



Edispo

Brand Manual



Innovation. Inclusion.
E-Waste Management.

OVERVIEW

A decorative graphic in the top right corner of the slide. It features three stylized hands in white outline, each holding a leaf. The hands are positioned as if they are gently supporting or presenting the leaves. The leaves are also in white outline and have a simple, organic shape. The entire graphic is set against a solid green background that matches the top header.

This document communicates the Brand Identity of Edispo.

A coherent brand with a single focused identity. This brand manual aims to bring Edispo's **mission, vision, values, and persona** to life.

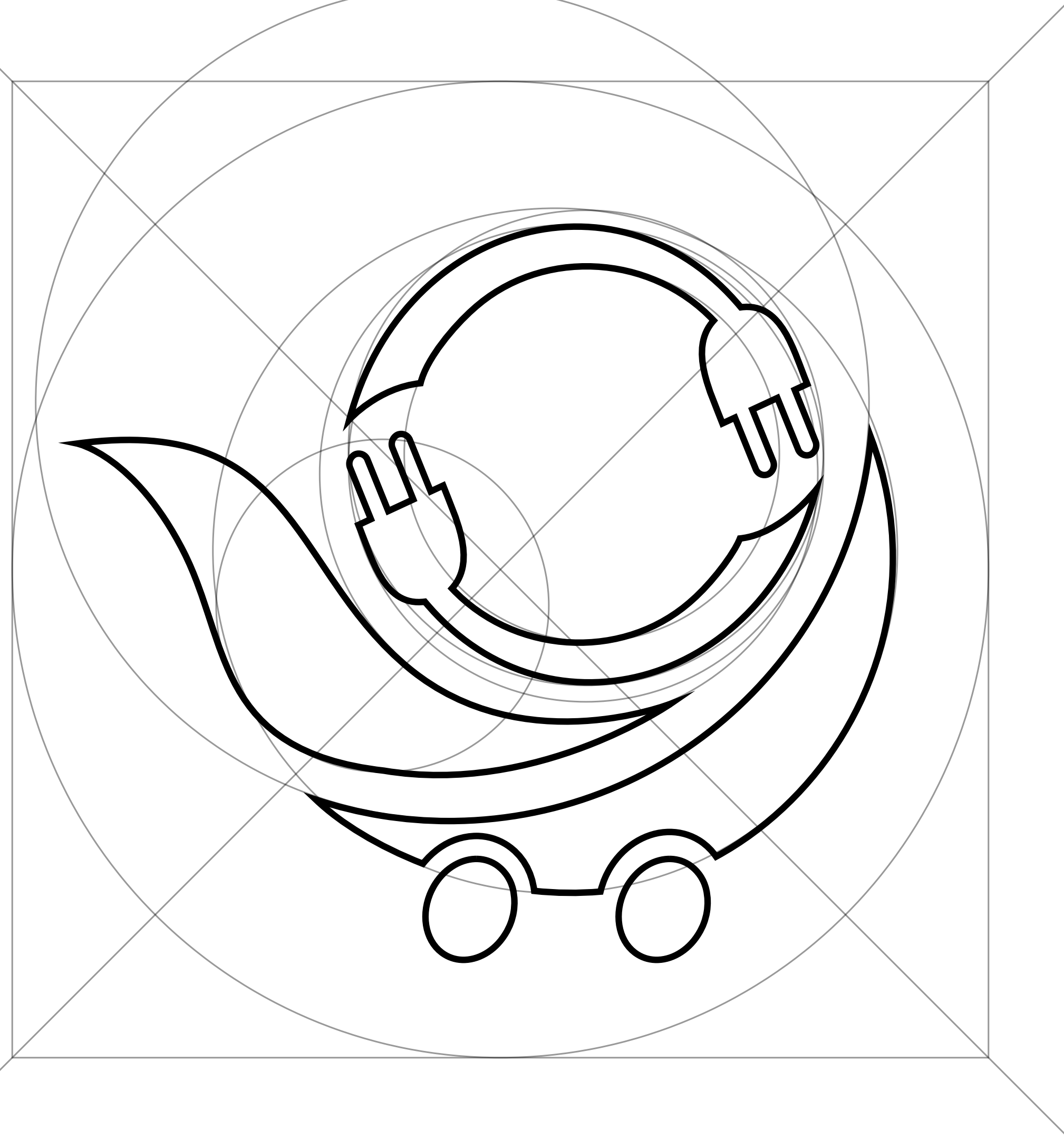
Edispo's Logo embodies environmental sustainability. It serves as the main symbol for an online e-waste exchange with a purpose of positively disrupting the waste management industry by being a platform that enables digital transformation for the used electronics and e-waste market.

