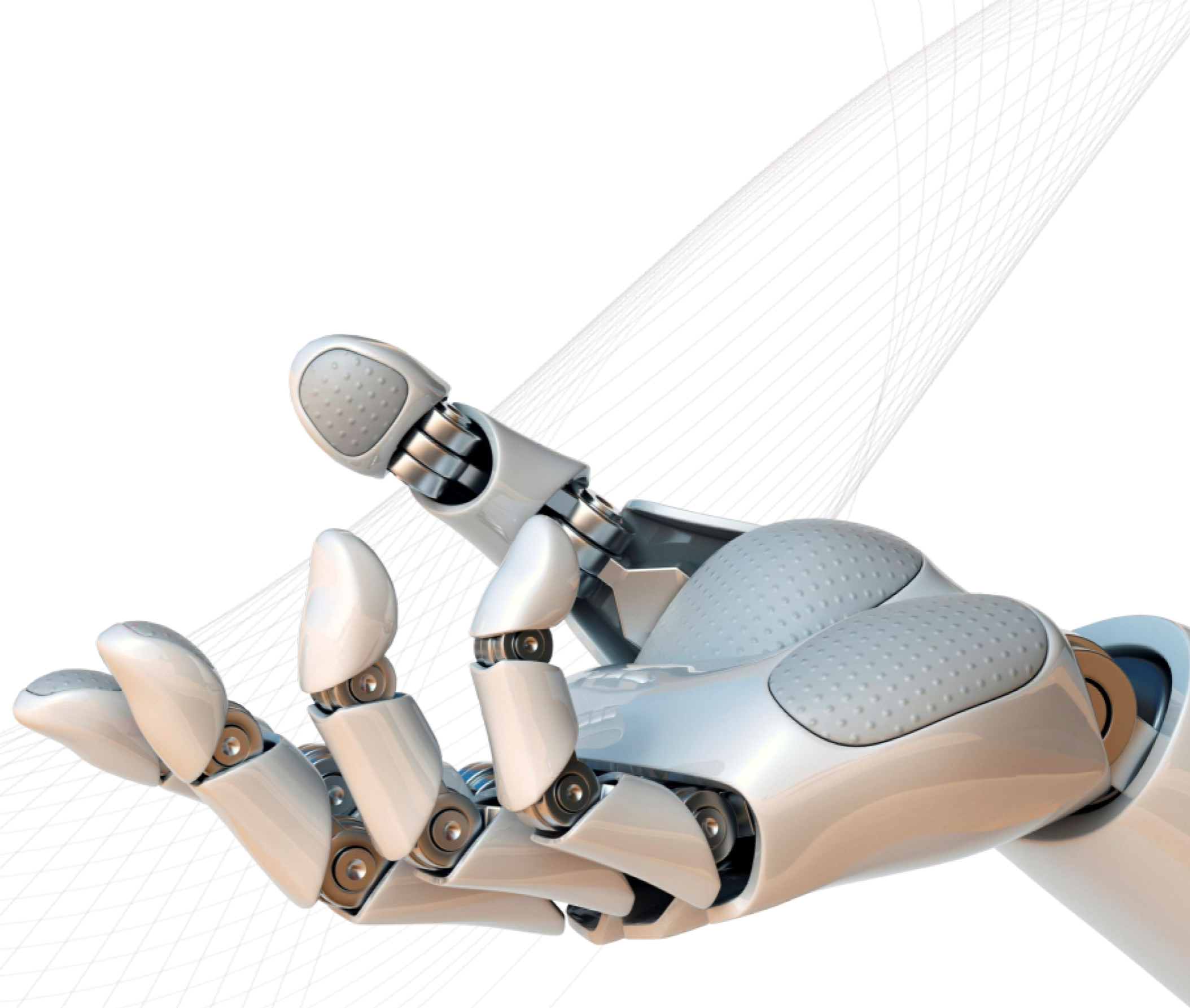electroNeek

Brand book 1.3

Corporate style guidelines
for ElectroNeek

MISSION STATEMENT

ℓlectroNeek

VISION

In the future, software and hardware automation bots will be a standard part of our lives and businesses. They will take all routine, complicated and dangerous tasks and give people an outstanding level of freedom.

