



Brand Guidelines

*For marketing use

VISUAL IDENTITY

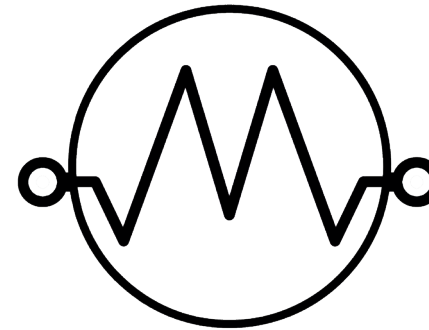
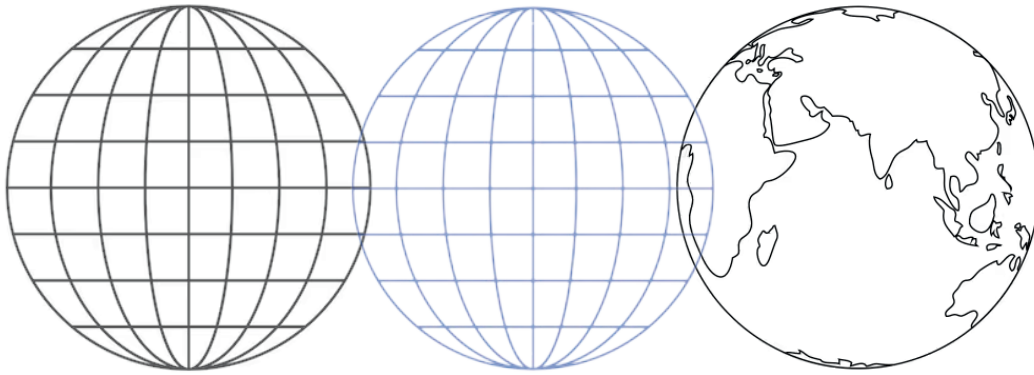
EEMC Monitors' visual identity is built on a holistic set of elements that define who we are and set us apart.

Our logo is the mark that represents our name, serving as a clear and confident symbol of our brand. Alongside it, our visual assets form a broader design language that reflects our expertise, reliability, and innovative approach. Together, these elements create recognition and memorability with our audiences.

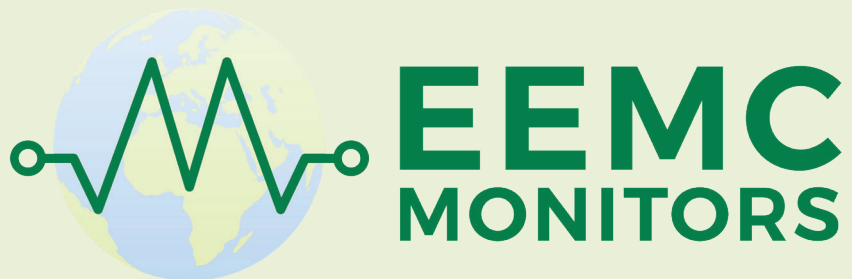
Our identity is crafted to support the content we share and the solutions we deliver, ensuring that EEMC Monitors is presented in a consistent and recognisable way across every touchpoint — including digital, print, social media, and video.

01

THE LOGO



The EEMC Monitors logo blends a stylised globe with a bold green waveform to symbolize global reach, environmental focus, and technological precision. The globe represents international monitoring and sustainability, while the waveform signifies data accuracy and continuous measurement. The circular endpoints suggest electronic connectivity, reinforcing EEMC's commitment to reliable, tech-driven environmental monitoring worldwide.



