

ecobee Brand guidelines

Identity

The ecobee logo is composed of the bee icon and the ecobee wordmark.

Together, they create the core of our identity: our logo.



—

Logo: Elements

Our logo is the very core of our identity, creating an unmistakable link between our brand and our products. It also helps bring our brand character and personality to life.

The “x” space between the logo and wordmark functions as a way to generate a clear space.

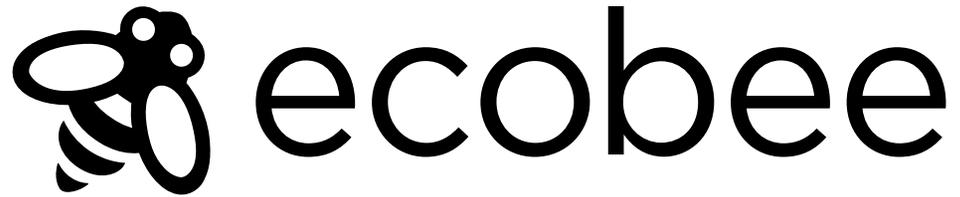
Ensure that the logo has clear spacing around it, as shown here. A minimum of 2x space should be used.

The logo should always remain legible when sizing down.

ecobee logo elements

a. icon

b. wordmark



ecobee logo clear space



Green — white background



Black — white background



White — green background



White — black background

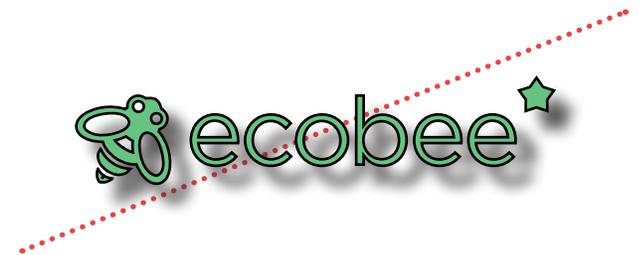




× Don't rotate or change the logo in any way.



× Don't use any colours other than our primary green, black, or white.



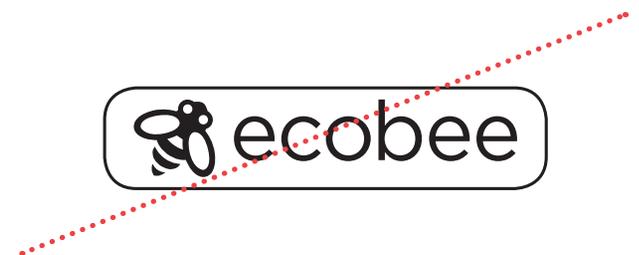
× Don't add any extra strokes, shadows, or graphics to the logo.



× Don't use the logo over a photo.



× Don't use the green ecobee logo over black.



× Don't add a border or line around the logo.

Logo: Usage

The main logo should only be used once per composition.

In cases with multiple ecobee products, use the main logo and apply the product names in text.

When showing the whole family of products, ecobee3 and ecobee4 should both be shown with a sensor.

Don't use multiple logos per piece.

Correct

 ecobee



ecobee3



ecobee3 lite



ecobee4

Correct

 ecobee4



× Incorrect

 ecobee



 ecobee₃



 ecobee3^{lite}



 ecobee4

Colour: Primary

Our primary colours are ecobee Green, White, and Black.

As secondary colours, you might use the Cool Grey section. Only use these colours when required for copy. Do not use as background colours.

ecobee Green

Pantone: 2256 C
CMYK: 61/0/67/0
RGB: 91/189/118
HEX: #5BBD76

White

Pantone: —
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Black

Pantone: BLACK C
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Cool Grey 11

Print only
Pantone: Cool Grey 11 C
CMYK: 65/57/52/29

Cool Grey 7

Print only
Pantone: Cool Grey 7 C
CMYK: 42/35/35/1

Cool Grey 1C

Print only
Pantone: Cool Grey 1 C
CMYK: 13/11/12/0

Gotham Book

— Typography: Gotham

Typography has the power to convey as much emotion and strength as an image, while reinforcing and supporting our brand identity. Gotham—our master font—has a clean, modern, and simple aesthetic, just like our products.

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
1234567890
!@#\$%^&*()-+=

—

Typography:

Formula

Keep at least a 2-point difference between leading and font size.

In copy, capitalize only the first word in a sentence.

