BRAND GUIDELINES

An introduction to the Eden Agency brand and instruction on how to ensure consistency across both print & digital.

OUR MISSION

TO HARNESS OUR **TECHNICAL EXPERTISE** WITH THE LATEST **INNOVATIVE TECH** TO DESIGN AND BUILD DIGITAL PRODUCTS THAT **EMPOWER** OUR CLIENTS AND **ENRICH** THEIR USERS.

OUR VALUES

PRINCIPLED

We never choose profit over quality and establish relationships through trust. We are ready to have the awkward conversations to ensure the best outcome. Clients choose us because they want to - not because they have to.

EMPOWERING

Our clients use us because we unchain the aspirations. We augment their in-house teams by gaining a shared understanding of their business and plugging the skills and technology gap with brilliant people, good processes and great ideas.
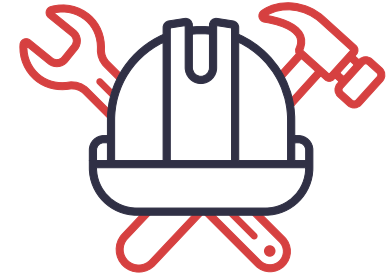
INDUSTRIOUS

We're diligent and hardworking. Once we're on-board, we're in it for the long haul. We don't shy away from problems and don't sit around waiting for things to happen. We're always actively pursuing the best solution for our clients.

OUR LOGO

We introduce the logo and it's elements.

OUR LOGO

Our logo is the key visual element of the Eden Agency brand and as such we have some rules about its use. It is a combination of a simple, clean wordmark with an icon. The logo should have an exclusion zone all the way round that is half the height of the icon, as illustrated below.

OUR ICON

Where our brand has been established, we can drop the wordmark and simply use the icon on its own. While the emblem can be used in this way, the wordmark cannot. Like the logo, there should be an exclusion zone around it that is about half its height.
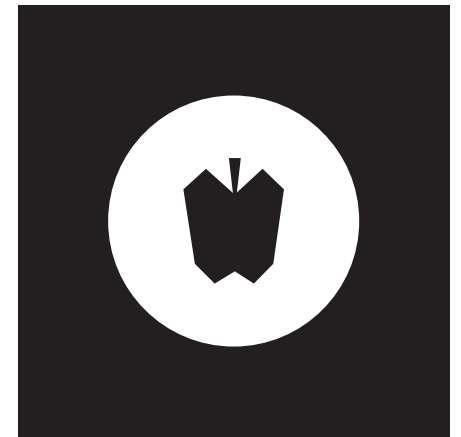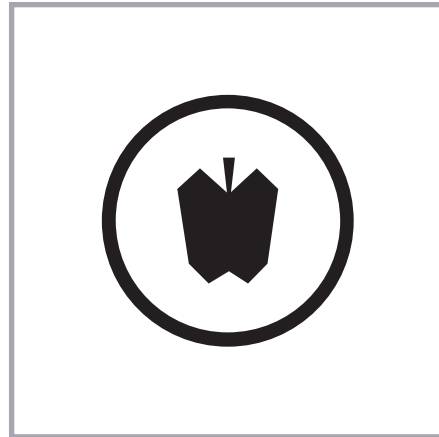
OUR COLOURS

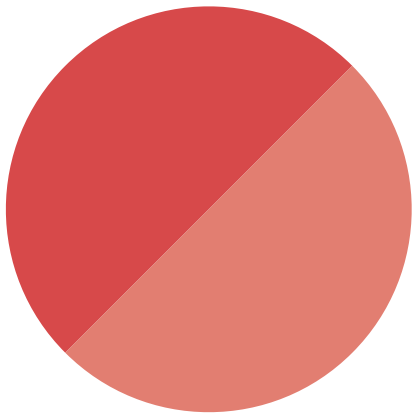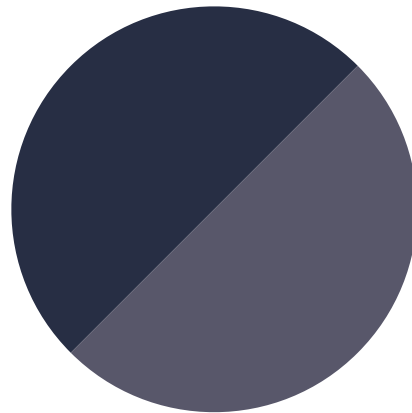Here we identify our colour palette.