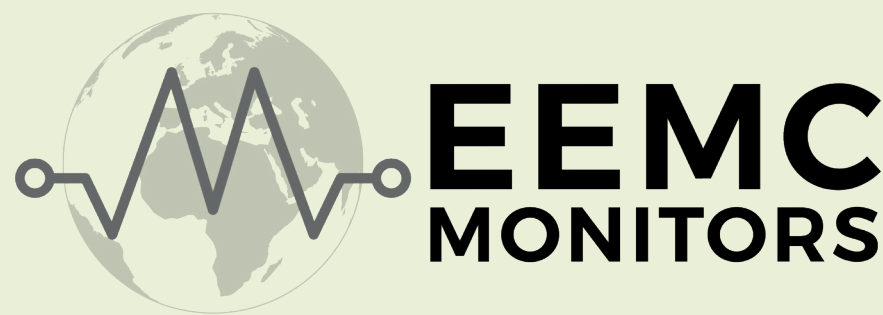
Dark Green Version on a Light Background



Dark Outline



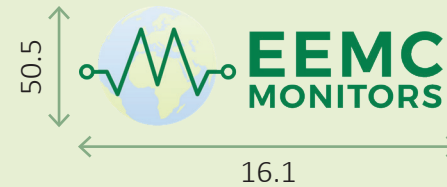
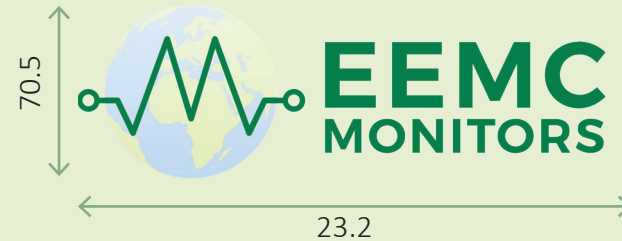
White Version on a Dark Background



Grey Version

The logo should only be displayed in the versions presented in this document and as presented in this document.

Logo can be scaled



Do not scale the image unless the aspect ratio is preserved.

Avoid rotating the logo maintain its original horizontal layout.



Do not alter the logos colour or opacity.



BEST PRACTICE USE

COLOUR

The logo should appear only as shown in the previous page. Always use the approved logo files and avoid creating new or altered versions.



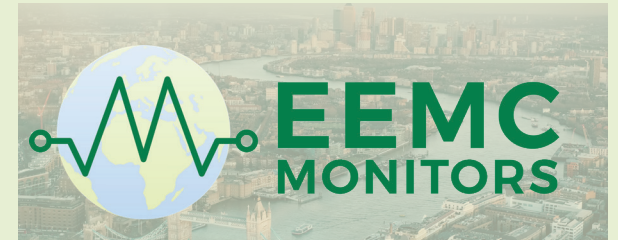
CONTRAST

Makesurethelogoisalwaysclear and easy to read. When placing it on a coloured background or image, choose the logo colour that provides the best contrast so it stands out.



LEGIBILITY

The logo's position and colour should always ensure strong legibility, especially when used over images. Place it where it remains visible and balanced within the design



02

PALETTE

Our colour palette is rooted in precision and clarity, combining cool technical tones with accent colours that reflect our focus on environmental monitoring, innovation and trust.

PRIMARY

SECONDARY

Dark Green
#086D38

White
#FFFFFF

Dark Grey
#545454

Grey Green
#78B493

Light
Yellow
Green
#EBF0CD

Light Blue
#D5E4F6

Our primary brand colour, used to create recognition while keeping the design balanced and harmonious.

