

ECHO Elderly Care

Rediscover the joy of everyday



A Brief Essential Guideline

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The Logo

The circle is one of the oldest symbols of longevity because it represents continuity, wholeness, and the cyclical nature of life - an existence without a beginning or an end. Within the context of Echo Elderly Care's belief that **aging is a process of rediscovery rather than decline**, the circle becomes a fitting visual metaphor: it conveys sustained vitality, inner balance, and the enduring potential for renewal at every stage of life.



Forming the main Logo



The main logo



Colors of main logo



Brandmark

A complex gradient of brand color palette

- #0d4534
- #77af42
- #0f2f22
- #22542f

+



Logotype

#0f2f22 for **ECHO**

+an ascendant 45° gradient of #386b34 and #0f2f22 for **Elderly Care**

+



Tagline

#386b34 for tagline

*for color pallete see **page 10**

Color Architecture

Main colors double spectrum

CMYK 80/57/71/75 RGB 14/35/28 HEX #0e231c	CMYK 83/52/77/68 RGB X/X/X HEX #0f2f22	CMYK 87/48/79/57 RGB 12/61/44 HEX #0c3d2c	CMYK 88/46/77/51 RGB 13/69/52 HEX #0d4534	CMYK 83/43/72/38 RGB 36/86/69 HEX #245645	CMYK 74/36/65/18 RGB 71/118/97 HEX #477661	CMYK 62/25/56/4 RGB 105/151/127 HEX #69977f	CMYK 48/13/45/0 RGB 140/183/156 HEX #8cb79c	CMYK 13/0/14/9 RGB 220/238/222 HEX #dceede
CMYK 87/48/79/57 RGB 12/61/44 HEX #0c3d2c	CMYK 84/41/92/41 RGB 34/84/47 HEX #22542f	CMYK 79/35/100/26 RGB 56/107/52 HEX #386b34	CMYK 74/28/100/13 RGB 76/130/60 HEX #4c823c	CMYK 67/20/100/4 RGB 98/152/65 HEX #629841	CMYK 59/11/100/0 RGB 119/175/66 HEX #77af42	CMYK 49/0/99/0 RGB 143/198/64 HEX #8fc640	CMYK 33/0/66/0 RGB 179/214/126 HEX #b3d67e	CMYK 16/0/33/0 RGB 215/232/187 HEX #d7e8bb

Secondary color spectrum - supports accents and visual counterpoints

CMYK 93/82/52/67 RGB 8/23/44 HEX #08172c	CMYK 95/80/39/58 RGB 11/33/62 HEX #0b213e	CMYK 97/78/26/48 RGB 10/42/81 HEX #0a2a51	CMYK 100/75/0/30 RGB 0/60/127 HEX #003c7f	CMYK 90/55/0/20 RGB 0/92/154 HEX #005c9a	CMYK 79/34/0/10 RGB 21/128/187 HEX #1580bb	CMYK 69/14/0/0 RGB 43/172/226 HEX #2bace2	CMYK 46/9/0/0 RGB 128/194/235 HEX #kzxjdh	CMYK 23/5/0/0 RGB 191/221/244 HEX #80c2eb
--	---	---	---	--	--	---	---	---

Clear Space

Minimum Clear Space

Clear space defines the minimum area around each logo variation that must remain free of text, graphics, or other visual elements to ensure legibility and visual impact.

The letter **E** in the logo serves as the reference unit, establishing a consistent minimum spacing on the left, right, top, and bottom.





Minimum Clear Space usage example



ECHO
Elderly
Care

Rediscover the joy of everyday

www.echo-holding.ro

Argentina 33, 1st floor,
sector 1 Bucharest



Iulian Pleşcan
Chief Executive Officer (CEO)
Member of the Board of Directors

Date, 10 September, 2026

This is a sample letter created to demonstrate the application of the (Your Company) letterhead design. When positioned correctly, the layout works in harmony with all other graphic elements on the page.

The letterhead design is intended to project an image of professionalism and reliability. Through the use of simple alignment and balanced spacing, the layout achieves a clean and spacious visual structure.

Minimum Clear Space usage example



Rediscover the joy of everyday

Logo Variations

Logo Variations

Main Logo

Primary logo, intended for use in most applications, in positive or negative versions.



