# EASTCORP
## INTERNATIONAL

# EASTCORP
## INTERNATIONAL

# EASTCORP
## INTERNATIONAL

# EASTCORP
## INTERNATIONAL

# EASTCORP
## INTERNATIONAL

# EASTCORP
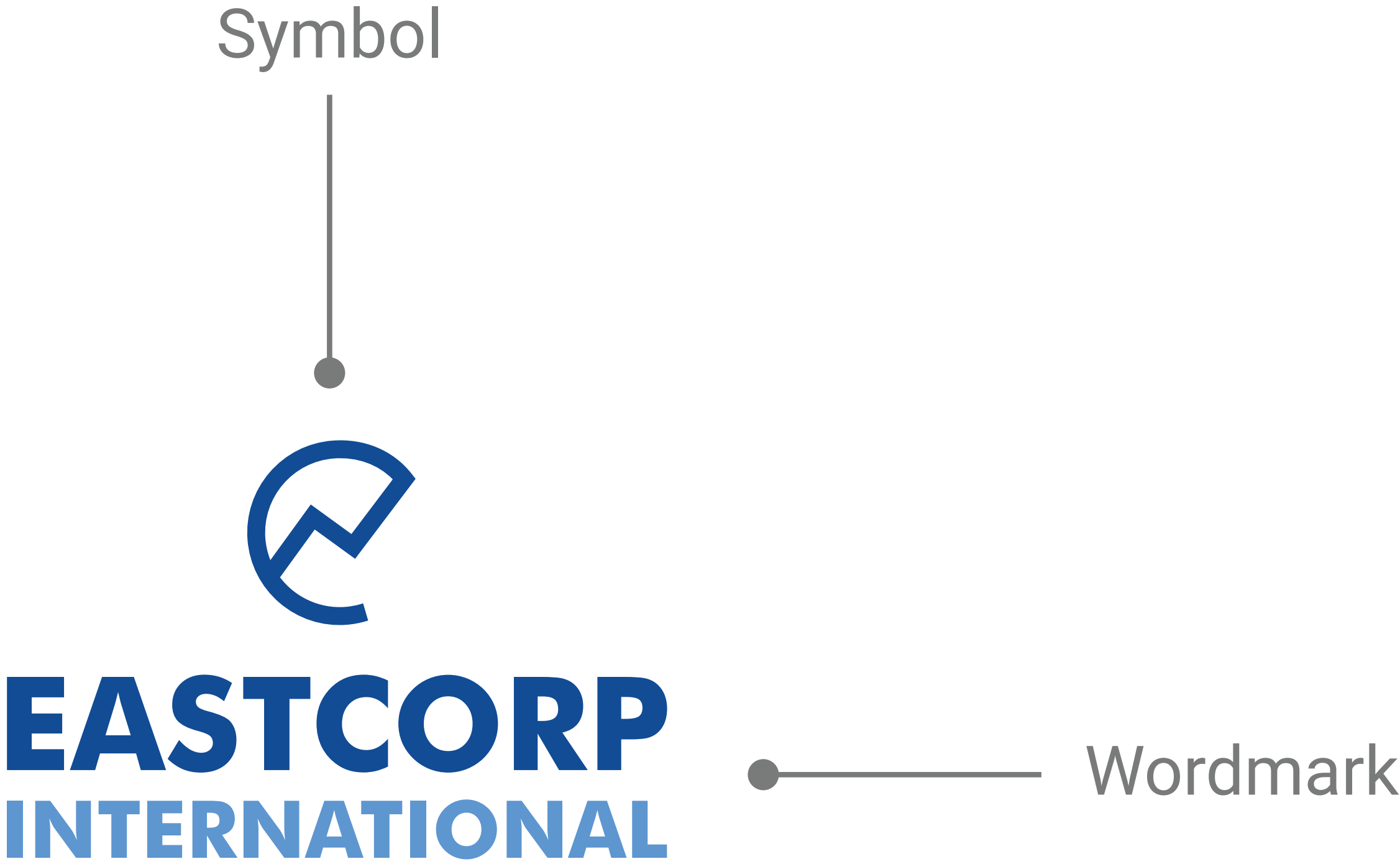## INTERNATIONAL

# EASTCORP
## INTERNATIONAL

Logo Manual
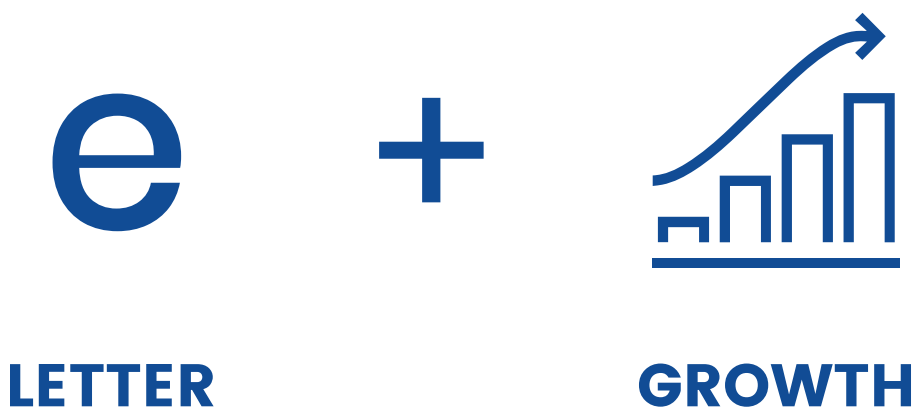
# Logo

EASTCORP
INTERNATIONAL

## The primary logo comprises wordmark and a symbol.

The name of the brand is the wordmark that has been designed with sharp-edged texts that make the whole text look elegant. There are two font sizes that have been used with a similar font type and are arranged as that of a double deck headline to show steadiness and  stability. At the top, there is a symbol that balances the whole text and makes the eye notice the logo that is symbolizing growth. The symbol also looks like a flight of stairs that is going upwards that also symbolizes progress and advancement.

The wordmark is high-toned and gives a classy look to the whole logo where the symbol equally compliments the wordmark and balances the whole of the logo design.

## INSPIRATION

e

LETTER

+

GROWTH

The inspiration is from your business goal where you mention Financial **growth**, brand recognition, customer **growth.**

www.beyondcrimson.com

# Logo Details

**EASTCORP**
INTERNATIONAL

## Primary Logo

This is to be used as a form of a trademark
for all communication purposes.

**EASTCORP**
INTERNATIONAL

## Logo Safe Area

The depicted area is to be left free of any