OUR COLOURS

Our colour palette is broken down into four main colours - **RED**, **DARK BLUE**, **WHITE** and **GREY**. White should be used primarily, allowing content the space to do its work. The red should be used as the primary call to action for any content with the dark blue used secondary. Grey is to be used for dividers, borders, etc. All colours can be used for text apart from grey. For variance feel free to use a 70% tint for the red, dark blue and grey colours.
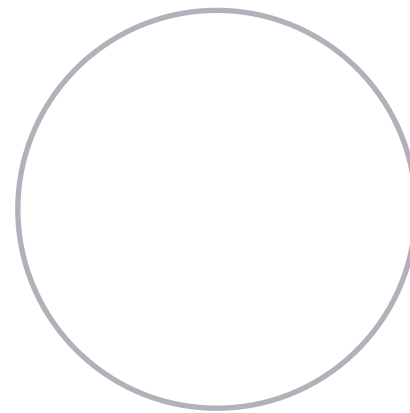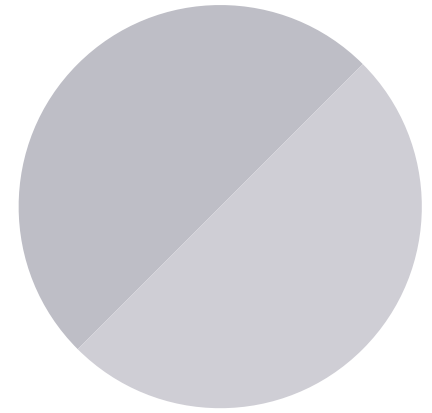
RED	DARK BLUE	WHITE	GREY
Hex: D64040	Hex: 303044	Hex: FFFFFF	Hex: CBC8D1
R214 G64 B64	R48 G68 B68	R255 G55 B55	R203 G200 B209
C10 M86 Y71 K2	C83 M75 Y45 K49	C0 M0 Y0 K0	C24 M20 Y13 K1

TYPOGRAPHY

How we style and use our font.

TYPOGRAPHY

The Museo Sans font family is our chosen brand typeface. We have chosen this font as it is clean, clear and has a range of weights that allows for a variety of uses in both digital and print.

EDEN AGENCY MAIN HEADING

ABCDEFGHIJKLMNOPQRSTUVXYZ
1234567890!$%^&*()?/:@{},.<>

Font: Museo Sans 900
Tracking: 200

Eden Agency Subheading

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
1234567890!$%^&*()?/:@{},.<>

Font: Museo Sans 700
Tracking: 25

Eden Agency body copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
1234567890!$%^&*()?/:@{},.<>

Font: Museo Sans 300/500
Tracking: 25

ACCESSIBILITY

How we ensure accessibility standards are met.

ACCESSIBILITY

The issue of accessibility has become a key concern at Eden Agency and so have tweaked our brand to ensure that we meet Web Content Accessibility Guidelines - AAA standard. The colour grey is never to be used as text and red can never be used with blue.

RED TEXT ON WHITE

If size is 18-23pts then the weight must be a minimum of 700.

If size is 24pts or above then the weight must be a minimum of 500.

RED TEXT ON WHITE

If size is 18-23pts then the weight must be a minimum of 700.

If size is 24pts or above then the weight must be a minimum of 500.