Ensure legibility when type is set against a coloured background.

Never use all caps inside paragraphs. Only use them in titles and captions.

Avoid using Gotham Bold weight. Use one of the formulas instead.

Display or headline — Gotham Light

Formula

Aa—123\$*

Display light + Text book

Headline or body copy — Gotham Book

Formula

Aa—123\$*

Display light + Text book
Title medium + Text book

Titles or caption — Gotham Medium

Formula

Aa—123\$*

Title medium + Text book

— Typography: Examples

Display 32pt/42pt Smart thermostat

TITLE OR CAPTION SAME AS BODY COPY 8PT/14PT

Body copy 8pt/14pt.

Gotham is ecobee's font. The minimum type size when typesetting in packaging is 8pt with an approximately 50% increase for the leading 8/14pt. The copy should always be set to align left.

Header: Gotham Light

Title/Caption: Gotham Medium

Body: Gotham Book

Header 22pt/25pt Smart thermostat

Body copy 9/15pt

Gotham is ecobee's body copy font. When typesetting, use an approximately 55% increase for the leading. Please round up or down for a whole point, or in exceptions, to the closer half point. The copy should always be set to align left and ragged right.

Use hard spaces to break the copy. Don't have more than 2 hyphens per paragraph. You can use tracking or word spacing to fit more copy within the columns. Never track further -5 for body copy.

Header: Gotham Book

Body: Gotham Book

Header 18pt/22pt Smart thermostat

TITLE OR CAPTION SAME AS BODY COPY 7PT/12PT

Body copy 7pt/12pt.

Gotham is ecobee's font. The minimum type size when typesetting Gotham is 7 with an approximately 60% increase for the leading 7/12pt. The copy should always be set to align left.

Header: Gotham Light

Title/Caption: Gotham Medium

Body: Gotham Book

TITLE OR CAPTION SAME AS BODY COPY 7PT/12PT

Header 18pt/22pt Smart thermostat

Body copy 7pt/12pt.

Gotham is ecobee's font. The minimum type size when typesetting Gotham is 7 with an approximately 60% increase for the leading 7/12pt. The copy should always be set to align left.

Title/Caption: Gotham Medium

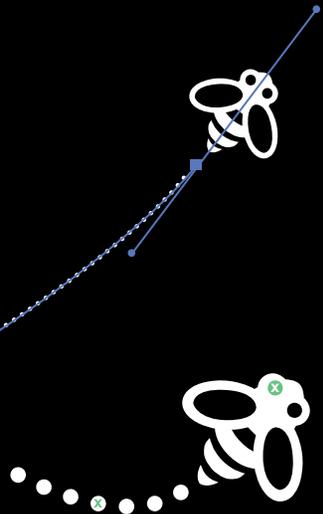
Header: Gotham Light

Body: Gotham Book

*Legal copy

The minimum type size for legal copy is 6pt/8pt. Ensure there is enough leading for readability. Never typeset legal copy in medium or bold, and make sure type is set in a dark colour. In this case, the type is set in Pantone Cool Grey 11C.

Legal Copy: Gotham Book



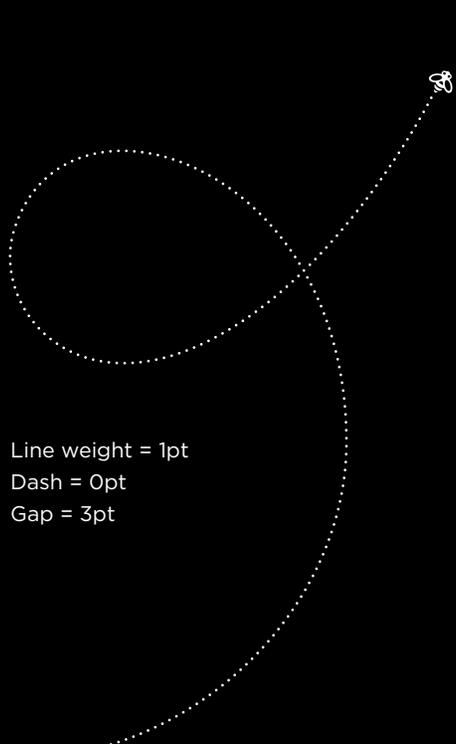
The anchor point tool should line up from tip of bee trail to center point between the eyes.

The weight of the bee path will match the size of the bee's eye. The space between the bee and the path will match the line gap.

