



EasyWeek



# The Logo

EasyWeek logo consists of two elements: the symbol (octopus) and the wordmark. It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts.

## Case of usage:

The symbol might be used independently in situations where a compact or simplified representation is needed, whereas the wordmark, on its own, cannot be used.

## Examples of usage on a light background

### 1. EasyWeek logo



### 2. Symbol only



### 3. Vertical logo



## Examples of usage on a dark background

### 1. EasyWeek logo



### 2. Symbol only



### 3. Vertical logo





# Things to avoid

## Inverting a logo

Avoid using the inverted version of the logo. It is crucial for maintaining brand consistency and recognition.

## Using the logo without an outline on a dark background

Do not use the logo without an outline when placed on a dark background. The light grey outline is essential to ensure visibility and maintain the integrity of the logo design.

## Customization with different colors

Absolutely refrain from altering the logo's color. The approved color palette must be strictly adhered to, and any color changes are not permissible.

## Incorporating the logo into a background

Avoid incorporating the logo into a background, stretching it, changing its opacity, or turning it into a pattern. These guidelines are essential to maintain the integrity and visibility of the logo.

× Inverting a logo



× Using the logo without an outline on a dark background



EasyWeek

× Customization with different colors



EasyWeek

× Incorporating the logo into a background





# Typefaces

Our typography consists of two font families, Roboto and Nunito.

## Roboto font family

We use the Roboto font family consistently across our system to enhance readability and optimize visibility across various devices

## Nunito font family

Nunito is utilized on our new website, integrated as part of the updated styles, and also plays a role in the creation of marketing materials in specific cases.

## Roboto

**Aa** Regular  
**Bold**

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

## Nunito Sans

**Aa** Regular  
**Bold**  
**Black**

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



# Brand color palette

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

## Primary Green

Utilize the primary green exclusively for call-to-action elements, such as buttons and interactive features. This vibrant color is reserved to prompt user engagement and signify key actions.

## Light Grey

Employ the light grey shade as the background color across our platforms. This neutral tone creates a clean and modern backdrop, enhancing readability and providing a consistent visual identity.

## Grey

Use the grey color specifically for additional text, icons, and informational content. This subdued color maintains a professional appearance, ensuring clarity and coherence in presenting supplementary details.

## Black

Introduce black as a strong accent color for emphasis in select elements. Use black sparingly to draw attention to specific features, creating a powerful visual impact within our brand materials.

|               |      |             |
|---------------|------|-------------|
| Primary green | CMYK | 51,0,63,31  |
|               | RGB  | 86,175,64   |
|               | HEX  | #56AF40     |
| Light grey    | CMYK | 2,1,0,3     |
|               | RGB  | 243,245,247 |
|               | HEX  | #F3F5F7     |
| Grey          | CMYK | 3,1,0,47    |
|               | RGB  | 131,133,135 |
|               | HEX  | #838587     |
| Black         | CMYK | 31,21,0,89  |
|               | RGB  | 20,23,29    |
|               | HEX  | #14171D     |



# Additional palette

## Red

CMYK 0, 71, 81, 0  
RGB 255, 73, 49  
HEX #FF4931

## Peach

CMYK 0, 56, 75, 0  
RGB 255, 111, 65  
HEX #FF6F41

## Orange

CMYK 0, 34, 100, 0  
RGB 255, 168, 0  
HEX #FFA800

## Magenta

CMYK 0, 94, 53, 4  
RGB 244, 5, 108  
HEX #F4056C

## Purple

CMYK 41, 71, 0, 7  
RGB 131, 56, 236  
HEX #8338EC

## Light Blue

CMYK 94, 26, 0, 2  
RGB 10, 183, 250  
HEX #0AB7FA

## Blue

CMYK 82, 60, 0, 0  
RGB 45, 103, 255  
HEX #2D67FF

## Green

CMYK 55, 0, 65, 29  
RGB 43, 182, 17  
HEX #2BB611

## Lime

CMYK 11, 0, 75, 25  
RGB 164, 191, 0  
HEX #A4BF00

## Grey

CMYK 0, 0, 0, 60  
RGB 103, 103, 103  
HEX #676767

## Light Grey

CMYK 13, 7, 0, 33  
RGB 139, 154, 171  
HEX #8B9AAB

## Black

CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX #000000

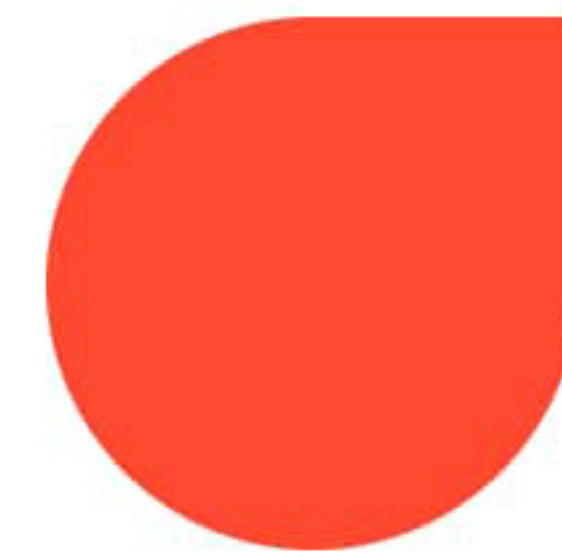
## Forest

CMYK 36, 0, 45, 55  
RGB 23, 114, 0  
HEX #177200

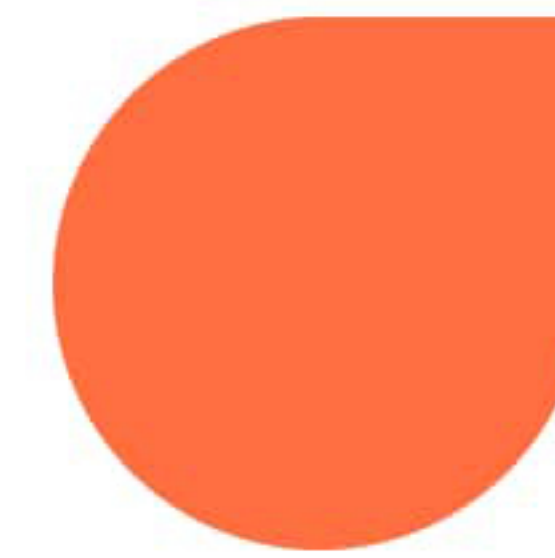
## Brown

CMYK 0, 37, 71, 29  
RGB 181, 87, 0  
HEX #B55700

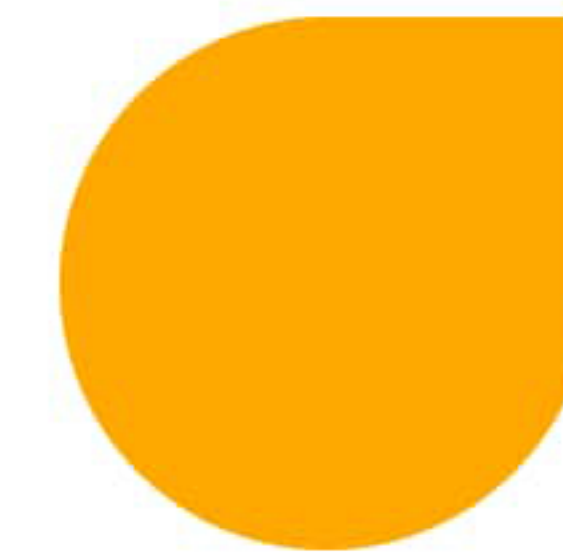
By incorporating this additional palette, we aim to diversify our visual language while maintaining consistency and cohesiveness throughout our brand materials. Ensure that the application of these colors aligns with the intended brand message and user experience.