Secondary Logo

Compact secondary logo, used when space constraints require it.



Vertical Symmetric Logo

Use of this logo is reserved for rare instances where the layout or space constraints demand symmetry.



Horizontal Long Logo

Use of this logo is reserved for exceptional cases where layout or space constraints necessitate the most compact horizontal version (web footers etc).



Clear Space for Logo Variations

Main Logo

The letter **E** in the logo serves as the reference unit, establishing a consistent minimum spacing on the left, right, top, and bottom.



Secondary Logo

The letter **E** in the logo serves as the reference unit, establishing a consistent minimum spacing on the left, right, top, and bottom.



Vertical Symmetric Logo

The letter **E** in the logo serves as the reference unit, establishing a consistent minimum spacing on the left, right, top, and bottom.



Horizontal Long Logo

The letter **E** in the logo serves as the reference unit, establishing a consistent minimum spacing on the left, right, top, and bottom.



Main Logo

Main Color Logo

for use on dark backgrounds



Main Color Logo

for use on white surface



Main Black & White Logo

for use on dark backgrounds



Main Black & White Logo

for use on white surface



Main Logo usage example



Rediscover the joy of everyday

Main Logo usage example



Main Logo usage example



Main Logo usage example



Main Logo usage example



Rediscover the joy of everyday

Main Wide Logo

Secondary Color Logo

for use on dark backgrounds



Secondary Color Logo

for use on white surface



Secondary Black & White Logo

for use on dark backgrounds



Secondary Black & White Logo

for use on white surface



Minimum Clear Space usage example



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Secondary Logo usage example