The logo

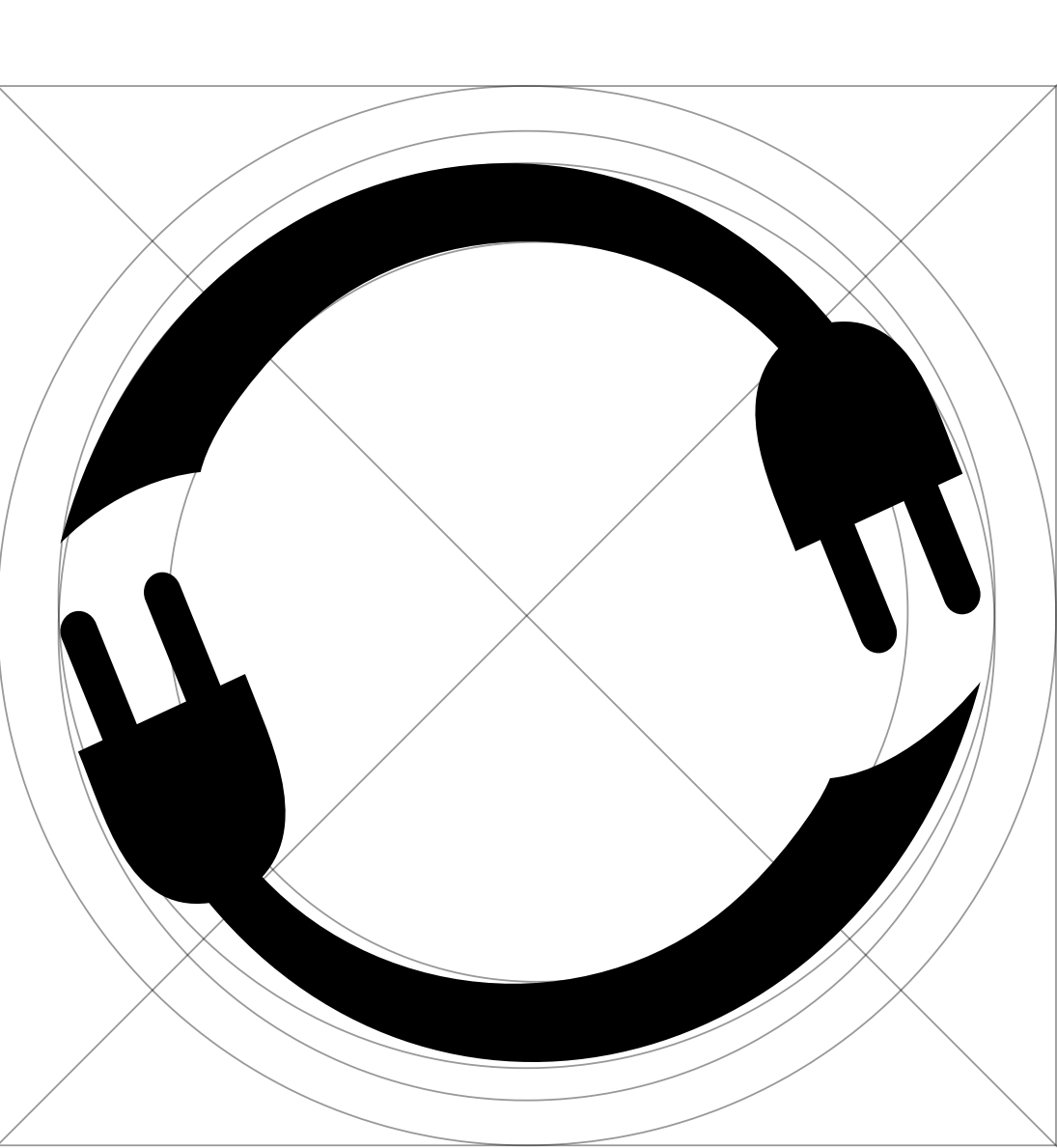
The logo of Edispo at its heart, symbolizes the symbiotic relationship between ecology and technology.

