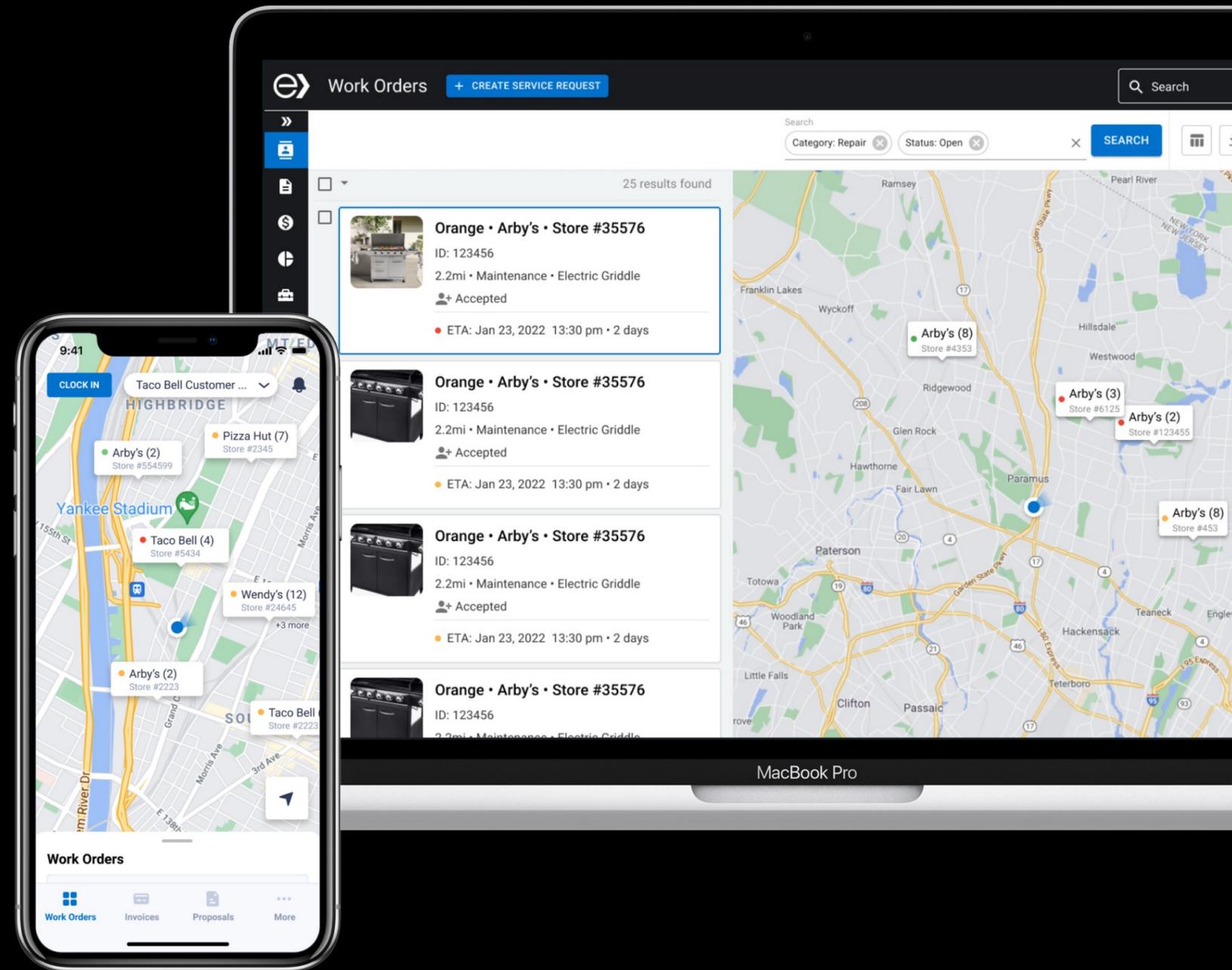




Brand Guidelines

Thanks for helping spread the word about Ecotrak! We love and respect our brand, product, company and our logo, so we created this document to make it easy for others to do the same. Follow along with the guidelines below, and feel free to reach out to marketing@ecotrak.com if you have any questions.