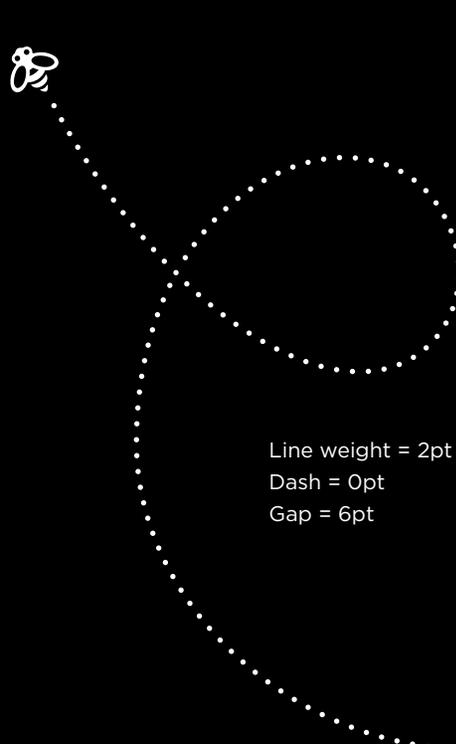
The bee trail line is important to our identity. The trail indicates the bee is on a journey. It must always come from somewhere outside the frame.

You can customize the flow of the line, but be sure to apply the appropriate dot, gap, and line weight options.

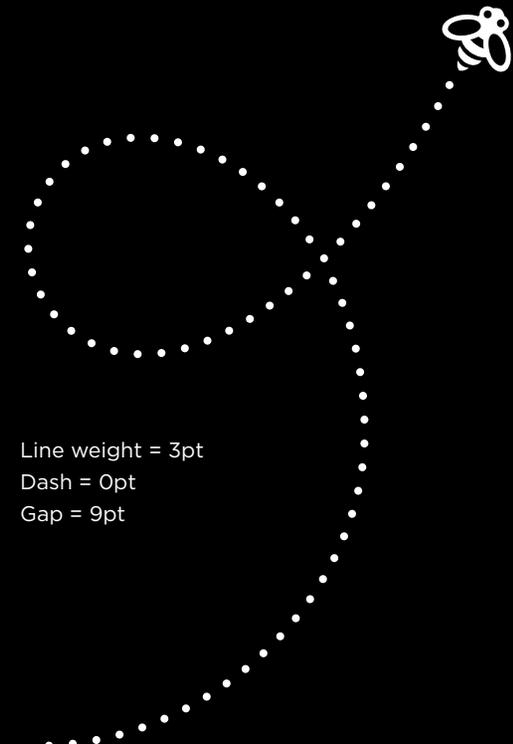
- Bleed the trail off an edge
- Separate the bee from the wordmark when using a trail
- Use the bee and trail creatively to add personality
- Draw little loops, dips, hills, valleys, and corners
- Show the bee flying on an upward path
- Make the bee the same colour as its trail



