

Brand Guidelines



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About Ecovia

Ecovia is a clean energy company helping homes and businesses make the switch to sustainable power. We install solar panels, battery storage systems, air source heat pumps, and EV chargers – all with expert support and clear pricing. Whether residential or commercial, we make the journey to greener.

The Ecovia logo is the foundation of the brand's identity. It combines clean, modern typography with a leaf symbol integrated into the letter “o” to reflect the company’s commitment to sustainability and green energy.

Primary Logo



IMPORTANT

The logo should always be used with appropriate spacing, and no elements should be altered or rearranged.

This version is the primary logo and should be used across most applications, including digital, print, and signage.

The secondary logo combines the core Ecovia wordmark with the word “energy” to emphasise the company’s full-service offering across clean technologies. It retains the same clean typography and green leaf symbol from the primary logo, while adding flexibility for use in contexts where more clarity or brand context is needed — such as marketing materials, packaging, or social media headers.

Secondary Logo



IMPORTANT

Like the primary logo, the secondary logo should be used with proper spacing and should not be modified in any way.

The Ecovia wordmark is clean, modern, and confident — designed for versatility and long-term recognition. It uses a bold, rounded typeface that feels both professional and approachable, reflecting Ecovia's commitment to making sustainable energy simple and accessible. The simplicity of the wordmark allows it to be used across a wide range of applications, especially where space is limited or where minimal branding is preferred.



IMPORTANT

It should always be used in high contrast and with clear spacing around all sides.

Wordmark

The Ecovia logomark is a standalone symbol built from the lowercase “e” paired with two green leaves — a visual shorthand for sustainability and growth. It’s designed to be instantly recognisable, even without the full brand name. The logomark is ideal for small-scale applications like favicons, social media icons, or branded merchandise.

IMPORTANT

While it carries the same visual essence as the full logo, it should be used thoughtfully and with consistent spacing to maintain brand clarity.

Logomark



Off-Black

#322F30

Off-black (#322F30) adds contrast and strength, giving the identity a grounded, professional feel.

Green

#76AD86

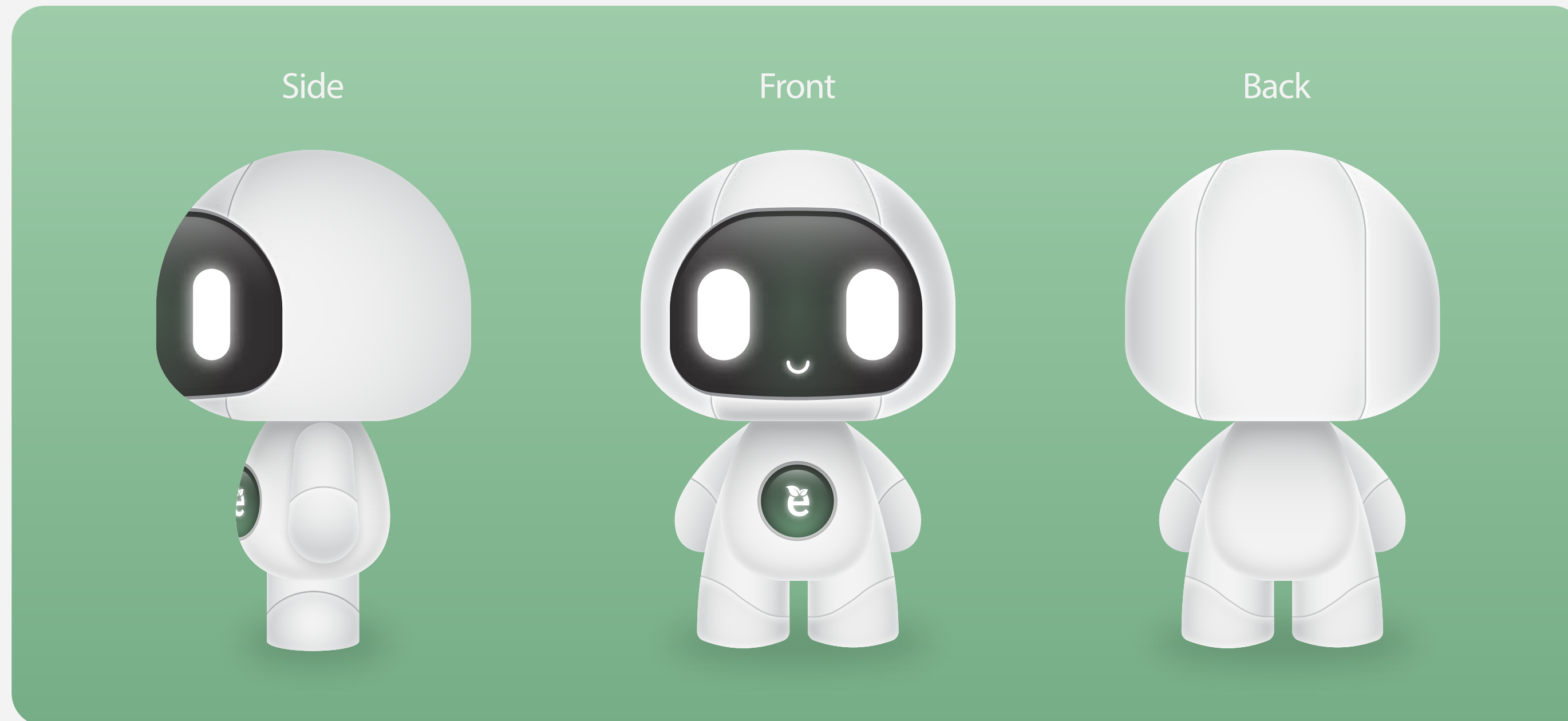
The primary green (#76AD86) represents sustainability, growth, and balance.

