

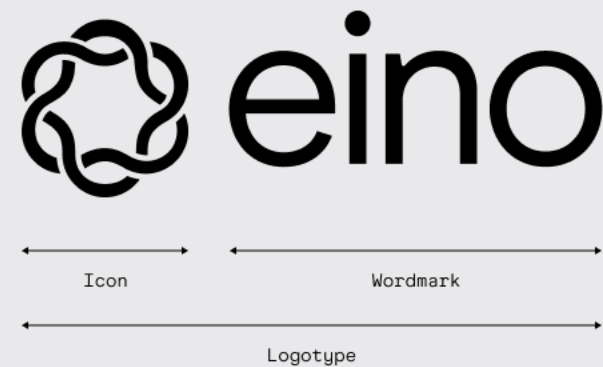


Logo

Our logotype

The eino logotype reflects our brand promise of intelligent connectivity, and our ability to combine any technology from any vendor to a single cohesive view.

The icon captures two signal paths intertwined, creating a symmetrical shape. The difference in line thickness helps to suggest a live feeling, with signals that are never static but still remain controlled.



Logotype colors

The eino logotype is designed to remain clear and recognizable across a wide range of environments. To support this, the logotype may appear in a defined set of color combinations that preserve contrast, legibility, and brand integrity.

Our default expression pairs the black or white logo to our dark or light background, but it is also used as white on our brand purple, background purple and greyscale.

The logo can be used on top of images or graphics, as long as it fits the composition and layout in a way that it's legible.

These approved variations ensure the logotype remains consistent and confident—whether used in product, marketing, or high-impact brand moments.



Icon with shadow

The eino icon exists in two variations. One with flat color and one with shadows added where the lines overlap.

Use the shadow version only when the icon stands by itself and not together with the wordmark.

This ensures a visual consistency in the logotype so that we don't mix flat and dimensional.



Avatar

The eino avatar uses our icon with shadow as a standalone mark for moments where the full logotype cannot be used. It appears in two formats—square and round—to ensure clarity across different digital environments, from browser tabs to social platforms.

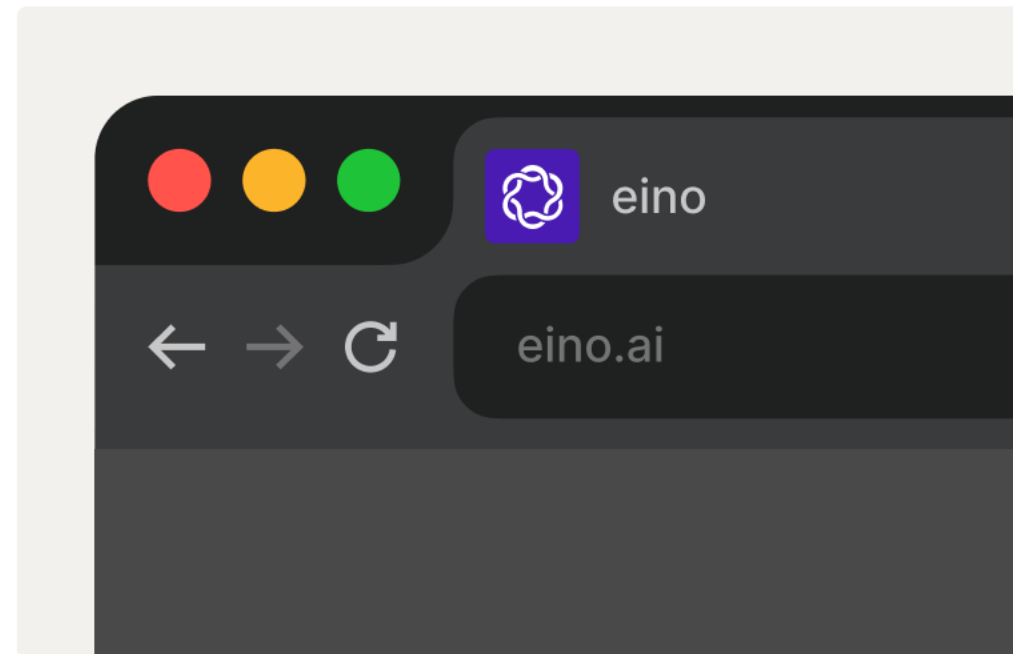
In both versions, the icon sits on our signature purple, creating a strong, recognizable presence at even the smallest sizes. Always use the provided avatar files to maintain correct proportion, color, and legibility across all touchpoints.