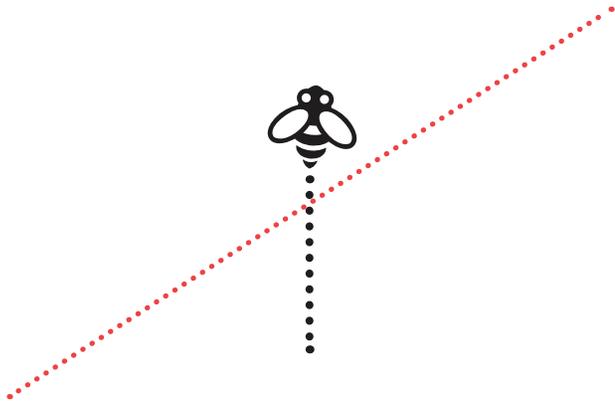
Line weight = 1pt
Dash = 0pt
Gap = 3pt



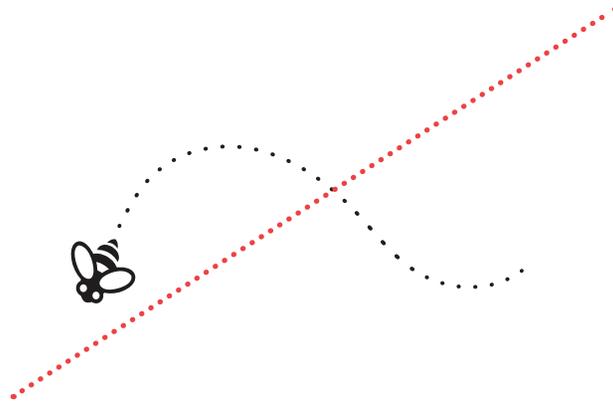
Line weight = 2pt
Dash = 0pt
Gap = 6pt



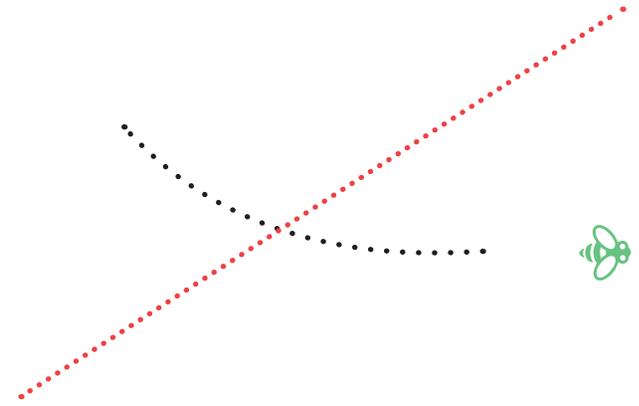
Line weight = 3pt
Dash = 0pt
Gap = 9pt



× Don't draw the bee on a straight path. It looks like it's crawling.



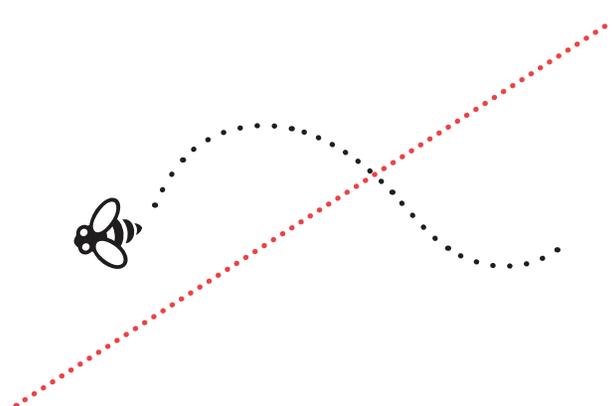
× Don't angle the bee flying down or use incorrect dot size and spacing.



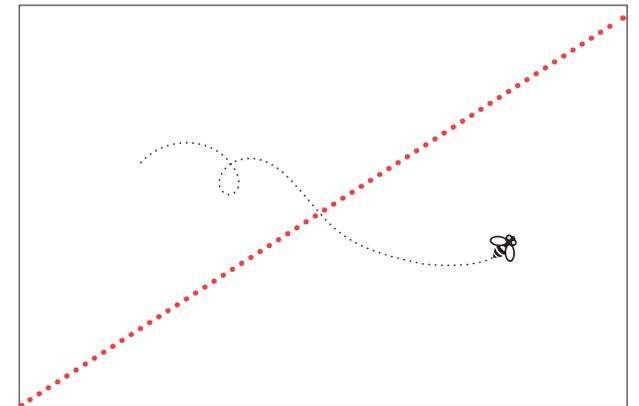
× Don't use two colours for the bee trail, or separate the bee from the trail.



× Don't repeat the bee icon twice in a composition.



× Don't change the angle of the base icon bee.



× Don't end a trail line in negative space.

Product: Imagery

When shown with other ecobee products, ecobee3 lite should be pictured without a sensor (see page 7).

When shown on its own, ecobee3 lite can be displayed with 2 sensors, as shown below.

When space allows, always try to display our products as true to scale.

ecobee3 lite:

Width 102.5mm

Height 102.5mm

Missing assets? Get in touch.
marketing@ecobee.com

Opt. 1
Reduced product



Opt. 2
Reduced product
with 2 sensors



—

Product: Logo

Ensure logo has clear spacing around it as shown here.

The “x” space between the logo and wordmark functions as a way to generate a clear space.

Ensure that the logo has clear spacing around it, as shown here. A minimum of 2x space should be used.

The logo should always remain legible when sizing down.

ecobee3 lite logo



ecobee3 lite logo clear space



2x

Product: Colour

Our primary colours for ecobee3 lite are ecobee Green, White, Black, and Cool Grey 1.

ecobee Green

Pantone: 2256 C
CMYK: 61/0/67/0

RGB: 91/189/118
HEX: #5BBD76

White

Pantone: —
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Black

Pantone: BLACK C
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Cool Grey 1C

Print only
Pantone: Cool Grey 1 C
CMYK: 13/11/12/0

Product Description

Product tagline:

Live better. Save more.

