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Brand guidelines

This book is your guide to the EffexEHS design rules, including the use of logo, colors and fonts. The rules in this guide must be respected at all time.

About us

Effex provides an innovative solution to various environmental health and safety challenges, including regulatory compliance, corporate sustainability toward environmental protection, accident avoidance, environmental audit and inspection, process standardization, and incident response.

Our EHS/HR management solution is built on the most secure cloud-based network using the latest cutting edge software technologies. The comprehensive and affordable EH&S Management System has the ability to customize content to a specific industry and customer requirements by our experienced team of EH&S, Human Resources, and Software Developer Professionals.



Logo variants

EffexEHS has three types of logo: short, main and slogan logo. All three types are available in light and dark versions. Use the main logo shape as much as possible.

On dark



On light



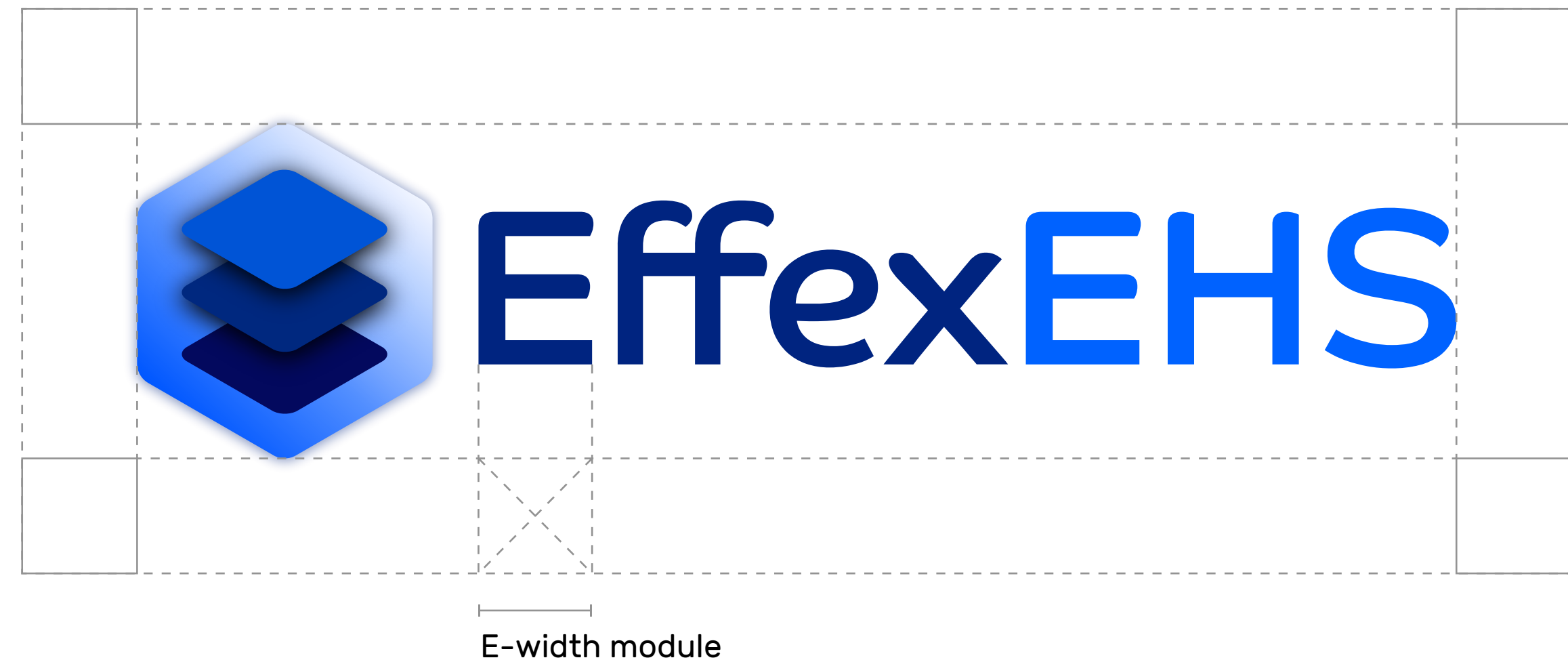
Clear space and minimum size

Clear space

When you're using the logo with other graphic elements such as headlines, text and the outside edge of materials, make sure you give it some free space to breathe. The empty space around the logo should be E-width module.

Recommended minimum size

Our logo should be always visible. The minimum size of the Effex EHS logo is restricted to 150px for digital and 40mm for print. Violating this standard compromises the integrity and legibility of the logo.



Digital



Print



Do's and Dont's

Here are a few quick guidelines around how to use EffexEHS logo.

- Do use only approved logo variants.
- Don't re-color logo elements.
- Don't skew, stretch or rotate the logo.
- Don't add drop shadows or other effects.
- Don't remove or add extra elements to the logo.
- Don't remove or change the logo sign.
- Don't place the logo on a busy background.



