

eZee Branding Guidelines

23 October 2018 | Version - 0.2



Welcome

eZee's logo and brand mark are eZee's valuable property and not to be considered less than an asset. Thereby utmost care should be taken while using it and to be used attentively and carefully. The standard style of our logo with accurate color shades and font face is as mentioned below.

Any use of the logo and brand mark that deviates from this style guide must be first approved by eZee company.



Our Product Brand Colors



The Logo

Company Logos

Our logo is the most recognized element for us as well as our clients, partners and is considered as the face of the company. It is our signature of authenticity, approval and a brand name; that we all work for and towards. With that being said, everyone should respect our brand mark by using it attentively. On the same lines, one should never stray from following the original standard logo style and its guidelines.



Company Logo with Tagline

Our tagline is an expression of our brand. It sheds light on the essence of who we are and in what direction we work for. So whenever the logo is to be used with our tagline, then it must be used with the standard defined rules and guidelines. Examples of our logo with the tagline is as shown below.



Logo Clearspace

Regarding the empty spaces around the logo as well, there are some certain set of rules to be followed.

While using the logo, sometimes it is not convenient to place a vertical logo because of the insufficient space.

In such a situation, it is advisable to use the logo as shown below. The examples of our logo and logo with the tagline is given. One should not modify the logo other than this way.

Clearspace

The logo has a clear space of letter

“e” of eZee the width of the logo around it.

The logo is to be placed strictly as shown.

Avoid placing any sort of graphic elements within the clear space area.



Company logo - Color variant

The colors in the logo represent the originality of the logo. Hence extreme care should be taken for the different attributes of the logo such as; the colors of the logo, the width, the height, and the spacing.

Clearspace

Regarding the clear space, as mentioned previously - the logo has a clear space of letter “e” of eZee. Also, the width of the logo around it same as above in vertical logo.

Another important thing to take care of is the spacing between eZee’s logo and text; the logo has the last curve of blue color. And the text- **eZee** is not be started immediately after the last blue curve. Anyone who is using the logo this way, have to leave adequate space and then start the text. You can refer to the logos displayed below to have a more clear idea on this.

Tagline

Regarding the tagline of our logo; the tagline “MAKES BUSINESS SIMPLIFIED” should be placed under the logo icon where its bottom edge line ends– avoid placing graphic elements within this area.



Don't's for using a logo

Have already mentioned the importance of logo; everyone cannot modify or edit it. It is highly recommended to use the logo only with the guidelines provided above. Please follow the guidelines of using our logo accurately and maintain the dignity of our brand value.



Don't stretch the logo.



Don't color the text of logo
when background is white.



Don't colorize the logo.



Don't use gradient in the
logo.



Don't use image behind the logo.

Products Logo

eZee offers a complete range of software solutions for the hospitality industry. Each and every product has its own functionality and specialty to foster different domains of the hospitality industry. Thus to maintain the individuality of our different products, we have established a trademark to write the name of our different products too.

According to standard style, the product names are used with the full logo of product name & its short description that's - its tag-line. Whenever anyone is using the product name, its tagline is obligatory to mention. No one should use the product name without the tagline. Here are the proposed logos of every product.

Anyone can change the size of the logo as per their requirements but their colors are not supposed to get changed in any case.



Authorized Reseller Logo & Connectivity Partner logo

Authorized Reseller

The authorized reseller logo of eZee is as shown below. This fundamental eZee Authorized Reseller logo that is to be used only by eZee teams to communicate to the reseller community. They can use this logo for instances like- while sending emails from eZee to reseller; presentations from eZee to reseller; whenever eZee sponsors a reseller event or activity.



Connectivity Partner

The authorized connectivity partner logo of eZee is shown below. This fundamental eZee Connectivity Partner logo that is to be used only by eZee teams to communicate to the Partner community.

They can use this logo for instances like- while sending emails from eZee to partners; presentations from eZee to partners; whenever eZee sponsors a partners event or activity.



Typography

Typography is the style and appearance of any printed content. Typography is an important aspect of our brand identity. The examples of different typography or the font style of all the texts usage examples are as mentioned below. You can refer to these examples and should use these font styles only to ensure all of our communications appear consistent.

Generally, we use the fonts of Droid Sans font family & Open Sans font family. They are free to use.

Roboto - Regular
Roboto - Bold

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Here's the link you can download from here - [HYPERLINK](https://fonts.google.com/specimen/Roboto)
"https://fonts.google.com/specimen/Roboto" [Download link](https://fonts.google.com/specimen/Roboto)

Further Support...

The site also lets you download everything
you'll need to put the guidelines into practice,
from logos and typefaces to stationary and colors.

For brand inquiries please contact:

kishan@ezeetechnosys.com

Open Sans - Light
Open Sans - Regular
Open Sans - Semibold
Open Sans - Bold
Open Sans - Extrabold

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Here's the link you can download from here - [HYPERLINK](https://fonts.google.com/specimen/Open+Sans)
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