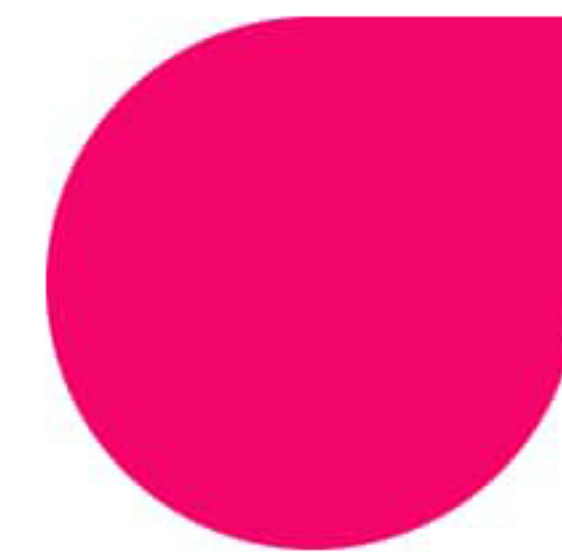
Red



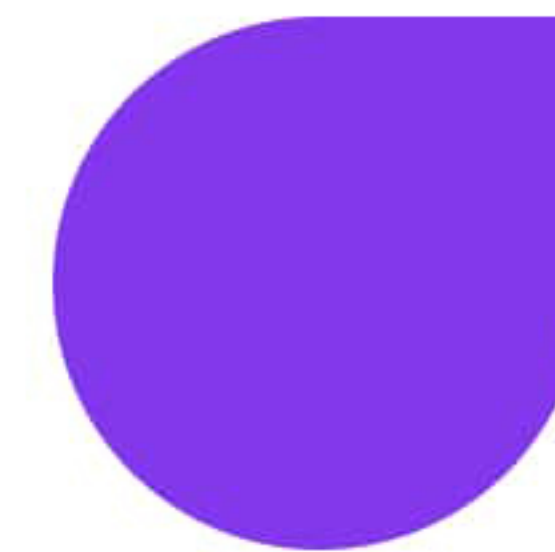
Peach



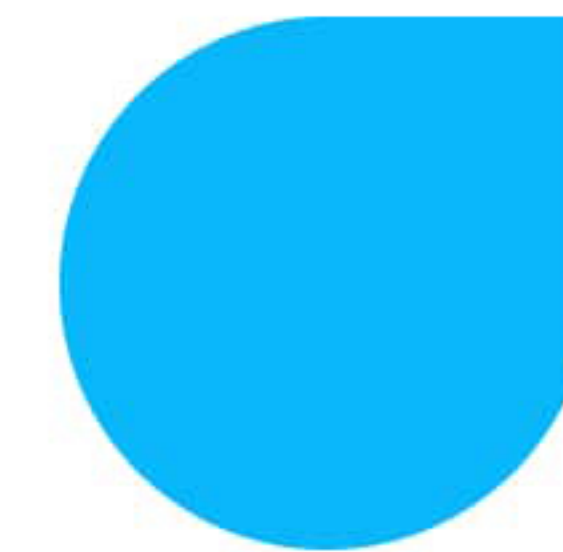
Orange



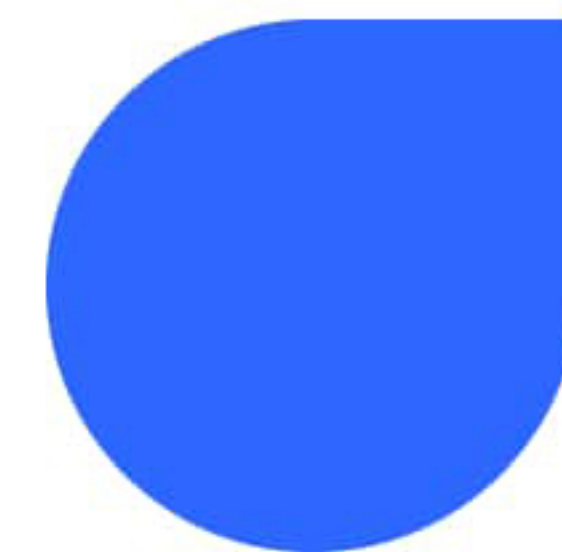
Magenta



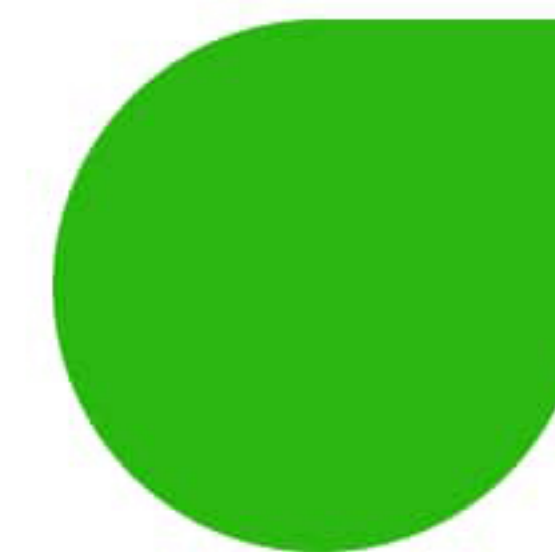
Purple



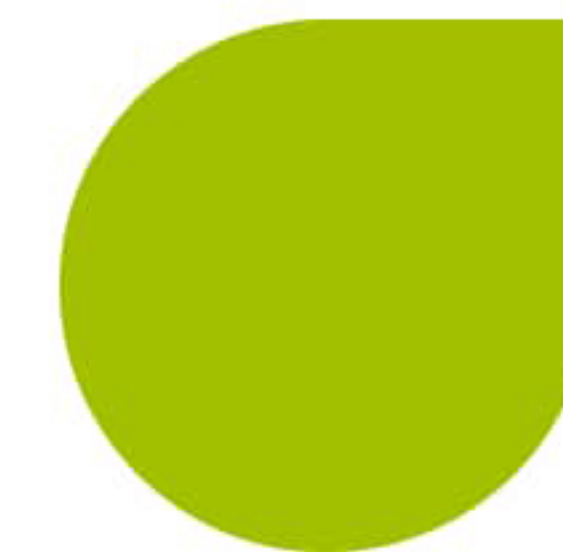
Light Blue



Blue



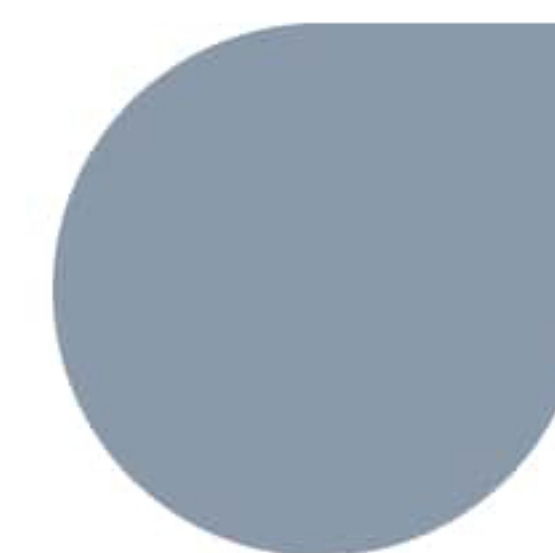
Green



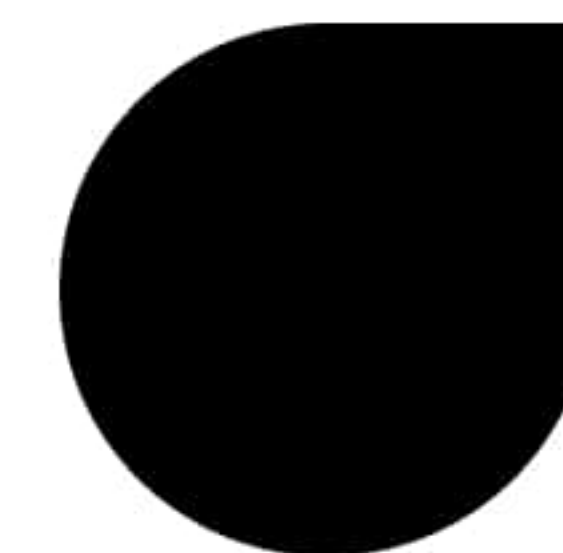
Lime



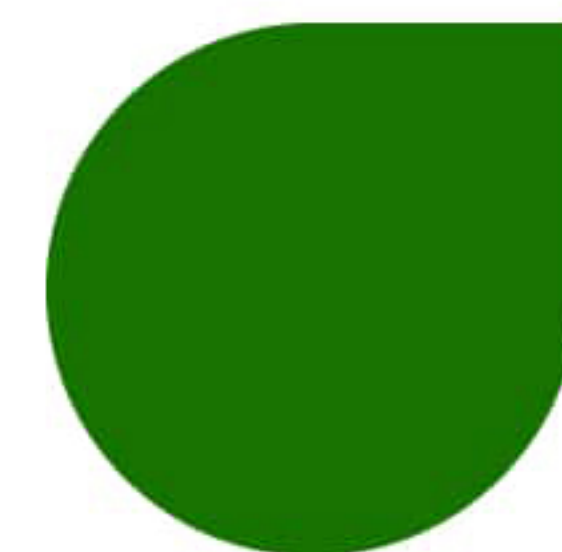
Grey



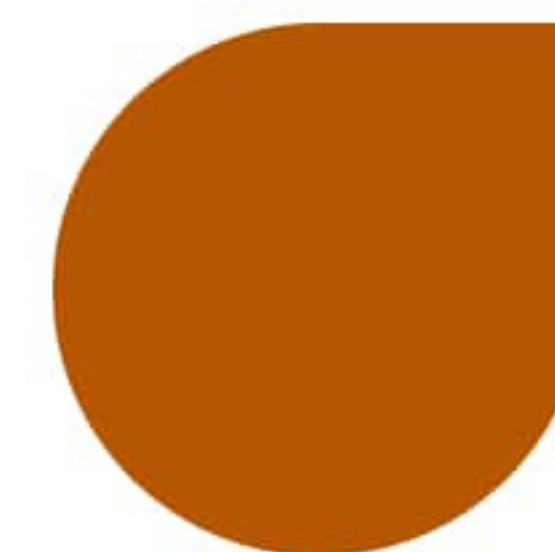
Light grey



Black



Forest



Brown



# Light palette

## Red

CMYK 0, 15, 115, 0  
 RGB 254, 217, 217  
 HEX #FED9D9

## Green

CMYK 7, 0, 9, 6  
 RGB 221, 239, 217  
 HEX #DDEFD9

## Peach

CMYK 0, 9, 11, 0  
 RGB 255, 233, 227  
 HEX #FFE9E3

## Lime

CMYK 2, 0, 11, 4  
 RGB 241, 245, 217  
 HEX #F1F5D9

## Orange

CMYK 0, 5, 15, 0  
 RGB 255, 242, 217  
 HEX #FFF2D9

## Grey

CMYK 0, 0, 0, 7  