It consists of:

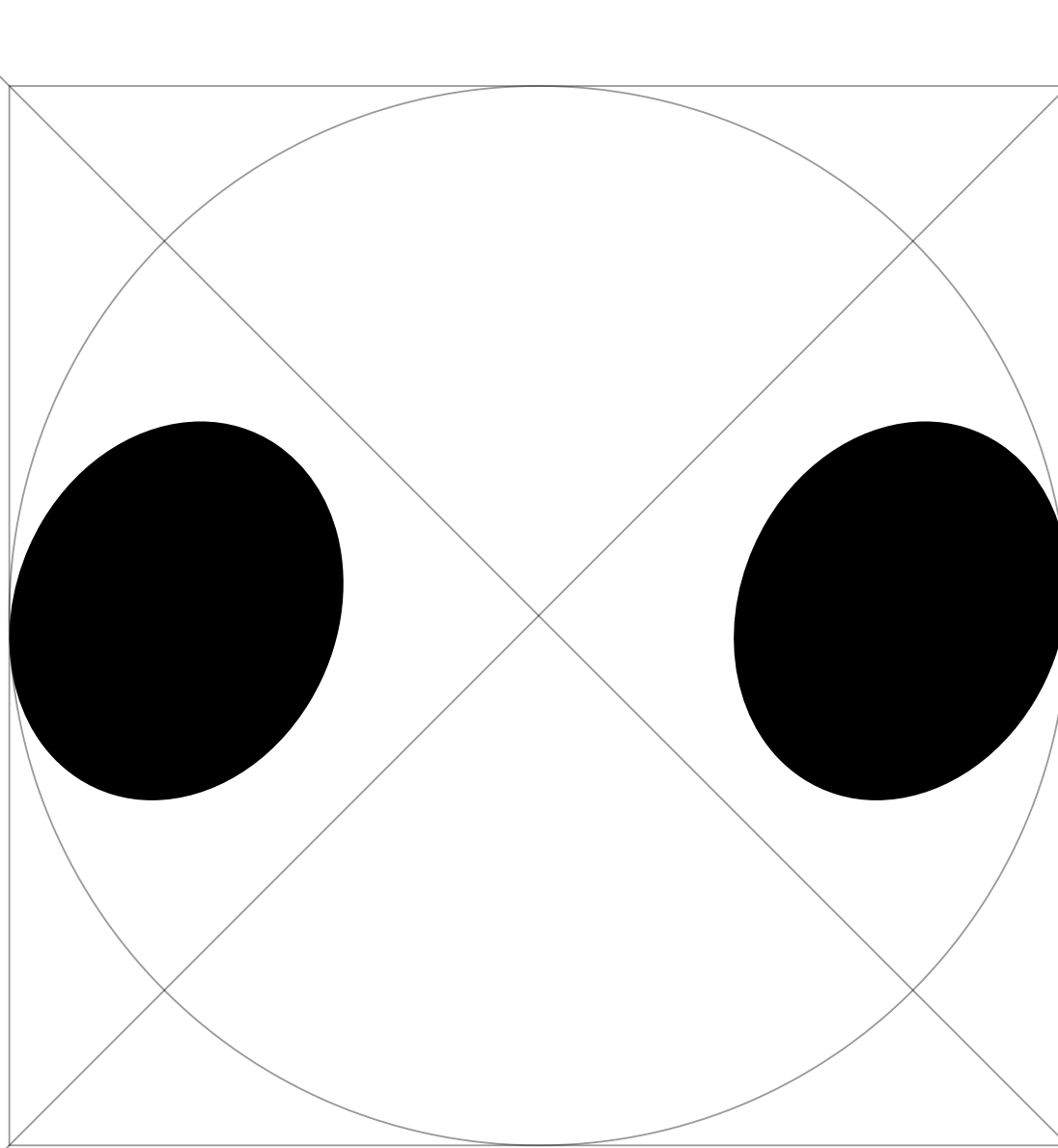
- Two plugs forming a circular motion, representing electronic exchange and continuity that form an almost yin-yang like pattern.
- The circular plugs sit atop of a platform made of leaves that form into a cart-like figure to represent marketplace needs.
- With wheels moving forward, the logo symbolizes a forward-looking approach to solving the problem of e-waste by movement of items from one place to another.



