



BRAND IDENTITY GUIDELINES

GERONIMO PROJECT | APRIL 2019



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INTRODUCTION

The importance of visual guidelines for any business or organisation could be summarised in one sentence: “Don’t put the cart before the horses”. It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what EAM.VC is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different EAM.VC is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for EAM.VC, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tag-line.

It translates the idea of “helping people through entrepreneurship and accountability”, which is now how EAM.VC defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.



ABOUT EAM.VC

EAM.VC uses blockchain technology to effect real change in underserved economies. It does so by funding micro companies and entrepreneurs in East Africa via cryptocurrency and tokenizing corporate ownership.

Our philosophy is based on the fable of “teach a man to fish rather than give a man a fish”. We want to create accountable people, teach the value of hard work with the practicality of making business work. Every dollar counts.

We don't want to give and create an entitlement situation around help. Our mission is to get people to focus on their craft, reduce the time spent on other

things to create great sustainable businesses for them and happiness. We are also business people that wants return out of our investments, no matter how small the investment. There are no freebies.



EAM.VC SYMBOL

EAM.VC's symbol is a strong brand ambassador which helps in the dissemination of the brand's visual identity.

The symbol is closely related to the nature of the endeavour; get better deals as a community! This

amalgamation of elements is explicit in terms of magnifying glass and star which conveys the meaning of finding help and rate the service.

The whole identity can be used as a stand-alone on particular deliverables/occasions and as a graphic to accentuate brand recognition.

Nevertheless, the choice of using the symbol independently should be thoroughly considered to avoid negative disruption in the branding strategy of EAM.VC.



1.0 [LOGO]

1.1 [LOGO WITH LOGOTYPE]



The EAM.VC logo is our signature.

This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for EAM.VC. Every aspect of EAM.VC's activities on view internally and externally should be identified by use of the logo.

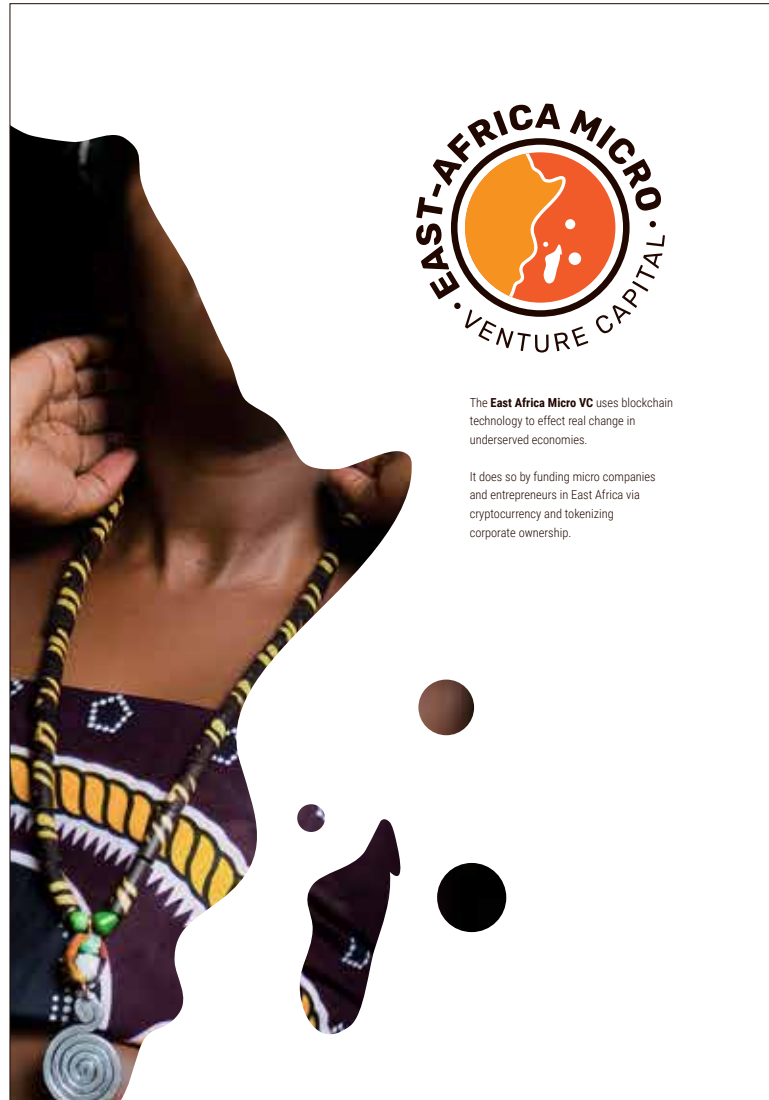
All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

