ecomo.

brand & style guide

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Introduction to Ecomo

Get to know the smartest water bottle on the market.

Ecomo is the smart water bottle that allows you to have safe water anywhere you go. Ecomo Bottle aims to bring clean water to everyone and minimize the usage of plastic bottles. Customers may choose to contribute to our water quality data map (without revealing any privacy) and become part of the effort to protect public health and the environment.

Ecomo has been redesigned to better suite your lifestyle and needs. With new and improved bluetooth technology, the Ecomo Bottle now has more functionality than ever. The new bluetooth features allow you to not only track your hydration and provide filter and quality alerts, but can becomes a dual purpose activity tracker.

Now with the Ecomo bottle you can track your activity all day. The bottle allows you to track your steps, distance, and calories burned. As well, with the wearable band the Ecomo bottle can alert you of new text messages or phone calls by simply vibrating. The new interface also allows you to control your music through the bottle. So you want to skip that song? It's all at your fingertips with the new Ecomo water bottle.

Our Brand Reform

Take a look at what we've changed.

With the addition of new features, we revamped our style a little to help suite these features. The new logo introduces a new form of engaged simplicity into the brand. We want to keep things simple, and want to keep our target audience engaged and intrigued by the type of marketing and branding features we are introducing. Our hope is to spark curiousity and have people view our product.

ecomo.

new logo

ecomo

old logo

Clear Space

The following is the minimum clear space required around the logo.

ecomo.

This area should be clear of other graphic and textual content to ensure maximum visibility of the logo is met. This space is based on the height and width of the "O" in the logo. This rule applies to all versions of the logo.

Typography Study

Ecomo utilizes two different typefaces within our brand.

Varela-Round

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! # ?% &

Roboto Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! # ? % &

Roboto Thin

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! # ? % &

All headings will utilize Varela-Round, all subheadings will utilize Roboto Regular and all other base content will utilize Roboto Thin.

Colour Palette

Colour plays an important part in our lives.

The primary colour for the Ecomo brand is the Ecomo blue. It is a bright blue and is the identifying colour for us. Neutral tones help to balance out the burst of colour, and also allow the blue to take precedence in the colour palette.

Ecomo Blue

CMYK 70% 16% 0% 0%

RGB 40 168 224

#28a8e0

Dark Grey

CMYK 69% 68% 59% 59%

RGB 51 46 51

#332e33

Off White

CMYK 1% 0% 0% 0%

RGB 250 252 253

#fafcfd