ECHO
Elderly Care

Rediscover
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everyday

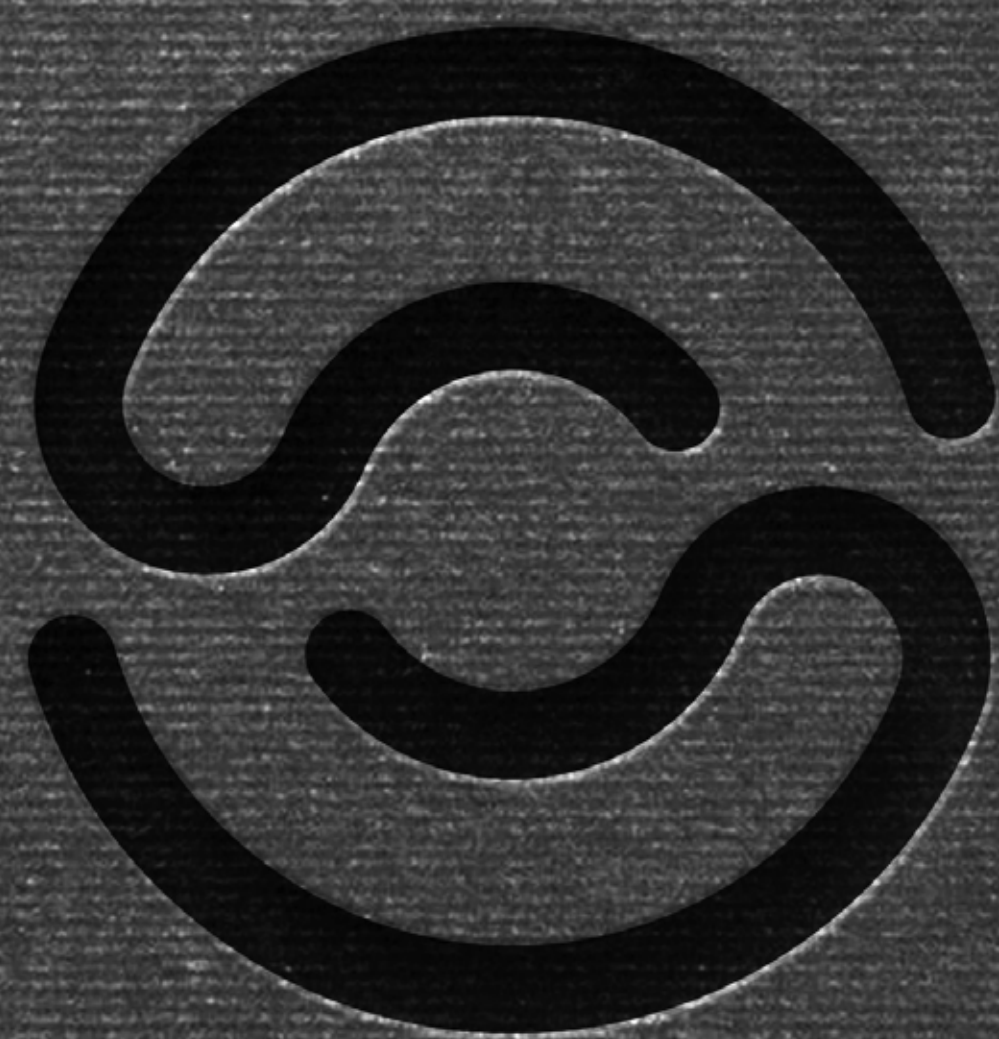
Secondary Logo usage example



Secondary Logo usage example



Secondary Logo usage example



ECHO
Elderly Care

Rediscover
the joy of
everyday

Vertical Symmetric Logo

Vertical Symmetric Color Logo

for use on dark backgrounds



ECHO Elderly Care

Rediscover the joy of everyday

Vertical Symmetric Color Logo

for use on white surface



ECHO Elderly Care

Rediscover the joy of everyday

Vertical Symmetric Black & White Logo

for use on dark backgrounds



ECHO Elderly Care

Rediscover the joy of everyday

Vertical Symmetric Black & White Logo

for use on white surface



ECHO Elderly Care

Rediscover the joy of everyday

Vertical Symmetric Logo usage example



Horizontal Long Logo

Horizontal Long Color Logo

for use on dark backgrounds



