

The logo icon is a stylized, three-dimensional white geometric shape composed of interconnected planes, resembling a cube or a complex architectural form.

# ephemeral

visual style guidelines



**ephemeral**

visual style guidelines

The elements that make up Ephemeral's visual identity are the words you choose, the color you use, the typography, the graphics and the images you use to communicate the brand. The sum of all these are the keys to help tell and transmit what Ephemeral is.

The purpose of this document is to be the only valid reference on the use of the brand's graphic standards in any design or application in which it is involved.

Its use will facilitate the application of the basic signs of the identity to achieve a solid and coherent image in all communications and actions, both internal and external.

## 1. logotype

- 1.1 isotype construction
- 1.2 uses of the logotype
- 1.3 security area

## 2. typography

- 2.1 main typography
- 2.2 secondary typography

## 3. color palette

- 3.1 main palette
- 3.2 gradients
- 3.3 use of color in the logotype

## 4. misuse of the brand

## 5. tone of voice

## 6. use of images

## 7. applications

The way to navigate through this document will be through the tabs that appear on the side of each page to go to or return to a specific section.

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Ephemeral's logo represents the company's values through a flexible, all-terrain and contemporary image.

It represents the starting point of ephemeral with the connection between the old design and the current one. It reflects with negative space the direction in which ephemeral is heading: innovation and future.

- **logotype**

typography

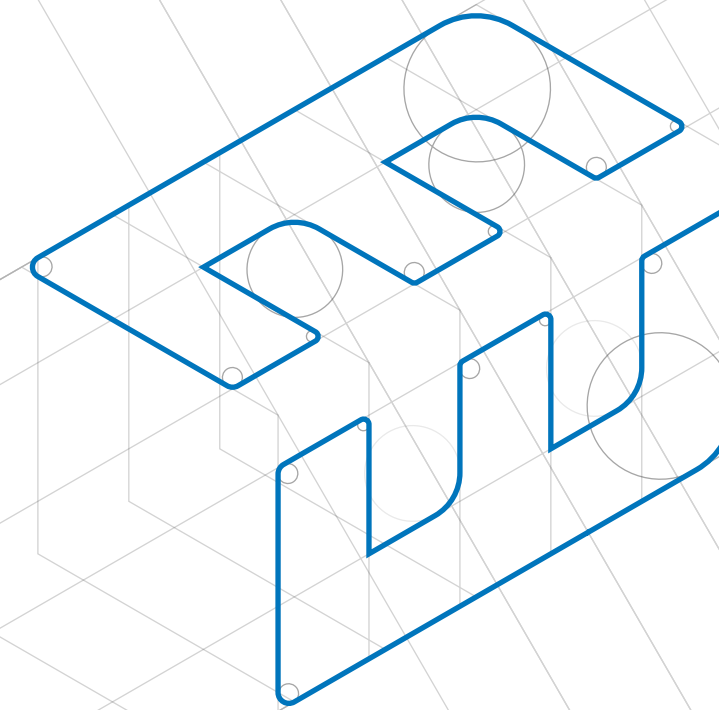
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It is formed from 6 hexagons and a grid with 12 vertical and 10 horizontal lines. The intersection of these generates an isotype whose shapes are rounded with 20 ellipses of different sizes.