DARKBLUE TEXT ON WHITE

Size = 16pts minimum
Weight = 300 minimum

DARKBLUE TEXT ON WHITE

Size = 16pts minimum
Weight = 300 minimum
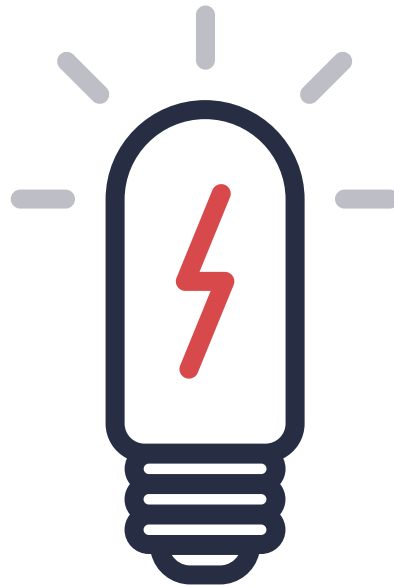
TONE OF VOICE

How we verbally present ourselves.

TONE OF VOICE

In an increasingly connected world, the way we speak with both existing and potential clients is becoming just as important to a brand as it's logo. So whether writing a social media post, a proposal document or having a conversation with a client, our tone of voice and it's intent remain consistent.

Knowledgeable   **Inspiring**   **Friendly**

TONE OF VOICE - KNOWLEDGEABLE

We've been around for over 12 years, so it's safe to say, we know our stuff. We were there for mobile apps; we were there for chatbots and you can rest-assured we'll be there for the next big thing.

This knowledge and expertise gives us a strong foundation to then offer quality advice and guidance that our clients find real value in.

That said, this knowledge and expertise isn't wielded like a weapon to talk-down to or patronise people.

Our copy should never make the reader feel stupid. It should inform and inspire, leaving them energised about the possibilities, knowledge and guidance that we provide.

Knowledge to inspire - not patronise.

TONE OF VOICE - INSPIRING

Knowledge is the foundation at Eden Agency, but to inspire is the goal. We're here to inform clients about the tech we've discovered and love it when we see that spark of knowledge ignite new and exciting questions and ideas.

We want to raise clients expectations of what they and their project can achieve and generate enthusiasm about the potential possibilities. Then upon realising that potential, find themselves empowered and their business lifted to the next level.

And so our copy must be reflective of this inspiring and informative approach - it should excite and enthuse the reader, not bore and/or frustrate them.

Inform, inspire & raise expectations.
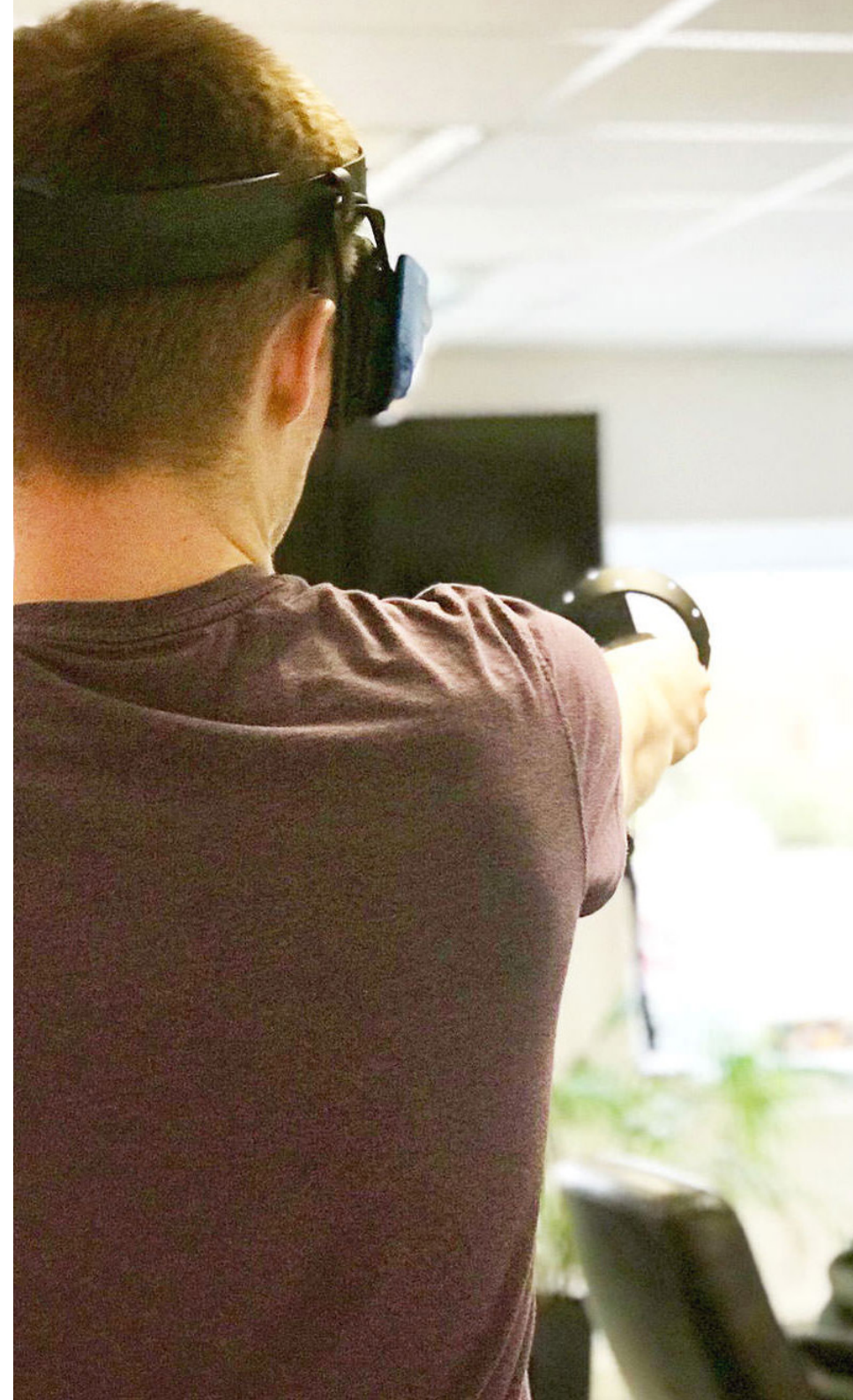
TONE OF VOICE - FRIENDLY