Ecotrak simplifies facilities management for any business.



Mission

Empower people with actionable information
to make better business decisions.

Ecotrak Brand Guidelines

Describing Ecotrak

Here is our elevator pitch when describing Ecotrak.

Short Description

Ecotrak is a top-rated software designed to simplify facilities and asset management for multi-site locations. Our cloud-based platform is increasing efficiency, reducing repair and maintenance costs and helping businesses grow and scale quickly. Learn more at ecotrak.com.

Long Description

Ecotrak is a top-rated platform designed to simplify facilities, asset and project management for multi-site businesses. Founded in 2018 and headquartered in Irvine, California, we are on a mission to empower people with actionable information to make better business decisions. Ecotrak's cloud-based platform is increasing efficiency, reducing repair & maintenance spend and helping businesses grow & scale quickly. Learn more at ecotrak.com.

Ecotrak Brand Guidelines

Key Benefits

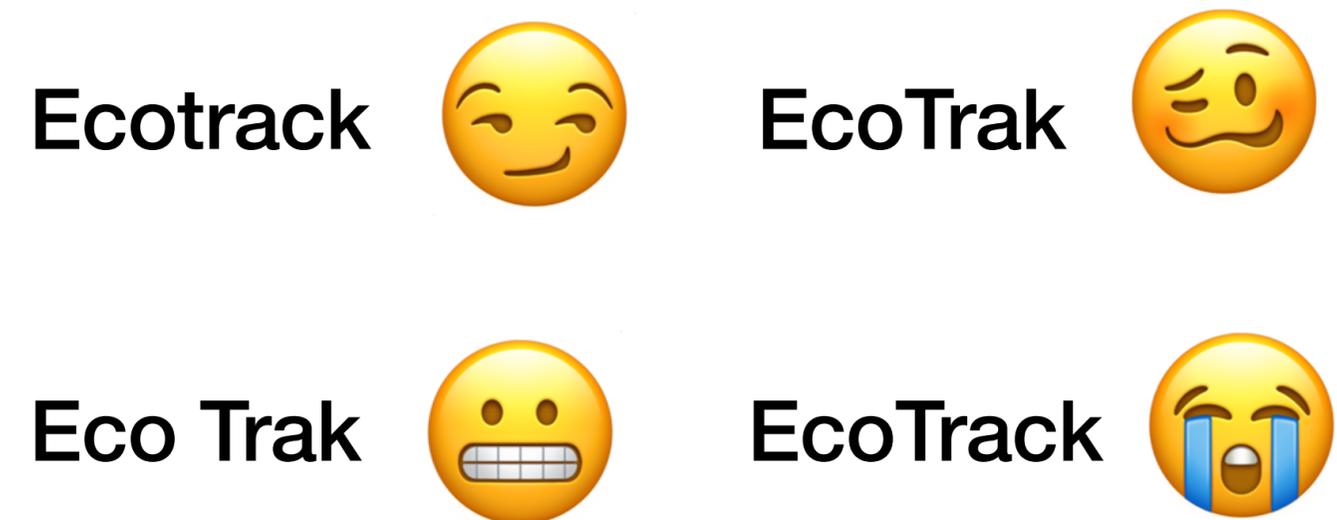
- Actionable Insights, Visibility, Automation
- Asset First Philosophy
- Reduce repair and maintenance spend while streamlining workflow.
- Increase operational efficiency.
- Reduce equipment down time by 50% on average
- Increase warranty capturing by 95%
- Reduce time spent on accounting + invoice related tasks by 30-40%
- Complete portfolio assessment with detailed asset information and insights
- Increase visibility and control on spends across the board.
- Project Management Integration

Taglines

Welcome to Stress-Free Facilities Management
Level up work in Ecotrak

Ecotrak

Ecotrak is always written as a capital E followed by lower case letters. Be aware of autocorrect.



Ecotrak Brand Guidelines

Our Logo & Icon

This is our logo, the one that should always be used. There are different versions to ensure optimum legibility.