- **logotype**

typography

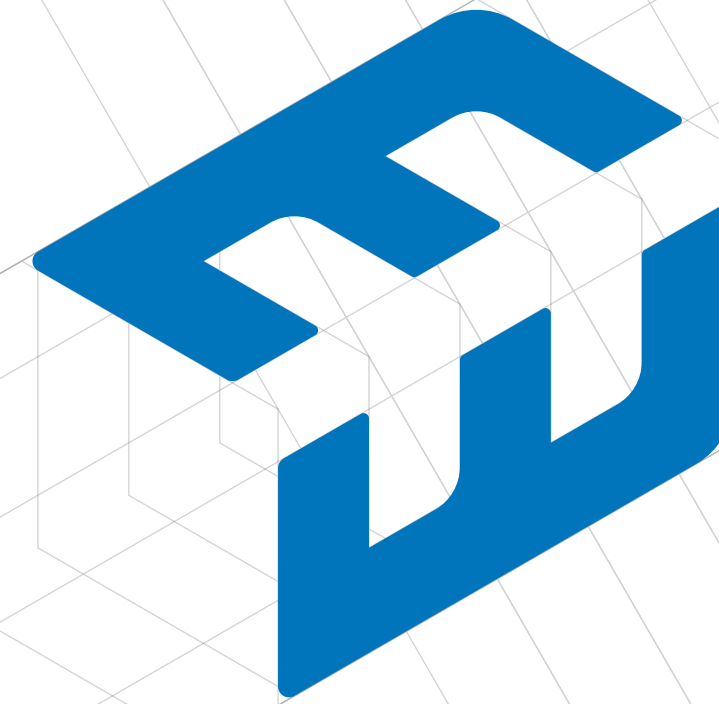
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The logo is built from the intersection in negative space of three elements: the hexagon, an upward arrow and the initial letter of Ephemeral.

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The main logo of Ephemeral is the imagotype in which the typographic part and the isotype are combined. Whenever possible, this version will be used.

The use of color in the logo will be discussed in section [3.4](#)



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In square supports, social networks and supports in which the logotype is not easily distinguishable, only the isotype will be used, facilitating the relationship of the brand with the symbol.

The use of color in the isotype will be discussed in section [3.4](#)

- **logotype**

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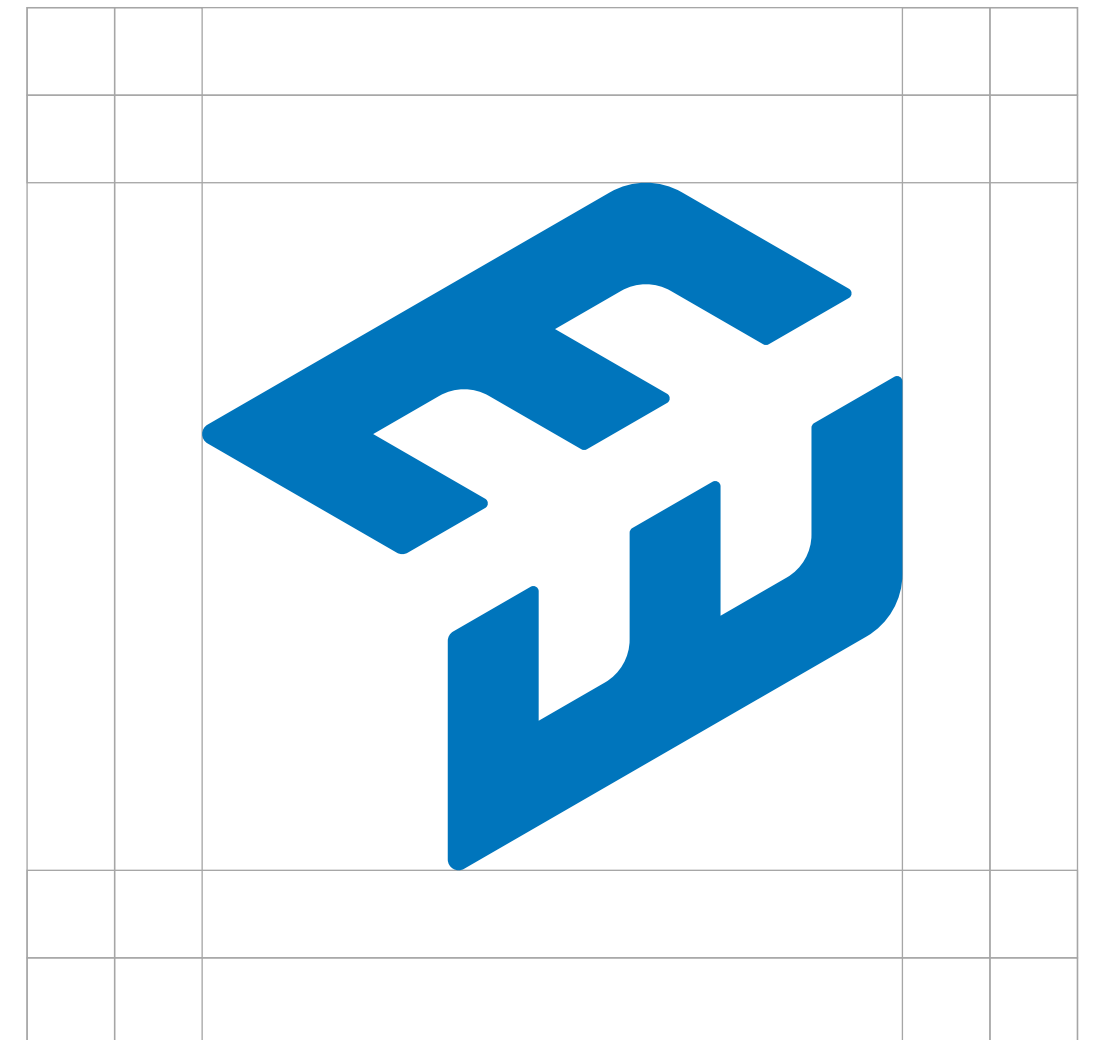
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Using the unit of measurement (x) established in the construction of the isotype, a grid has been created that represents the safety area for the use of the isotype and the logo.