Our clients and their users are at the core of everything we do but we know that being experts in our field can be a little intimidating. So, we rely on another of our strengths - our friendly and personable nature.

This approach helps us to build a common rapport with our clients and as a result, build strong relationships that last.

We can then have those potentially difficult conversations about a project, without fear that they would be taken personally; they're only ever for the good of the project.

This means in our copy, we don't hide behind technical language and jargon and instead speak directly to our clients in a relaxed, natural & conversational tone.

Build rapport, build better products.

IMAGERY

How we use photography & iconography.

IMAGERY - PHOTOGRAPHY

Photography is the primary source of imagery for showcasing the various aspects of Eden Agency; whether it's for a new case study or a new blog/social media post. We will always try to use our own photography and will only utilise stock as a secondary resort. But whether using our own or stock, photography used should always be relevant and look to inspire and inform; never be crude or crass.


COLOUR

GRAYSCALE
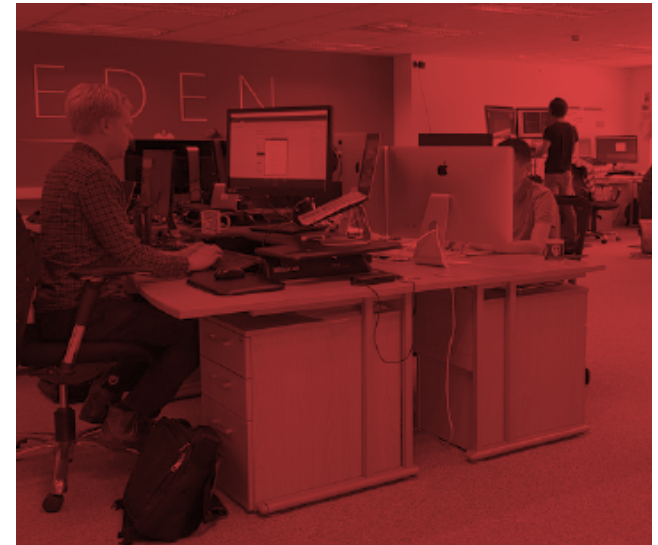
MULTIPLY

IMAGERY - MOCKUPS

Showcasing our work, clearly and cleanly, is of great importance. For this, we tend to use a series of mockups rather than actual photography, as mockups allow for a bit more versatility. The mockups we use can be categorised into two groups: 'in-situ' and 'screen'. There are no real rules in terms of use - just whatever suits the purpose best. A range of mockups are available for use here.

