

esattoTM

brand guidelines

Version 1.0

welcome

This document contains all you need to know about how the Esatto brand should be used in print and digital materials.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Brand

STORY

HOW WE GOT STARTED

Mike enjoyed the excitement of the nightlife and bartending lifestyle. In 2003 on a visit to his family in Italy he was inspired by his ancestor roots: the quality of life and attention to details. He returned to America with a new appreciation for quality of life and products and in 2004 got started selling bar products online.

WHAT MAKES OUR PRODUCTS UNIQUE

Esatto in Italian means exact perfection and precision. Esatto is about perfection, for bartenders by bartenders. Precision design, high attention to detail, and hand reviewed for each product we make. Esatto is making products to the Italian quality standard and putting the PRECISION in the products we produce.

WHY WE LOVE WHAT WE DO

Fusing together our love for bartending and celebrating with friends and family like the Italians do, we put our heart into the business. From new products to current best sellers, we are living the Esatto standard: quality (of life and product), perfection, and precision.

logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Logo

MASTER LOGO

Our logo is simple, clean, and stylish. This reflects the quality of the products the Esatto brand has to offer: made with perfection and precision, simple yet stylish. The logo is available in black or white, very versatile as it is available for use on any background. Overall style – modern and professional.



esattoTM



esattoTM



esattoTM



esattoTM

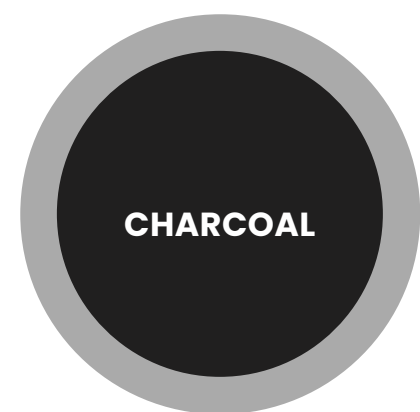
colour

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Palette

BRAND COLOURS

The primary color palette is constant throughout all communications.
The brand colors embodies a fresh, modern and distinctive vibe.



hex code

#201F1F

rgb value

32, 31, 31

hsl value

0, 3%, 12%



hex code

#556D70

rgb value

85, 109, 112

hsl value

187, 24%, 39%



hex code

#E2E9E4

rgb value

226, 233, 228

hsl value

137, 3%, 90%



hex code

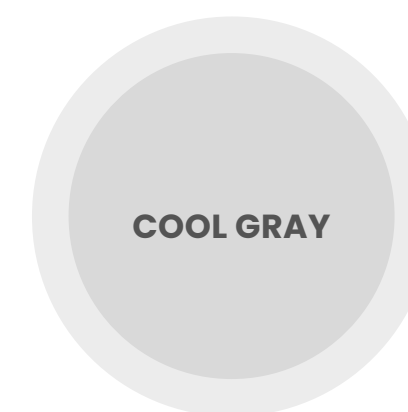
#F3EDE0

rgb value

243, 237, 224

hsl value

41, 8%, 92%



hex code

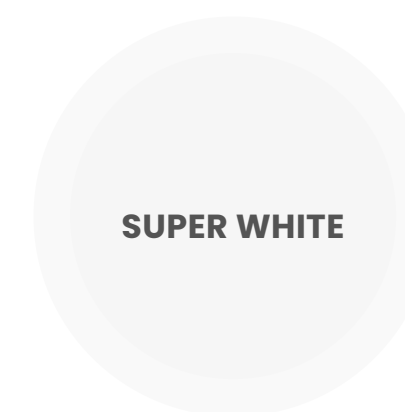
#D9D9D9

rgb value

217, 217, 217

hsl value

0, 0%, 85%



hex code

#FFFFFF

rgb value

255, 255, 255

hsl value

0, 0%, 100%

Palette

COLOR TINTS

Mint green is fresh. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints.

mint
green

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

COLOR TINTS

Dusty beige is warm. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints.

dusty
beige

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

COLOR TINTS

Cool gray is modern. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints.

cool
gray

10%

20%

30%

40%

50%

60%

70%

80%

90%

typography

Poppins is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

Typography

PRIMARY FONT

Typography is a powerful brand tool when used consistently, and best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Poppins is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

POPPINS

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa

Typography

HEIRARCHY

POPPINS BOLD

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

POPPINS

To be used for
main copy and
body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

POPPINS ITALIC

To be used
mainly for
captions and
secondary titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

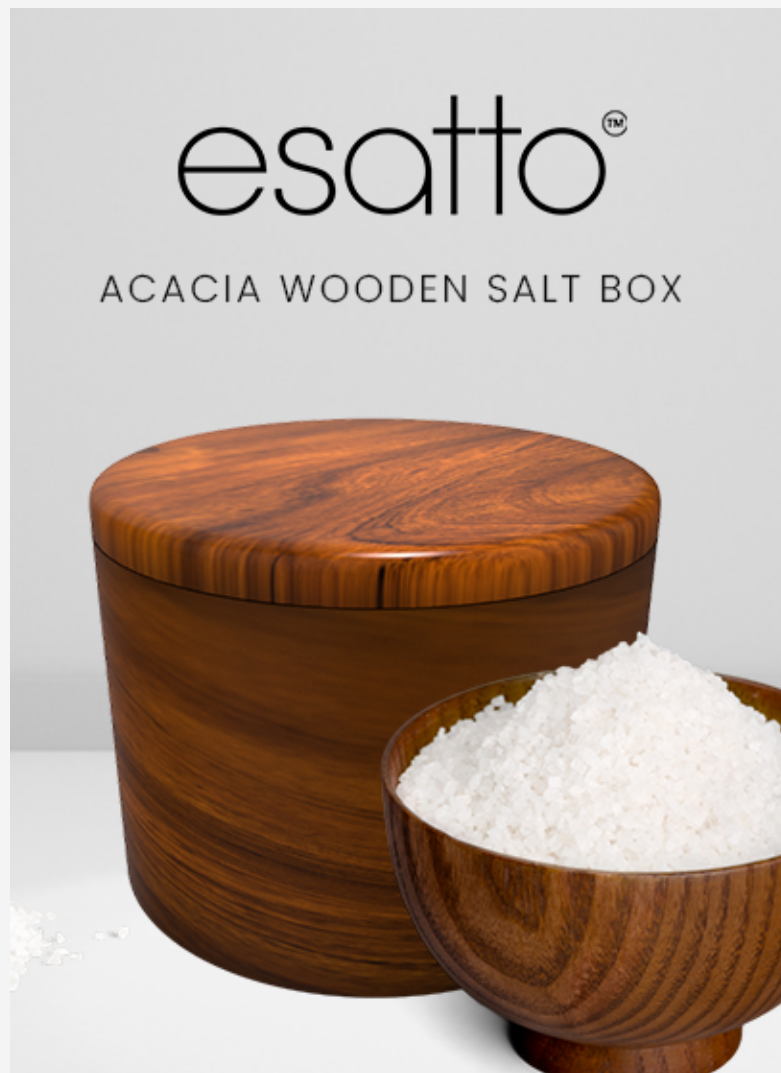
1234567890!@#%&()+

imagery

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the versatility of our products in style and function.

Imagery PHOTOGRAPHY

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



esattoTM

resources:

https://files.shadstone.com/esatto/esatto_logo.png

https://files.shadstone.com/esatto/esatto_logo.ai