Don't add extra effects like drop shadows



Don't change the colors.

The image shows the text "EffexEHS" in its standard blue font, but the hexagonal icon element has been completely removed from the logo.

Don't remove the logo sign.



Don't change the logo's proportion.



Don't remove elements from the logo.



Don't place the logo on a background that reduces its legibility.

Color

Color helps us create brand recognition and make visual emphasis across our communications. EffexEHS color palette is clear, vibrant and catches an eye.

- Color references:
- RGB: all PDF documents, online materials, web applications, etc.
 - Pantone: solid colors for printed materials and stationery, where possible.
 - CMYK: 4-color process for external marketing, printed publications, etc.

Primary colors	<div>Dark Blue</div> <div>HEX #002481 RGB 0 36 129</div> <div>CMYK 100 87 0 25 PANTONE 3591 C</div>	Secondary colors	<div>Purple</div> <div>HEX #4F33CB RGB 79 51 203</div> <div>CMYK 88 79 0 0 PANTONE 2368 C</div>
	<div>Blue</div> <div>HEX #0062FF RGB 0 98 255</div> <div>CMYK 82 62 0 0 PANTONE 285 C</div>		<div>Magenta</div> <div>HEX #E91E63 RGB 233 30 99</div> <div>CMYK 0 100 37 0 PANTONE 2040 C</div>
	<div>Light Blue</div> <div>HEX #66A8FF RGB 102 168 255</div> <div>CMYK 54 27 0 0 PANTONE 284 C</div>		<div>Green</div> <div>HEX #14A38B RGB 20 163 139</div> <div>CMYK 100 0 58 0 PANTONE 2402 C</div>
	<div>Grey Blue</div> <div>HEX #7C9CBF RGB 124 156 191</div> <div>CMYK 52 27 0 1 PANTONE 652 C</div>		

Typography

EffexEHS has two main fonts. Secular One is used for headings and Rubik is recommended for paragraphs.

Secular One

designed by Michal Sahar

This font is used primarily for headings.

It's fresh, "easy going" design, simple but not neutral, friendly but not flattering or over-styled, straight and highly readable in small sizes and long paragraphs. The Secular letterforms work equally well when used at large sizes where the delicate and eccentric elements are revealed, making it useful for branding purposes as well as typesetting long-form texts.

Rubik

designed by Hubert and Fischer, Meir Sadan, Cyreal

This font is used primarily for paragraphs.

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project.

Rubik is a 7 weight family with Roman and Italic styles.

Secular One font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/

Rubik font family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

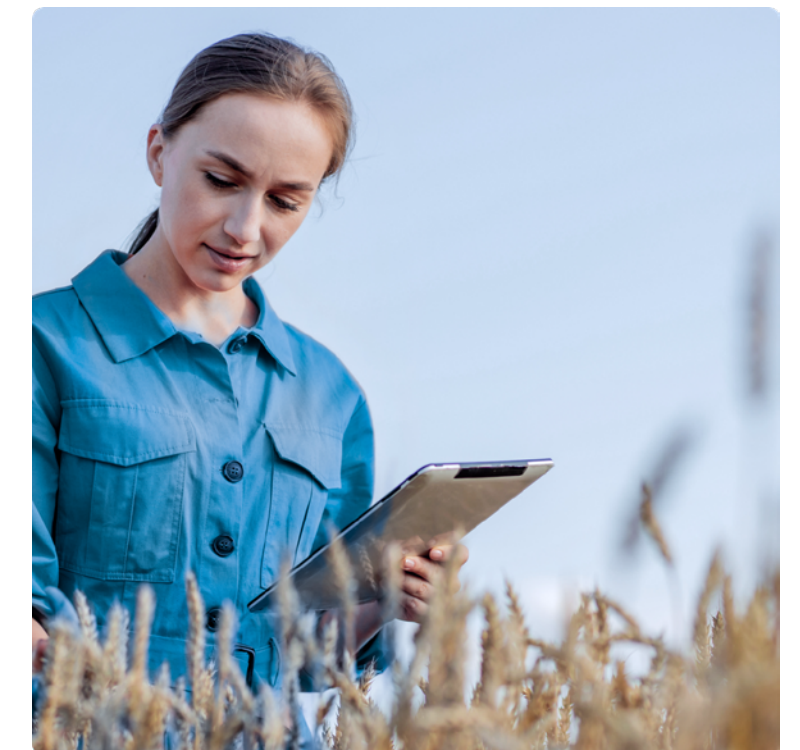
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/1234567890!@#\$%^&*()<>?/

Photography

In visual communication, we use photographs of the industries for which we provide services.

- Photos must be of good quality.
- Photographs tell a story.
- People in the photo show calm and positive emotions.
- Photos were taken in natural light.
- Give preference to natural colors with a minimum of color correction.



Key visuals

Use graphs and charts in your design to emphasize the analytical side of the product.