In-situ mockups place the work in a wider context, with hands and backgrounds.
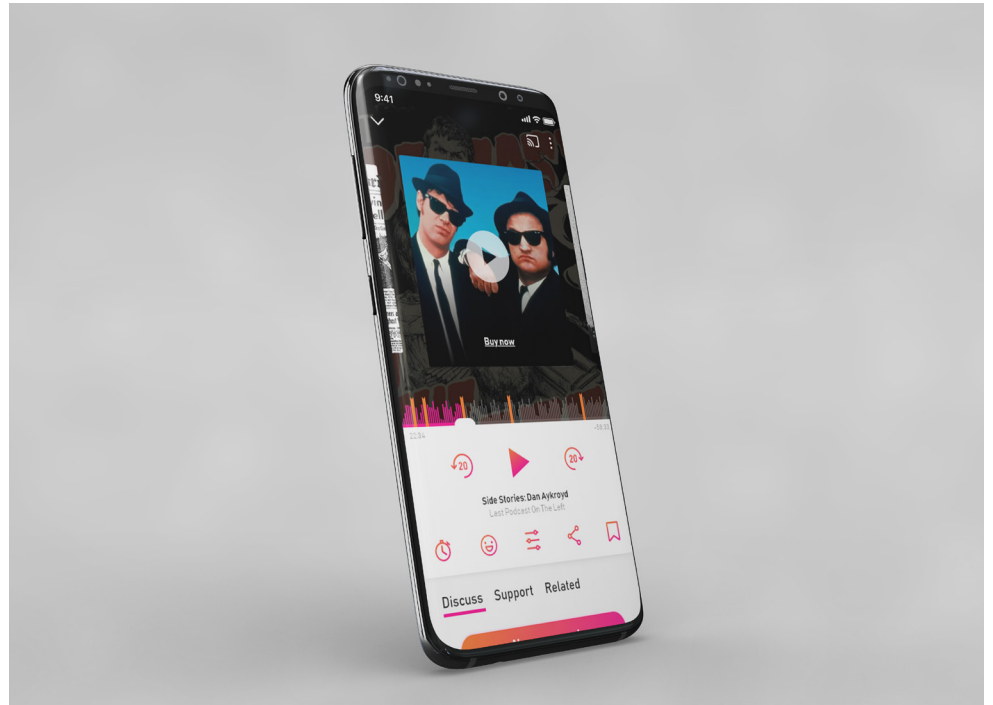

Screen mockups remove this context, focusing entirely on the screen itself.

IMAGERY - ICONOGRAPHY

We use icons to keep our messaging clear and engaging. Use them to draw attention to key items and information on the page/screen. However, use them sparingly - we don't want pages or screens littered with icons. Icons should be stroke-styled and primarily used on white with 2-3 colours; **RED**, **DARK BLUE** & **GREY**. If used on any other colour - all elements of the icon should be white. Please feel free to design your own and a selection of icons are available here.
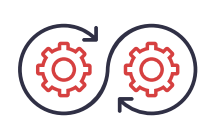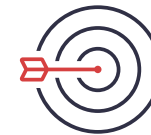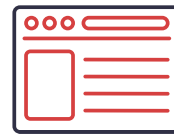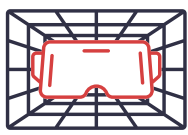
EXAMPLES

A series of examples of how we've used our brand guidelines.

EXAMPLES

Section Title

Summary text with some lorem ipsum

View more

Section Title

Summary text with some lorem ipsum

View more

Section Title

Summary text with some lorem ipsum

View more

EXAMPLES

| Button Name Here ⟩ |

| Button Name Here ⟩ |

Section Title Here

Lorem ipsum sit dolor amit adisciping elit.

View more

EXAMPLES

Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna see:Da .

Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

ANY QUESTIONS?

If you have any questions about the guidelines or the brand, please contact Shaun via shaun.russell@eden.agency