

VISUAL IDENTITY SYSTEM

-

ELANE

2024

ELANE

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

The logo consists of the word "ELANE" in a bold, black, sans-serif typeface. The letters are closely spaced, with the "L" and "A" sharing a vertical stroke. The "E" at the end is also closely spaced to the "N".

Horizontal corporate logo



BRAND COLORS

Main Color

RGB R 35 G 127 B 163
CMYK C 86% M 40% Y 31% K 0%
Hex #237FA3

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

Complementary Color

RGB R 255 G 255 B 255
CMYK C 0% M 0% Y 0% K 0%
Hex #FFFFFF

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 ELANE stands for.

Roboto - Regular

abcdefghijklmnopqrstuvxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Robotot - Medium

abcdefghijklmnopqrstuvxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat - Regular

abcdefghijklmnopqrstuvxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat - Bold

abcdefghijklmnopqrstuvxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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