- **logotype**

typography

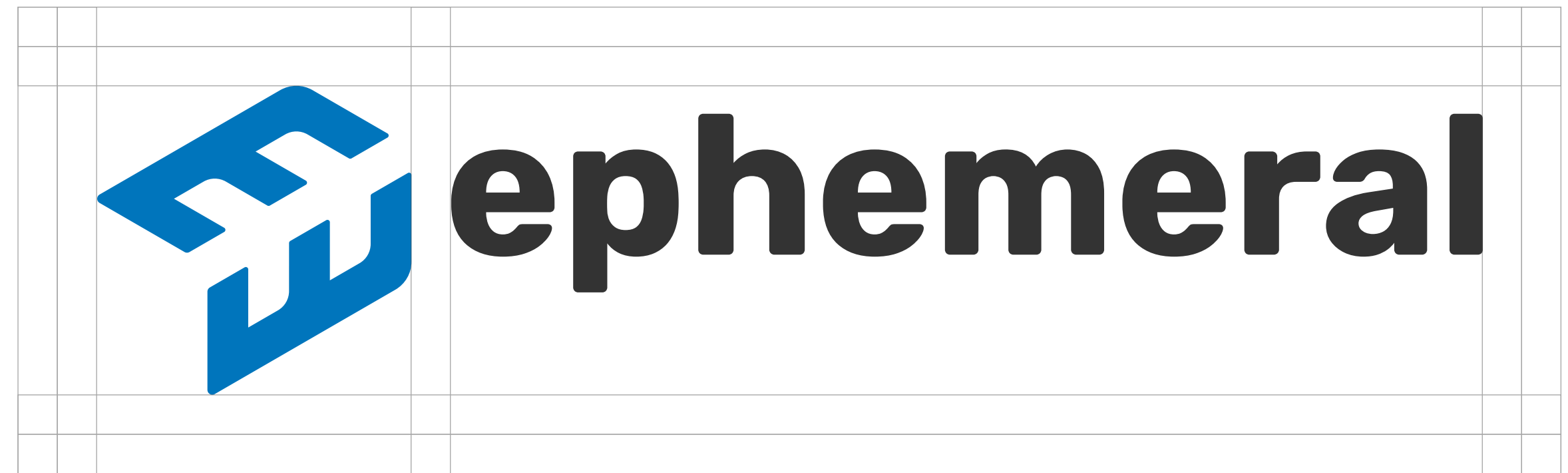
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This grid has been created to preserve the integrity and visual impact of the logo. It is the minimum space that the logotype must have between the rest of the elements that surround it.

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# ephemeral

The typographies chosen represent flexibility, innovation and the character of the brand. Their correct use allows them to tell the story of Ephemeral and what they do.

The combination of font families, the different weights, the color of the characters and the hierarchy that is followed with their use generates coherence and a careful design that adapts to any medium or platform.