 RGB 236, 237, 237  
 HEX #ECEDED

## Magenta

CMYK 0, 14, 8, 1  
 RGB 253, 218, 233  
 HEX #FDDAE9

## Light Grey

CMYK 4, 2, 0, 4  
 RGB 236, 240, 245  
 HEX #ECF0F5

## Purple

CMYK 6, 11, 0, 1  
 RGB 236, 225, 252  
 HEX #ECE1FC

## Black

CMYK 1, 0, 0, 15  
 RGB 216, 217, 218  
 HEX #D8D9DA

## Light Blue

CMYK 12, 4, 0, 0  
 RGB 218, 244, 254  
 HEX #DAF4FE

## Forest

CMYK 7, 0, 9, 11  
 RGB 209, 227, 204  
 HEX #D1E3CC

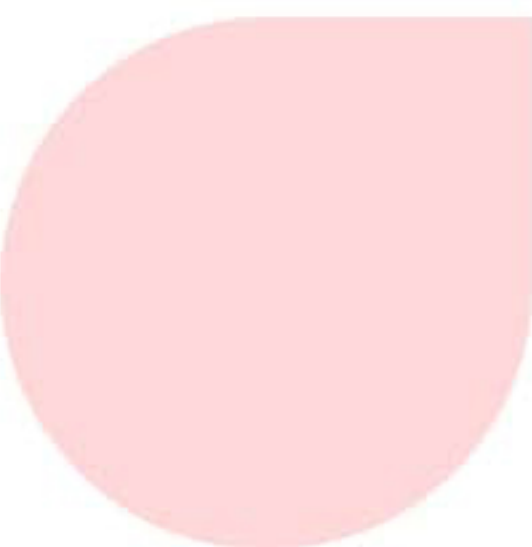
## Blue

CMYK 12, 9, 0, 0  
 RGB 224, 232, 255  
 HEX #E0E8FF

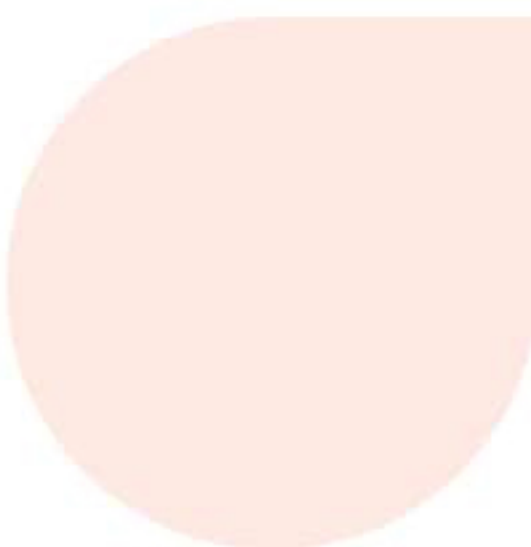
## Brown

CMYK 0, 7, 14, 6  
 RGB 240, 221, 204  
 HEX #F0DDCC

By incorporating this light palette, we aim to provide flexibility and enhance visual harmony, allowing for a nuanced and cohesive presentation across our brand materials. Ensure that the use of lighter shades complements the corresponding additional colors effectively.



