



EKOHAM SOLUTIONS

BRAND BOOK

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OBJECTIVE

01.

The objective of this mission is to create a model which allows sellers and consumers (buyers) identify the genuineness of the product and eradicate sale of counterfeit products .the system shall validate the data during each sales stage with real time data entered by manufacturers during production stages and shall there by highlight the genuineness of the products.



MASTER LOGO

The generation of the name Ekoham comes from The Upanishads in a Sanskrit saying is as (Eko `ham bahu syam) Shankaracharya realized that Oneness (Ekatvam) is the essence of all knowledge. This is the doctrine of "ADVAITA". "Ekameva Adviteeyam Brahma" (The absolute is one alone, not two) There is no second, but there is the appearance of an enormous multiplicity. How, then, can oneness be claimed? Here is an example. You have the number 1 and the number 9. Of the two numbers which is the bigger? The natural answer will be: 9. But this is not so. One is really the bigger number $1+1+1+1+...$ up to nine, makeup nine. Hence, the vedas declare: "Ekoham bahusyam". "I am one; I will be many, only the one exists"

Between three Alumni of the King George Indian Military School a brain wave with matching frequency emerged a pious thought of social service through digital awareness of anticounterfeit solutions there by extending the benefits to three major players i.e The Union Of India, The producer & the most important consumer or the public in large . The motto of Ekoham comes true when in classical sense one solution benefits all or ('Sarvajan hitay, Sarvajan sukhay'.) Ekoham stands tall to provide the only practical and workable solution towards total security of health, emotions, & national economy.



02.

LOGO IMAGERY

02.

Ekoham Solutions is a global service provider & Solution for the benefit of public in large and a ease to manufacturers for their ease in life cycle of their products



This icon states for chatting



Between three Alumni of the same school called Georgians have conceptualized a company where.



One thought of (Technology) to develop technology



Second came up with solutions (Solution provider)



Third As (network) / (Networking with public in large)

LOGO USAGE

03.



Logo must always have the safe area around it, which is equal to two times of space between icon and logotype

DON'TS



Can't be used on similar color background



Logo can't be used in multiple colors.



One should not change the gap between the logotype



Do not resize the logotype/icon



Do not tilt the logo



Do not distort the logo

TYPOGRAPHY

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.\"!?

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.\"!?

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.\"!?

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.\"!?

GOTHAM ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.\"!?

Typography is another important element of our brand. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of Ekoham Solutions.

Our primary typeface is Gotham

Gotham is the university's primary typeface. It's a clean, modern sans-serif typeface that works well for display copy, body text, and everything between.

04.