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# Rubik

**Pack my box with five  
dozen liquor jugs. - Mark  
Dunn**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

\*Bold, Medium, Regular & Light

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# Open Sans

Two driven jocks help  
fax my big quiz.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

\*Bold, Semibold, Regular & Light

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# The spectacle before us was indeed sublime.

Dolor sit amet consectetur adipiscing elit viverra porta, eleifend turpis justo magnis habitant malesuada potenti ligula hendrerit mi, elementum aenean cubilia aliquet sociis quisque non ultricies.

Tincidunt id ridiculus aptent quisque laoreet tempor, eget viverra nascetur cursus ultricies. Convallis et sagittis habitasse porta tortor feugiat mi sollicitudin, risus faucibus quam erat quisque blandit eget ullamcorper, malesuada dictum potenti quis facilisi iaculis tempus.

Rubik Medium + Open Sans Regular

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Ephemeral's color palette has a strong predominance of blue, as it is directly related to technology and the sector in which it operates.

This range combines with a grayscale that reduces the visual weight of the color and gives it a more sober and elegant touch.



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### EPHEMERAL BLUE

PANTONE	2195 C
RGB	0 119 207
HEX/HTML	0077CF
CMYK	94 41 0 0

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#### GRAY

RGB 77 77 77  
HEX/HTML 4D4D4D  
CMYK 94 41 0 0

#### LIGHT GRAY

RGB 153 153 153  
HEX/HTML 999999  
CMYK 43 35 35 1

#### WHITE

RGB 255 255 255  
HEX/HTML FFFFFFFF  
CMYK 0 0 0 0

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The gradient is built with the main blue and a second red tone to soften the transition and create the purple.

This gradient will be used in creatives and applications where you want to highlight some element in front of the Ephemeral blue.

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### EPHEMERAL BLUE

PANTONE	2195 C
RGB	0 119 207
HEX/HTML	0077CF
CMYK	94 41 0 0

### EPHEMERAL RED

PANTONE	2034 C
RGB	231 60 62
HEX/HTML	E73C3E
CMYK	0 89 76 0

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The main color combination in the logo is built with Ephemeral Blue and Dark Gray.

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On dark backgrounds, gray will be replaced by white in the typographic part and blue can be kept in the isotype if necessary.

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On dark backgrounds, gray will be replaced by white in the typographic part and blue can be kept in the isotype if necessary.

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The secondary combinations of the logo are using blue and gray fill color throughout the surface.



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The secondary combinations of the logo are using blue and gray fill color throughout the surface.

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There is a third combination in which the blue to red gradient can be used.

The remaining combinations are black and white.

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Designs have measures and proportions determined by the criteria of composition, hierarchy and functionality. Any modification of the logo distorts its meaning, diminishes its impact and is not allowed under any circumstances.

The stroke of the components of the designs must not be altered, the mark must not be applied vertically, nor must it be rotated or shaded.

Incorrect use includes deformations, improper separations or variations or variations to non-corporate colors. In case of doubt, in the following slides you can see more examples of incorrect uses.

logotype



Do not remove elements of the logo or isotype

Do not distort or deform the logo

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Do not use excessive shading or effects

Do not use non-corporate colors

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Do not use non-corporate fonts

Do not use tones that hinder the visibility of the brand name

logotype



Do not rotate or mirror logo elements

typography



Do not change the layout of the logo elements

color palette

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Do not use strokes or contouring of shapes

tone of voice



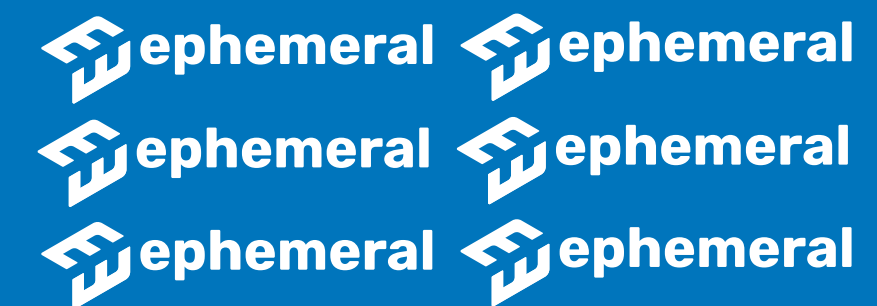
Do not reduce the opacity of the logo

use of images



Do not use non-corporate gradients

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Do not create patterns or repetitions of the logo

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# innovation

# integrity

# flexibility

Ephemeral is a company that offers services and know-how with high added value. It stands out for its capacity for dialogue, adaptation and innovation in the face of any problem that the client needs to solve.