Red



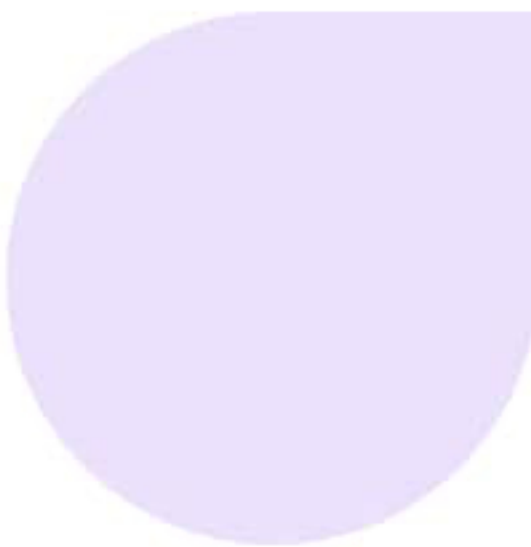
Peach



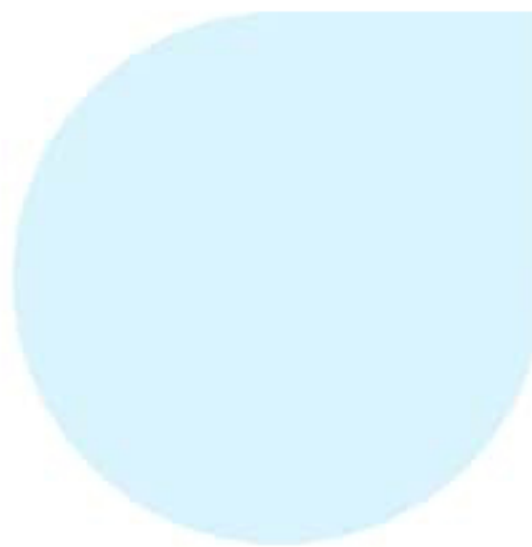
Orange



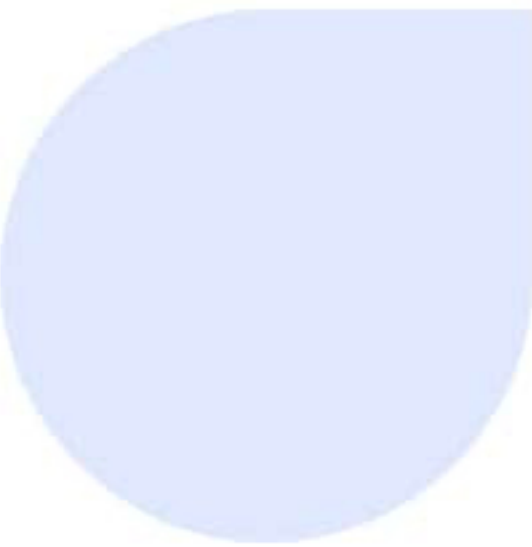
Magenta



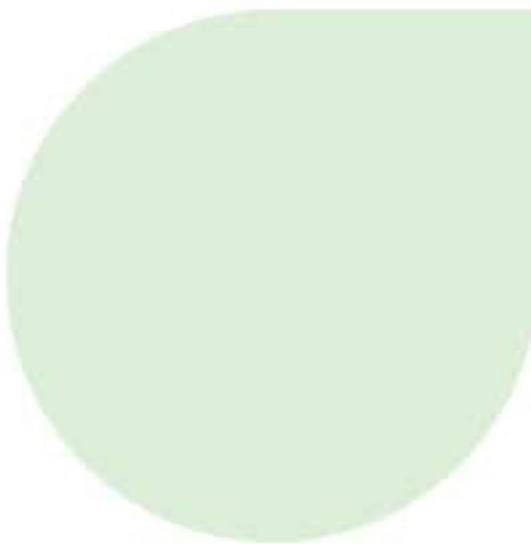
Purple



Light Blue



Blue



Green



Lime



Grey



Light grey



Black



Forest



Brown



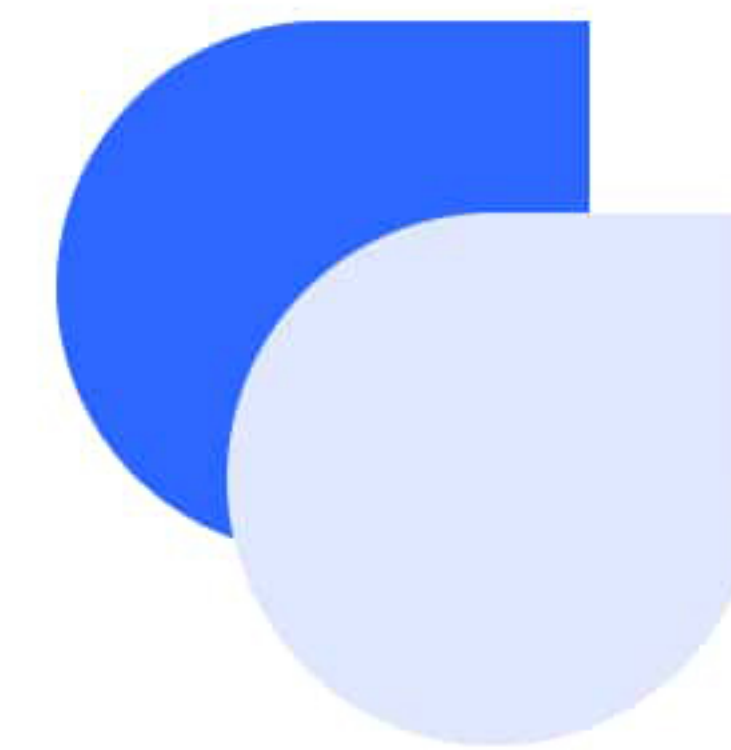
# Color combinations

When blending the additional palette with the light palette, it is imperative to ensure that the utilization of lighter shades harmonizes effectively with the corresponding additional colors. The lighter tones enhance and complement the intended impact of the associated additional colors.

