

# **ECON BRAND GUIDE** V2

1 SEPTEMBER 2023



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# FOREWORD

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The purpose of this brand guide is to present the communication efforts and appearance of Econ in a unified, consistent and easily identifiable frame.

The branding applies whenever Econ presents itself to the public individually, as a unified organisation, or when communicating internally. The guidelines are therefore applicable to all Econ companies.

## 2.1. OVERVIEW

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Evolution of the Econ logo over two decades:



2002



2022

Values and qualities which the brand refresh aims to reflect through the visual appearance

professionalism | precision | reliability | stability | sustainability  
dynamism | ability to respond to professional challenges | flexibility

Style of the refreshed brand

modern | minimalist | clear | dynamic | forward-looking

## 2.2. ECON BRAND & NAME USE

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The Econ name is displayed and written according to the following rules:

**In the company name, as officially written:**

eCon Engineering Kft. | Econ Trading Kft. | eCon Engineering Germany GmbH | eCon USA, LLC;

**In text, used as a brand term, with a capital E:**

Econ | Econ Engineering | Econ engineers | 22nd Econ Conference | Econ presentation;

**On visuals all caps may be used:**

ECON | ECON ENGINEERING | 22ND ECON CONFERENCE.

### 3. LOGO

# LOGO

#### COLOUR LOGO WITH GRAY LOGOTYPE

on homogeneous white background

on a non-homogeneous background, placed on white patch of min. 85% saturation / 15% opacity



#### COLOUR LOGO WITH WHITE LOGOTYPE

on homogeneous dark background

on a non-homogeneous background, placed on dark patch of min. 85% saturation / 15% opacity



#### MONOCHROME GRAY LOGO

on homogeneous light background, with appropriate contrast effect



#### MONOCHROME WHITE LOGO

on homogeneous dark background, with appropriate contrast effect



## 3.1. EMBLEM

The Econ emblem shows dynamism, energy, forward/upward orientation.

Usage of the emblem alone is permitted in the following cases:

if the logotype also appears on the same visual surface (see the beach flag);

if the logo also appears on the surface - in this case the emblem serves as background design element (see the footer of the yearly planner calendar);

if the format and size of the surface only allow this layout (see the ID badge reel);

in special cases, according to the visual design approved by the marketing department.



COLOUR



MONOCHROME GRAY



MONOCHROME WHITE

## 3.2. LOGOTYPE

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The base of Econ logotype consists of custom-drawn letters.

Font of extensions (ENGINEERING, TRADING) is Montserrat Medium.

The use of logotype alone is not recommended.

In exceptional cases, where the specific parameters of the visual surface only allow this form of application, the approval of the marketing department is required.



**econ**



**econ**



**econ**

MONOCHROME GRAY

MONOCHROME WHITE



## 3.3. CLEAR SPACE

The space around the logo should be left clear to ensure a clean appearance.

The minimum clear space to be respected is  $1/6$  of the height of the emblem.



## 3.4. RESTRICTIONS

When using the logo it is prohibited:

to add shadow to the logo;

to rotate or distort the logo;

to change the position of the emblem and/or logotype;

to change the proportions of the logo;

to change the colours of the logo;

to change the typeface of the logo;

to place any object within the clear space around the logo;

to place the logo on a noisy image.



# TYPOGRAPHY

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## Montserrat

Extra Light | Light | Medium | Regular | Semibold | **Bold** | **Extrabold** | **Black**

## BEBAS NEUE PRO

Thin | Light | Book | Middle | Regular | **Bold**

## Bahnschrift

Ligh | Light Semicondensed | Light Condensed

Semilight | Semilight Semicondensed | Semilight Condensed

Regular | Condensed

**Semibold** | **Semibold Semicondensed** | **Semibold Condensed**

**Bold** | **Bold Semicondensed** | **Bold Condensed**

## Arial

Regular | **Bold** | **Black** | Narrow | **Narrow Bold**

# TYPOGRAPHY

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The fonts used in the Econ brand have been chosen to allow for both versatility and ease of use.