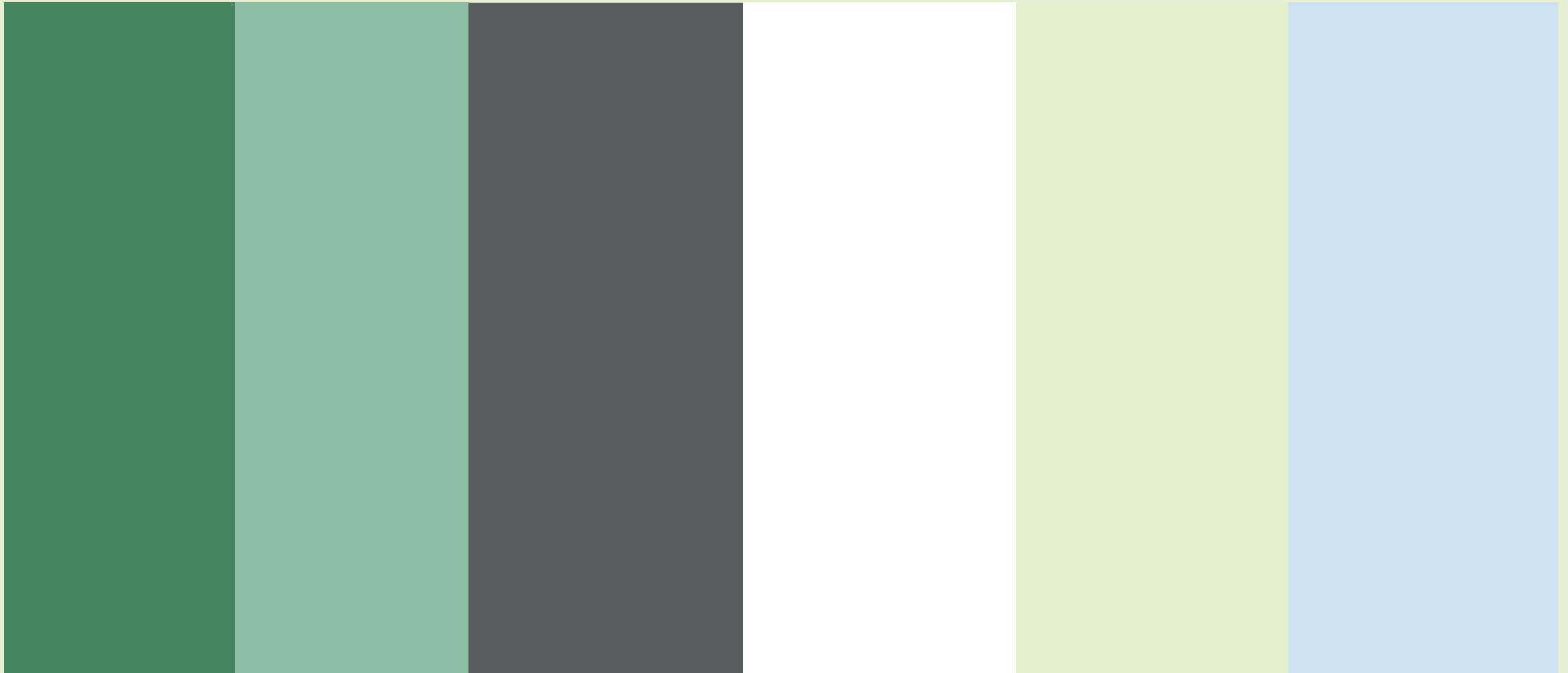
Accent colour, best used sparingly for subtle details or highlights. It should support, not compete with, the primary palette.

Colours, ideal for text, backgrounds, and structure. Use the darkest gray instead of black for a softer, balanced feel.

Space and clarity. Use it generously to create contrast, improve readability, and support a clean, modern look.

Warmth and character when used carefully. Apply it selectively and always maintain strong contrast for readability.

Calm and clarity for the palette. Use it thoughtfully to highlight elements while maintaining balance and readability.



03

TYPOGRAPHY

CALIBRI

Calibri serves as our primary typeface and is utilized consistently throughout the majority of our marketing materials to ensure a cohesive and professional brand appearance.

Aa Aa

ARIAL

Arial serves as our secondary font, selected for its simplicity and broad compatibility across systems and platforms. It is primarily used for functional materials such as quotes, invoices, and other administrative documents where readability and accessibility are essential.

Aa Aa Aa

APTOS

Aptos is used as our tertiary font, designated for email communications and advertising materials. Its contemporary design and clean letterforms enhance readability and visual appeal across digital platforms. Aptos complements our primary and secondary fonts.

Aa Aa Aa

CONTACT

For any questions regarding the application of these brand guidelines or to request official brand assets, please contact:

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For inquiries related to branding, marketing materials, or logo usage, please reach out prior to producing or distributing any new content to ensure full compliance with EEMC Monitors' brand standards.