



# BRAND GUIDELINES



**e27 is a dynamic and thriving platform dedicated to empowering and connecting Asia's tech startup ecosystem.**

## **Our vision** \_\_\_\_\_

We believe that every startup deserves a fair chance to succeed.

## **Our mission** \_\_\_\_\_

To empower you with the tools to build and grow your company.

We started in 2007 as a blog documenting Singapore's budding startups, but we've grown into a platform dedicated to empowering Asia's tech ecosystem. At e27, we understand how challenging it is to build a successful business—especially when you're doing it alone.

That's why we're here: to provide the tools, resources, and connections you need to thrive. Whether you're seeking mentors, partners, investors, or customers, we envision you plugged into a supportive community where ideas flourish and opportunities abound.

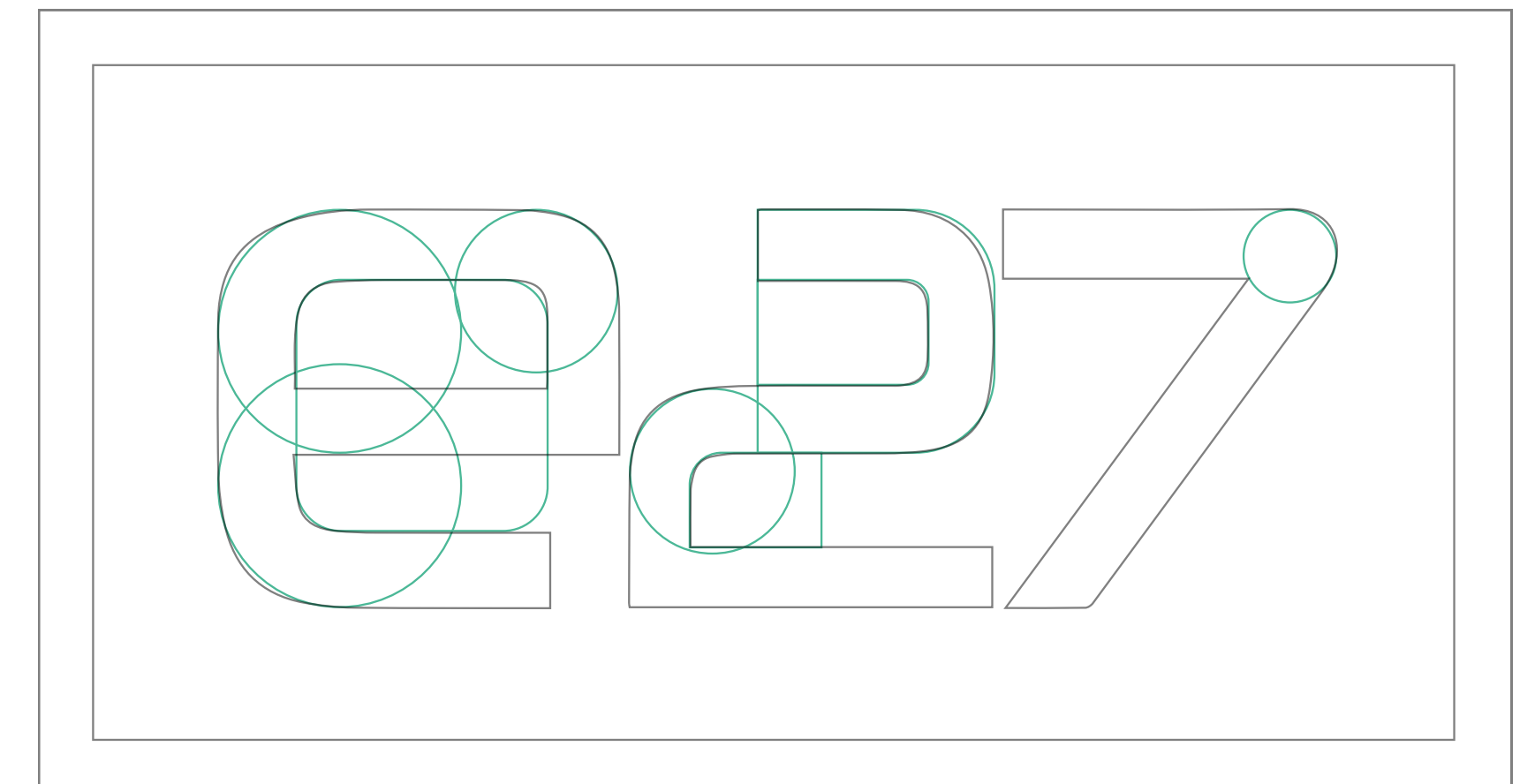
We are e27. Welcome to the community.