Square



Round



Preferred Placement

The eino logotype should be placed in one of three preferred positions: top-left, bottom-left or bottom-right. These placements create the most balanced layout.

Whenever possible, choose a placement that aligns with the layout's structure and the user's natural reading flow. Avoid placing the logotype arbitrarily or too close to edges, as this can diminish its impact and compromise legibility.





Color

Color

Our brand should come across as primarily black and white with purple hero moments and gold accents.

The primary purple is used as a contrasting background color for highlighted moments and along with the secondary purples in illustrations and graphs.

The gold accent is used sparingly to make sure it stands out and grabs attention when used. It's used as a highlight in illustrations, contrast in our gradient and when we want a message to stand out with eg. bullet points or statistics.

Secondary colors allow for a dynamic expression in applications like product UI, divider lines, charts, social content etc.

Base



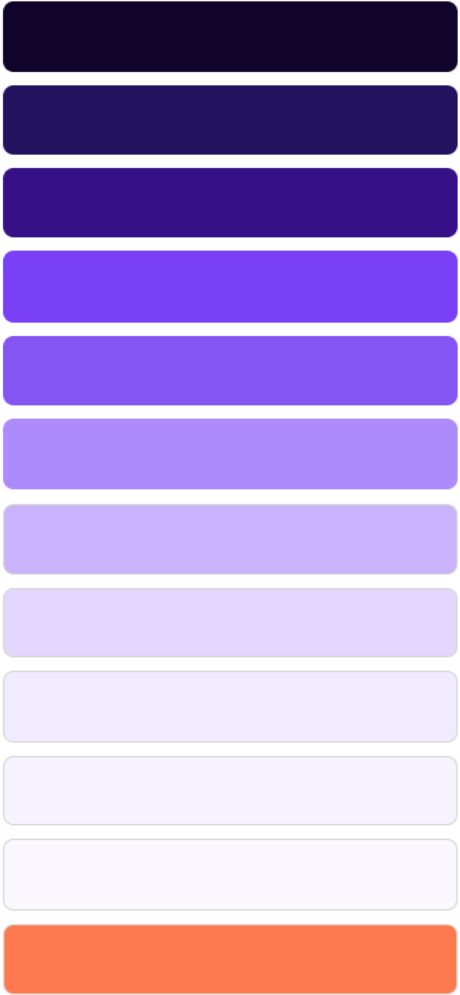
Primary purple



Gold accent



Secondary



Color specification



Grey 950
#0B0B0D



Grey 900
#18181B



Grey 800
#25252B



Grey 750
#323238



Grey 700
#41414D



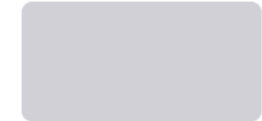
Grey 600
#565666



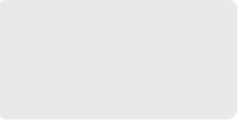
Grey 500
#808091



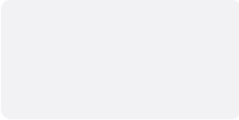
Grey 400
#AAAAB2



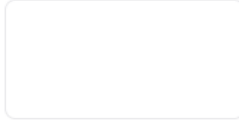
Grey 300
#D0D0D6



Grey 200
#E9E9EB



Grey 100
#F2F2F5



Grey 50
#FFFFFF



Purple 950
#10042B



Purple 900
#23135E



Purple 800
#351087



Purple 700
#491BB2



Purple 600
#7940F5



Purple 500
#8455F2



Purple 400
#AE8BFC



Purple 300
#CAB3FC



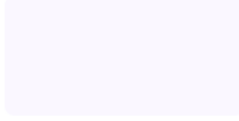
Purple 200
#E3D6FF



Purple 100
#F1EBFF



Purple 50
#F6F2FF



Purple 25
#FAF7FF



Gold
#FFAA33



Orange
#FE7A4E

Color Pairings Type

Our color system is designed to create harmony, clarity, and flexibility across brand touchpoints. These recommended pairings show how primary, secondary, and tertiary tones can work together to build a cohesive visual language.

