

This one-page guide defines the core rules of our visual language, so every application stays consistent and unmistakably.

Use this document to apply the EKLEKTON visual system consistently across print and digital.

Full Logo

It combines the monogram badge and the EKLEKTON logotype in a fixed lockup. Use it wherever the brand needs maximum recognition.

Don't stretch it, redraw it, or rearrange it.



Logomark



Logotype

eklektón

Logo Clearspace



Colors

Primary colors are the three swatches on the left of the black line.

Secondary colors are all the swatches on the right.

We keep the primary palette tight on purpose. Black and white do the heavy lifting for a clean, premium base, and the yellow is the brand's "honey signal". The secondary palette exists to give you flexibility without changing the identity. Use it to support the primaries, not replace them.



Typography

EKLEKTON typography is built on a simple hierarchy.

One expressive font for headlines. One clean sans for everything that needs to read fast. One mono font for factual, technical details.

Keep the system consistent and don't swap roles.

The result should feel clear, calm, and premium. Not busy.

Header:
Market Pro - Regular

Raw Honey

Use for headlines, short statements, and hero moments. Keep it minimal. Let it breathe.

Sub-Header:
Source Sans Variable Semibold

About this honey

Use for section titles and short callouts. Keep it clear, functional, and easy to scan.

Body Text:
Source Sans Variable Regular

Harvested in season & packed without pasteurisation. Natural crystallisation is normal.

Use for all main reading text. Keep it simple and readable. Avoid long, dense paragraphs.

Meta / Technical info:
Source Code Variable Regular

PACKED 24.02.2026
BEST BEFORE 24.02.2028

Use for packaging details like packed date, best before, batch codes, weight, and any small factual info. Keep it uppercase, clean, and aligned.

Applications