Short product description:

The smart wi-fi thermostat that works with room sensors for unparalleled value, control, and comfort in the rooms that matter.

Long product description:

With its beautiful design, easy-to-use touchscreen display, and 23% average annual savings* on heating and cooling costs, ecobee3 lite is the smart thermostat that helps you live better and save more. Works with room sensors to offer comfort and control in the rooms that matter. Sensors sold separately.

*Learn more at ecobee.com/savings

× Do not:

Capitalize “ecobee” in any context.

Capitalize “room sensors.”

Refer to room sensors without noting “sensors sold separately.”

Refer to savings message (“Saves up to an average of 23%*on heating and cooling costs every year”) without asterisk and footnote (“*Compared to a hold of 72F.

Learn more at ecobee.com/savings”).

Refer to “energy bills” or “utility bills.” Instead, use “heating and cooling costs.”

Product Description: Features

Good for our planet, easy on your wallet: Saves up to an average of 23%* on heating and cooling costs every year. *Compared to a hold of 72F. Learn more at ecobee.com/savings.

Control from anywhere: Adjust temperature and comfort settings easily from your Android and iOS devices, including Apple Watch.

Works with room sensors: ecobee3 lite can now pair with with ecobee room sensors to help manage hot and cold spots in the home, delivering comfort to the rooms that matter most. Sensors sold separately.

Fast, easy installation: Everything you need is in the box, and the step-by-step guide on our mobile app and free expert support make it simple and easy.

Makes your smart home even smarter: ecobee3 lite integrates with your favourite platforms like Amazon Alexa, Apple HomeKit, Samsung SmartThings, IFTTT, and Wink to make your life simpler.

Compatible with most: Designed to be compatible with most residential heating and cooling systems.

Smarter comfort: Your ecobee3 lite works with your local weather, schedule, and desired comfort settings. That's how we ensure comfort when you're home, and savings when you're not.

Built to last: ecobee thermostats are hardwired, which means your thermostat isn't relying on a battery or your HVAC equipment to charge itself.

Free monthly energy reports: View reports that show how much energy you've saved and tips on how you can save even more.

Peace of mind: ecobee3 lite will send you service alerts and reminders if it senses your HVAC equipment is not working or is working sub-optimally.

Product Packaging

For a short and sweet version of ecobee3 lite benefits, please refer to the packaging copy, as follows:

Save an average of 23%* annually on your heating and cooling costs.

SAVINGS

Saves you money by keeping energy use low when you're not home.

CONTROL

Control your ecobee from anywhere with your Android or iOS device.

EASY

Easy to install using our step-by-step guide.

TRY IT WITH ROOM SENSORS

Place sensors in your favorite rooms to help with hot and cold spots throughout your home. Room sensors measure temperature to deliver comfort to the rooms that matter most. Sold separately.

Everything you need is in the box.

ecobee3 lite thermostats come with an install guide, wire labels, screws and drywall plugs, a Power Extender Kit*, and trim plate*.

*Optional for installation.



Product Description: Integrations

ecobee3 lite currently work with Apple HomeKit, Amazon Alexa, Samsung SmartThings, and IFTTT. Please refer to ecobee.com to ensure the list of partners is up to date.

When using partner logos, please refer to their respective brand guidelines.

ecobee3 lite US compatibility

Min. height
10mm



ecobee3 lite CA compatibility

Min. height
10mm



Product: Imagery

When shown with other ecobee products, ecobee4 should always be pictured with the sensor. See page 7 for reference.

When space allows, always try to display our products as true to scale.

ecobee4:
Width 109mm
Height 109mm

In addition to these brand guidelines, please also reference the photo asset index document: [e4_imageindex.pdf](#)

Missing assets? Get in touch.
marketing@ecobee.com



—

Product: Logo

Ensure logo has clear spacing around it as shown here.

The “x” space between the logo and wordmark functions as a way to generate a clear space.

Ensure that the logo has clear spacing around it, as shown here. A minimum of 2x space should be used.

The logo should always remain legible when sizing down.

ecobee4 logo



ecobee4 logo clear space



Product: Colour

Our primary colours for ecobee4 are Black, White, and Alexa Blue. The blue should only be used as an accent colour, and never as background.