MISSION

We aim to be the Earth's most partner-centric company.

Our mission is to empower small IT Service providers to build their own brand in robotics and bring complex automation technologies to 200M+ SMB clients with no-code tools and a business development platform.

VALUES

- **High Results,** not Sufficiency

- **Simplicity,** not Complexity

- **Long-term,** not Short-term

- **Innovation,** not Status-Quo

- **Visionary,** not Market-standard

- **Ownership,** not Temporary

LOGO

The ElectroNeek brand is a visual and language system made up of many parts that work together to convey our essence. Our logo is our most valuable asset.

Link to logos →

Brand Logo

lectroNeek

Logo color

CMYK 80.0.90.0
RGB 0.178.89
HEX #00B259
Pantone P 142-7 C

CMYK 69.64.64.66
RGB 44.51.66
HEX #2C2B2A
Pantone P 179-15 C

PROTECTED AREA

Our logo combines with other visual elements. The logo should be clearly visible and separated from any other elements by free space - the protected area. The width of the "E" letter serves as a proportional scale that defines the free space.

In standard applications, this protected area should not be overlapped by other design elements, patterns, and fonts.

In some applications, the size of the logo should be increased to improve visibility. In these cases, the free space can be adjusted according to the surroundings.

The width of the "E" icon determines free space around the logo
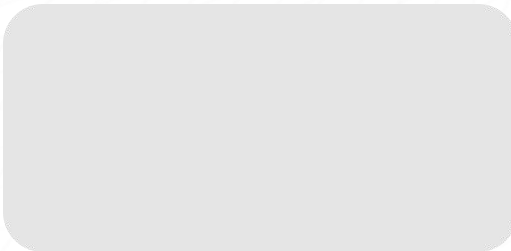
COLOR SCHEME.
BASIC LOGO COLORS

ElectroNeek

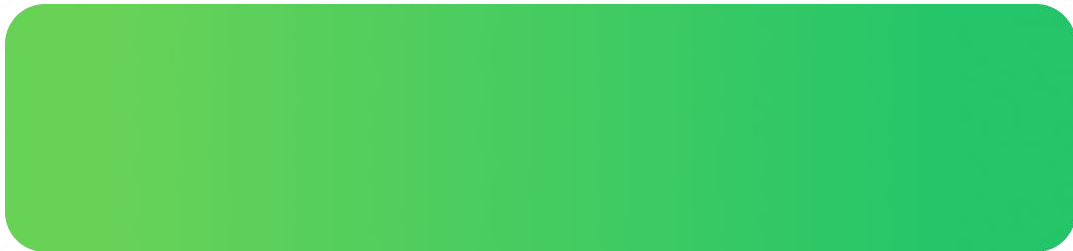**Full color logo**

ElectroNeek   ElectroNeek   ElectroNeek

Logo color

Basic color

Gradient color

CMYK 80.0.90.0
RGB 0.178.89
HEX #00B259
Pantone P 142-7 C

CMYK 69.64.64.66
RGB 44.51.66
HEX #2C2B2A
Pantone P 179-15 C

CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF
Pantone P 1-1 C

CMYK 9.6.7.0
RGB 229.229.229
HEX #E5E5E5
Pantone P 100-1 C

#68D257 → #24C569

FONT SCHEME

lectroNeek

The Montserrat family is ElectroNeek's preferred font.

We use six typefaces:
Light, Regular, Semibold, Bold, Extrabold and Black.

This allows us to structure our messages and place emphasis on the values and ideas.

Montserrat Extrabold

Used for large headlines.

Montserrat Bold

Used for subheadings and headings.

Montserrat Regular

Used for body text, subheadings, and headings.