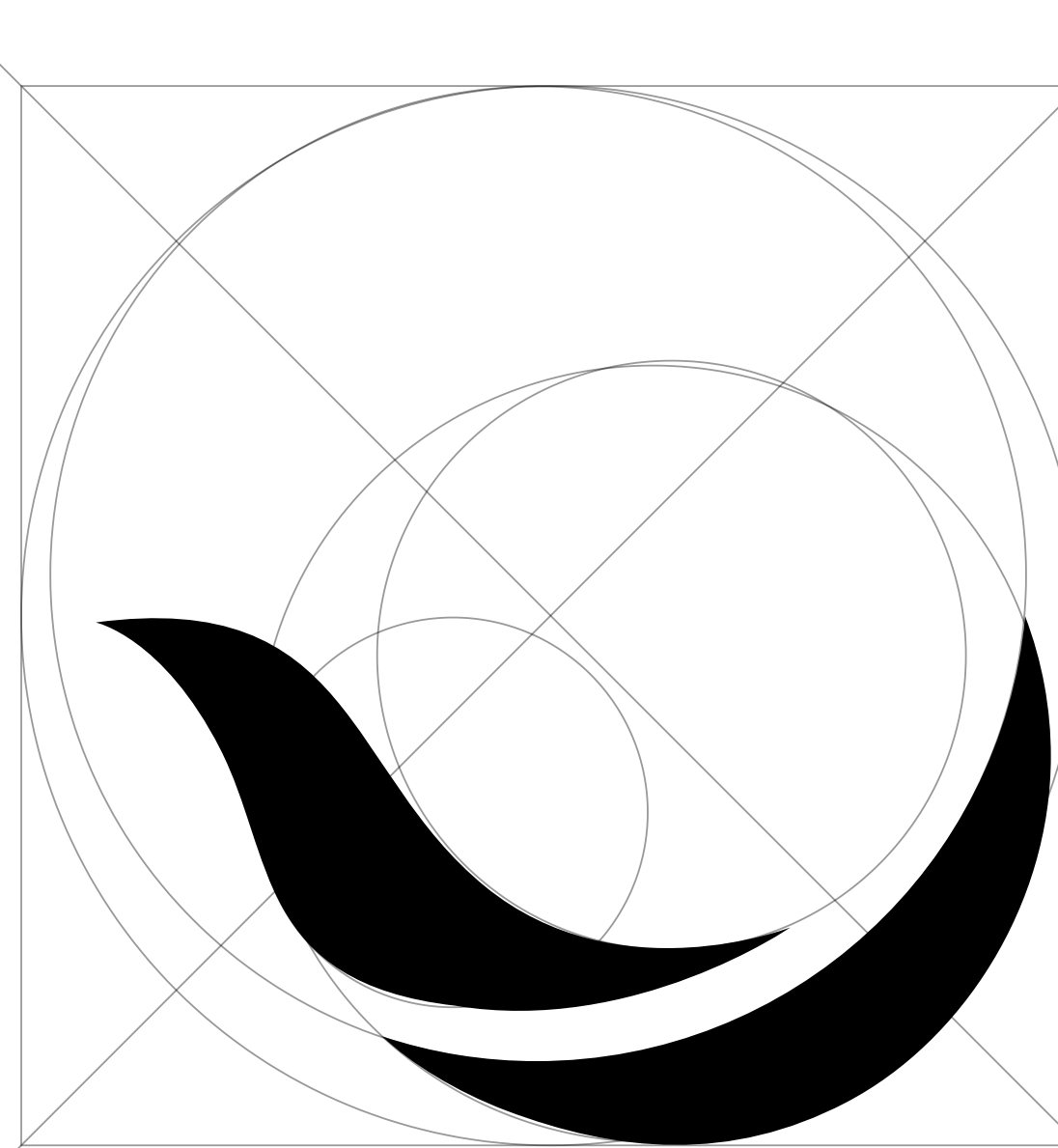
Anatomy of the logo



Circular Plugs



Forward-facing Wheels



Leaf-Cart Platform

VARIANTS

Tall / Portrait / Square variants of the logo

Gradient Banner Tall



Green Banner Tall



Gradient Logo Only



Green Logo Only



Variants are not limited to ones in this document. Check brand assets folder for more variants.