# THE LOGO

## The Logo

The e27 logo embodies our commitment to human-driven innovation. Its organic curves and subtle asymmetry reflect adaptability, diversity, and the dynamic nature of the tech ecosystem.

This design symbolizes our role as a supportive platform, connecting technology with real, human stories across Southeast Asia's startup community.



# LOGO USAGE

# General Logo Use Guidelines

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## Color Variants

Always use the official color variants of the logo provided by e27 in the brand guidelines. Maintain contrast with the background for readability and visibility.



# General Logo Use Guidelines

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## Spacing and Positioning

Ensure ample clear space around the logo, free from text or other graphics. Avoid rotating, skewing, or altering the logo's dimensions.

## Size and Scale

Adhere to a minimum size for both digital and print to maintain legibility. The logo should not appear pixelated or distorted.





# Logo Usage

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## Social Media & Print

When using the logo in banners, ensure clarity and brand consistency by using approved color schemes and background combinations. Logos should not overlay busy graphics or text to avoid visual clutter.

## Newsletters and Emails

Position the logo in a prominent yet unobtrusive location in all newsletters and promotional emails, ensuring it aligns with e27's email branding style.



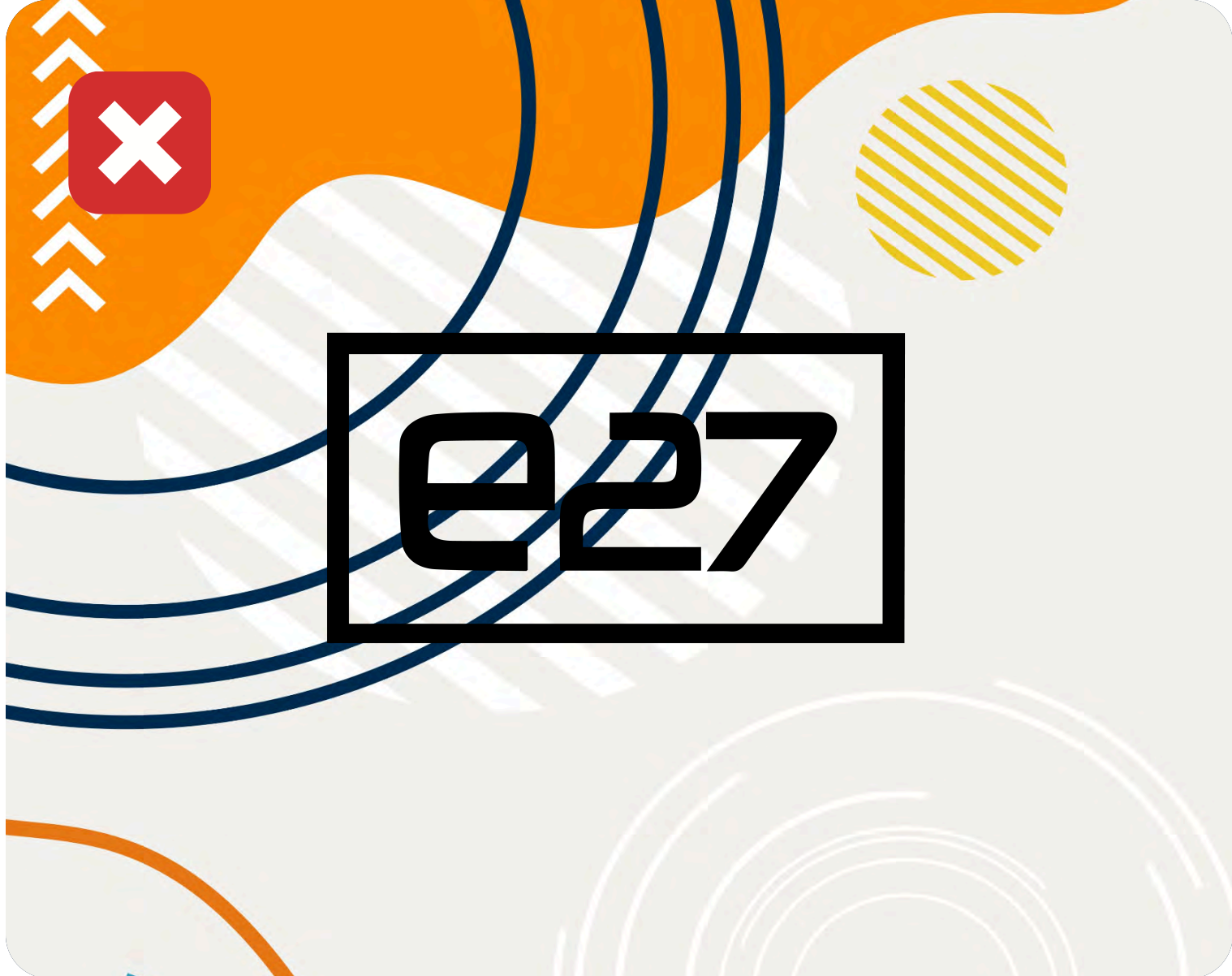
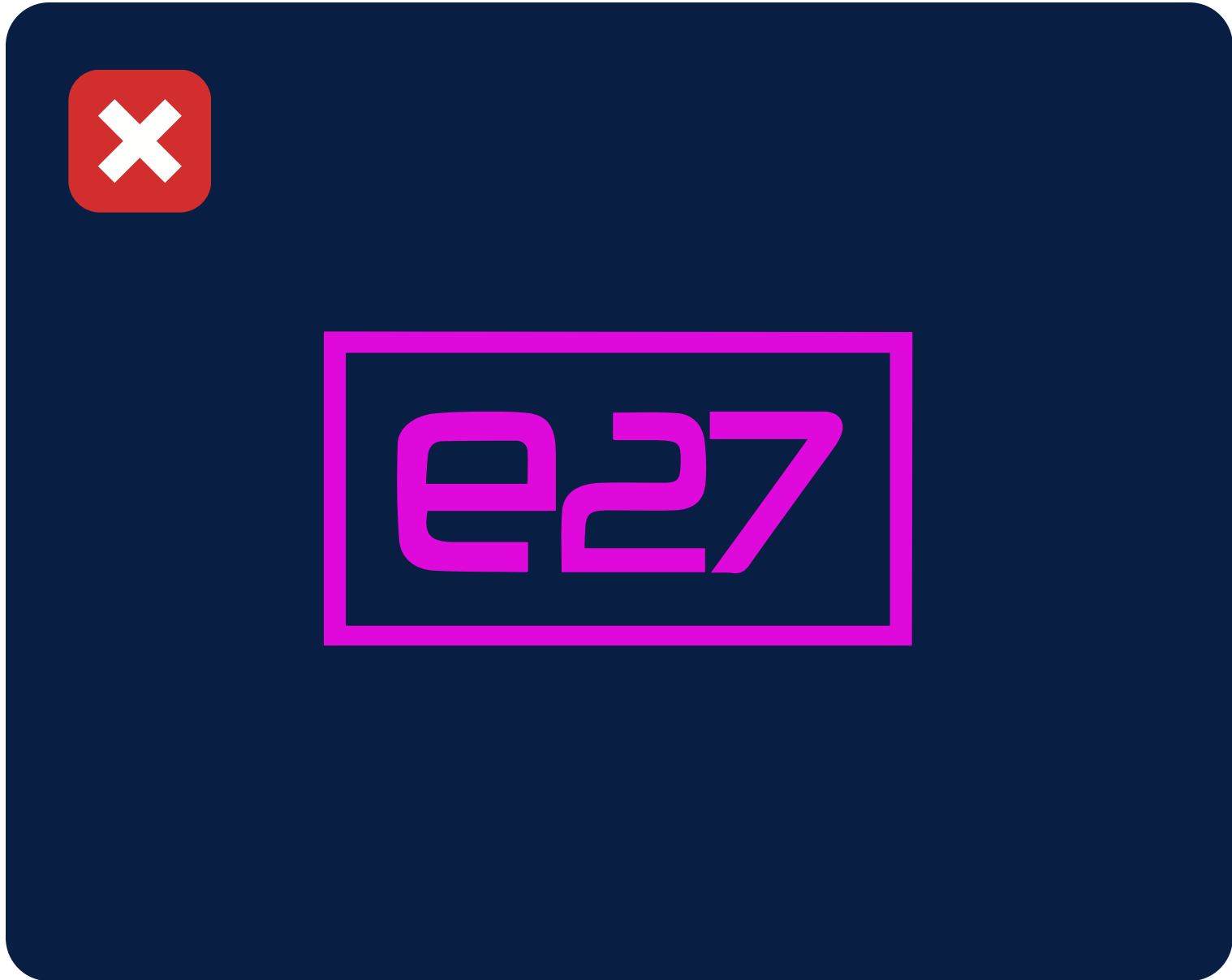
# Logo Usage