On Grey 100

Grey 950

Grey 700

Grey 600

Text primary

Text secondary

Text tertiary

On Grey 200

Grey 950

Grey 700

Grey 600

Text primary

Text secondary

Text tertiary

On Grey 900

Grey 50

Grey 300

Grey 500

Text primary

Text secondary

Text tertiary

On Grey 950

Grey 50

Grey 300

Grey 500

Text primary

Text secondary

Text tertiary

On Purple 700

Grey 50

Grey 300

Text primary

Text secondary

On Purple 950

Grey 50

Grey 300

Text primary

Text secondary

Color Pairings Lines

In layout we rely on grid lines to frame our message as well as illustrations to show our product (“signal lines”).

Use these pairings depending on the background.

On Grey 100

Grey 200

Grid line

Purple 700

Signal 1

On Grey 200

Grey 300

Grid line

Purple 700

Signal 1

On Grey 900

Grey 800

Grid line

Purple 700

Signal 1

On Grey 950

Grey 800

Grid line

Purple 700

Signal 1

On Purple 700

Grey 600

Grid line

On Purple 950

Grey 700

Grid line

Grey 900

Signal



Typography			

Typography

The clear and simple typography is at the core of the identity and is emphasized with structured and orderly layouts.

Modern Era and Modern Era Mono is a geometric sans serif with a technological yet friendly appearance. The round, evenly stroked lines in the letterforms reflect our focus on creating order and hint at the signal illustrations used to describe our product.

Visually, our language is clear, simple, and respectful of white space. It avoids cluttered layouts and minimizes the number of weights used on a single page. When contrast is needed, it is achieved through scale rather than weight.

Modern Era
Regular & Medium

+

Modern Era Mono
Regular & Medium

Hierarchy

Use this as a guideline when setting your type levels.

Headlines carry the core message with confidence and space to breathe. Subheads introduce key ideas with a lighter touch, while paragraphs maintain an even rhythm for longer reading.

The mono typeface is used for UI and details such as tags and buttons, to ground our interactions in a technological space.

Title / Modern Era / Regular / Leading 100% / Tracking -2%

The Shortest Path to Intelligent Connectivity

Title / Modern Era / Regular / Leading 110% / Tracking -1%

Every Wireless Technology.

Title / Modern Era / Regular / Leading 120% / Tracking -1%

Every Site. One View.

Paragraph / Modern era / Regular / Leading 130% / Tracking 0%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur finibus sed augue consectetur congue. Aliquam eu ex et tortor varius mattis. Vestibulum arcu nisl, hendrerit vel arcu elementum, tempor efficitur libero.

UI Element / Modern Era Mono / Medium / Leading 110% / Tracking 0%

Solution

UI Element / Modern Era Mono / Medium / Leading 110% / Tracking 0%

Contact us



Brand elements

The grid lines

The concept of the grid is to mimic the way a signal decays as it travels away from its source.

The space between lines is roughly based on the golden ratio, where each line is $\approx 1.618x$ away from the previous. This however needs to be optically adjusted when fitting a grid into a fixed space. There is no need to keep it mathematically exact as long as the overall feeling is that the space between each line is increasing more.

Different variations of the grid can achieve more or less effect depending on application.

We also use conventionally spaced columns to hold messages, and in those instances the grid can be used as dividers or hero elements.



