Primary logo
The ecobee graphic identity centers around the unique shape of its primary products, the squircle. The ecobee logo is constructed from a proprietary typeface designed to incorporate and highlight this shape.

Minimum clearance
Clear space surrounding the logo ensures that surrounding content does not interfere with its visual impact.

Minimum size
When the logo is scaled at smaller sizes, the legibility decreases. This logo should be used at sizes above 5mm or 16 pixels tall.

Co-branded lockup
When displaying the ecobee logo in combination with a partner logo, leave the correct amount of clear-space (defined by the width of the ecobee e) with a vertical rule in between. Ensure that the two logos are optically the same size.
Introducing the new smart thermostats from ecobee.

- **Do not** stretch the logo.
- **Do not** warp the logo.
- **Do not** change the logo colour.
- **Do not** use the ecobee logo in-line with a headline.
- **Do not** add a drop shadow to the logo.
- **Do not** adjust the spacing between letters.
- **Do not** use the logo with low colour contrast.
- **Do not** place the logo over a busy image.

- Use the supplied dark logo over light backgrounds.
- Use the supplied white logo over dark backgrounds.
- Place the logo over an empty area of the image. Ensure that there is enough contrast between the logo and the background.