# VISUAL IDENTITY SYSTEM

**ELANE** 

2024



#### **BRAND LOGO**

#### **Corporate Logo Rationale**

The ELANE logo embodies the essence of our maritime expertise, with a modern, streamlined design that reflects our commitment to innovation and excellence in the ocean intelligence industry. The logo, rendered in a sleek blue typographic form, subtly integrates the letter "L" and "A" into a connected path, symbolizing a navigational channel. This visual cue not only highlights our deep connection to maritime operations but also represents the clear direction and forward movement inherent in our business ethos.

Horizontal corporate logo



Horizontal corporate logo



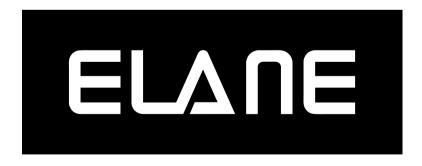
#### **Corporate Logo Rationale**

The design is meticulously crafted to balance contemporary aesthetics with the strength and reliability that define ELANE. Each letter has been carefully refined for optimal weight, structure, and alignment, ensuring a harmonious and cohesive visual identity. The connected "L" and "A" serve as a reminder of our role as a guiding force in the industry, leading our partners and clients through the complexities of maritime challenges with precision and confidence.

Horizontal corporate logo



Horizontal corporate logo



#### **BRAND COLORS**

#### **Complementary Color**

RGB R 2 G 63 B 87

CMYK C 97% M 77% Y 55% K 21%

Hex **#023F57** 

#### **Complementary Color**

RGB **R 102 G 102 B 102** 

CMYK C 67% M 59% Y 56% K 6%

Hex #666666

#### **Main Color**

RGB **R 35 G 127 B 163** 

CMYK C 86% M 40% Y 31% K 0%

Hex **#237FA3** 

#### **Complementary Color**

RGB R 255 G 255 B 255

CMYK C 0% M 0% Y 0% K 0%

Hex #FFFFF

#### **BRAND FONTS**

#### **Corporate Fonts Rationale**

The selection of "Roboto" and "Montserrat" as ELANE's corporate fonts reflects the company's commitment to blending modernity with reliability. "Roboto," known for its clean and geometric structure, conveys professionalism and clarity, making it ideal for both digital and print applications. Its versatility ensures readability across various platforms, emphasizing ELANE's focus on innovation and technological advancement. "Montserrat," with its approachable and contemporary design, adds a touch of sophistication and warmth, perfectly complementing ELANE's brand identity. Together, these fonts embody the balance of cutting-edge technology and trustworthiness that FLANE stands for.

Roboto - Regular

### abcdefghijklmnopqrstuvwxyz0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Robotot - Medium

# abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat - Regular

## abcdefghijklmnopqrstuvwxyz0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat - Bold

# abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

# ELANE