



Brand Guidelines

2025



Introduction

The following document has been designed as a guideline for Echo Group's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Echo Boards logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

01 The Brand.

Brand Introduction | Moodboard & Keywords | Core Values

02 The Logo.

Primary Logo | Logo Principles | Brandmark

03 Visual Identity.

Brand Colours | Brand Fonts | Font Hierarchy | Brand Elements

04 Brand Application.

Marketing Collateral

01

The Brand.

This section outlines an overview of our brand, highlighting the unique qualities that set us apart in the market.



01 The Brand.

Brand Introduction

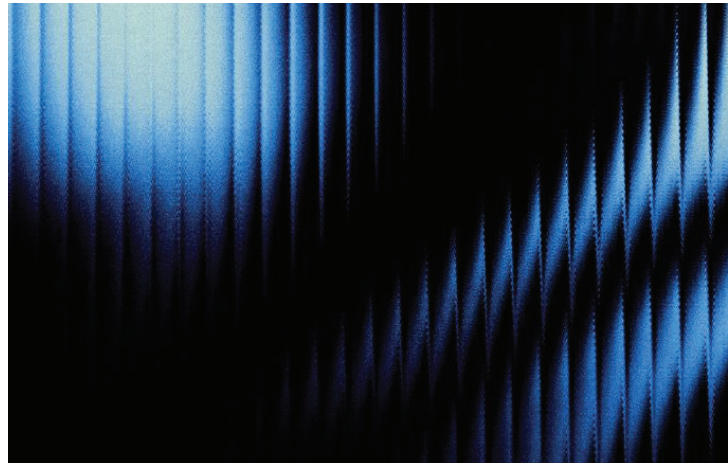
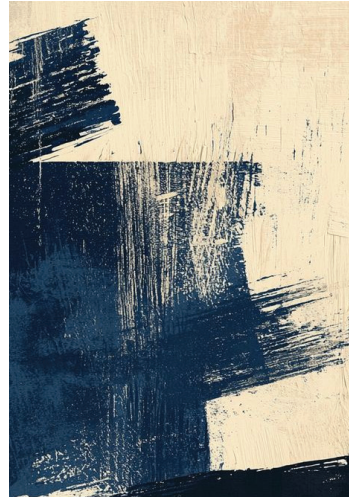
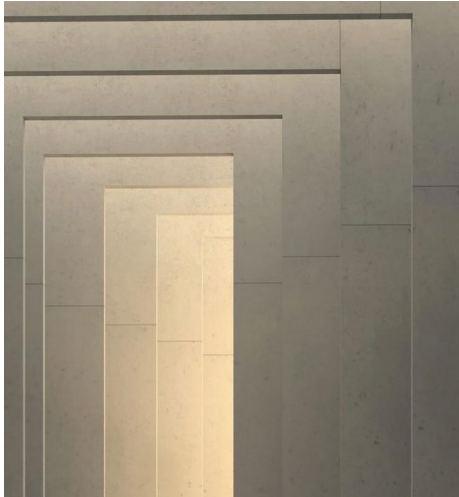


Echo Boards was built to simplify custom switchboard solutions. With deep industry knowledge and a hands-on approach, we deliver precise, compliant, and project-specific designs. Our team partners closely with electricians to offer fast turnaround times, expert guidance, and reliable service.

01 The Brand.

Moodboard + Keywords

Precision | Expertise | Technical | Streamlined | High-Performance | Modern engineering | Purpose-Built



01 The Brand.

Brand Purpose

To deliver precision-engineered, compliant switchboard solutions that support electricians with expert guidance, fast turnaround, and dependable service ensuring every project runs smoothly from design to installation.

Core Values

01 Precision.

We deliver with accuracy and attention to detail because in this industry, there's no room for guesswork.

02 Reliability.

Trusted to perform, every time. Our clients count on us for quality outcomes and consistent service.

03 People First.

We prioritise relationships, working closely with clients and trades to support success on and off the tools.

04 Accountability.

We stand by our word. From design to delivery, we take ownership of every project and every promise.

01 The Brand.

Tone of Voice

Tone of voice is how a brand expresses its personality through words. It's not just what we say, but how we say it, shaping the way people feel when they read or hear our messages. A consistent tone of voice helps build trust, reflect our values, and ensure that every piece of communication sounds unique to Echo Boards.

Clear .

Professional .

Trustworthy .

02

The Logo.

An outline for your logo to inform your audience on how to use your logo correctly and why.



02 The Logo.

Primary Logo

The primary Echo Boards logo is the key identifier of the brand and should be used consistently across all materials. Use the dark version on light or white backgrounds to maintain visibility and contrast.

The light version should be used on dark or coloured backgrounds to ensure clarity and legibility. Always use the logo in its original form without distortion.



DARK VERSION



LIGHT VERSION

02 The Logo.

Primary Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



02 The Logo.

Brandmark

The brandmark is the visual symbol of a brand. It's used to create quick recognition and can stand alone without the business name. A strong brandmark builds trust, consistency, and memorability across all platforms. It's an essential tool for reinforcing your identity wherever your brand appears.



DARK VERSION



LIGHT VERSION (DARK BACKGROUND)

03

Visual Identity.

The visual identity outlines the brand colours, fonts, font hierarchy, and key design elements to ensure consistent and professional communication across all materials.



03 Visual Identity.

Brand Colours

Our colour palette balances strength, clarity, and professionalism. The core tones—white, soft cool grey, mid-grey, charcoal, and black—create a clean and confident foundation across all brand materials. A bold red is used intentionally as an accent colour to draw attention and add energy without overwhelming the overall design.