Horizontal Long Color Logo

for use on white surface



Horizontal Long Black & White Logo

for use on dark backgrounds



Horizontal Long Black & White Logo

for use on white surface



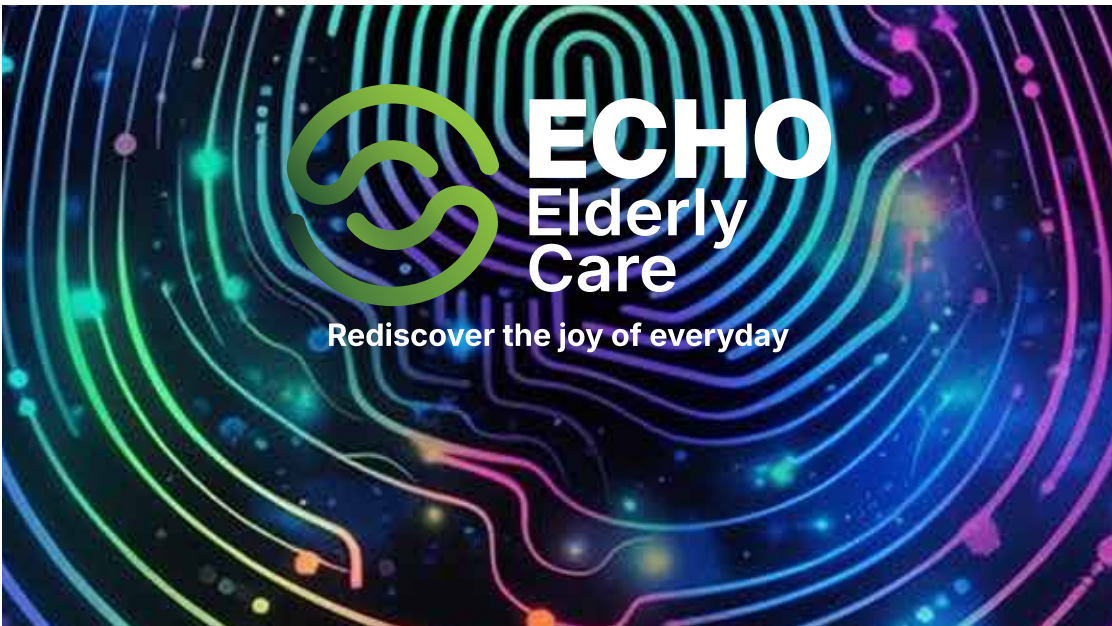
Horizontal Long Logo usage example



Do's and Don'ts

Practical Tips

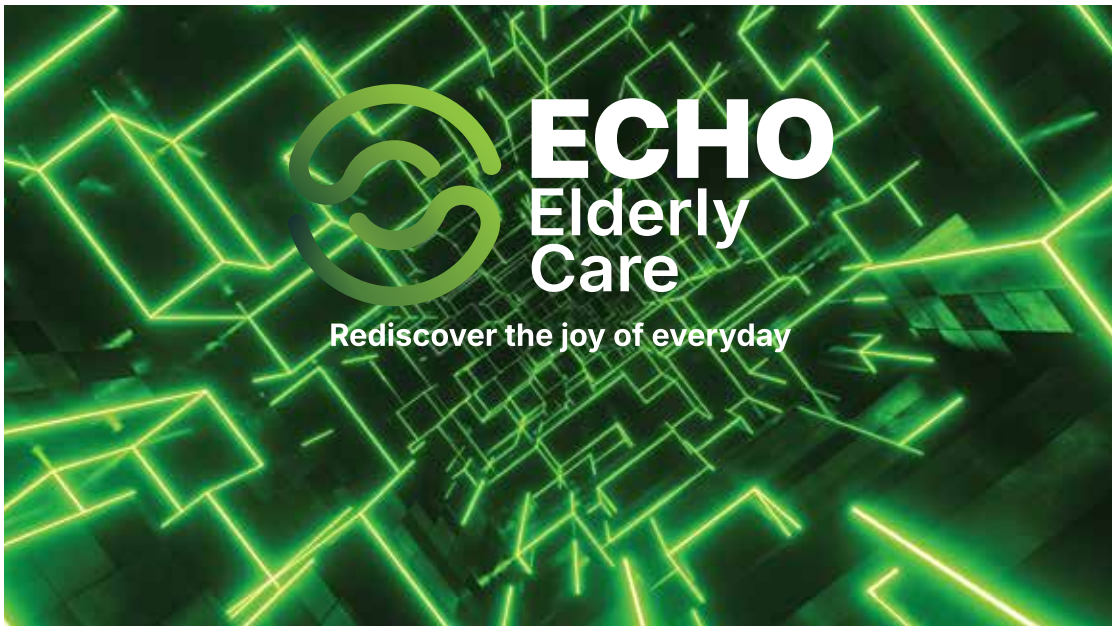
A brief guide to addressing compatibility issues between the logo and mandatory background colors and textures. When such backgrounds cannot be avoided or adjusted to provide optimal contrast, the following approved solutions may be applied:



In cases where the logo lacks sufficient contrast with the background...



it may be supported by a **#08172c dark blue background** matching the recommended clear space, set at **100% opacity**.



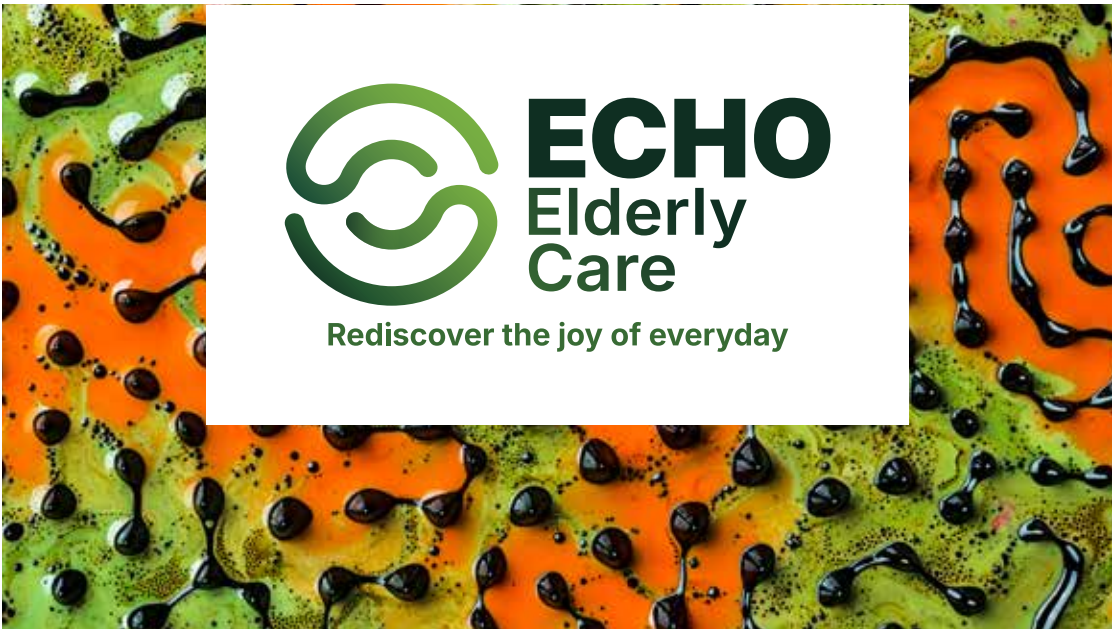
In cases where the logo lacks sufficient contrast with the background...