The **Montserrat** font family may be used for headings, subheadings, and occasionally body copy as well, mostly in edited materials.

The font for Econ logotype extensions (Engineering, Trading) is Montserrat Medium.

The **BEBAS NEUE PRO** font family is used in edited materials for headings, subheadings, and also for highlighting, mainly in all caps.

The **Bahnschrift** set is similar to Bebas Neue Pro in both appearance and application, but has the advantage over its counterpart that it is one of Microsoft's default typefaces, so it is available and usable by everyone. This font is used in the Econ presentation template.

The **Arial** set is mainly used for body copy in edited materials, where it always appears with a lower weight compared to other fonts.

Arial is also the basic font used in everyday work (Office applications).

The use of fonts within each font family is determined by the hierarchy within the text.

## 5.1. ECON COLOUR SCHEME

The colour scheme of the Econ brand is inspired by colours familiar from engineering simulation imagery. The blue, green and yellow represent the optimal domain. These bright, vibrant colours are counterpointed by slightly bluish greys, giving the Econ brand a clean overall image.

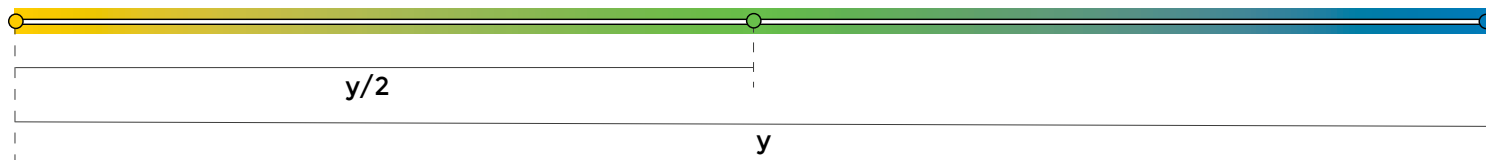
The Econ brand colours provide high visibility and quick recognition and identification at the same time.

<b>Pantone</b> <b>432</b>	<b>Pantone</b> <b>7461</b>	<b>Pantone</b> <b>360</b>	<b>Pantone</b> <b>116</b>	<b>Pantone</b> <b>7544</b>	<b>Pantone</b> <b>7541</b>
<b>CMYK</b> <b>35 / 5 / 0 / 85</b>	<b>CMYK</b> <b>84 / 41 / 5 / 0</b>	<b>CMYK</b> <b>61 / 0 / 86 / 0</b>	<b>CMYK</b> <b>0 / 20 / 96 / 0</b>	<b>CMYK</b> <b>56 / 37 / 31 / 14</b>	<b>CMYK</b> <b>17 / 9 / 11 / 0</b>
<b>RGB</b> <b>49 / 63 / 70</b>	<b>RGB</b> <b>0 / 125 / 187</b>	<b>RGB</b> <b>114 / 184 / 76</b>	<b>RGB</b> <b>255 / 204 / 0</b>	<b>RGB</b> <b>118 / 134 / 146</b>	<b>RGB</b> <b>219 / 224 / 225</b>
<b>#313f46</b>	<b>#007dbb</b>	<b>#72b84c</b>	<b>#ffcc00</b>	<b>#768692</b>	<b>#dbe0e1</b>

## 5.2. COLOUR GRADIENT STRIPE

In the visual appearance, the role of the colour gradient stripe is to section and outline, but it also functions as a subtle design motif.

The colour stripe consists of the linear gradient of the yellow, green and blue colours of the Econ emblem. Within the stripe, the position of the primary colours - and thus the length ratio of the gradients - cannot be changed.



No text or object can be placed on the colour stripe.

The colour stripe can be either vertical or horizontal, but can only appear in one orientation on a visual surface.

The height of the colour stripe may vary depending on the application. To enhance the clear and clean appearance of the Econ brand, it is recommended that the height of the colour stripe does not exceed 1/20th of the height of the application surface.