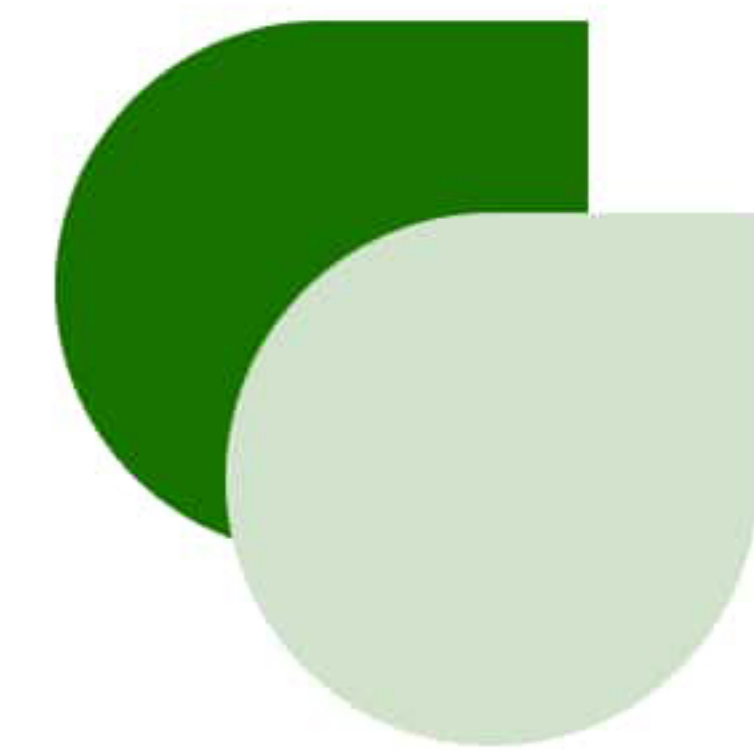
✓ Correct



Peach



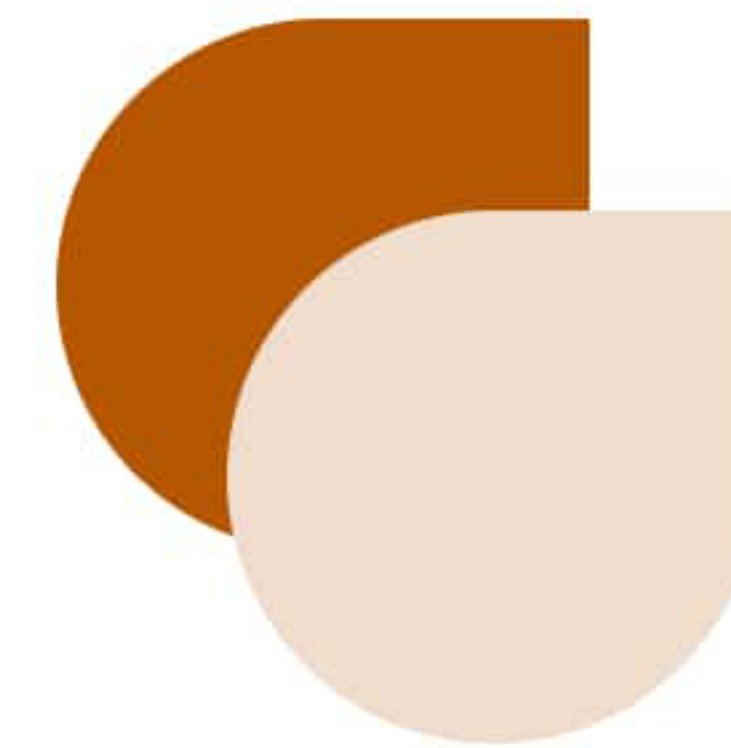
Blue



Red



Red

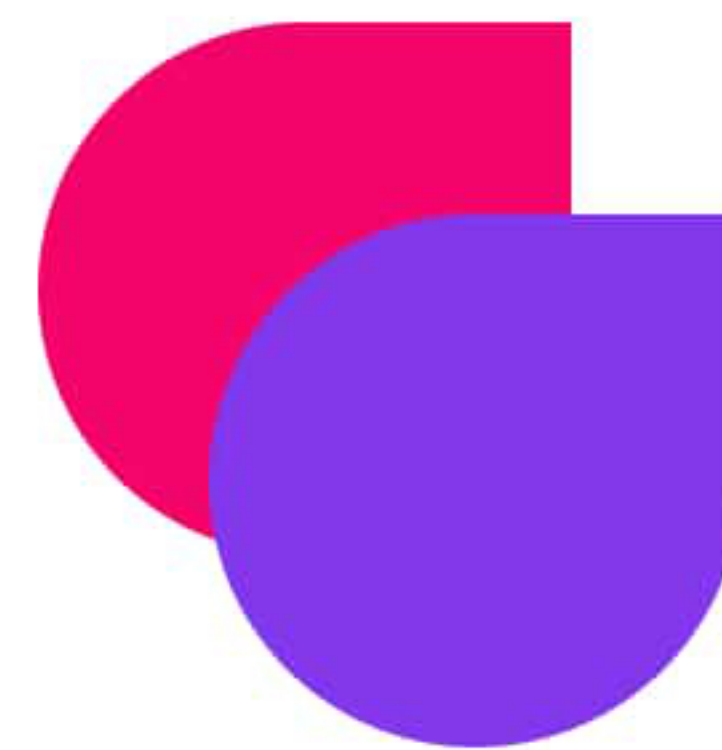


Orange

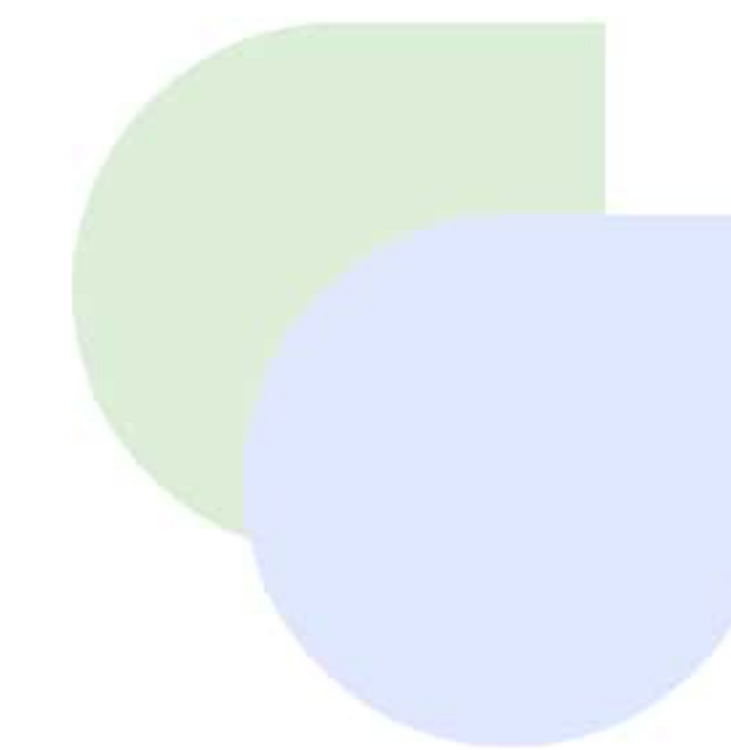


Peach

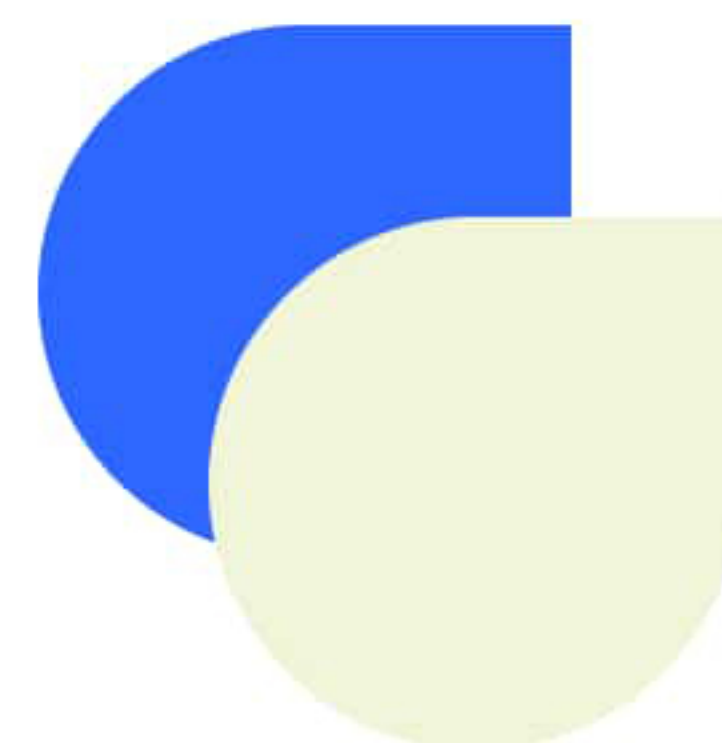
✗ Don't mix



2 additional colors



2 light colors



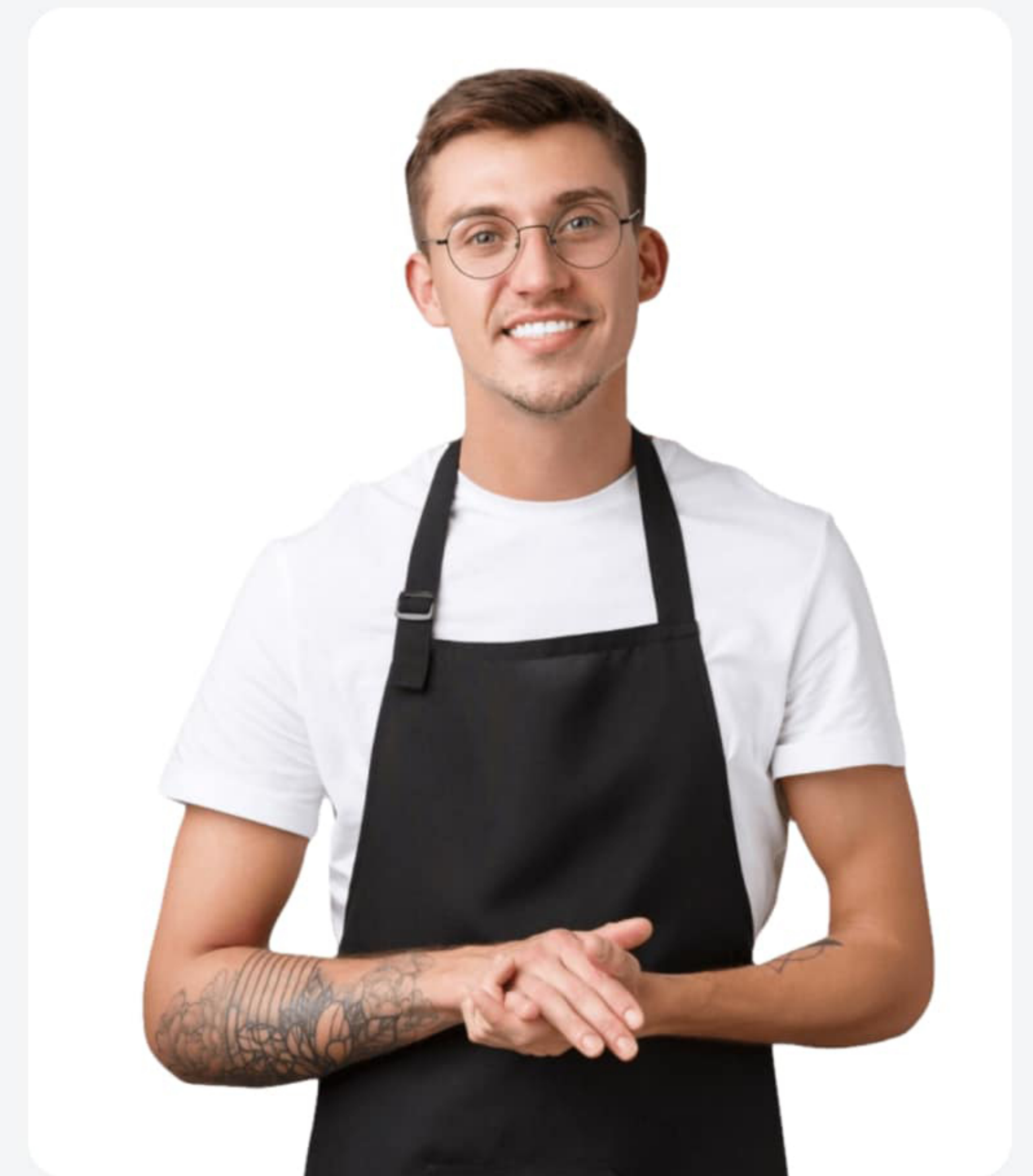
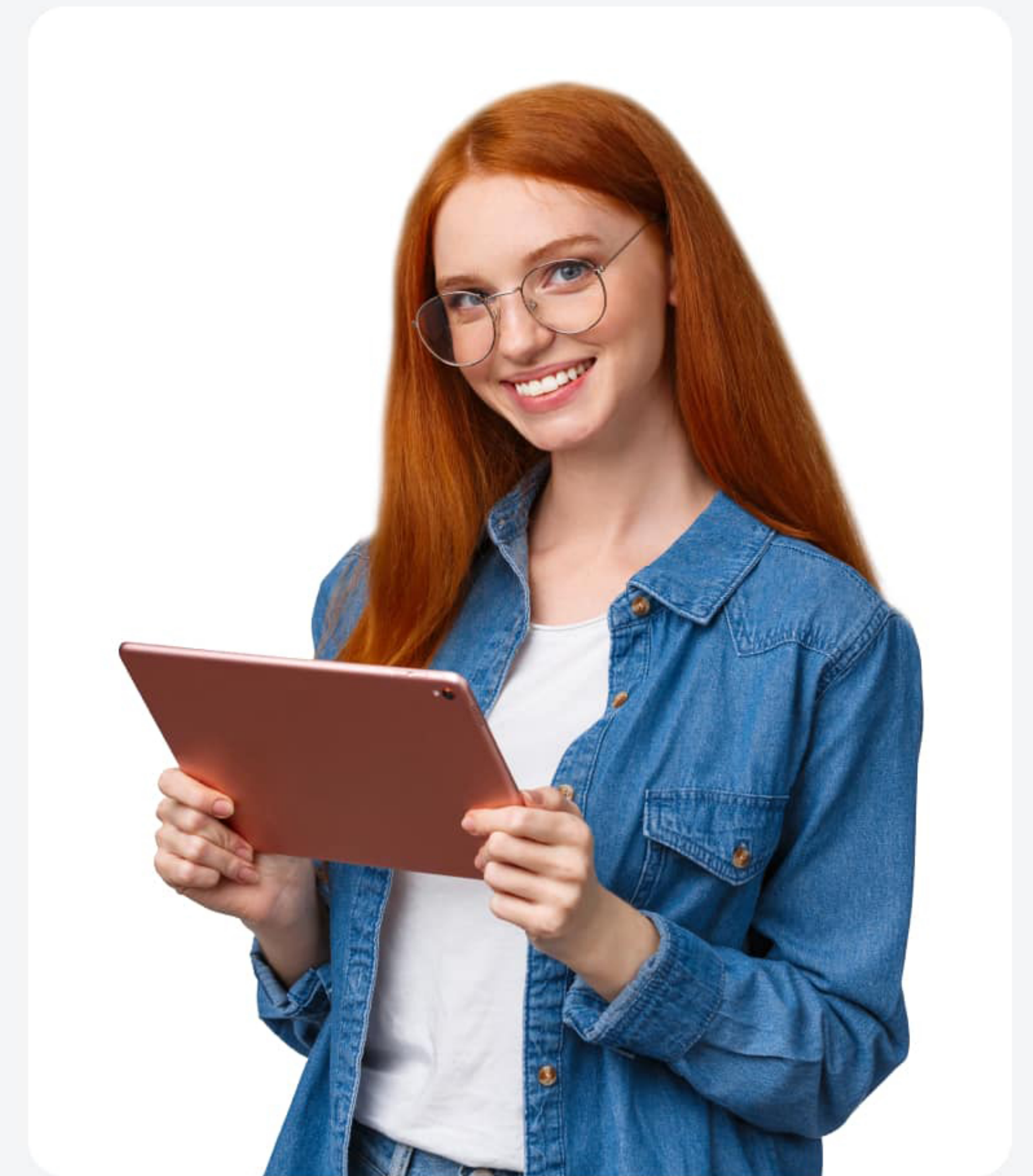
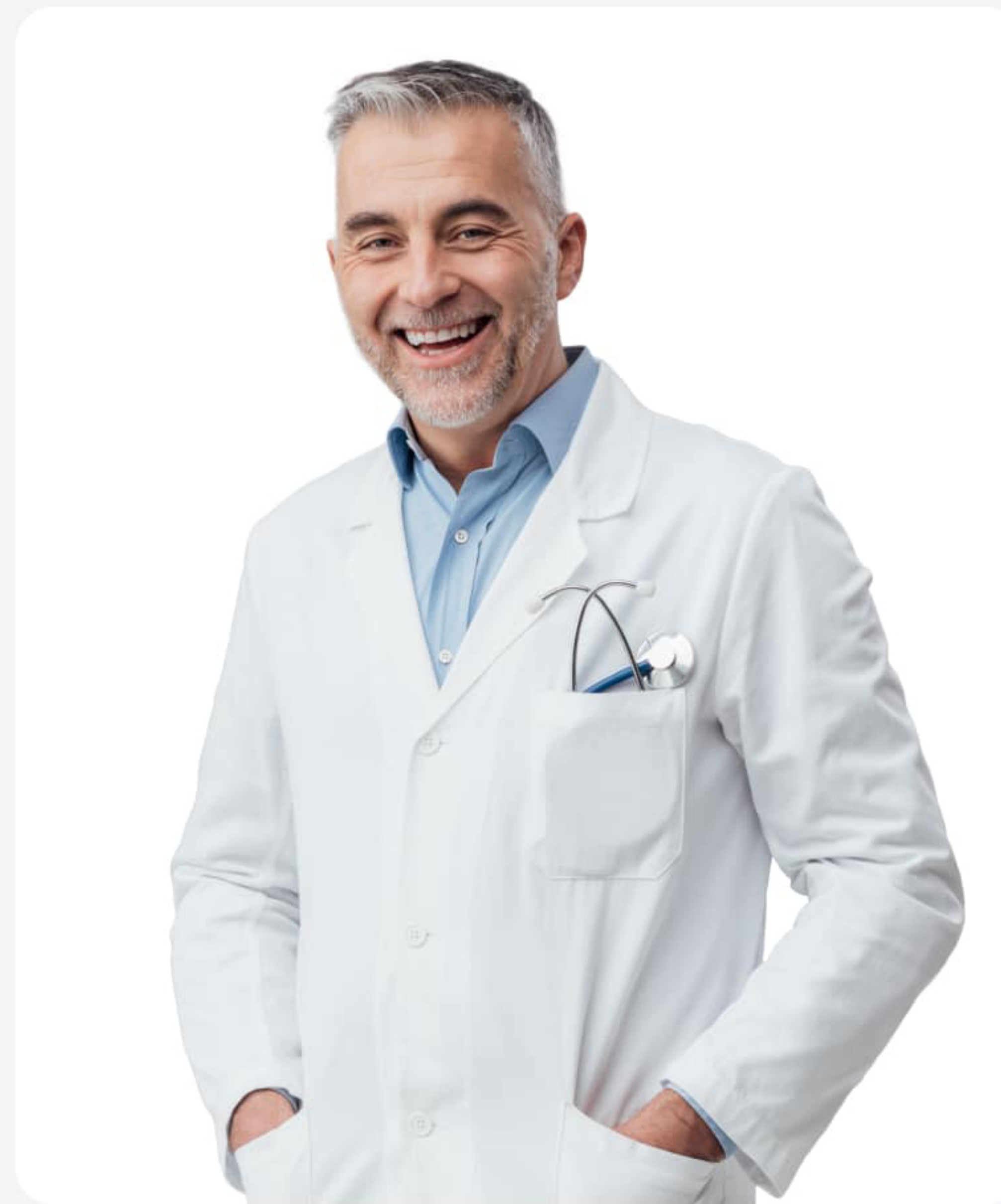
2 different colors



# Photo content recommendations

Follow these guidelines to maintain the EasyWeek style, reflecting the brand's values:

1. Prefer models with a universal appearance, emphasizing neutrality in nationality and skin color.
2. Opt for natural hair colors.
3. Choose images with models wearing subtle makeup.
4. Prioritize a tidy appearance and clean clothing, adhering to casual or strict dress codes. Avoid provocative outfits and open necklines.
5. When using photos with electronic devices, remove logos (e.g., Apple, Samsung) or replace them with the EasyWeek logo.

