

Logo Usage Guidelines

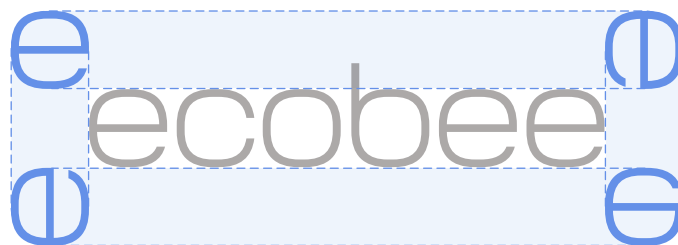
Primary logo

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.

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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.

ecobee 16px 5mm

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.



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❌ **Do not** stretch the logo.

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❌ **Do not** warp the logo.

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❌ **Do not** change the logo colour.

Introducing the new smart
thermostats from ecobee.

❌ **Do not** use the ecobee logo
in-line with a headline.

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❌ **Do not** add a drop shadow
to the logo.

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❌ **Do not** adjust the spacing
between letters.

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❌ **Do not** use the logo with low colour contrast.

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✅ Use the supplied dark logo over light backgrounds.

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✅ Use the supplied white logo over dark backgrounds.



❌ **Do not** place the logo over a busy image.



✅ Place the logo over an empty area of the image.
Ensure that there is enough contrast between
the logo and the background.