



Logo

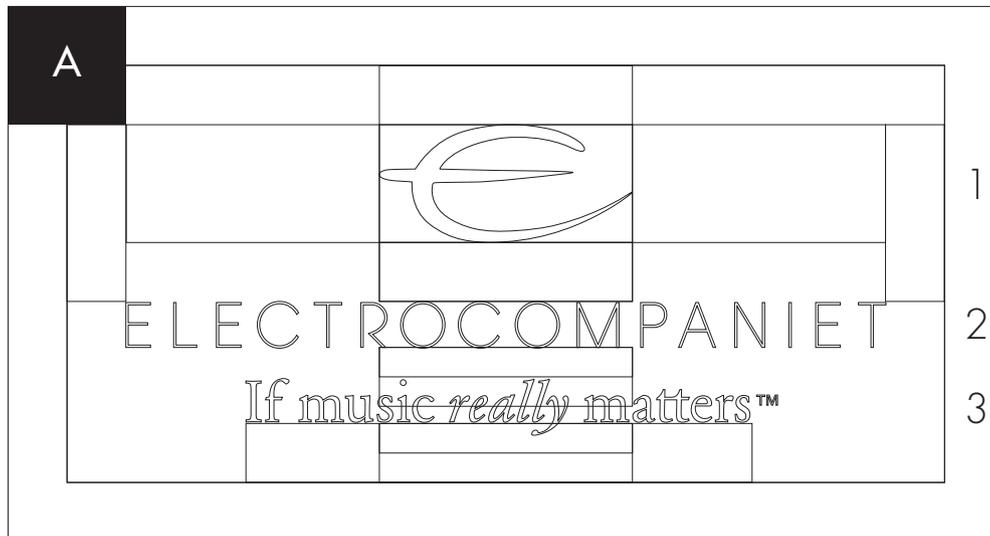


ELECTROCOMPANIET

www.electrocompaniet.no

The Electrocompaniet logo consists of three elements.

- 1) Symbol
- 2) Logotype
- 3) Slogan or website address



Each of the elements in the logo can be used alone in a layout, but often the composition of all the three element is the most solid solution.

The space represents the minimum space from the logo to any other graphic object.

Variations

The logo can be reproduced in color, black and white and a gradiented version. Logo on black background is preferred as it comes across as more solid and exclusive. For print reproduction, where possible, reproduce the gold in the color version as 1) silk printed gold foil or 2) metallic pms

Negative	Positive	
 <p data-bbox="169 762 555 831">ELECTROCOMPANIE <i>If music really matters™</i></p>  <p data-bbox="169 1029 555 1098">ELECTROCOMPANIE <i>If music really matters™</i></p>  <p data-bbox="169 1295 555 1364">ELECTROCOMPANIE <i>If music really matters™</i></p>	 <p data-bbox="663 762 1050 831">ELECTROCOMPANIE <i>If music really matters™</i></p>  <p data-bbox="663 1029 1050 1098">ELECTROCOMPANIE <i>If music really matters™</i></p>  <p data-bbox="663 1295 1050 1364">ELECTROCOMPANIE <i>If music really matters™</i></p>	<p data-bbox="1142 726 1241 767">Color</p> <p data-bbox="1142 994 1422 1035">Black and white</p> <p data-bbox="1142 1262 1337 1303">Gradiented</p>

Logo on image

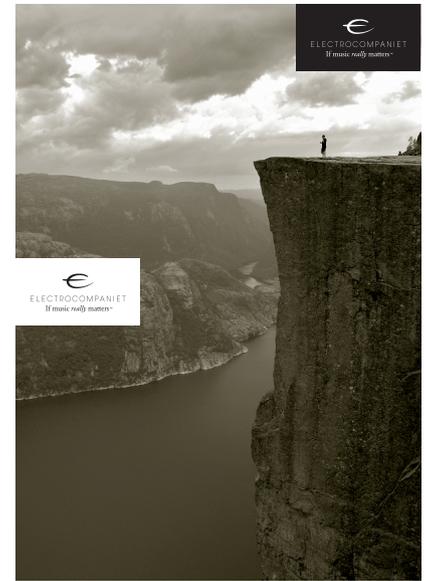
The Electrocompaniet logotype is quite thin, and requires a solid background to be reproduced correctly. The following rules for use will ensure that the identity will always come across as solid and clear.



Positive
on light, clear backgrounds



Negative
on dark, clear backgrounds



In block
on complex background

Photography

Emotion

When telling the story of Electrocompaniet, or talking about the sound qualities of the EC products, imagery from the amazing nature in Norway can be used. This both tells the story of the origin of the company and creates metaphors for the experience of the products.

Full color photography requires very much of the photo. Even when the the photo is great, the emotion you want to get across won't necessarily match. To make photography a closer part of the EC brand, a gold duotoned black and white style is chosen for this kind of photography.



Product

The style of the photography originates from the usual setting of a true hi-fi enthusiast: A darkened, quiet room where the music has all the attention; a moment of rest from a busy world. The photography communicates the quality of the materials used in the products.

Color

The Electrocomapaniet identity has four main colors. All of the colors are fouded in the products EC is most known for, the classic line (in this way the color palette becomes close to the brand), and all also represent values close both to the brand and the what the products stand – and are known for.

	Color	Value	Reference	Nature
	Black C:0 M:0 Y:0 K:100 R:0 G:0 B:0 #000000	Solid	Casing	The dark northern skies
	Cool gray 1 C:4 M:2 Y:4 K:8 R:224 G:225 B:221 #e01edd	Transparent	Glass front	Clean air of the coast
	Cyan C:100 M:0 Y:0 K:0 R:0 G:159 B:218 #009FDA	Natural	LED	The clear blue waters
	Pantone 871 C:20 M:25 Y:60 K:25 R:167 G:152 B:101 #a79865	Pure	Contols	Northern lights, fish, Larvikitt

Typography

Typography is a very important and powerful tool for building strong brands. Consistent use of a typography system will ensure a professional expression from the business card to letters, from emails to webpages, from manuals to product catalogs.

Typeface

Description

Futura
Light Book **Heavy**

Replacement font for screen: Arial
Area of use: Body text, physical products

Strength, elegance, and conceptual clarity.

Futura is commonly considered the major typeface development to come out of the Constructivist orientation of the Bauhaus movement in Germany. Paul Renner sketched the original drawings and based them loosely on the simple forms of circle, triangle and square. The range of weights and styles make it a versatile family. Futura is timelessly modern.

Galliard
italic

Replacement font for screen: Georgia
Area of use: Headings, URL, slogan

Quality of a true classic: endurance.

ITC Galliard font is a work of Matthew Carter and a contemporary adaptation of Robert Granjon's 16th century design. "The result was not a literal copy of any one of Granjon's faces, more a reinterpretation of his style," says Carter. ITC Galliard font captures the vitality of Granjon's work in a graceful, modern typeface.

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