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# Collaborative Logo Display

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## Default Logo Settings

In co-branded materials (e.g., events, joint ventures, sponsorships), position the e27 logo in line with or above the partner logo, following brand guidelines on clear space and sizing. It should appear prominently but respectfully balanced with partner logos.





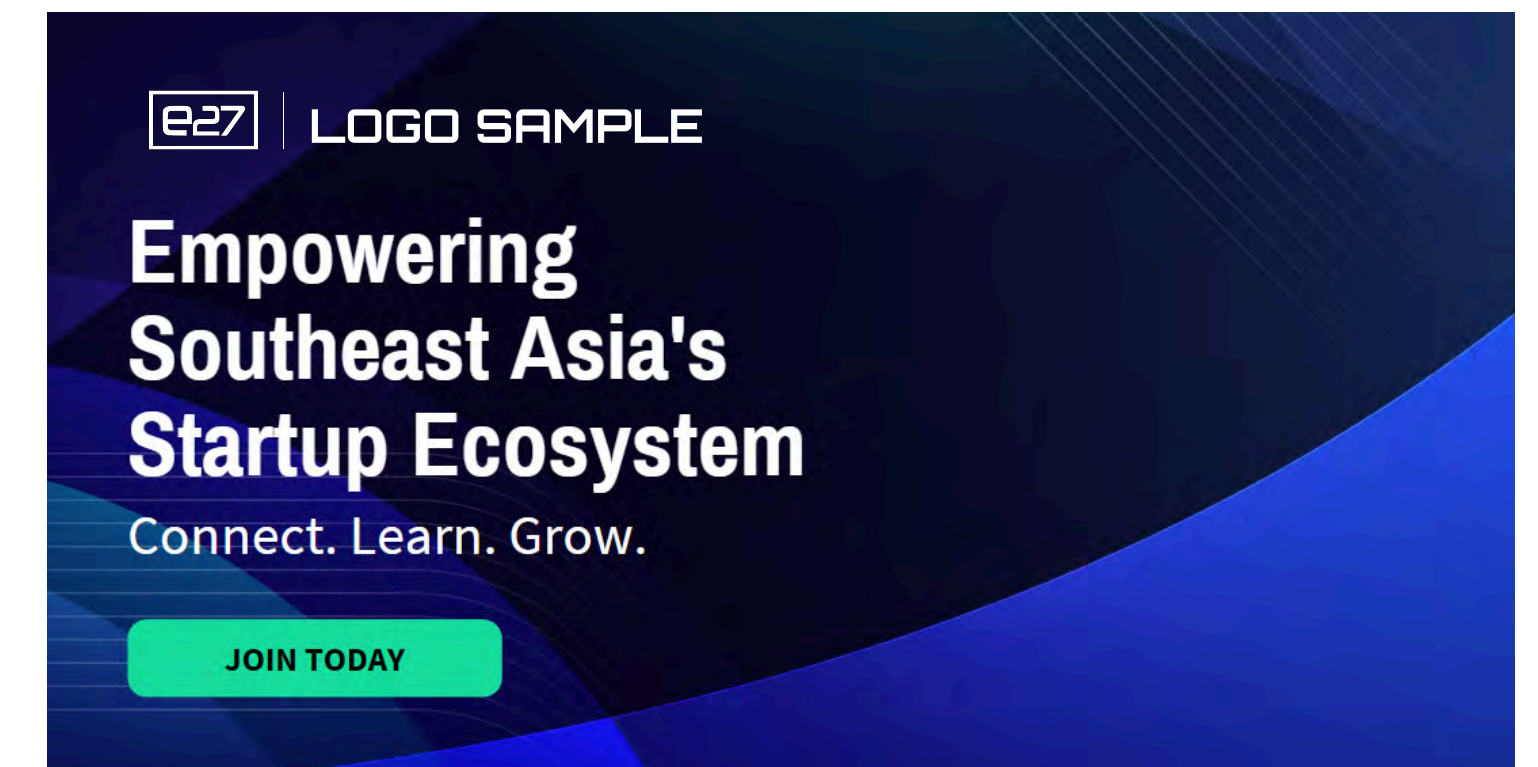
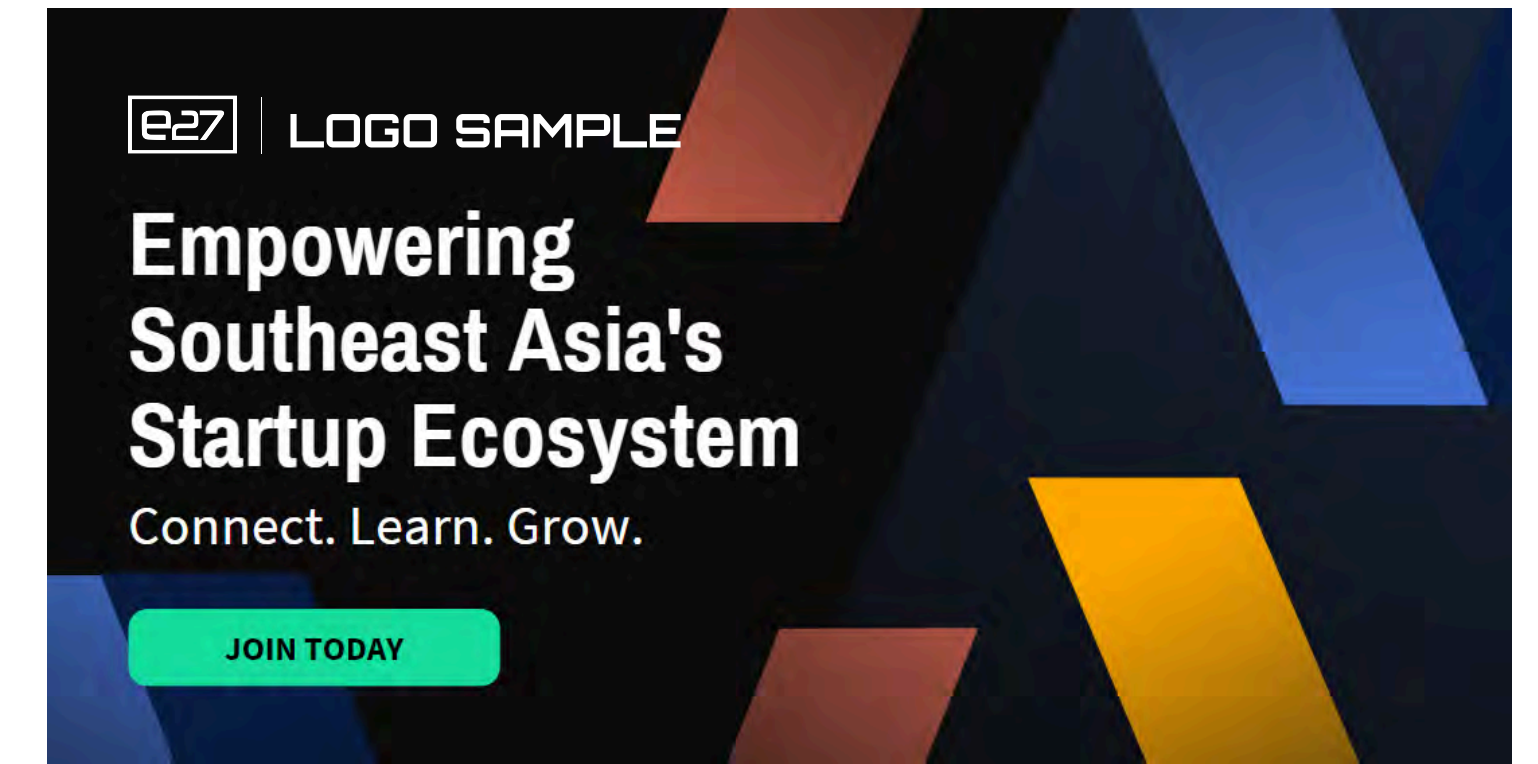
# Brand Application

