

ESKIMI

BRAND GUIDELINES

01

LOGO GUIDE— LINES

01 **Logo guidelines**

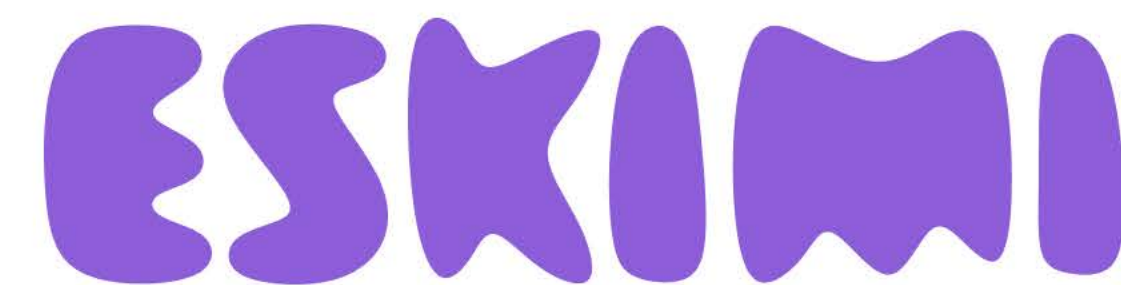
02 Colors

03 Typography

Primary variants

Our primary logo is purple and should be used on light backgrounds whenever possible. On dark backgrounds or in cases where contrast is low, use the white logo for better visibility.

We recommend placing the logo on a solid light or dark background. When used on a photograph, ensure there is enough contrast so the logo remains clear and readable. The minimum logo size for print and digital is determined by the logo's height.

The word 'ESKIMI' is rendered in a bold, rounded, purple font. The letters are thick and have a slightly irregular, hand-drawn feel. The 'E' has three rounded loops, the 'S' is a simple curve, the 'K' has a thick vertical stem and a rounded top, the 'I' is a simple vertical bar, the 'M' has two rounded humps, and the final 'I' is a simple vertical bar.The word 'ESKIMI' is rendered in a bold, rounded, white font, identical in style to the purple version. It is centered on a dark navy blue background. The letters are thick and have a slightly irregular, hand-drawn feel.

Smallest logo size 24px | 

Logotype safe zone

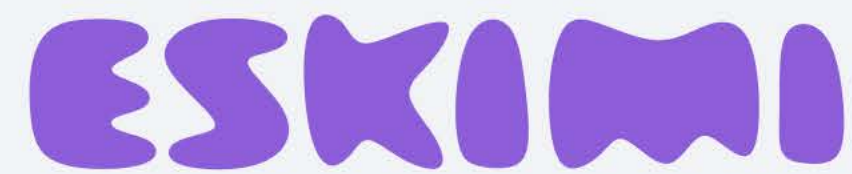
The safe zone is the essential clear space that must always surround the logo. This requirement ensures the logo maintains maximum visibility, presence, and impact, protecting it from clutter, competing elements, or the edges of a layout.

Never place any text, graphics, or imagery within this designated area.



Incorrect use

To maintain the integrity and visual consistency, the logotype must never be altered or compromised in any way. Strict adherence to usage guidelines means you must avoid all forms of distortion, including stretching or condensing the logo, applying outlines, or introducing unapproved colors. Additionally, do not apply visual effects such as shadows, glows, or filters. It is also crucial never to crop the logo or place it on backgrounds that result in low contrast. Always use the original, approved logo files and ensure the safe zone is respected in every application.

The ESKIMI logo is shown in its standard purple color but has been horizontally stretched, making the letters wider than they are tall.

✗ Do not **stretch** the logo

The ESKIMI logo is shown in a light purple outline style, where the letters are hollow and defined by a thin purple border.