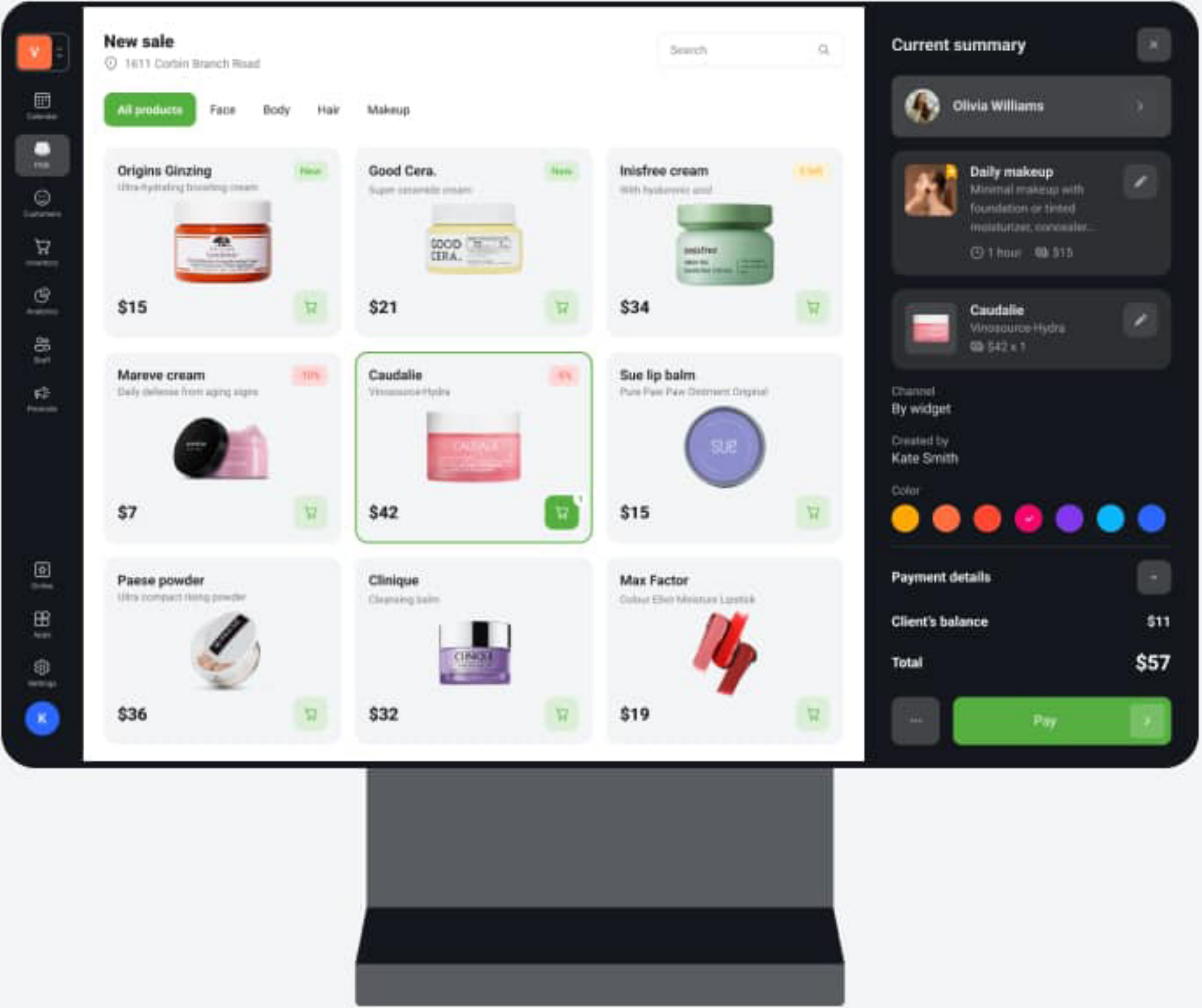
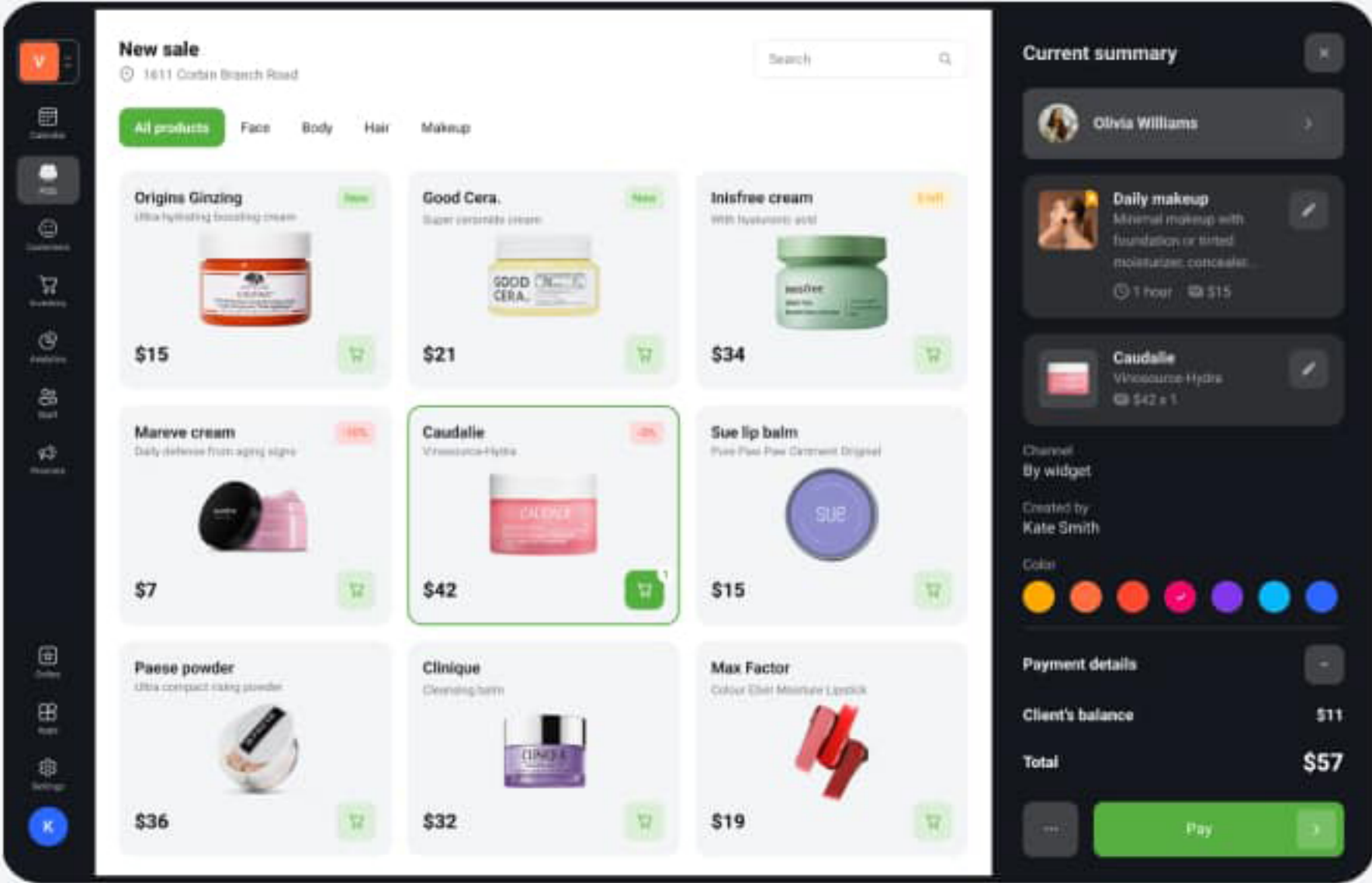
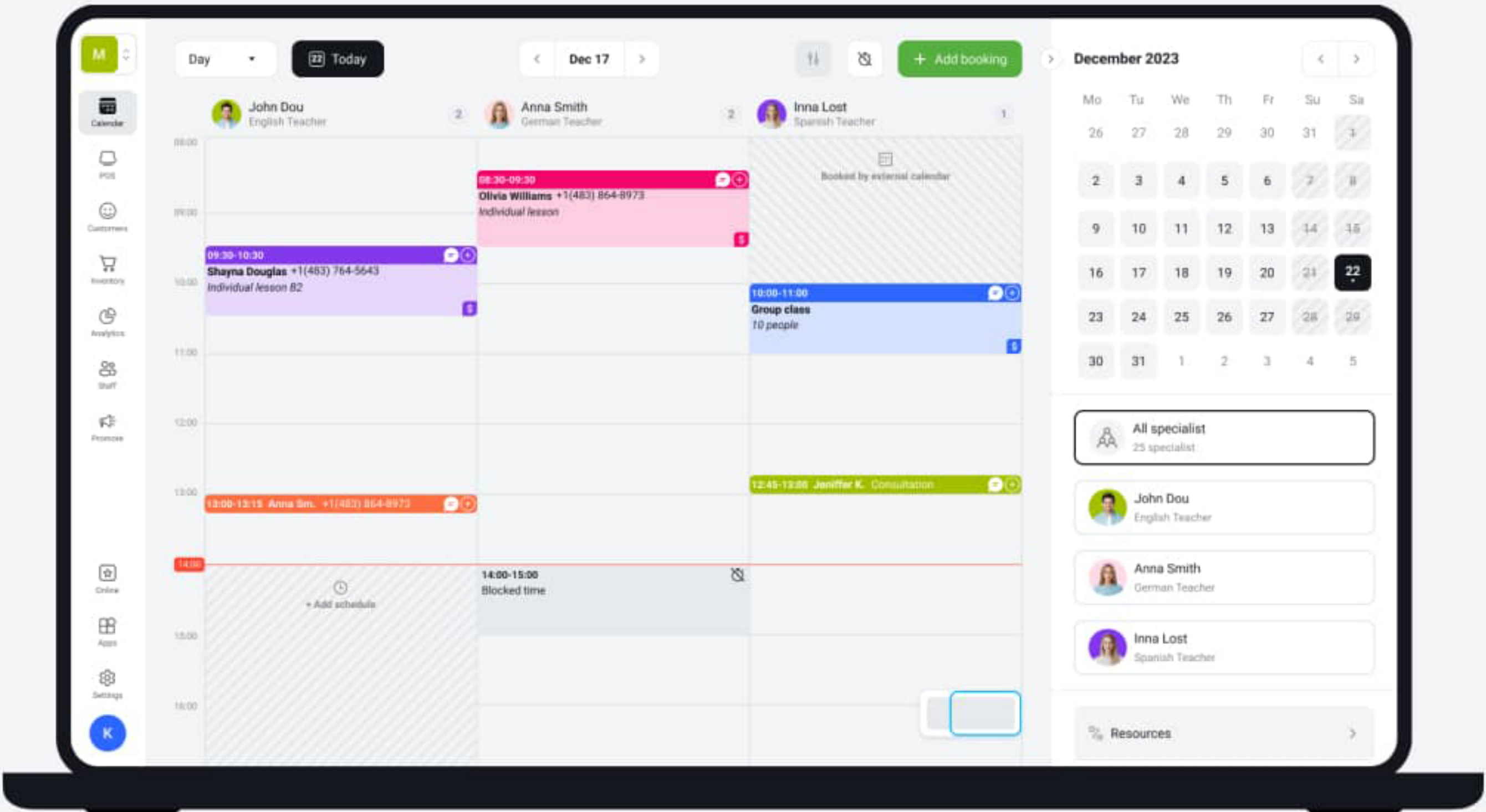
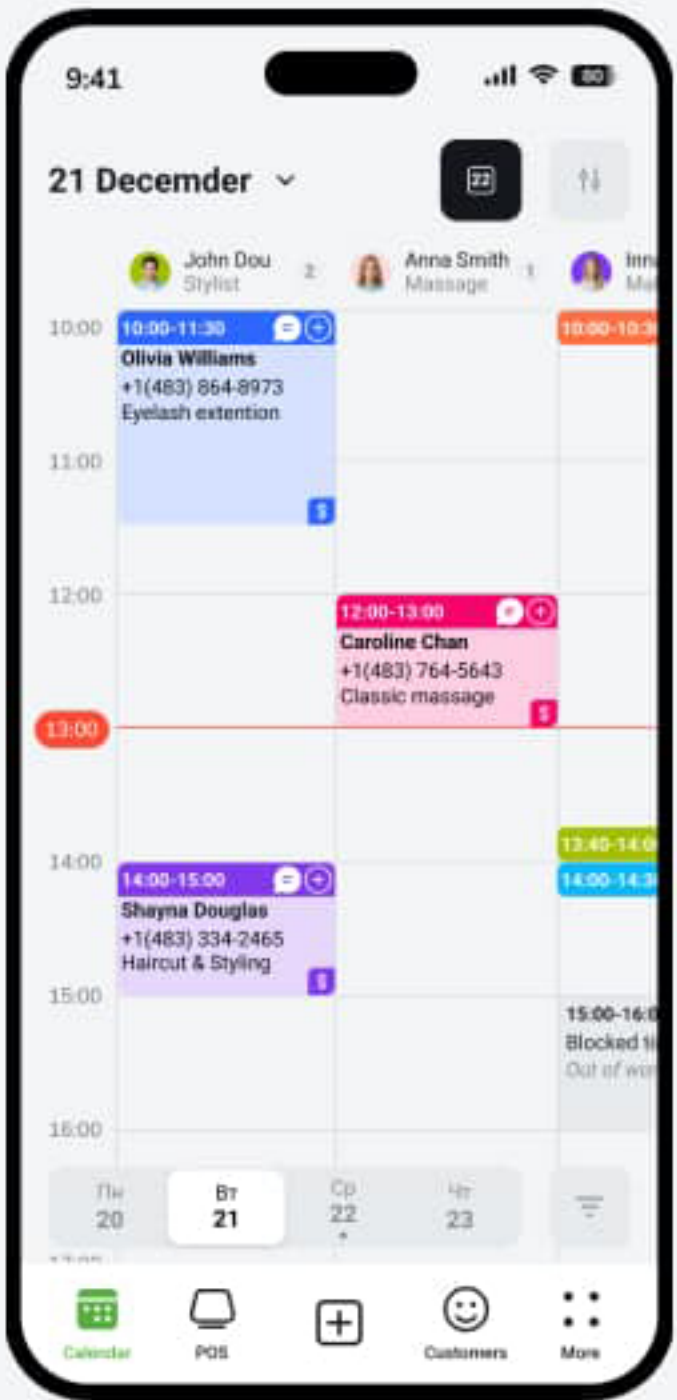




# Devices

Choose from the approved set of stylized devices provided in the brand assets. These devices have been selected to align with our brand identity and enhance the visual presentation

By following these guidelines, we aim to present our system screenshots in a visually appealing and consistent manner, contributing to a cohesive brand image across various communication channels.





# Graphic materials examples

Presented here are several examples of composite graphic materials that incorporate diverse elements, adhering meticulously to each guideline outlined in our brand guidelines.

By following these comprehensive guidelines, we aim to create visually appealing and consistently branded graphic materials across diverse communication channels.