VARIANTS

Wide / landscape variants of the logo

Gradient Banner Wide



Green Banner Wide



Gradient Banner Wide



Gradient Banner Wide Right



Gray Banner Wide



Variants are not limited to ones in this document. Check brand assets folder for more variants.

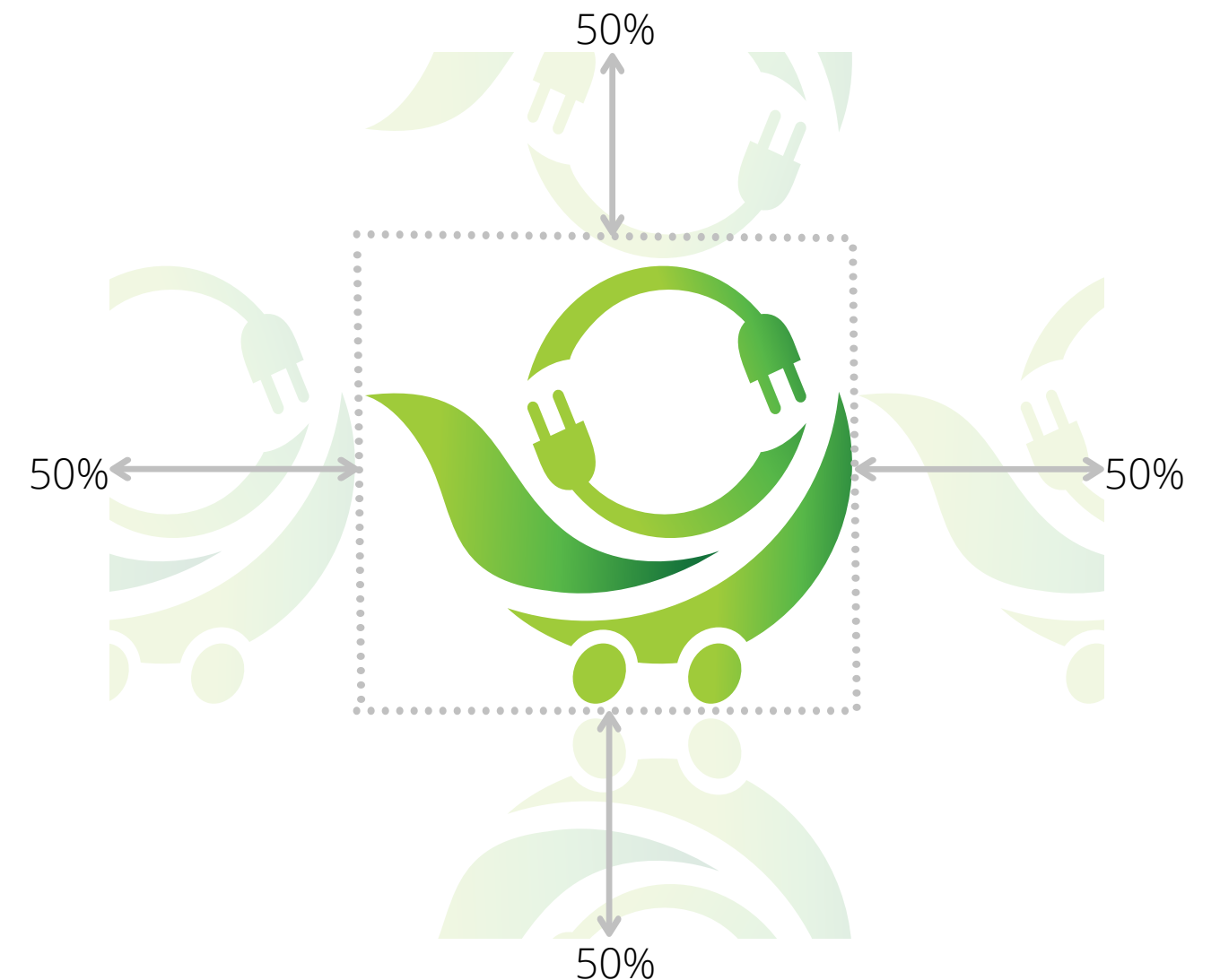
PROPER USE



Any logo or wordmark variant on a solid or gradient background. Observing proper contrast ensuring that the logo is clearly visible and easily distinguishable without any obvious nuisance to the overall design.

The logo can be displayed either as a standalone symbol, as a wordmark, or combined together observing proper tracking and spacing between elements

Give the logo sufficient **breathing room** by observing at least a **half-logo amount of spacing** between it and any element along its four sides



PROPER USE

Proper Use: Prescribed Wordmark with custom kerning

Edispo 

Improper Use: Regular font WITHOUT custom kerning

Edispo 

Edispo uses a wordmark based on Montserrat Bold with custom kerning.

Only use the prescribed wordmark in the brand assets folder. Do NOT display the Edispo wordmark using the regular kerning included with stock Montserrat.

It is permissible to use the wordmark as a standalone logo substitute with either a solid text fill or gradient text fill using the prescribed Edispo gradient colors

IMPROPER USE

Some examples of improper use:



Do not cut the logo and/or wordmark



Do not use color combinations not prescribed for the logo and/or wordmark



Do not stretch nor warp the logo and/or wordmark



