



EigenYields

Brand Guidelines

2024

Welcome to EigenYields Brand Guidelines

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*At **EigenYields**, our brand is more than just a logo, a colour palette, or a tagline – it's the story we tell, the experience we create, and the trust we build with every interaction. These guidelines serve as the foundation of how we visually and verbally communicate our brand identity.*

*Whether you're a designer, marketer, or partner, this document will help you understand the elements that make up our brand, how to use them consistently, and how to bring our brand to life in every touchpoint. Adhering to these standards ensures that no matter where or how someone encounters **EigenYields**, the experience feels unified, intentional, and true to who we are.*

01 Colour palette

Colour palette

Primary Colours

The primary colours are the foundation of our brand's visual identity. They should be used consistently across all brand assets to ensure a cohesive and recognisable presence. The colours below play a distinct

role in conveying our brand's message. Use predominantly in all key materials, including logos, marketing collateral, and digital interfaces, to maintain brand integrity and consistency.

Electric Blue

HEX: #0D76FD

Soft Pearl / Frosted White

HEX: #F8F8F8

Charcoal Blue

HEX: #111827

Colour palette

Surface Colours

Surface colours provide the backdrop for our brand's visual elements, offering a clean, functional canvas that compliments our primary and secondary colours. These colours should be used for backgrounds,

larger design areas, or subtle accents that enhance readability and layout structure without overwhelming the overall design.