That is why the voice of Ephemeral speaks to companies predisposed to change and new processes. It does so in a simple, direct and approachable way.

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The images are grouped into two categories. The first one is focused on people, the work environment and computers.

The selected pictures have to represent a professional, modern and technological environment.

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logotype

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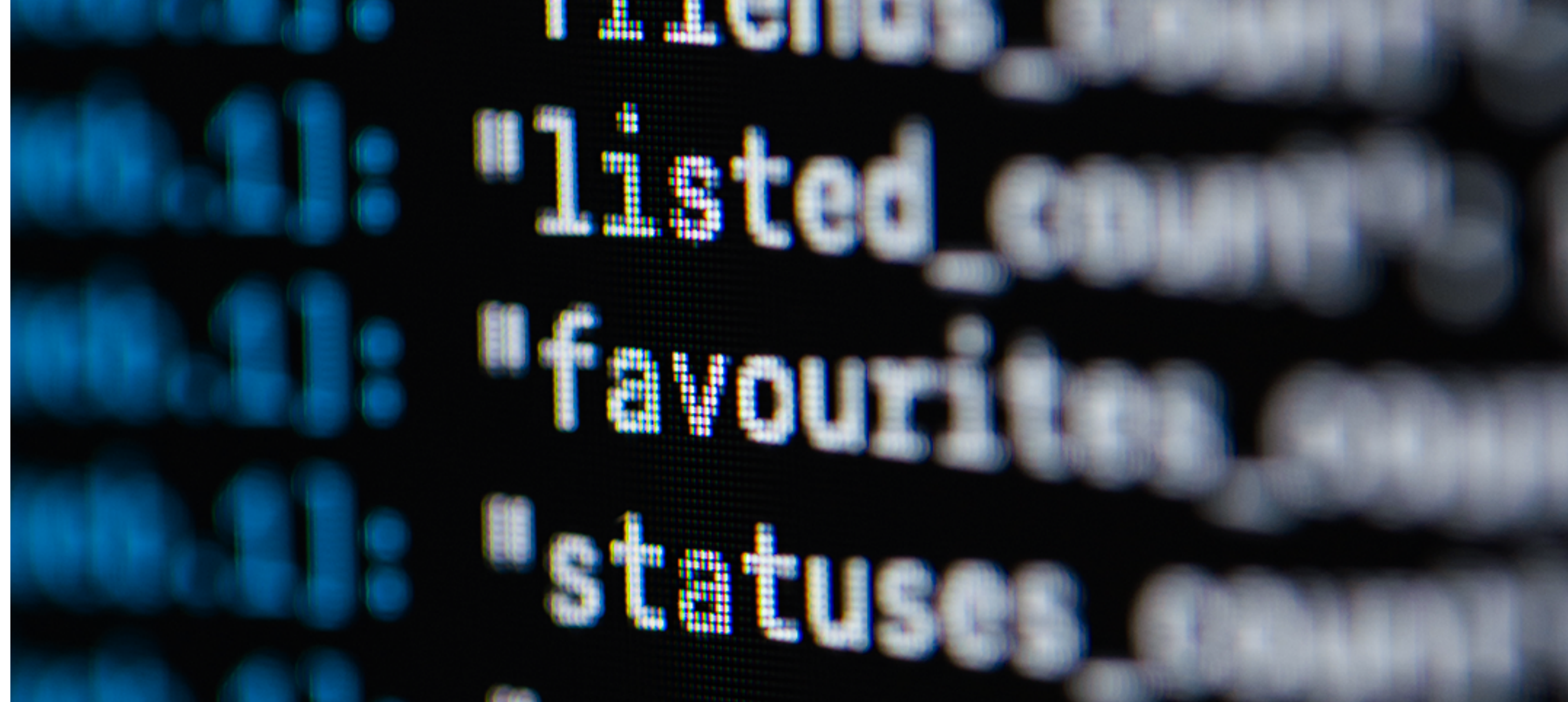
color palette

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The second category is more abstract. It is the one to be used when the subject is more specific and less figurative.