# 6.1. BRAND KIT


## BUSINESS CARD



# 6.2. PRINT

## ONE-PAGER

**ENGINEERING SIMULATION SOLUTIONS**  
FOR AEROSPACE INDUSTRY




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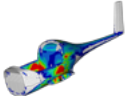
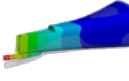

**TRANSFORM DEVELOPMENTS WITH VIRTUAL PROTOTYPES**

<p><b>LOWER COSTS</b> Development, testing &amp; certification</p> <p><b>DEVELOPMENT EFFICIENCY</b> Shorter go-to-market time</p> <p><b>DESIGN OPTIMIZATION</b> Reduction of labour &amp; material requirements Drag &amp; weight reduction Reduced emissions &amp; fuel efficiency NVH and thermal comfort analysis Reduced community noise</p>	<p><b>INNOVATIVE SOLUTION</b> Improved safety, de-icing scenarios Electrification &amp; autonomous systems 3D-corrected Virtual Blade Model</p> <p><b>MATERIAL DESIGN</b> Advanced material solutions including composites</p> <p><b>COMPONENT ANALYSIS</b> Landing gears, hydraulic &amp; break systems</p>	
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**INDUSTRIAL EXPERIENCES | PROJECT EXAMPLES**

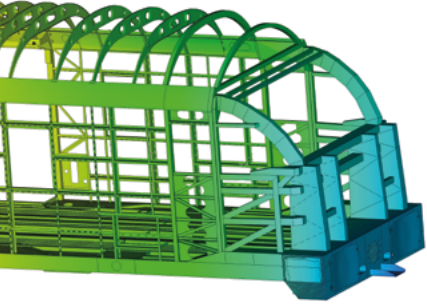



 <p><b>ULTRALIGHT AIRCRAFT</b> The composite structure of an ultralight aircraft was modelled using layered shells, and static calculations were performed according to aviation standards. Ply thickness and orientation could be weight optimized throughout an iterative process, finally saving 20% in weight beside an improved strength.</p>	 <p><b>TOWING</b> Towing capability development for a light aircraft (CS-LSA) was done by investigating effects of towing forces of the carbon sandwich fuselage and determining necessary local reinforcement layers and insert environments.</p>	 <p><b>VIRTUAL BLADE MODEL</b> Development and utilisation of the 3D-corrected Virtual Blade Model for aerodynamic assessments accounting for the three-dimensional effects induced by the propeller blades of a motor-glider aircraft. The method has been fine-tuned based on in-flight test data.</p>
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www.econengineering.com

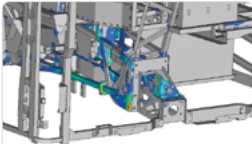
sales@econengineering.com

## CASE STUDY

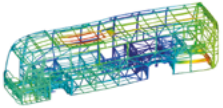



### FEA OF WELDED CHASSIS

STATIC STRENGTH AND DURABILITY OF VEHICLE STRUCTURES



Welded steel vehicle structures are analysed using shell finite element model. Boundary conditions are applied through a simplified suspension system.



Stress results are used for evaluating constant amplitude fatigue of welds, and this provides a quick and reliable insight into the stiffness, and durability weak-spots of the chassis.

www.econengineering.com



## 6.3. BRANDED GIVEAWAYS

PEN



ID BADGE REEL



MOUSEPAD



PAPER BAG



MUG



WATER BOTTLE



## 6.4. TRADE SHOW DISPLAY EQUIPMENT

ROLLUP BANNER



EXHIBITION BOOTH PANEL SIZED CANVAS



## 6.4. TRADE SHOW DISPLAY EQUIPMENT

POP UP BACKWALL



BEACH FLAG



# CONTACT

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The correct use of the corporate brand elements (as specified by the brand guide) is mandatory in both internal and external communication of Econ.

All materials used for external communication and sponsorship may be designed, published, and created with the approval of Econ's marketing department and in compliance with the requirements of this brand guide.

If you have any questions, are unsure about or need clarification on a visual appearance not specified in this brand guide, or if you need approval, please contact Econ's marketing department at the address below.

[marketing@econengineering.com](mailto:marketing@econengineering.com)

[www.econengineering.com](http://www.econengineering.com)