## Event Branding

When executing events, the e27 logo should be included across event materials, including banners, badges, and presentations. Logos should be incorporated into high-visibility areas like event registration backdrops and digital presentations.

## Promotional Materials

For all promotional assets created (ex. social media, website banners), integrate the e27 logo as a visible co-branding element, indicating e27's role as a partner.



# Partnerships and Collaborations

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## Placement and Acknowledgment

Logos should be visible on all jointly branded materials, from digital banners to event backdrops, to reinforce e27's role in the collaboration. Whenever possible, include "In partnership with e27" or similar tagline.

In partnership with



In partnership with



Tagline



Tagline



# Partnerships and Collaborations

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## Media Mentions

For third-party media references, provide downloadable logo files and guidelines on correct usage to ensure brand integrity.

## Resizing for Specific Platforms

In instances where the logo needs resizing (e.g., social media profile images, favicon), adhere to e27's minimum size and ensure it remains clear and distinguishable.

[Download e27 Logo](#)

*When requesting access for the e27 Logo, do state your name, company, delegation, and purpose for using the e27 logo.*

# COLOR PALETTE

# Primary Colors

## Mint Green

HEX: #18DD9D

RGB: 24, 221, 157

CMYK: 64, 0, 56, 0

## Dark Blue

HEX: #0A1E43

RGB: 10, 30, 67

CMYK: 100, 89, 41, 49

## Blue

HEX: #2252E2

RGB: 34, 82, 226

CMYK: 84, 70, 0, 0



# Secondary and Neutral Colors

## Yellow

HEX: #DC9614

RGB: 220, 150, 20

CMYK: 13, 44, 100, 1

## Terracotta

HEX: #D26350

RGB: 210, 99, 80

CMYK: 13, 74, 71, 2

## Purple

HEX: #493E9E

RGB: 73, 62, 158

CMYK: 86, 89, 0, 0

## Cream

HEX: #F4EDE3

RGB: 244, 237, 227

CMYK: 3, 5, 9, 0

## White

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

## Gray

HEX: #AFAFAF

RGB: 175, 175, 175

CMYK: 33, 26, 26, 0

## Black

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

# TYPOGRAPHY

# Corporate Typography

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Primary Typeface

**Open Sans**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789

Font-Weights

Light

*Light Italic*

Regular

*Italic*

Semibold

*Semibold Italic*

Bold

*Bold Italic*

Extrabold

*Extrabold Italic*

# Typography

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Title

**Archivo Narrow**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**0123456789**

Body

**Source Sans Pro**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**0123456789**

Example

**Lorem ipsum dolor title**

The quick brown fox jumps over the lazy dog

# IMAGERY AND PHOTOGRAPHY



# Imagery and Photography

## Image Style

Bright, lively, with a focus on networking and collaboration.

## Do's and Don'ts

- Use high-quality images showcasing diversity and energy at events.
- Avoid stock photos that feel generic or impersonal.





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# Tone of Voice

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## Communication Style for Platforms

- **Social Media**

Engaging and fun, with a call-to-action.

- **Website/Emails**

Informative and clear, with an action-driven approach.

- **Event Materials**

Energetic, inspiring, promoting networking.