Montserrat Light

Montserrat Regular

Montserrat **Semibold**

Montserrat **Bold**

Montserrat **Extrabold**

Montserrat **Black**

COLOR SCHEME and ACCENT COLORS

ⓔlectroNeek

Accent colors form a wide color palette with tints. These shades are used in our corporate illustrations, infographics, and functional pictograms to highlight elements in digital space.

This infographic shows the ratio of colors in graphic banners and is a color balance reference for your content.

!

Color balance

Background color

There should be a lot of background. 60-80%

Alternative color

#F2994A

#5E3BC3

Text color

Brand color

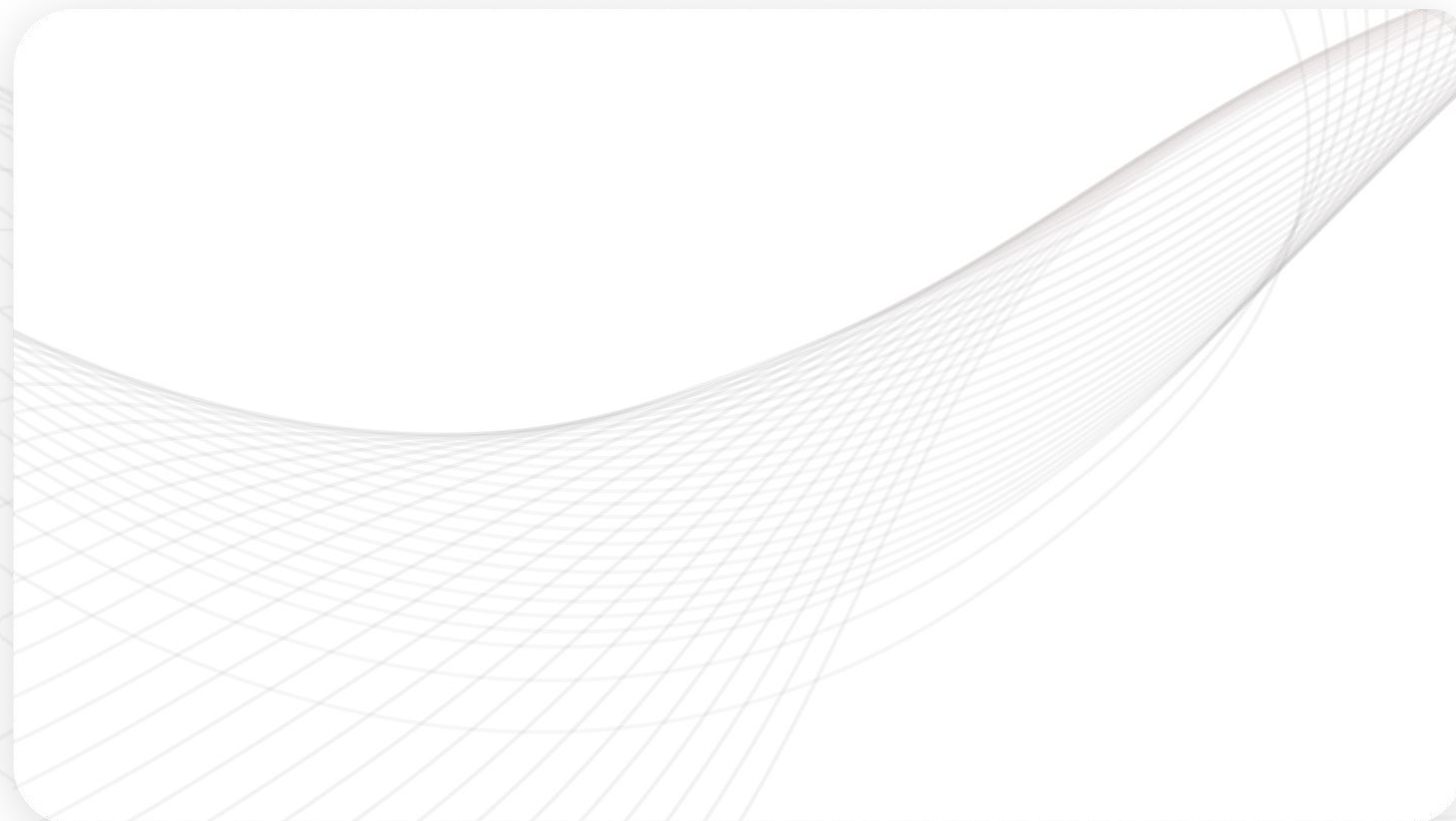Used for headings and graphic elements. It is possible to use a proprietary gradient
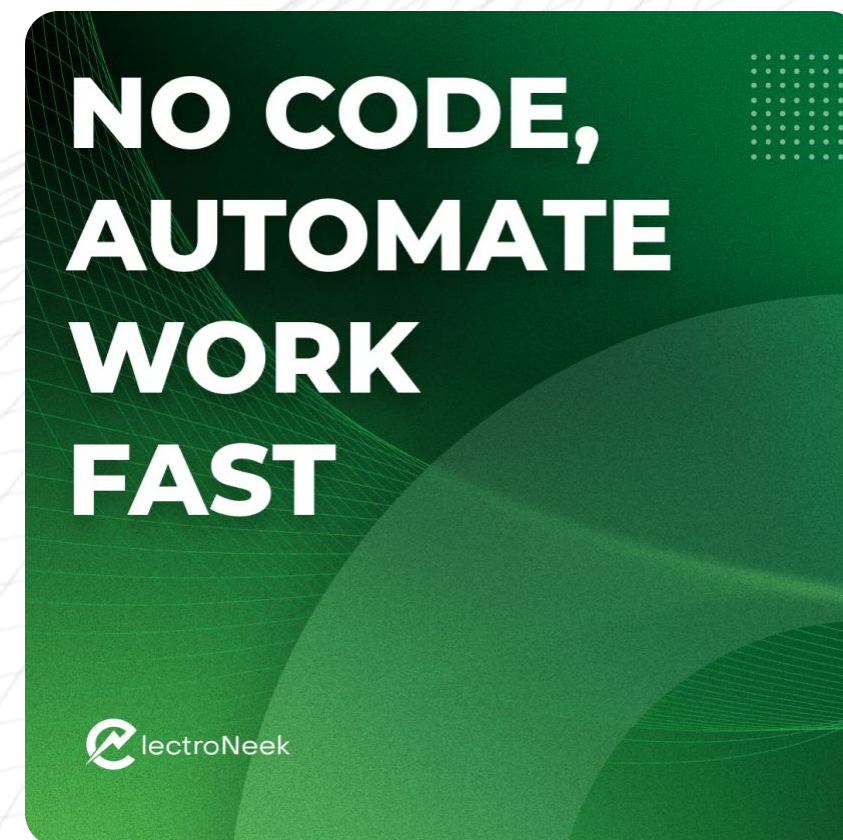
BRANDED ELEMENTS

The first element is the technological wave.

It is best used as a background element.

On a white background, use it in its original color, and on dark backgrounds, change the color of the wave to green.

Examples:

NO CODE, AUTOMATE WORK FAST

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Hyperautomate 80% of HR tasks

Download ebook with wide **range of business processes you can automate**

GRAPHIC ELEMENTS AND BANNER DESIGNS

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banners with a robot image

Use of the robot image in the banner design.
Here are examples that you can apply in your design and use your own, guided by these examples.

These are samples for graphic visualization. You should create and customize your designs while maintaining the brand book's color balance and recommendations.

!

lectroNeek

Robotic Process Automation:
101 RPA Bots

Explore ideas, customize recipes and automate work

GRAPHIC ELEMENTS AND BANNER DESIGNS

lectroNeek

photos of people

Portraits allow us to differentiate clients and the team, capture their character and focus on their unique personalities. The age of the hero is 25-45 years. Casual clothes: shirts, trousers, jeans, long sleeves.

EXAMPLES OF ACTUAL BANNERS

Our design direction is clear and consistent.