Off-White

#F3F3F3

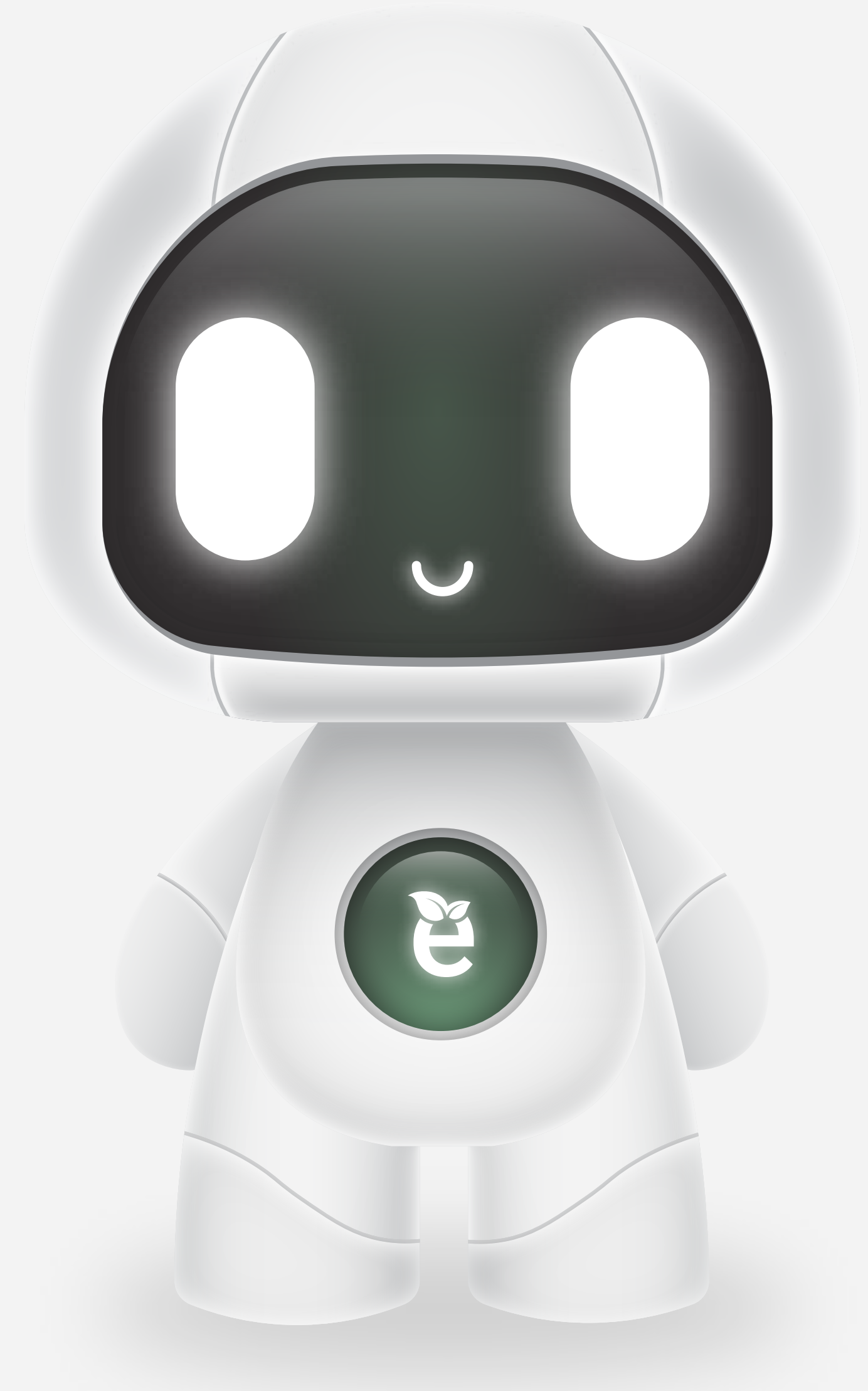
Off-white (#F3F3F3) keeps layouts bright and breathable.

Colours



Meet Eve! Ecovia's friendly brand mascot, symbolising clean energy and innovation. With a soft, futuristic look and glowing green core, Electra adds a human touch to the brand. It's ideal for marketing, onboarding, and making the brand feel more approachable.

Mascot





Business Card



Website Design



App Icon

Roboto

Regular - Used for body text

Medium - Used for titles/buttons/links

Bold - Used for type based art/bold statements

Typography

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE

abcdefghijklmn
opqrstuvwxyz

NUMBERS

0123456789

Ecovia's typography is designed to be clean, modern, and highly legible across all digital touchpoints. The type hierarchy uses clear spacing and scale to guide users through content, creating a smooth and structured reading experience. Headings are bold and minimal to draw attention, while sub-headings and body text maintain a consistent rhythm with ample spacing. Typography should always be used with intention — helping reinforce the brand's approachable yet confident tone. Font sizes are set in rem units to ensure responsive scalability across devices.



Text Hierarchy

ecövía