1.2 [COLOUR VARIATIONS]



The EAM.VC logo can be used in full colour as well as in one colour, based on the supporting hues which will be advised further in this document. The different versions of the logo should be properly used on strategic communication materials to ensure brand continuity and recognition.

1.3 [USE IN ARTWORKS]



The main objective of a logo is to remain recognisable in whatever situation.

EAM.VC logo is no exception. It is advised that whenever the logo is used it is placed on a dark or light plain background to ensure legibility.

1.4 [MINIMUM CLEARANCE]



To ensure the integrity of the EAM.VC logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the height of the logotype as shown in the above illustration.

1.5 [THINGS TO AVOID]



DO NOT DISTORT THE LOGO
(HORIZONTAL DISTORTION)



DO NOT DISTORT THE LOGO
(VERTICAL DISTORTION)



DO NOT ENCROACH ON
THE LOGO'S CLEARANCE

Palicaut vessin Etrac fex
nition ltat, te, se desin
resulvit, unum diAn hos
obus etri, quodi poena-
tus. Hucepost reditiam
ret? qui populin dit.



DO NOT CHANGE
THE COLOR



DO NOT DISPLACE
LOGO ELEMENTS



DO NOT PUT THE LOGO
AT AN ANGLE



DO NOT CHANGE
THE LOGOTYPE



DO NOT CHANGE PROPORTIONS



DO NOT USE THE LOGO
IN LOW RESOLUTION



2.0 [COLOURS]

2.1 [MAIN COLOURS]

D.BROWN	Y.ORANGE	R.ORANGE
PANTONE	PANTONE	PANTONE
?	?	?
CMYK	CMYK	CMYK
C 59	C 0	C 0
M 77	M 50	M 80
Y 80	Y 100	Y 95
K 84	K 0	K 0
RGB	RGB	RGB
R 32	R 247	R 241
G 7	G 148	G 90
B 0	B 30	B 41
Web	Web	Web
#200700	#f7941e	#f15a29





3.0 [FONTS]

3.1 [FONTS - PRINT AND DIGITAL]

One family is used in **EAM.VC** texts in digital and print documents: **ROBOTO CONDENSED**.

ROBOTO CONDENSED, which is much more legible, is used for corporate communication, commercials, annual reports, brochures, flyers, adverts, posters and website for main titles and texts. No other fonts may be used for the core texts. As for emails it is very important that you use only **Arial** font family.