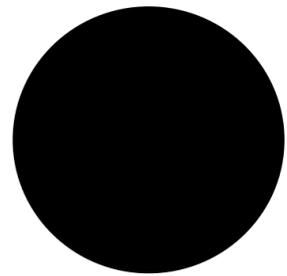
Our logo should not be smaller than 100px in digital or 2 inches in print. Our icon should not be smaller than 20px. Our logo and icon works best when it has enough room to breathe. These elements should not collide with other elements on the page. Do not stretch out the logo.

* Not pictured here is the Ecotrak white logo available for download in the folder.

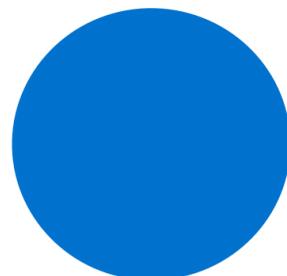
Ecotrak Brand Guidelines

Our Colors

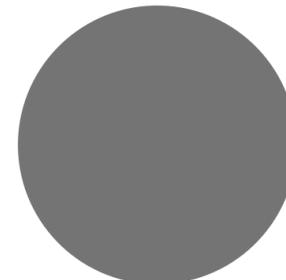
HEX, RGB, CMYK and Pantone colors are listed below.



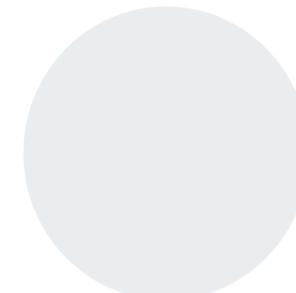
Black
#181A1D
RGB 24, 26, 29
CMYK 75, 68, 67, 90



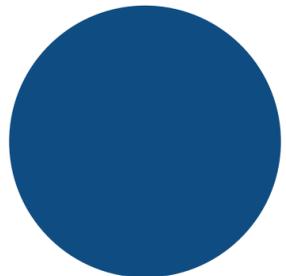
OG Ecotrak Blue
#0072CE
RGB 0, 114, 206
CMYK 100, 44, 0, 19
Pantone 285C



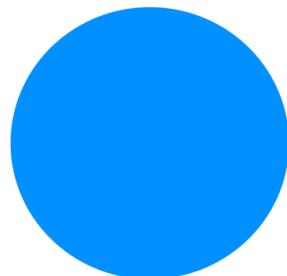
Sonic Silver
#747474
RGB 116, 116, 116
CMYK 0, 0, 0, 55



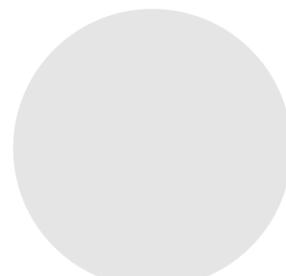
Bright Gray
#E9EDF0
RGB 233, 237, 240
CMYK 3, 1, 0, 6



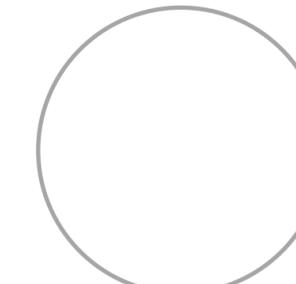
Classic Blue
#0F4C81
RGB 15, 76, 129
CMYK 88, 41, 0, 49
Pantone 7462c



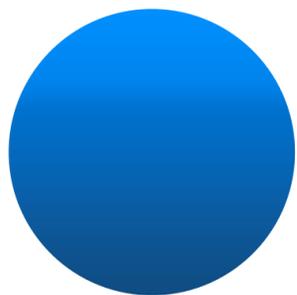
Bright Blue
#0090FF
RGB 0, 144, 255
CMYK 100, 43, 0, 0



Light Gray
#E5E5E5
RGB 229, 229, 229
CMYK 0, 0, 0, 10



White
#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Gradient Colors
0090ff, 0072ce, 0f4c81

Ecotrak Brand Guidelines

Typography

The fonts we use are Helvetica Neue (Regular, Medium, Light and Bold) or Roboto (Regular, Medium, Light and Bold). Note: Helvetica Neue is not available on Microsoft PCs. For Microsoft PCs, use Roboto.

Helvetica Neue Regular

Helvetica Neue Light

Helvetica Neue Medium

Helvetica Neue Bold

Roboto Regular

Roboto Light

Roboto Medium

Roboto Bold