BreathEzy

Brand book

BreathEzy

Brand book Introduction

This book is your guide to the BreathEzy Brand, including the use of logo, colors and fonts.
The rules in this guide must be respected at all times in accordance with the copyright law.

BreathEzy

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1.1 BreathEzy
The Logo

The logo consists of two elements:

• Brand name
• Brand symbol

It is important that the logo is always easy to see and read in all usage situations.
According to needs and print method, the logo can be displayed in different colour variations (See examples on page 8-9).
For dark background situations, it will only be possible to display the logo in negative/white. Note that altering the logo is against the copyright law.
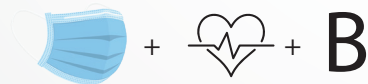
BreathEzy

"B" Represented for Breathe

Also represents a healthy heart or visualisation of healthy organ, and similarities to the shape of a nose mask.

 + + B

"E" Represented for Easy

Also represents the flow of an air in and out of the mask, and similarities to a leaf showing the brands relationship with nature.

 + + E

1.2 BreathEzy

Logo do's & Dont's

In order to ensure consistency in the BreathEzy brand, it is important to maintain the logo's original proportions when using it.

Across you will find some examples of how you should not use the logo - and of the correct setup and use.

The BreathEzy logo should never be

The BreathEzy logo should not be Streched

The BreathEzy logo should never be used on strong contrasting color backgrounds.

The BreathEzy logo should always be used with the symbol.

Width and hight of the BreathEzy logo should always match.

The BreathEzy logo should always appear elegant and stylish.

1.3 BreathEzy

Logo Free Zone &
Minimum Print size

To ensure that the BreathEzy logo is never disturbed by other elements such as text, images or illustrations, a protective area has been specified by the width and height of the letter N in the brand name. No letters should be placed within this area.

There are no restrictions on how big the logo can be. However, when it comes to scaling it down, the logo may never be smaller than 20 mm in height. Any smaller and it will be too difficult to read or register.

BreathEzy   Minimum
             20 mm

1.4 BreathEzy
Alternative Logo Options

When facing an aesthetic problem due to the format of the primary BreathEzy logo there has been created a horisontal anternative.

You can use either of the logos as you please - Just make sure the logo is presented in the best possible way.
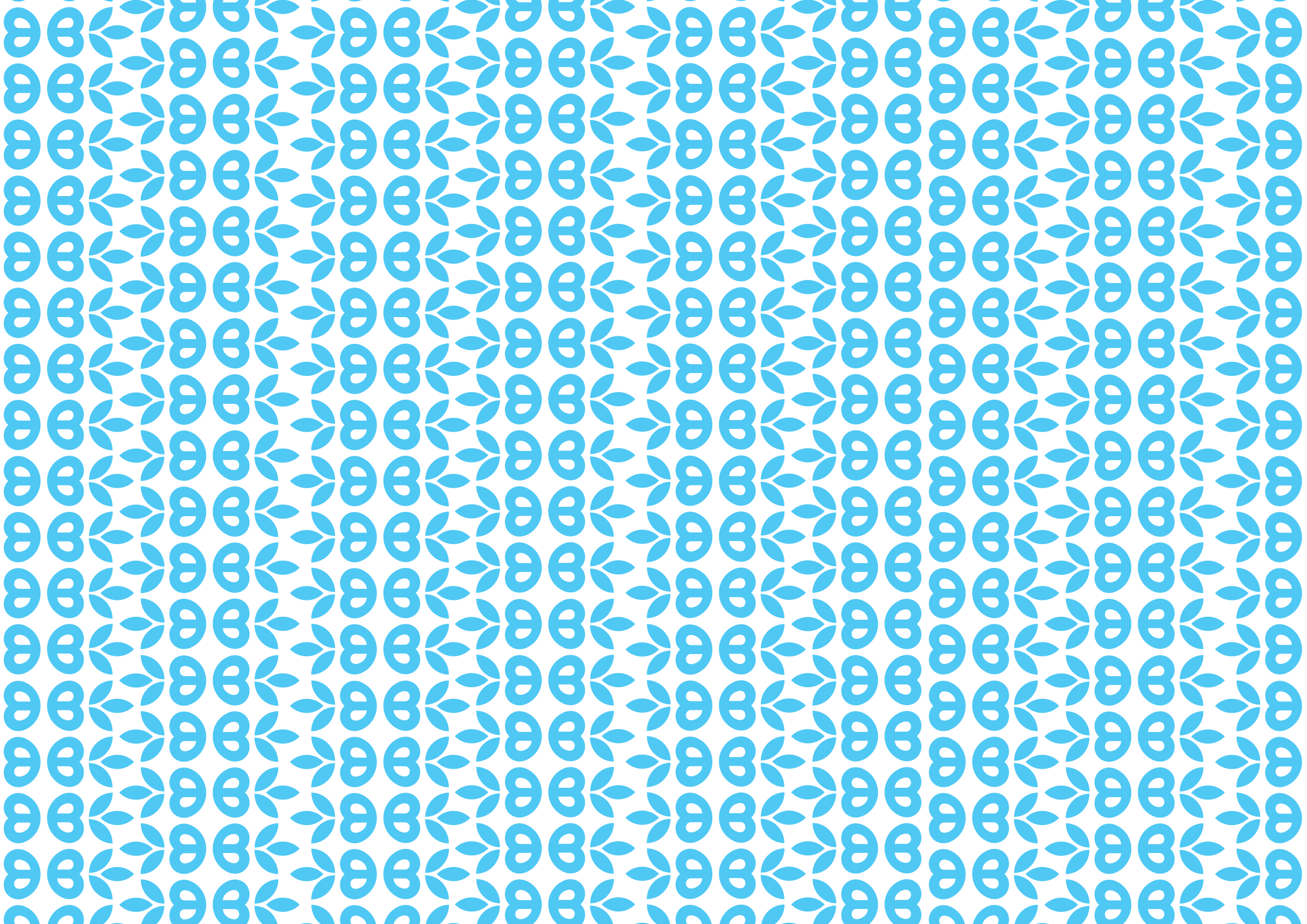
BreathEzy

