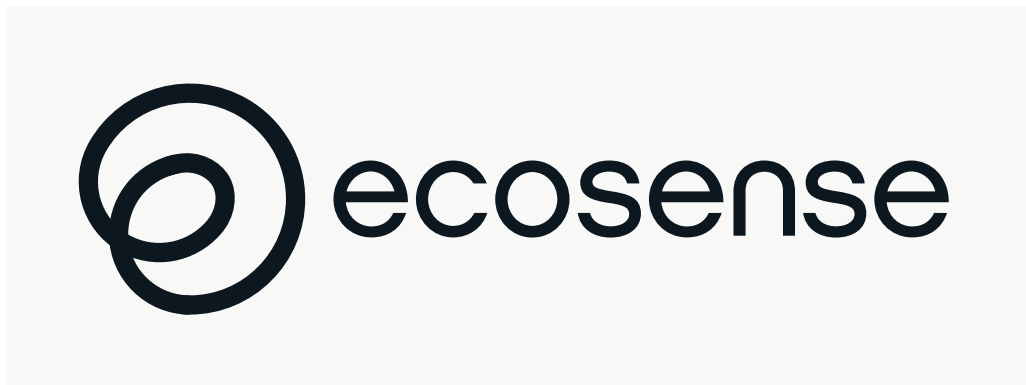
Black flat on white

60% black on white

Black and white negative

Unacceptable usage

Adhering to color and brand identity guides will ensure consistency while allowing for the evolution and variation of Ecosense. Incorrect use of these elements will confuse not only Ecosense, but those we interact with.

Incorrect uses of Ecosence include altering color and proportion. These examples show how even the smallest alteration can dilute and confuse Ecosense's identity, affecting overall perception.

DO NOT reproduce the logotype in colors other than those specified

DO NOT use another typeface for the brandmark

DO NOT alter the relative size of the elements of the brandmark

DO NOT use a background of a color other than the specified.

DO NOT use on a distracting background.

DO NOT combine the symbol mark with other sub-brands.

Icons

Our icon system is made with concise and clear thin lines for consistent brand communication.

Icon System

Icons can always be rewritten to suit your needs and purposes.

In this case, the icon should be designed with the same thickness and be expressed as concisely as possible.

Useage of icons

Icons can be used with related content on packaging, on the web, or in other media. Feel free to use colors within the range of brand colors and consistently use them in conjunction with our brand typefaces.
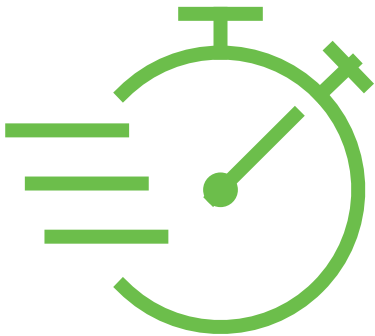
FAST
First reading in minutes, relible results in an hour

ACCURATE
Industry leading sensitivity

WI-FI
Monitor from anywhere anytime
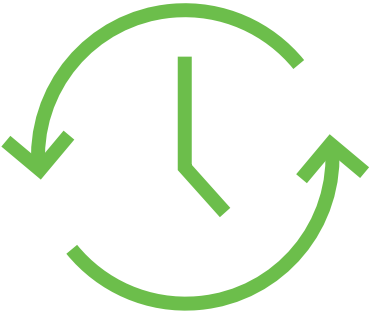
REAL-TIME
Never miss and accurate reading - Ecosense cloud ready

SHARING
Access by multiple users

EASY SET-UP
Simply plug in, start using right away

Icon as illustration

An illustration, such as highlighting a specific message, makes the icon practical.

By being available in a variety of configurations, this gives the layout a unique Ecosense feel.
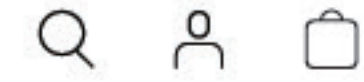
ecotracker

A Fast Radon Monitoring

Enables quick, accurate and simultaneous detection of radon gas over multiple locations

$999 + Free shipping

BUY NOW

ecoguard

Radon Inspectors

Turn your customers into clients by offering a maintenance plan with the EcoGuard after the mitigation job is completed

LEARN MORE

ecosense

Ecosense Referral Club

Ecosense Referral Club is a great way for consumers and radon professionals to increase radon awareness in your community, and get rewarded by referring Ecosense radon monitors.

CONTACT US

Fast, Accurate and Easy

ecosense

Pattern

Brand on Product

Thank You

For questions regarding the ecosense
brand guidelines, please contact us at
marketing@ecosense.io