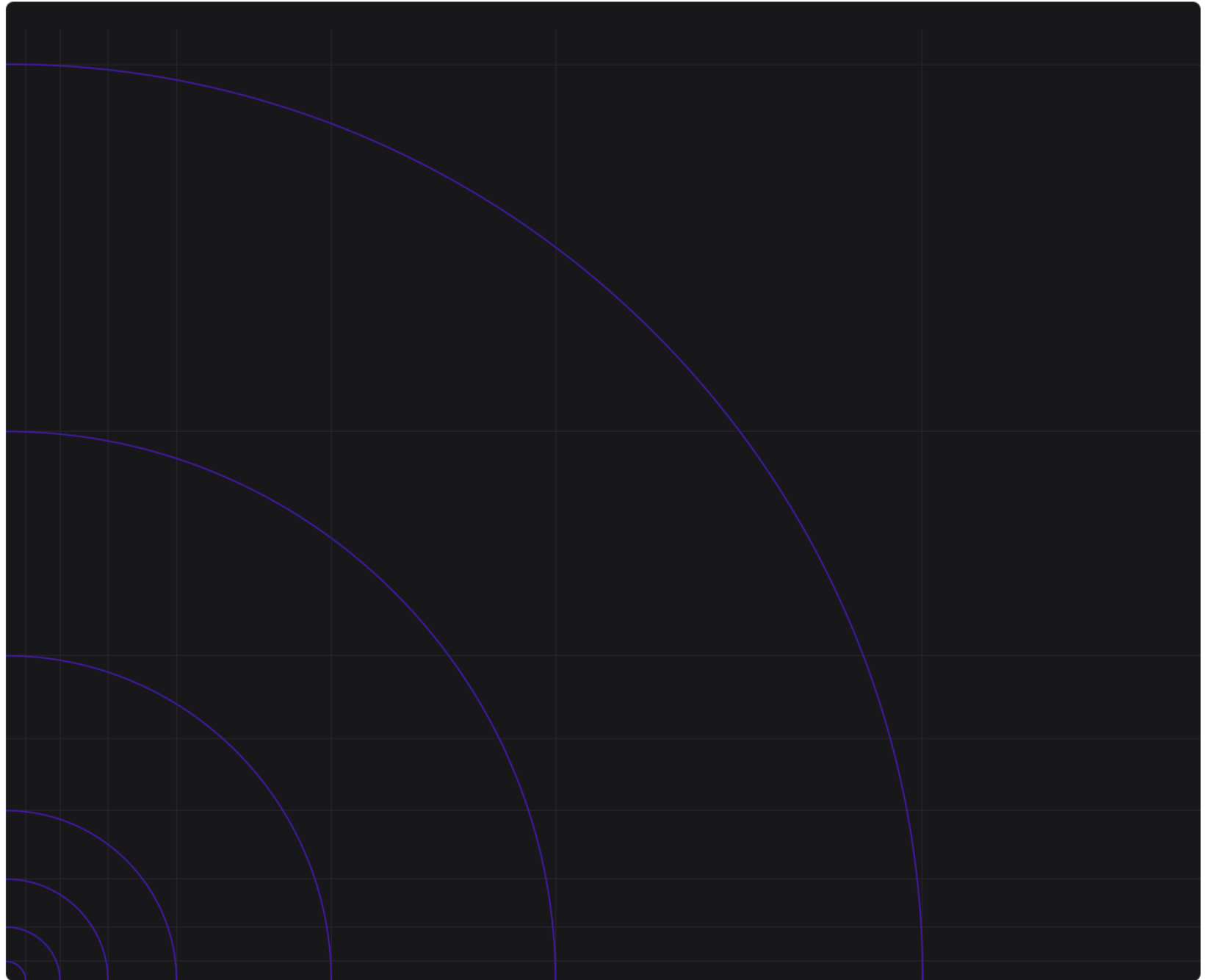
The grid lines

Using the grid in a both vertical and horizontal orientation creates a canvas of expanding rectangles that can be used as hero backgrounds or as canvas for illustrations.



The signals

Together with the grid lines, signal paths are used to create illustrations or hero backgrounds for messaging.



The gradient

Our hero visual is the heat-map gradient that shows a network spreading out over a background.

This gradient is used as background behind UI screens, messages and images.

Always place the gradient originating from one of the edges and stretching across a large part of the canvas.



The gradient

The gradient is created using pointed shapes with rounded corners, always in this color combination.

Layer blur and noise texture is applied to blend the shapes together.

The actual shapes of the base shapes is free to create and explore to achieve dynamic results.

Just remember that the majority of the gradient should convey the blend from gold to purple. Avoid placing too much of the gold in the visible area.