Primary Colour Palette

Accent Colour

Neutral Beige

HEX #F2FOE6
RGB 242, 240, 230
CMYK 4, 3, 9, 0

Cool Slate

HEX #BFCBD6
RGB 191, 203, 214
CMYK 24, 14, 10, 0

Deep Sea Blue

HEX #0B1E60
RGB 11, 30, 96
CMYK 100, 36, 31, 27

Voltage Red

HEX #ED0A29
RGB 237, 10, 41
CMYK 0, 100, 93, 0

03 Visual Identity.

Brand Fonts

Typography serves many purposes in design. Not only does it promote legibility, but it also helps communicate the messaging, tone, and sentiment of a brand. The Echo Boards brand typography features a balanced trio of typefaces that express clarity, energy, and approachability.

Funnel Display, the primary heading font, offers strong structure and a contemporary feel through its clean, narrow geometry. DM Sans, used for body copy, provides a modern, minimalist tone with excellent readability, reinforcing a professional yet approachable presence.

Aa Bb

FUNNEL DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa Bb

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

03 Visual Identity.

Text Hierarchy

Text hierarchy guides the reader's attention through varying font sizes and styles, ensuring clarity and emphasis on key messages. The text styling below highlights the structure and flow of content.

Headings

Echo Boards

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed
quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas
expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

echoboards.com.au

Headings

Funnel Display Semi-Bold
Title Case | Tracking: Metrics 0

Body Copy

DM Sans Regular
Sentence Case | Tracking: Metrics 0

Subheadings

Funnel Display Semi-Bold
Upper Case | Tracking: Metrics 0

Call To Action

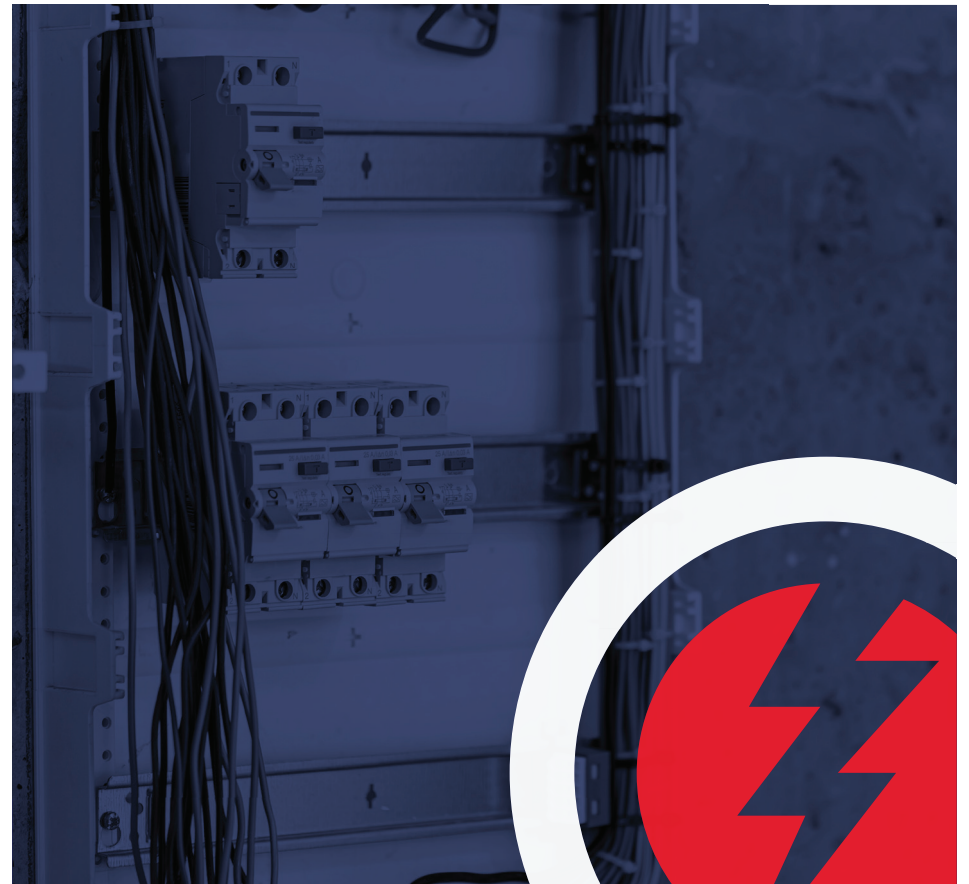
DM Sans Regular
Sentence Case | Tracking: Metrics 0

03 Visual Identity.

Brand Elements

The graphic device is the landmark, it had been designed to complement the brand and further extend it's visual language. This can be used on both flat and textured backgrounds.

The graphic device is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.



04

Brand Applications.

A representation of how the brand may look on different mediums of marketing collateral.





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Industry Leading Switchboards. Make the Switch.

Lorem ipsum dolor sit amet, Lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed diam
nonummy nibh

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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, eget volutpat elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra lectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sit amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere imperdiet nibh. Vivamus avec faucibus et dui ut laoreet. Aliquam scelerisque lectus metus, nec aue interdum odio volutpat eget. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortor, eu convallis mauris.

Vestibulum dictum volutpat magna non ultricies. Praesent rncus ligula ex, ac venenatis felis tincidunt id. Sed aliquet sed odio in tristique. Sed sed ullamcorper velit. Class aptent taciti sciosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris bibendum in felis zero egestas faucibus. Curabitur sollicitudin varus lorem id semper.

Regards,

Mark Flexier



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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Industry Leading
Electrical Switchboards.



John Smith

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📱 @echoboards

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