it may be supported by a **#08172c dark blue background** matching the recommended clear space, set at **60-80% opacity**, as appropriate.



In cases where the logo lacks sufficient contrast with the background...



it may be supported by a **white background** matching the recommended clear space, set at **100% opacity**.



In cases where the logo lacks sufficient contrast with the background...



it may be supported by a **white background** matching the recommended clear space, set at **60-80% opacity**, as appropriate.

Don'ts

Under no circumstances should the logo be subject to such changes or alterations:



Do not alter or rewrite the logo text.



Do not stretch, compress, or distort the logo in any way.



Do not change the logo colors to any colors outside the approved color guidelines in this guidebook.



Do not apply graphic effects, including embossing, outlining, shadows, or filters.



Do not use backgrounds or background colors other than those specified in this guidebook.



Do not rotate the logo.



Do not change the position or proportions of any logo elements.



Do not use gradients other than the approved gold or silver gradients specified in this guidebook.



Do not use multiple colors within the logo in the same context.

Typography

The **Inter** typeface family

Inter is a modern, highly legible sans-serif typeface available as a Google Font, designed for both digital and print environments. It features a humanist structure with clean, open letterforms and optimized spacing, ensuring clarity and readability across a wide range of sizes and applications.



Asg23

Nice to finally meet you.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.

[illegible]

Inter Tight Black & *Black Italic*

Typography Hierarchy

h1 One day you'll thank yourself for today.

h2 Thankful lorem ipsum dolor sit dia amet, consectetuer adipiscing elit, sed diam euismod tincidunt ut magna.

h3 It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters.

h4 It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum.

h5 Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

h6 It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

One day you' /'ll thank yourself fo' r today.

Thankful lorem n ipsum dolor sit dia consectetuer uer adipiscing elit, sed euismod tinc' .ncidunt ut magna.

It is a long estab' ed fact that a reader will be distracted by readable contr' nt of a page when looking at its layout. The of using Lorr' rem Ipsum is that it has a more-or-less distribution' .tion of letters.

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Typography Hierarchy

h1

Inter SemiBold: the font we use for headlines. For emphasizing words within headlines, we use the **Black** weight.

⌘T size: 100% ↔ ↕ ^A/_A leading: 110% ⌘↕ kerning: optical

h2

Inter Regular: the font we use for subheadings. For emphasizing words within subheadings, we use the **Bold** weight.

⌘T size: 60% ↔ ↕ ^A/_A leading: 110% ⌘↕ kerning: optical

h3

Inter Light: the font we use for introductory paragraphs and/or section titles. For emphasizing words, we use the **Bold** weight.

⌘T size: 40% ↔ ↕ ^A/_A leading: 125% ⌘↕ kerning: optical

h4

Inter Light: the font we use for h3, particularly when dealing with a large volume of information and limited space. For emphasizing words, we use the **Bold** weight.

⌘T size: 30% ↔ ↕ ^A/_A leading: 125% ⌘↕ kerning: optical

h5

Inter Light: the font we use for long paragraphs. For emphasizing words, we use the **Bold** weight.

⌘T size: 23-25% ↔ ↕ ^A/_A leading: 125% ⌘↕ kerning: optical

h6

Inter ExtraLight: the font we use for footnotes and disclaimers. For emphasizing words, we use the **Bold** weight.

⌘T size: 15-17% ↔ ↕ ^A/_A leading: 125% ⌘↕ kerning: optical



ECHO

Thank you !