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

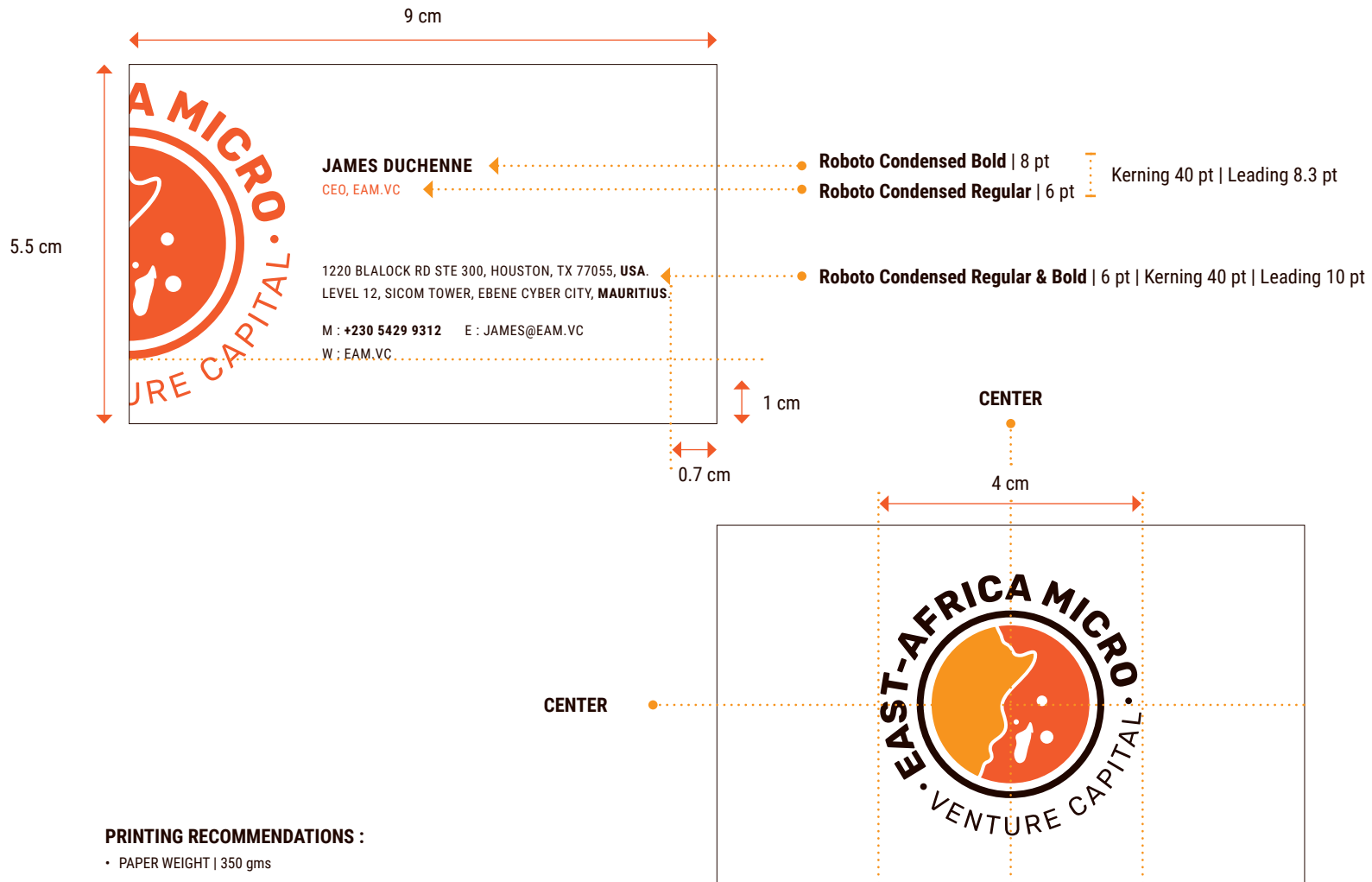


4.0 [PRODUCTS]

4.1 [BUSINESS CARDS]

EAM.VC business cards are effective networking tools for its employees and also serve as a promotional tool for the company.