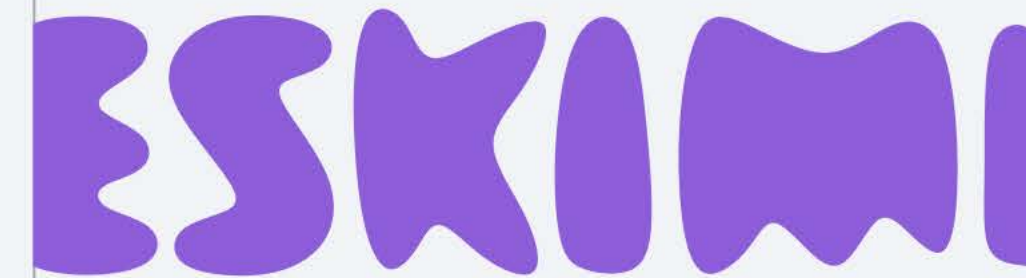
✗ Do not **outline** the logo

The ESKIMI logo is shown in a bright pink color, which is not the approved purple color.

✗ Do not use the logo in a **wrong color**

The ESKIMI logo is shown in purple with a soft, grey drop shadow applied behind the letters.

✗ Do not **use shadows or any filters** on the logo

The ESKIMI logo is shown in purple, but the right portion of the letters 'MI' has been cut off, leaving only the left parts visible.

✗ Do not **crop** the logo - use the safe zone

The ESKIMI logo is shown in purple, centered on a solid dark grey background, which provides very low contrast.

✗ Do not use the logo in **low contrast colors**

02

COLORS

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Color palette

Purple is the heart of our brand; it serves as our primary brand color, representing our core identity and should be used prominently across all materials. Blue is our secondary color, offering a versatile complement to the primary tone and is crucial for general visual communication. Gradients, available in light and dark variations, are used strategically to add depth, create compelling backgrounds, or highlight specific words and phrases within a sentence for dynamic emphasis. **We must only use these approved colors; any other colors are prohibited.**

<div>Purple</div> <div>CMYK: 35,57,0,15 HEX: 8D5DD9 RGB: 141,93,217</div>	<div>Blue</div> <div>CMYK: 65,39,0,0 HEX: 5A9CFF RGB: 90,156,255</div>	<div>Grey</div> <div>CMYK: 9,5,0,33 HEX: 9BA1AA RGB: 155,161,170</div>	<div>Gradient light</div> <div>HEX: 8D5DD9 → 8AB9FF</div>	<div>Black</div> <div>CMYK: 16,11,0,85 HEX: 1F2125 RGB: 31,33,37</div>
<div>Light purple</div> <div>CMYK: 24,39,0,0 HEX: C29BFF RGB: 194,155,255</div>	<div>Light blue</div> <div>CMYK: 46,27,0,0 HEX: 8AB9FF RGB: 138,185,255</div>	<div>Light grey</div> <div>CMYK: 5,3,0,14 HEX: 8D5DD9 RGB: 210,214,220</div>	<div>Gradient dark</div> <div>HEX: 1F2125 → 8D5DD9</div>	<div>White</div> <div>CMYK: 0,0,0,0 HEX: FFFFFFFF RGB: 245,245,245</div>

03

TYPO— GRAPHY

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Typeface

Our main font is **Plus Jakarta Sans**. We use it wherever possible. Plus Jakarta Sans is a modern geometric sans-serif that is clean, readable, and well-suited for digital platforms and print materials.

If the situation does not allow us to use Plus Jakarta Sans, you can use any system sans-serif fonts. We recommend Arial or Helvetica.

Plus Jakarta Sans

Regular

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?*

Bold

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?*

Type hierarchy

Our typography follows a clear hierarchy. We use distinct headline levels and consistent body text to guide attention, improve readability, and maintain visual unity across all materials. Headlines are bold and expressive, while body text stays clean and functional for longer reading. You can adapt sizes to fit the layout, as long as contrast and hierarchy stay consistent.

Headlines

HEADLINE 1
PLUS JAKARTA SANS BOLD
SIZE: 80PX

HEADLINE 2
PLUS JAKARTA SANS BOLD
SIZE: 64PX

HEADLINE 3
PLUS JAKARTA SANS BOLD
SIZE: 48PX

HEADLINE 4
PLUS JAKARTA SANS BOLD
SIZE: 24PT

BODY TEXT
PLUS JAKARTA SANS REGULAR
SIZE: 20PX

Say goodbye to boring results

Full stack built for impact

Launch your next killer campaign with us

Capture attention and push engagement

Fight the boring with creativity, data and AI-driven advertising that captures attention, drives action, and builds a lasting brand impact.