Minimum
8 mm

1.5 BreathEzy
Brand pattern

The BreathEzy brand pattern is created from 3 blue colours (See specific colour codes on page 22).
The pattern is derived from BreathEzy logo.

Because of the visual dominans, the pattern is not meant to be used excessively on brand materials or as backgrounds in presentations. It is meant only as an extra brand element whenever it makes sense: For example on the back of business cards, on phone covers or used as a attention getter at events. This way the pattern is only used as a visual attention getter and a visual colour reference to the BreathEzy Brand.

1.6 BreathEzy
Color system

There are 3 colors in the BreathEzy brand color palette. The CMYK color codes are for print material. The RGB is for digital material. The HEX colors are for web.

Color system
Color provides a strong visual link to our brand identity across a wide range of applications.

It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one colour system to another.

ATTENTION: Never use a print of the page as a visual color reference. Always use an original color guide as visual color reference.

A color palette with
many possibilities

Our new brand identity is colorful; a true reflection of our personality.
Blue is the foundation of our color palette. Five more colors form the core palette.
The monochrome and supplemental colors complement the palette and provide a rich foundation to
bring any collateral to life.

CORE

RGB 8/80/149
CMYK 99/77/11/1
HEX #085095

RGB 84/200/243
CMYK 57/1/0/0
HEX #54C8F3

RGB 35/31/32
CMYK 70/67/64/74
HEX #231F20

RGB 255/255/255
CMYK 0/0/0/0
HEX #FFFFFF

1.7 BreathEzy
Typography

A typeface plays an important role in creating
a distinct identity.

The fonts for all BreathEzy communication are Quicksand,
Sk-Modernist & SignPainter
Quicksand and Sk-Modernist are a san serif typeface. It has
a very modern feel which compliments the BreathEzy Brand
very well.

SignPainter is also occasionally used in the BreathEzyBrand
- but always as a suplement to Quicksand and Sk-Modernist
is used to bring a more lose feel to the BreathEzy typefaces.

Quicksand Bold
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

Sk-Modernist Regular
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

Sk-Modernist Bold
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

SignPainter
abcdefghiljklmnopqrstuvwxyzæøå,.-
ABCDEFGHILJKLMNOPQRSTUVWXYZÆØÅ,.-
1234567890

1.8 BreathEzy
Icons

They're pixel-perfect and unique, designed for optimal reading and recognition.
Icon design:

• made from outlines
• stroke size is always 1px
• always scaled proportionaly