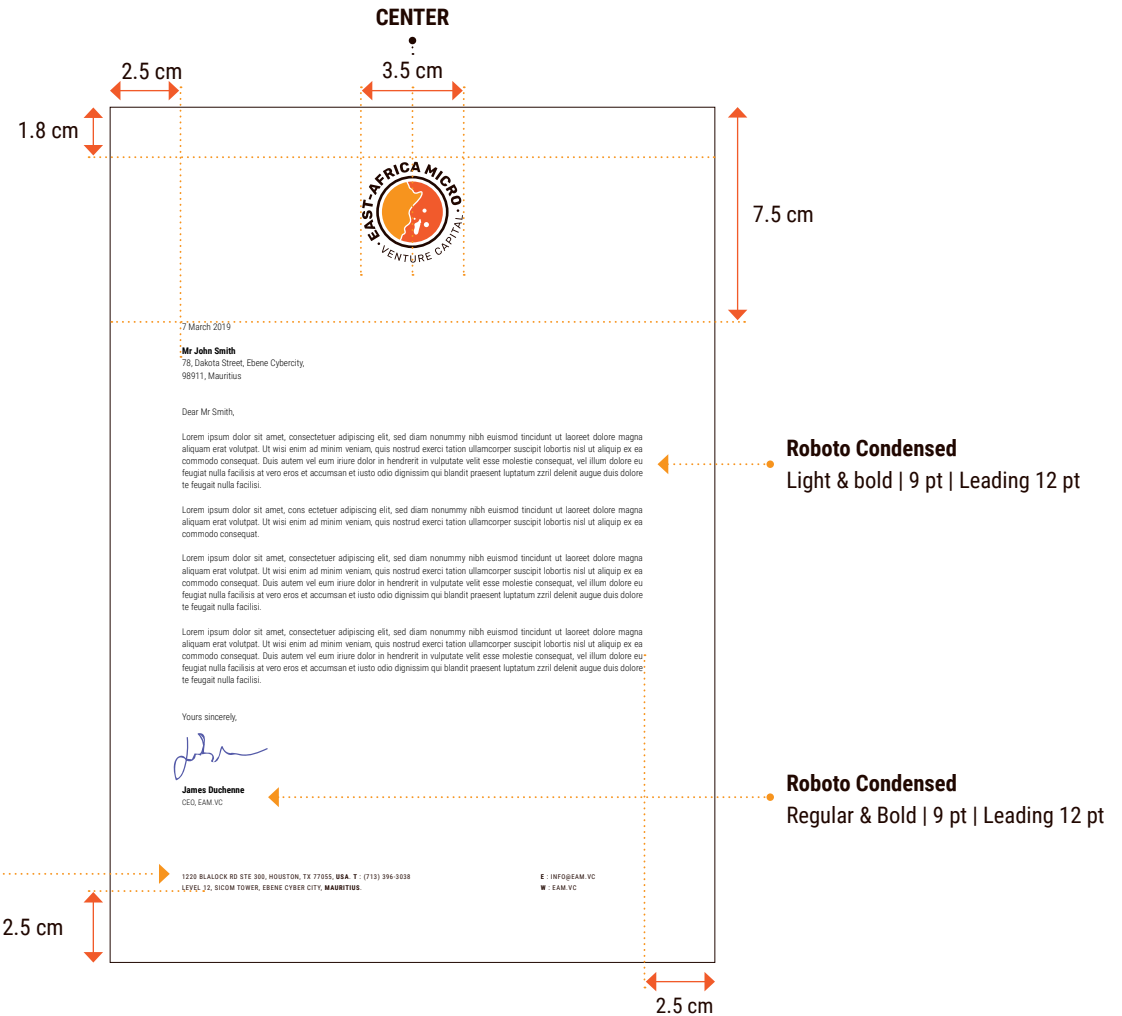
It features two sides: one with the EAM.VC one-logo on the corporate orange-red background, and one with the contact details of both EAM.VC and the owner.



PRINTING RECOMMENDATIONS :

- PAPER WEIGHT | 350 gms
- SPECIAL COLOUR | UV VARNISH

4.2 [LETTERHEAD]



EAM.VC letterhead is a must, as it serves as an additional advertising and branding tool. Please follow the guidelines to ensure proper communication and branding strategy.

4.3 [CAP]

The cap is an accessory that can be used for everyday activity. The objective is to disseminate the EAM.VC brand. Unlike traditional forms of advertising such as tv and radio ads, print, or online marketing, apparel based advertising that “walks” is more likely to gain attention.



4.4 [T-SHIRT]



The T-Shirt forms part of the compulsory official wear for each employee of EAM.VC. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The T-shirt ensures brand recognition and is thus a very powerful tool which complements FINDRATE's branding and communication strategy.

4.5 [POLO-SHIRT]



The Polo-Shirt forms part of the compulsory official wear for each employee of EAM.VC. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The Polo-shirt ensures brand recognition and is thus a very powerful tool which complements EAM.VC's branding and communication strategy.

4.6 [FACEBOOK]

This a sample of the layouts which can be created for social media communication strategies.



PROFILE PICTURE



SOCIAL MEDIA COVER PICTURE

WWW.EAM.VC



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