COLOR PALETTE



COLOUR CODES

R G B	0 128 129
C M Y K	100 0.78 0 49.41
HEX	#008081

TEAL

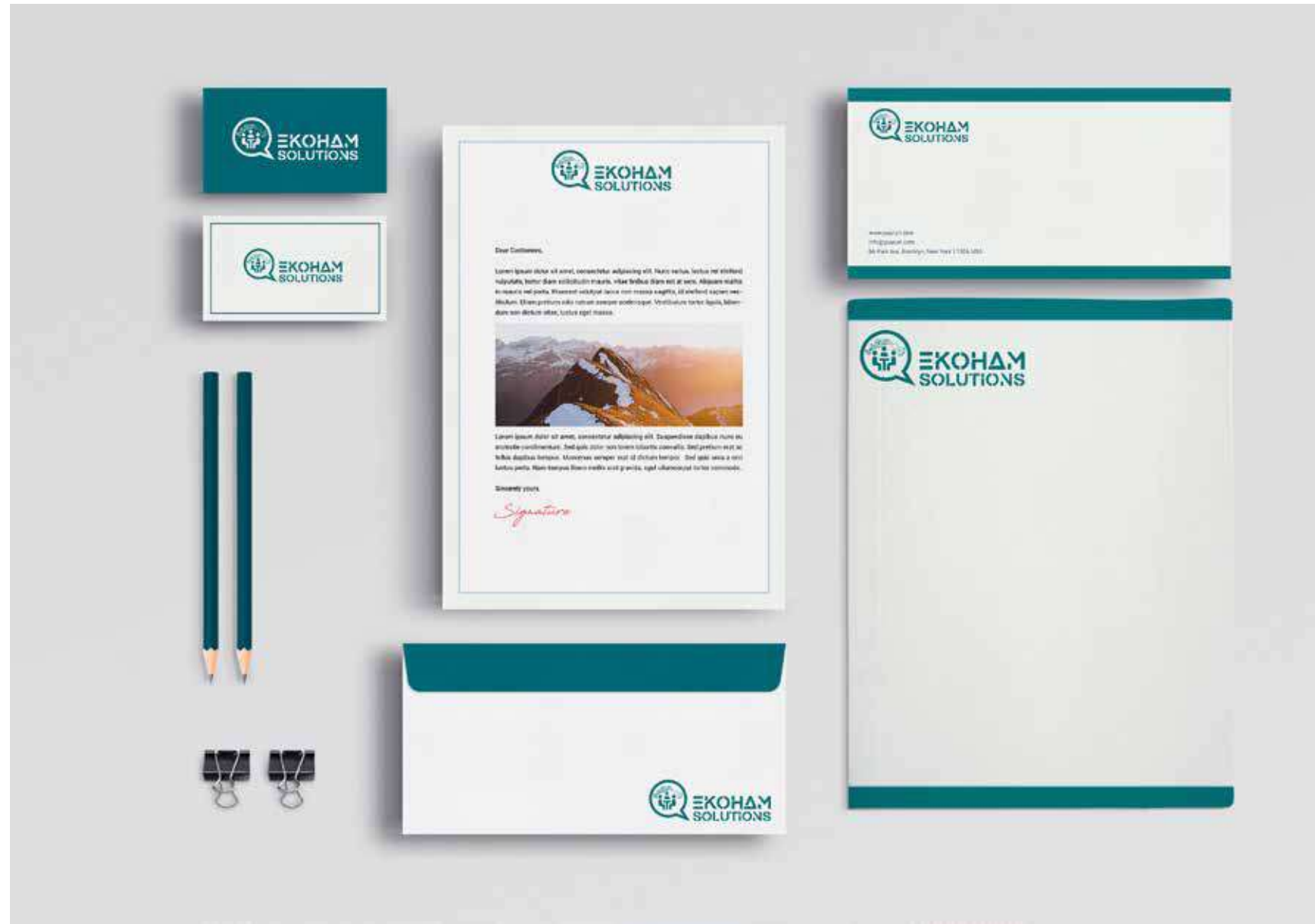
Teal is a medium to deep blue-green color. It is made by combining blue and green pigments into a white base. The name comes from the Eurasian teal, a common freshwater duck with a bluish-green stripe extending from its eye area to the back of its head. In 1917 people began using “teal” to refer to the color. Today’s teal originates from a cognate of the Middle Dutch *teeling* and Middle Low German *telink*. Teal is considered a darker version of cyan, one of the four inks used in color printing. It was included in the original group of 16 web colors defined in HTML in 1987. Like aqua, teal combines green and blue, but its lower saturation makes it easier on the eyes.

Psychology of Teal: Teal blends blue’s tranquil stability with green’s optimism and healing properties. Teal is the color of restfulness and mental and spiritual balance. The calm shade has a natural dignity that is not contrived or “in your face.” Teal’s understated elegance encourages a calm, reflective mood. Brighter teal tones are unique and smart.

People who like the color teal are reliable and independent individuals. They are naturally creative and think for themselves. A teal lover has an even temper and a thoughtful disposition. He or she likely has a talent for mediation and finding a compromise. On the other hand, people who are attracted to teal can be pretentious and prone to over thinking every situation. They may think too much instead of acting on their desires.

BRAND APPLICATION

06.





THE END