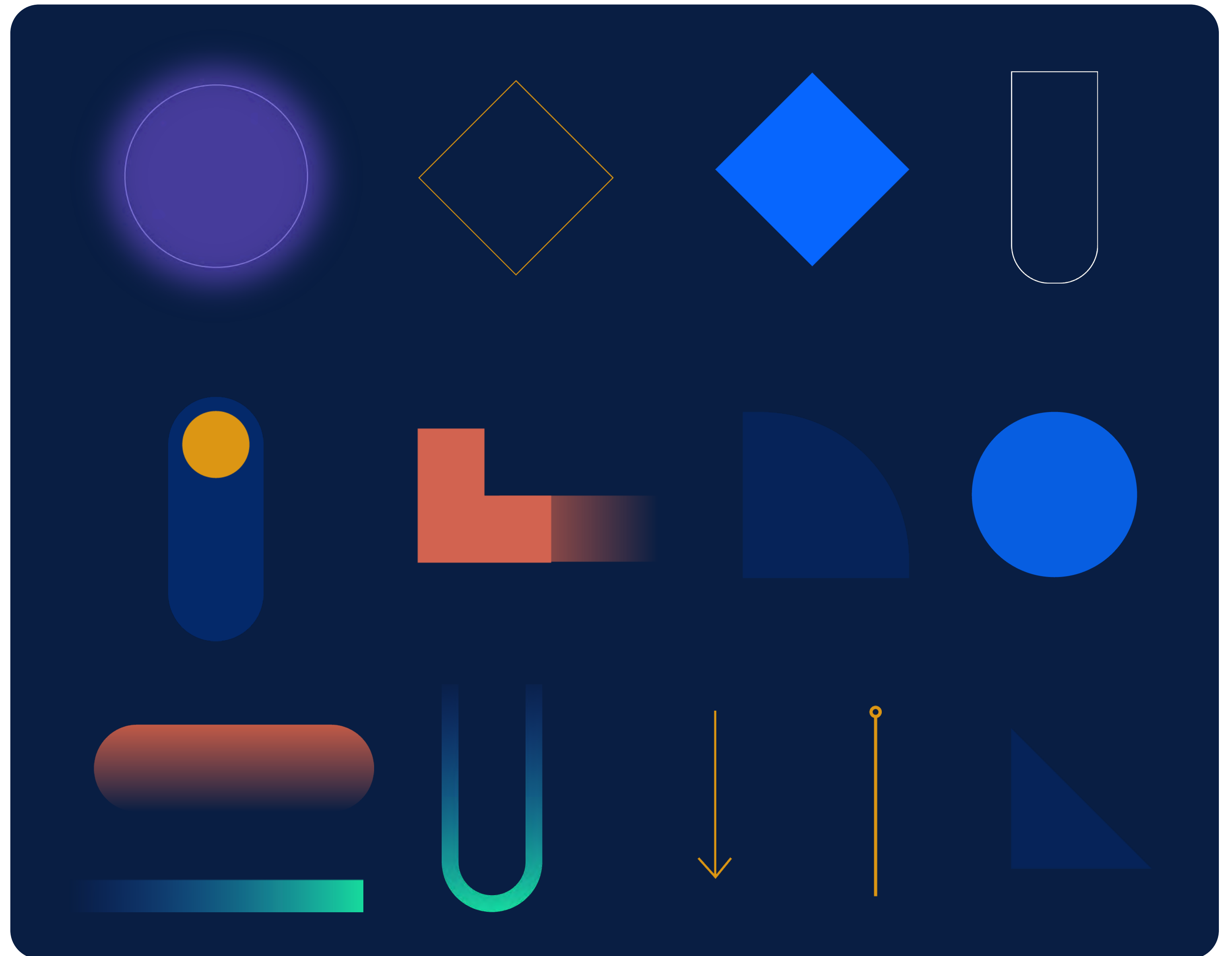
Professional yet approachable,  
forward-thinking, inclusive,  
appropriately fun



# ELEMENTS

# Visual Elements

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# Other Elements

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# TEMPLATES & RESOURCES



**Contact Information for Branding Queries**

**Bats Puyot**

Marketing Campaigns Executive

[beatrice@e27.co](mailto:beatrice@e27.co)

# SUB-BRANDS



Echelon General Branding Guidelines

# ECHELON

[View here](#)

Flux General Branding Guidelines

# Flux

[View here](#)