graphic elements, to give the logo room to stand out/breathe.

# Brand Colours

**EASTCORP**
**INTERNATIONAL**

**The brand colors** that are used are of different shades of blue
which connote a soft and welcoming perspective to the logo.
Moreover the color blue gives a sense of security, inspiration and intelligence.
Different shades of blue have been used in the logo to maintain a connection
and make it look more poise. The darker shade of blue and the lighter shade of blue
perfectly balance the wordmark and make the design complete.

**The primary palette** is to be used for official applications only.
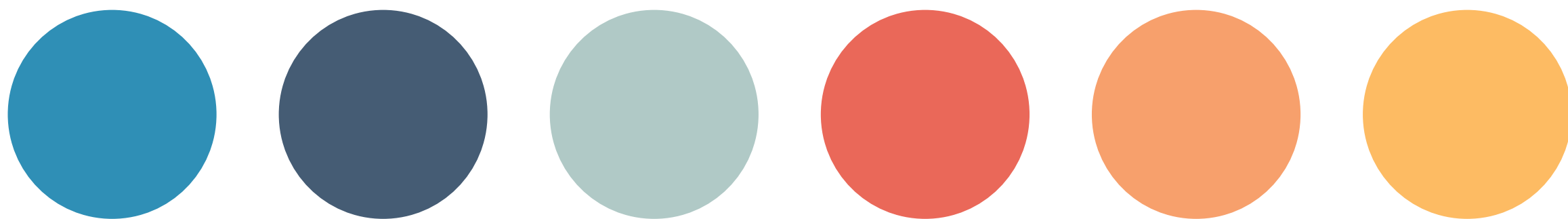(Letterhead, Envelope, Business Cards, etc)

**The secondary palette** is to be used for guest touchpoints.
(Leaflet, Tariff Cards, Websites, etc)

## Primary Colours
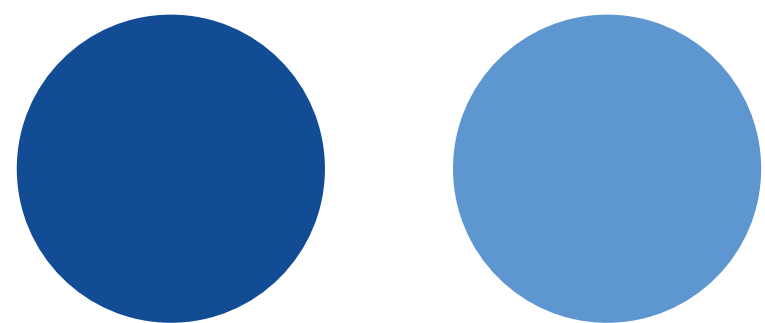
#114c95     #5e96d0

## Secondary Colours

#2f8fb6     #455c74     #b0c9c6     #ea6859     #f7a06c     #fdbb63

www.beyondcrimson.com

# Logo Frame and Single Colour Usage



**EASTCORP**
INTERNATIONAL

For usage in single colour on white or light coloured background.



**EASTCORP**
INTERNATIONAL

For usage in single colour on dark backgrounds use the patch version defined to get maximum contrast and visibility.

# Logo on Coloured Background



This is the manner in which the logo
will appear on coloured backgrounds.
Only these brand colours are to be used
in all applications and communication methods.

EASTCORP
INTERNATIONAL

# Thank you

www.beyondcrimson.com