



# COMPANY BRANDING



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# LOGO

Ecoflask logo represents what we plan to do with our company which is improve and bring awareness to an important social issue. This social issue, includes water pollution. In the near future, clean water will be scarce and filtering water will be important.



# COLORS



HEX: 5CC9F4

R:92 C:15.99  
G: 102 M: 0.64  
B:244 Y: 0  
K: 0



HEX: 9FBF48

R:187 C: 25.49  
G:114 M:7.  
B:87 Y: 92.14  
K: 0



HEX: BA9157

R:187 C:25.49  
G:114 M:42.19  
B:87 Y:74.62  
K:3.68

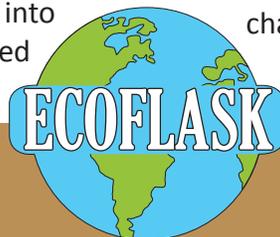


HEX: 73DADB

R: 115 C: 48.79  
G: 218 M: 0  
B: 219 Y: 18.79  
K: 0

# GLOUCESTER MT EXTRA

Gloucester Old Style were issued in 1911, derived from a design created in 1896 by the distinguished American architect, Bertram Goodhue. Intended to maximize legibility, the original design featured long ascenders, while the descenders were very short. Popular as a text face in the early 20th century, the extra-condensed variation proves particularly useful to maintain legibility while packing more characters into a certain space. This font will be the main font used in the Ecoflask literature and designs.



# FONTS

## CALIBRI

Calibri is a modern sans serif family with subtle roundings on stems and corners. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves reveal a warm and soft character. This font will be used as a secondary for subheading and body text in the Ecoflask literature and designs

# Ecoflask

In our company, EcoFlask we dedicate ourselves into manufacturing flasks that filters with flavors for water. The filtering process used is adsorption, which essentially uses activated carbon to reduce contaminants and impurities by absorbing them into its opened pores. This product hope to induce active people who enjoy having clean water at an easy access, like athletes.



1401 S Grand Ave.  
Santa Ana, CA 92705  
ecoflask.ca@gmail.com  
714-796-7433



# Ecoflask BUSINESS CARD

Front



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