



VISUAL BRAND IDENTITY

LOGO CONSTRUCTION

The Esyasoft icon is a modern, tech-driven symbol representing the brand's core values:

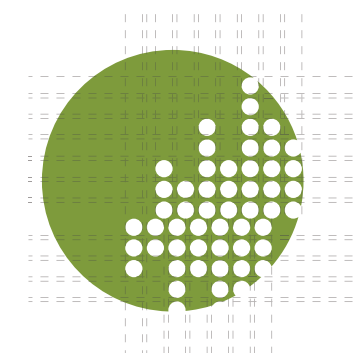
Innovation, Connectivity, and Sustainability.

Dynamic Form & Structure: The design integrates geometric precision with fluidity, symbolizing the seamless flow of data and energy across smart grids.

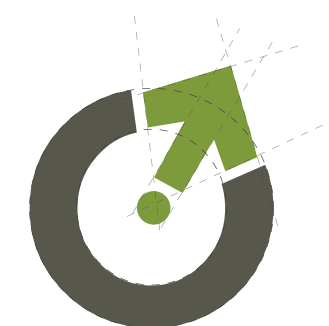
Interconnected Elements: Inspired by digital networks, the icon represents connectivity, efficiency, and transformation—core to Esyasoft's mission.

Energy Core Highlight: A focal element signifies the brand's role in accelerating the global energy transition through innovation.

Designed to be bold yet refined, the Esyasoft logo embodies a future-focused vision, bridging technology and sustainable energy solutions.



The circular form represents energy and sustainability, while the pixelated transition symbolizes digital connectivity and seamless data integration.



The arrow conveys progress and technological advancement, while the central dot represents precision and focus.

COLOURS

CMYK
HEX



55 23 100 4
#7F9B3C
Pantone 370 C



60 52 64 33
#58574B
Pantone 446 C



90 84 48 60
#181C34



69 63 62 58
#343333



0 0 0 0
#FFFFFF



84 58 64 57
#1A3635



17 14 12 0
#D0CFD3



88 84 50 65
#17162E

DEEP BLUE (#181C34) – TRUST & PRECISION

Represents depth, intelligence, and reliability. This shade of blue conveys professionalism and trustworthiness, making it ideal for industries that emphasize precision and expertise.

VIBRANT GREEN (#3BB44A) – SUSTAINABILITY & GROWTH

Symbolizes energy, optimism, and the sun’s vital role in growth and agriculture.

MUTED OLIVE (#59574C) – STABILITY & BALANCE

A natural, earthy tone that symbolizes stability, resilience, and grounding. This color evokes a sense of sophistication and calm, often associated with heritage and timeless design.

WHITE (#FFFFFF) – CLARITY & SIMPLICITY

Ensures clarity, professionalism, and accessibility in energy solutions.

DARK GREY (#4A4A4A) – STRENGTH & STABILITY

Used for text and UI, ensuring a sophisticated, balanced, and reliable brand presence.

TYPOGRAPHY

PRIMARY FONT: BARLOW

Esyasoft brand primarily uses **barlow** as its typeface. barlow is a low-contrast, slightly rounded, sans-serif font that conveys a modern and professional look while maintaining readability across all platforms.

TYPOGRAPHY GUIDELINES

To maintain consistency and clarity in brand communication, the following typography styles should be used:

HEADING STYLES

H1 - MAIN HEADING

FONT: BARLOW
WEIGHT: EXTRA BOLD (800)
STYLE: ALL CAPS
SIZE: 48PX
LETTER SPACING: 2%

H2 - SECTION HEADING

FONT: BARLOW
WEIGHT: BOLD (700)
STYLE: ALL CAPS
SIZE: 36PX
LETTER SPACING: 1.5%

H3 - SUBHEADING

FONT: BARLOW
WEIGHT: SEMI-BOLD (600)
STYLE: TITLE CASE
SIZE: 28PX
LETTER SPACING: 1%

BODY REGULAR

FONT: BARLOW
WEIGHT: REGULAR (400)
SIZE: 16PX
LETTER SPACING: 0%

BODY TEXT

FONT: BARLOW
WEIGHT: MEDIUM (500)
SIZE: 18PX
LETTER SPACING: 0%

BUTTONS & CTAS:

FONT: BARLOW
WEIGHT: BOLD (700)
STYLE: ALL CAPS
SIZE: 16PX
LETTER SPACING: 2%

CAPTIONS & SMALL TEXT:

FONT: BARLOW
WEIGHT: REGULAR (400)
SIZE: 12PX

FONT LINK:

<https://fonts.google.com/specimen/Barlow>

**By following these guidelines, esyasoft ensures a cohesive and professional brand identity across all mediums.*

DIMENSIONS AND CLEAR SPACE

The Esyasoft logo should always maintain its original proportions for **clarity and impact** :

Wordmark spacing: To preserve legibility and prominence, a clear space equal to X (derived from the height of the circular icon) should surround the logo. This ensures no external elements interfere with its visibility

Maintaining this space helps:

Enhance the **logo's legibility** across different backgrounds.

Preserve its distinctiveness and ensure it remains the focal point in any layout.

Provide a **balanced and uncluttered presentation** across various applications.



 **#7F9C3C, Pantone 370 C**

 **Grey: #58574B, Pantone 446 C**

ESYASOFT ENTITIES & DIVISIONS

Esyasoft operates through **multiple entities** to provide specialized solutions while maintaining a unified brand identity.

Each entity focuses on a specific industry vertical, ensuring targeted expertise and innovation.



Esyasoft Technologies

Smart Grid solutions for energy optimization and management.



Esyasoft Mobility

EV charging infrastructure and Vehicle-to-Grid (V2G) solutions.



Esyasoft Climate Systems

Digital carbon infrastructure for emissions tracking and ESG reporting.

All entities follow Esyasoft's core branding principles, **ensuring consistency across logos, typography, and communication.**

The structure allows for future scalability while maintaining a strong brand presence.

LOGO VARIATIONS

These variations ensure flexibility while **maintaining brand consistency** across different formats and backgrounds.



FULL COLOUR



FULL COLOUR - REVERSED



GREYSCALE



DARK IMAGE BACKGROUND



FULL COLOUR WITH BACKGROUND



ICON - ONLY



GREYSCALE (REVERSE)



BRIGHT IMAGE BACKGROUND

DONT'S

To maintain the consistency and integrity of the **Esyasoft Logo**, avoid the following :



Distorted Alignment



Incorrect Sizing



Usage of Unapproved
Fonts



Colour Alterations



Rotation or tilts



Alters Proportions



Drop Shadow



Usage of Gradients



Stretching or Skewing



Adding Outlines or Borders

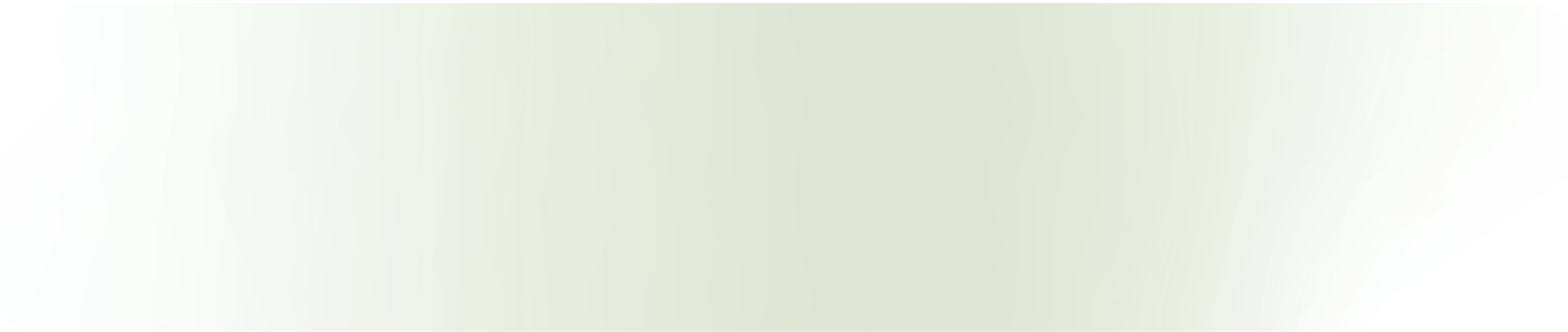


Encasing in Shapes



Using Low-Resolution Versions

MOCKUPS (IDENTITY CARDS)



MOCKUPS (BUSINESS CARDS)



MOCKUPS (IDENTITY CARDS)