As secondary colours you might use the Cool Grey section. Only use these colours when required for copy. Do not use as background colours.

Alexa Blue

Pantone: 2190
CMYK: 63/0/0/0
RGB: 0/202/255
HEX: #00CAFF

Cool Grey 11 C

Print only
Pantone: Cool Grey 11
CMYK: 65/57/52/29

White

Pantone: —
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Cool Grey 1 C

Print only
Pantone: Cool Grey 1
CMYK: 13/11/12/0

Black

Pantone: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

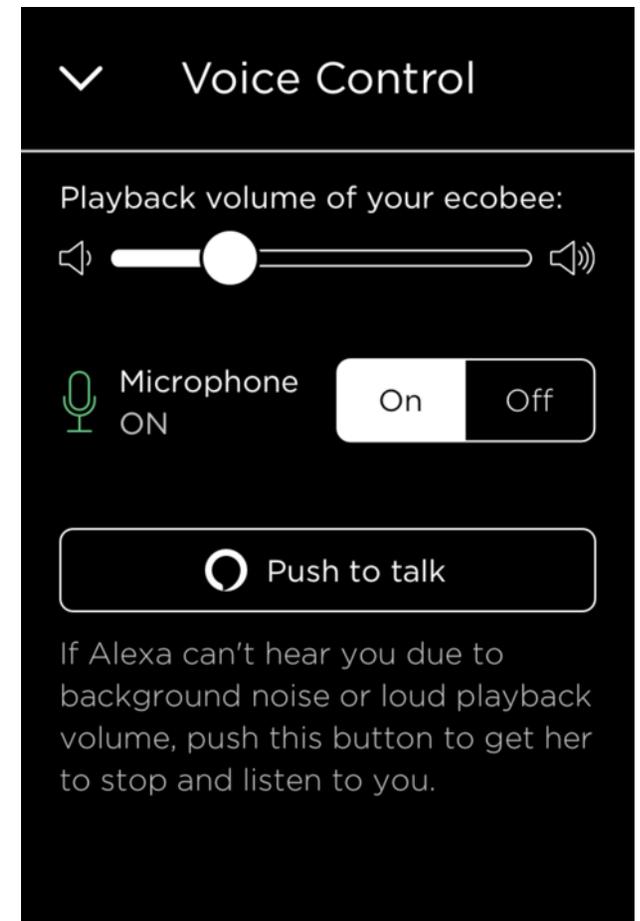
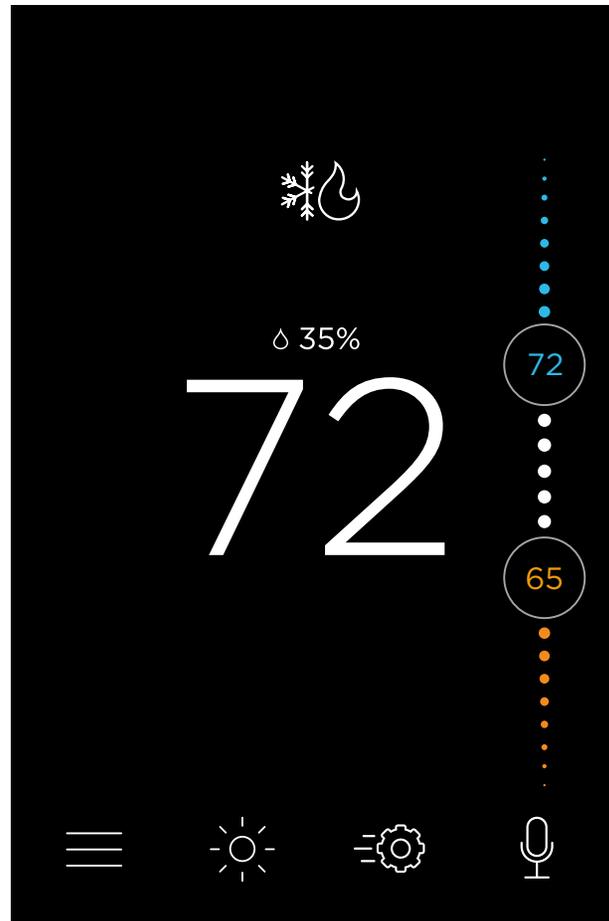
Product: Hardware UI

The user interface for ecobee4 should always be displayed at 72F.