The photographs to be used will focus on technology, hardware, software and the different ways of capturing or representing them.

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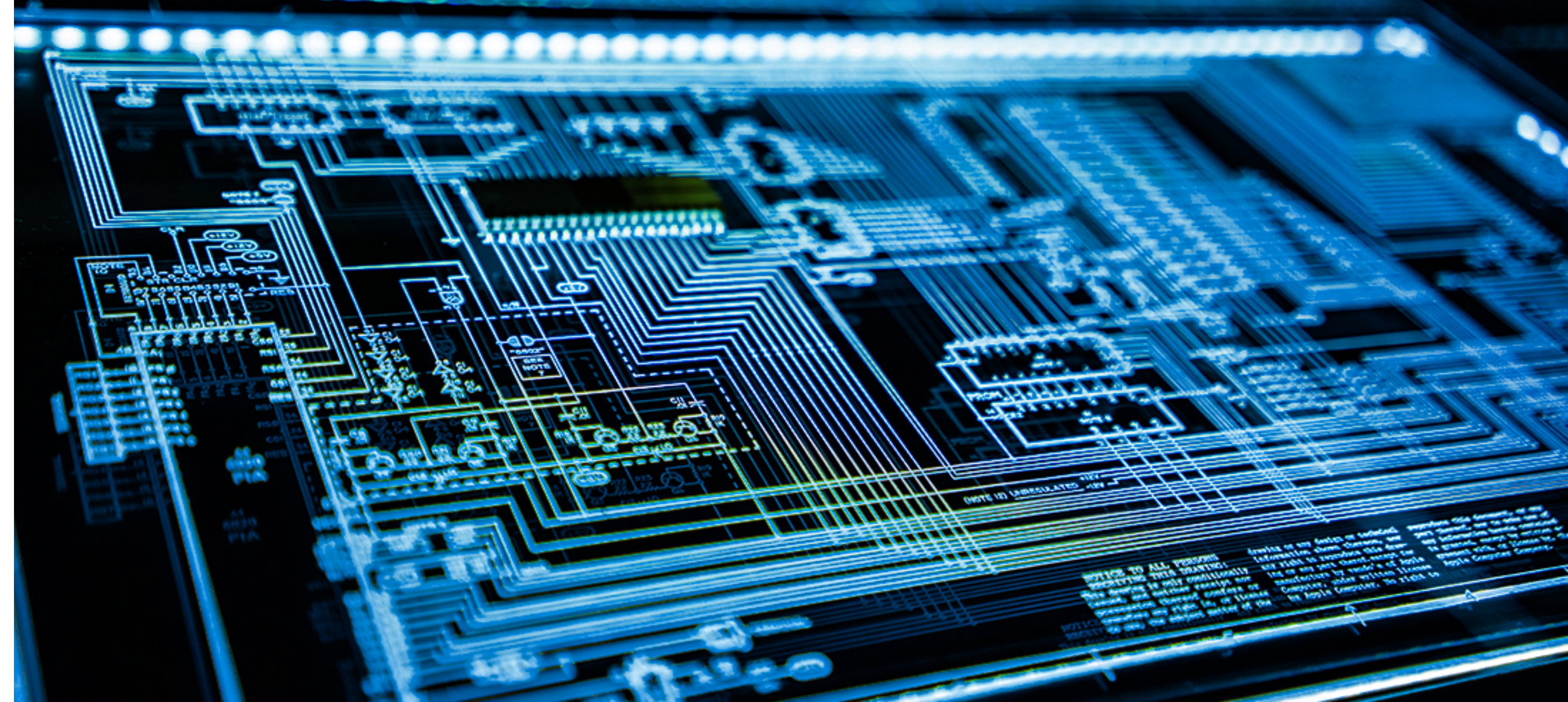
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The applications section will be developed as different creatives and designs involving the Ephemeral brand are developed.