Surface 01

HEX: #6291FE

Surface 02

HEX: #6B7280

Surface 03

HEX: #DBEAFE

Surface 04

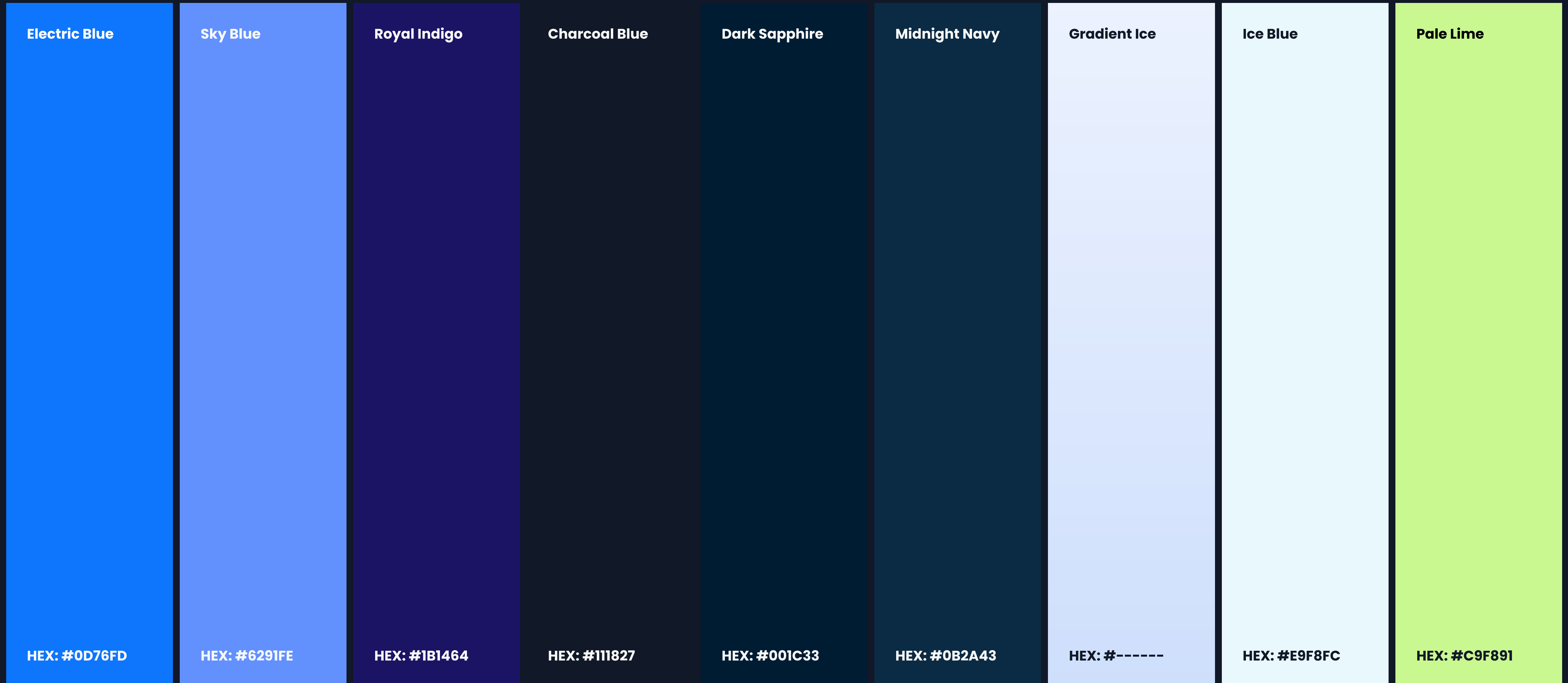
HEX: #FFFFFF

Colour palette

Illustration

Illustration colours bring our brand's visual storytelling to life, adding depth, emotion, and personality to our designs. This palette is carefully selected to complement our primary and secondary colours while

providing flexibility and creativity in illustrations. Use them thoughtfully to ensure that illustrations enhance, rather than overpower, the core messaging.



02 Brand Logo

The EigenYields logo is a monogram that uses gestalt principles to form the initials 'E' and 'Y'. The type originates from the Poppins family, evolved to reflect our brand and has the ability to work both in colour

and as a single colour. Always ensure that it is displayed with adequate clear space around it to avoid visual clutter and maintain prominence.



EigenYields

Brand logo

Primary logo

Our logo is the most important element of our brand identity, representing the essence of who we are. It should be used consistently and correctly across all applications to maintain brand recognition

and integrity. We use the horizontal layout as our Primary logo. When using the logo on various backgrounds, opt for approved colour variations that ensure legibility and contrast.



Light



Dark

Brand logo

Primary logo misuse

Our logo is the most important element of our brand identity, representing the essence of who we are. It should be used consistently and correctly across all applications to maintain brand recognition

and integrity. We use the horizontal layout as our Primary logo. When using the logo on various backgrounds, opt for approved colour variations that ensure legibility and contrast.



Do not apply a gradient to the icon or wordmark



Do not rotate the logo



Do not change the logo colour or tone outside of the EigenYields Blue



Do not resolve the logo in 2 different colours



Do not distort or warp the logo in any way

EigenYields



Do not use the wordmark without the icon



Do not outline or create a keyline around the logo



Do not change the typeface or manipulate the wordmark and the icon

Brand logo

Logomark

The logomark is a simplified graphic representation of our logo, designed to be used in contexts where the full logo may not be suitable. It embodies the core visual elements of our brand and should

be treated with the same level of care and consistency. It can be used in digital icons, watermarks, or other minimal spaces where brand recognition is necessary but the full logo would be too complex.



Rounded - Dark



Squared - Dark



Rounded - Light



Squared - Light

The logomark is a simplified graphic representation of our logo, designed to be used in contexts where the full logo may not be suitable. Always maintain its integrity by adhering to size, colour, and

spacing guidelines, ensuring it remains clear and recognisable across all platforms and applications.



Do not apply a gradient to the icon



Do not rotate the icon



Do not change the icon colour or tone outside of the EigenYields Blue



Do not resolve the icon in 2 different colours



Do not distort or warp the icon in any way



Do not outline or create a keyline around the icon



Do not recreate or manipulate the icon



Do not remove brand colours from the wordmark

03 *Type styles*



Typography is a key element of our brand identity, playing a crucial role in how our messages are conveyed. Consistent use of our typefaces across all communication materials ensures a cohesive look

and feel. Always adhere to the specified sizes, weights, and styles to maintain clarity and readability. Proper use of typography enhances the visual hierarchy and strengthens the overall brand experience.

Font family

Poppins Extrabold

Poppins Bold

Poppins Semibold

Poppins Regular

Poppins

Type styles

Primary typeface

Typography is a key element of our brand identity, playing a crucial role in how our messages are conveyed. Consistent use of our typefaces across all communication materials ensures a cohesive look

and feel. Always adhere to the specified sizes, weights, and styles to maintain clarity and readability. Proper use of typography enhances the visual hierarchy and strengthens the overall brand experience.

H0: 60/72

The quick brown fox jumps over the lazy dog

H1: 34/48

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H2: 28/40

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H3: 24/40

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H4: 20/32

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

H5: 18/24

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Paragraph: 16/24

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Label: 14/20

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Caption: 12/20

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

*Let's **maintain the integrity of our brand** by following these guidelines closely and ensuring that every piece of communication reflects the values and vision we stand for.*

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