Do not use old / unofficial versions of the logo for publication purposes.



Do not use the all-caps version of the wordmark for official / publication purposes

Color Palette

The color palette is used for all visual representations of Edispo on different social media platforms and content.

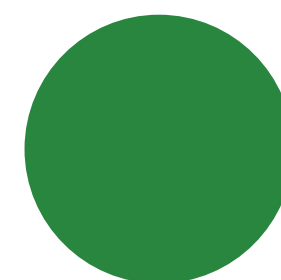
Use of the gradient color is highly encouraged.

Color palette guidelines

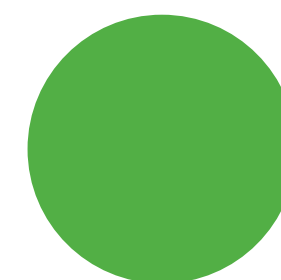
- The logo's primary palette is used as gradient in green shades represented on this page.
- The secondary palette can be used depending on the social media platform's intended use only.
- Be consistent in the use of the primary colors on main channels such as the website.



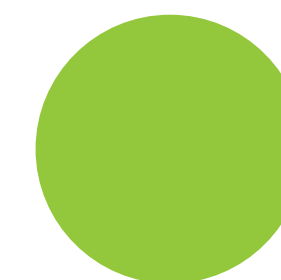
Primary palette



Dark Green
#29863E
RGB



Green
#52AF45
RGB



Light Green
#94C83C
RGB

Gradient Color

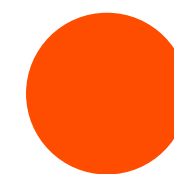
Direction is recommended to be at 45 degrees



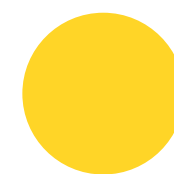
#A0CB3A

#15733B

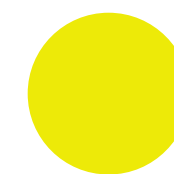
Secondary palette



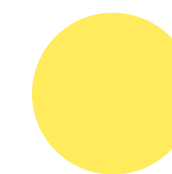
Orange
#FA4C00
RGB



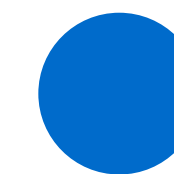
Dandelion
#FDD528
RGB



Yellow
#EDEA0A
RGB



Pastel Yellow
#FEEB5B
RGB



Cerulean
#126BCB
RGB

Typography

Edispo's main typography is the Montserrat font family.

Edispo

Montserrat Semibold

Edispo

Montserrat Regular

www.edispo.ph

Design by DayOne Media and the Pink Labs

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