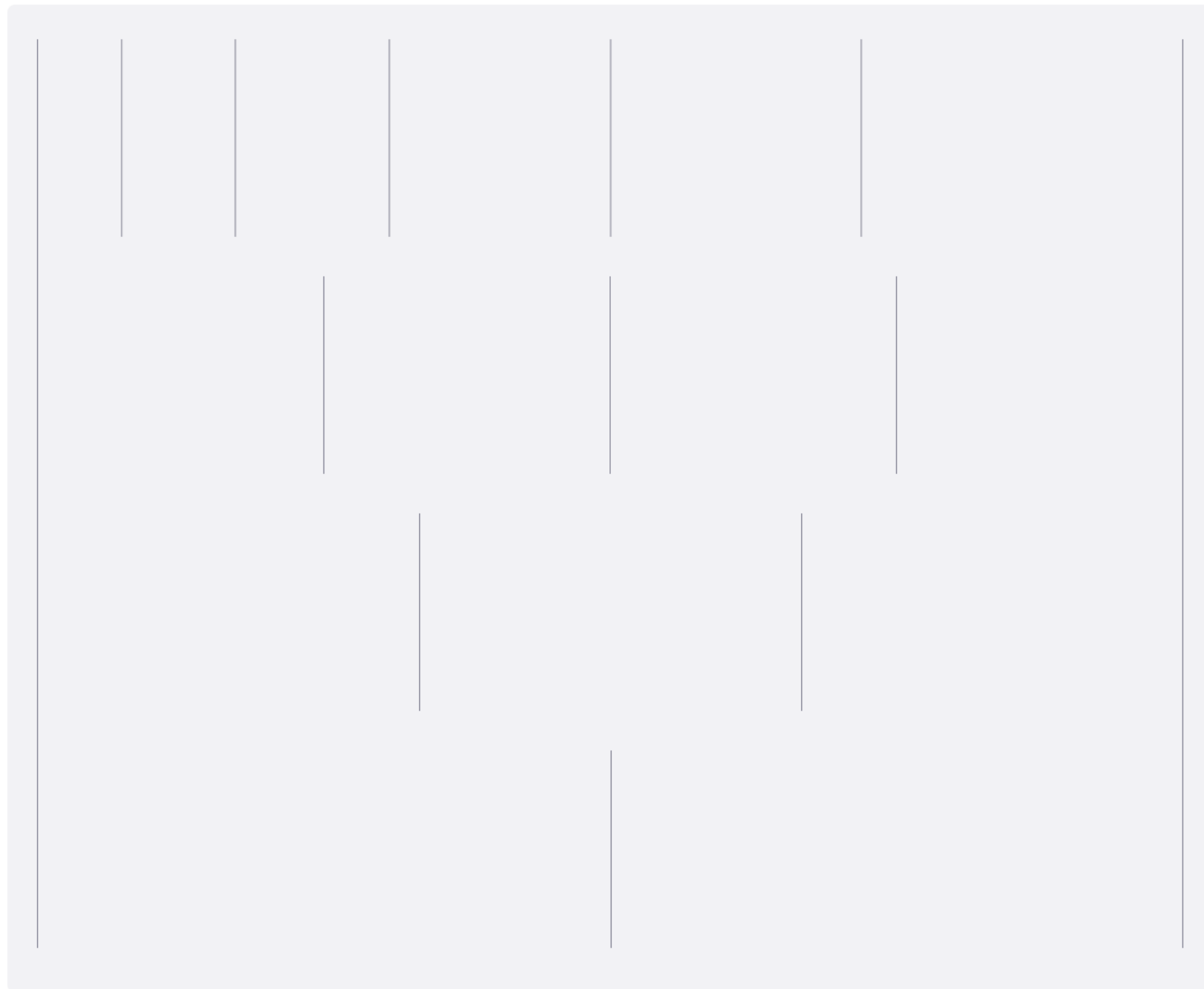


Layout

Building the grid

The layout is based on the visible grid, with the edge lines as “bookends” and different executions of the grid between them.

This creates a dynamic layout system with the asymmetrical dimension added by the “grid line” components.



Building the grid

When combining different modules in a grid, always use dividers between modules that have different column width to create a transition. This also helps keeping content apart and creating hierarchy.