Icons on the bottom bar should always be in white (not colour). To differentiate from Settings, Quick Settings is always indicated by the three lines followed by the gear.

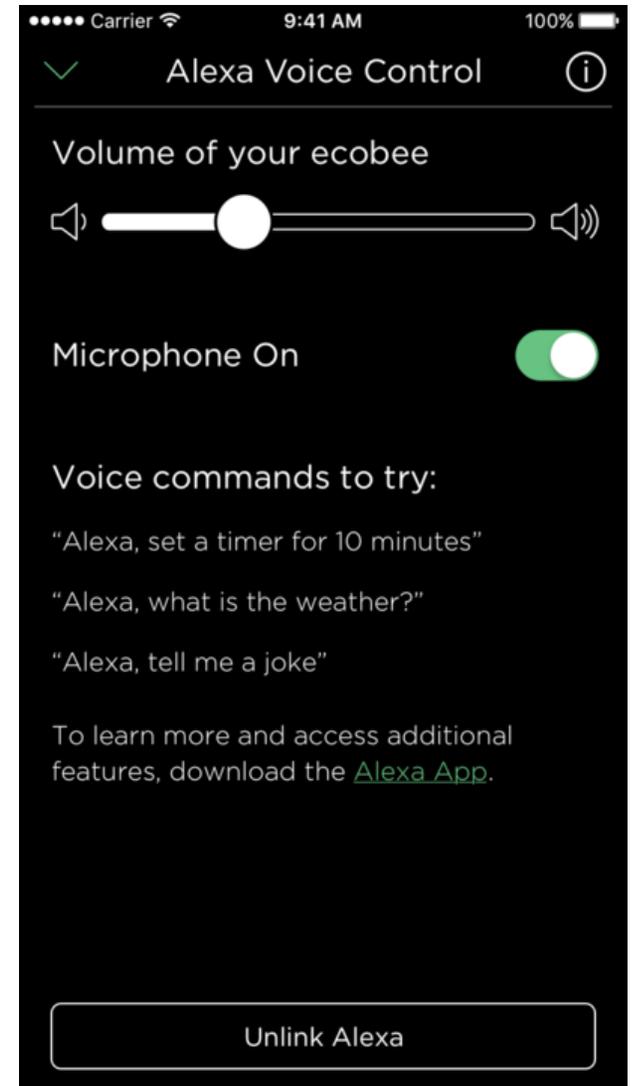
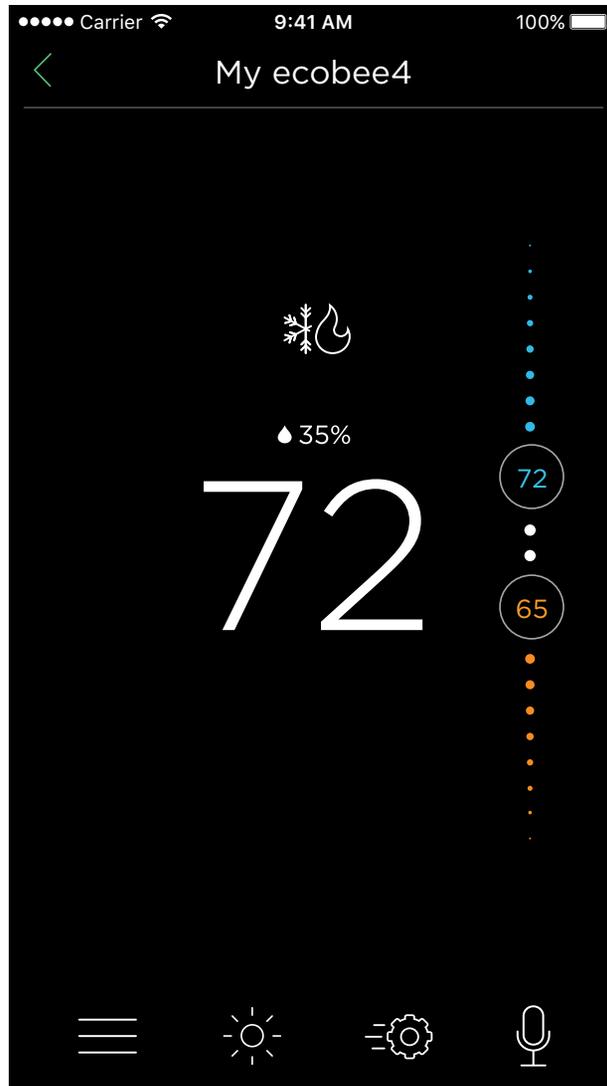
Ensure the temperature is displayed in the correct unit of measurement. Fahrenheit for US, Celsius for Canada. (Product currently not available in Canada).

Note that the ecobee4 display includes a mic icon below the temperature slider to indicate voice.



Product: Mobile UI

The same rules from thermostat hardware UI apply to the mobile UI (see page 21).



Product Description

Product tagline:

More than a smart thermostat.

Short product description:

With a room sensor and built-in Amazon Alexa Voice Service, ecobee4 is more than a smart thermostat.

Long product description:

With built-in Alexa Voice Service, ecobee4 can listen to your voice commands and respond. Have it set a timer, read you the news, adjust the temperature, and more.

It also comes with a room sensor that helps manage hot and cold spots in your home, delivering comfort in the rooms that matter. And because sensors can detect occupancy, they can automatically enable the right mode on your ecobee for energy savings when no one is home.

× Do not:

- Capitalize “ecobee” in any context.
- Refer to Amazon Alexa Voice Service in without prefacing it with “built-in.”
- Refer to savings message (“Saves up to an average of 23%* on heating and cooling costs every year”) without asterisk and footnote (“*Compared to a hold of 72 F. Learn more at ecobee.com/savings”).
- Refer to “energy bills” or “utility bills.” Instead, use “heating and cooling costs.”

Product Description: Features

Comes with built-in Alexa Voice Service, so you can ask your ecobee to set a timer, read you the news, adjust the temperature, and more. With far-field voice technology, your ecobee4 can hear you from across the room.

Room sensors help manage hot and cold spots in your home, delivering comfort to the rooms that matter most.

Easily adjust temperature and comfort settings from anywhere using your Android and iOS devices.

Save an average 23%* on heating and cooling costs each year. *Learn more at ecobee.com/savings.

Fast, easy installation you can do yourself. Use our handy step-by-step guide right on your phone.

Makes your smart home even smarter by integrating with Apple HomeKit, Samsung SmartThings, IFTTT, and more.

Hardwired for reliability means ecobee4 doesn't steal power from your equipment to charge itself.

Compatible with most residential heating and cooling systems. Supports Conventional (2H/2C), heat pump (4H/2C) including 2-stage auxiliary heat, gas, oil, electric, and dual fuel systems.

Connects with your accessories to easily manage your humidifiers, dehumidifiers, and ventilators.

Ensures you're comfortable by using thousands of data points to adjust your home to the right temperature.

Get free monthly reports on how much energy you've saved and tips on how you can save even more.

Product Packaging

For a short and sweet version of ecobee4's benefits, please refer to the packaging copy, as follows:

COMFORT

Comes with a room sensor to help manage hot and cold spots. Additional room sensors sold separately.

DO MORE WITH YOUR DAY

Speak to your ecobee4 and it will answer your commands with the Amazon Alexa Voice Service. Ask Alexa to set a timer, read the news, set the temperature, and more.

Your ecobee4 can hear you from across the room with far-field voice recognition.

CONTROL

Control your ecobee4 from anywhere with your Android or iOS device.

SAVINGS

Keeps energy use low when you're not home and saves you an average of 23%* annually on your heating and cooling costs. *Compared to a hold of 72 F. Learn more at ecobee.com/savings

Everything you need is in the box.

ecobee4 thermostats come with a mounting plate, room sensor with detachable stand, install guide, room sensor manual, wire labels, voice card, screws and dry-wall plugs, a Power Extender Kit*, and trim plate*.

*Optional for installation.



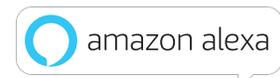
Product Description: Integrations

ecobee4 currently work with Apple HomeKit, Amazon Alexa, Samsung SmartThings, and IFTTT. Please refer to ecobee.com to ensure the list of partners is up to date.

When using their logos, please refer to their respective brand guidelines.

Do not use logos of any Alexa supported third party that are not integrated with ecobee such as TuneIn or NPR unless you have reached out directly to those services for permission.

Min. height
10mm



Need help?

If you're missing any brand elements,
or unsure about how to apply the guidelines,
we're here to help.

marketing@ecobee.com

ecobee.com/press

