



Corporate Identity Documentation

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Who We Are



At elfo, we treat your business like it's our own. We strive to achieve your goals by driving conversions with our innovative ad platform technology and creating strategic solutions for your digital marketing management.

We give you 100% transparent access, ensuring there is no uncharted territory in building awareness and promoting your brand digitally.

We have more than 60 key players and game changers on our team originating from 10 different countries - giving us the platform to gain unique ideas and talents, all while contributing to a united vision and mission.



Philosophy



We believe the success of our company lies in the success of our clients.

Values



Passion

We go the extra mile and take pride in our work.

Accountability

Our business approach is honest and ethical.

Innovative

We grab opportunities and strive to redefine excellence.

Growth

Our business is a place where ideas can blossom, people can thrive and success can flourish.

Our Logo



The primary color is used within the logo, logo icon and as a background color only.

For palette color breakdowns see the color guidelines section at page 11.



Logo Versions



Full Color Logo

The positive version of the logo is always used on clear white or lighter color tinted backgrounds to maintain readability.



Black Mono Logo

For use on facsimile and other black and white publications.



White-out logo

When used on dark and colored backgrounds, the logo should be all white to maintain readability. This will provide a striking contrast allowing the logo to be clearly legible.

Logo Sizes

The minimum size for all printed material is 15mm wide and 50 pixels (at 72dpi) for digital on-screen use. The logo should never be used less than this size as this would lead to a compromise in readability.

For large formats such as banners, billboards and signages, the logo should be proportionally balanced to the size of the document. In all cases, the logo should never:

- **Bleed off any edge**
- **Be cropped in any way**

The logo must always maintain clear space around it especially for large formats such as those stated here. This will preserve the integrity of the logo and allow for maximum readability.



Minimum size for print applications



Minimum size for screen use:
50 pixels wide at 72 dpi

Improper Usage



The logo must not be altered or changed in any way and guidelines should always be adhered to. The master logo templates should always be used when putting together collateral.



Do not rotate the logo



Do not add any texts on the logo



Do not stretch or wrap the logo



Do not add any color outline



Do not replicate the type in a different typeface



Do not change the color of any of the logo elements



Do not apply fancy effects to the logo

Logo Usage (Collaboration)



The logo must stand out clearly from its surroundings.

This applies not only to the backgrounds, but also to interference from nearby logo, text, photographs and other graphic elements that might compromise the impact of the logo. It is important to keep the logo clear of any other graphic elements.

To ensure this, an exclusion zone or 'clear space' rule has been established using the letter "O". This exclusion zone indicates the closest any other graphic message can be positioned in relation to the marque. The example on this page demonstrates the minimum clear space required which is the height of the letter "O" from the logo.

Clear space rule applied to the elfo logo without a strapline.



Clear space rule applied to the elfo logo without a strapline



Logo Application



Light Background Usage

The logo can appear in full color for light backgrounds.



Dark Background Usage

The logo can appear in white only for dark backgrounds.



elfo Products Logo



Default Version

Monotone Black

Monotone White

High Contrast

elföMobi

elföMobi

elföMobi

elföMobi

elföDSP

elföDSP

elföDSP

elföDSP

elföAIM

elföAIM

elföAIM

elföAIM

elföA2P

elföA2P

elföA2P

elföA2P

elföMAP

elföMAP

elföMAP

elföMAP

elföBOT

elföBOT

elföBOT

elföBOT

High Contrast Logo

Background Color

Note:

For high contrast logos, it is suggested to use a lighter color / gradient effect (of the official product color) as the background color.

Use these colors instead of the original color as the background color.

Instances:

Official
Product
Color:



Lighter
color



Gradient
effect



C:66 M:2 Y:71 K:0
R:87 G:185 B:121
#57b979



C:2 M:39 Y:91 K:0
R:245 G:167 B:51
#f5a733



C:37 M:87 Y:0 K:0
R:169 G:68 B:162
#a944a2



C:64 M:6 Y:3 K:0
R:60 G:186 B:230
#3cbae6



C:10 M:83 Y:70 K:1
R:217 G:80 B:77
#d9504d



C:1 M:13 Y:89 K:0
R:255 G:216 B:51
#ffd833



Color Palette



Color is an engaging and vibrant way to display a brand's character and is an integral part of the identity.

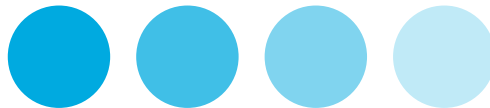
elfo color palette has two layers: primary and secondary palettes, with its subgroupings of colors.

Primary Color Palette

C:100 M:82 Y:35 K:25
R:21 G:58 B:99
#153A63



C:73 M:13 Y:1 K:0
R:0 G:171 B:224
#00ABE0



C:78 M:7 Y:89 K:0
R:48 G:169 B:88
#30A958



C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF



Secondary Color Palette

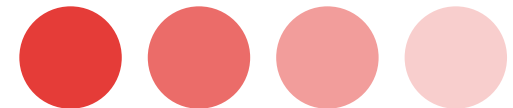
C:1 M:18 Y:100 K:0
R:255 G:206 B:0
#FFCE00



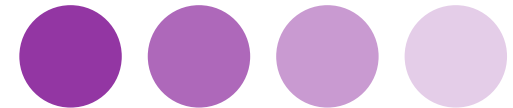
C:2 M:51 Y:100 K:0
R:241 G:145 B:32
#F19120



C:4 M:91 Y:85 K:0
R:229 G:60 B:56
#E53C38



C:51 M:91 Y:0 K:0
R:147 G:54 B:163
#9336A3



Typography

Primary Font

The font - Glence - is characterised by excellent legibility in print and digital areas from corporate brochureware to headlines on website applications. We recommend four typefaces - ExtraLight, Regular, ExtraBold and Black.

Font Usage

Professional use on printed collateral. Titles, headlines and body copy

Glence

ExtraLight, Regular, **ExtraBold** and **Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Font

Tiempos is characterised by excellent legibility in print and digital areas. The letter shapes are well proportioned and elegant with a geometric structure. We recommend four typefaces - Light, Regular, and Black.

Font Usage

Digital and print collateral. To use as Headline only.

Tiempos

Light, **Regular**, and **Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sample Setting



Think about the intended usage and audience of your communication to help determine which fonts work best.

Desktop

Minimum Size: 10pt.

Mobile

Minimum Size: 16pt.

Print

Minimum Size: 10pt.

elfo Glence

Aa Glence Black

Aa Glence ExtraBold

Aa Glence Regular

Aa Glence ExtraLight

Aa Glence Italic Black

Aa Glence Italic ExtraBold

Aa Glence Italic Regular

Aa Glence Italic ExtraLight

elfo Tiempos

Aa Tiempos Black

Aa Tiempos Regular

Aa Tiempos Light

Aa Tiempos Italic Bold

Aa Tiempos Italic Regular

Aa Tiempos Italic Light

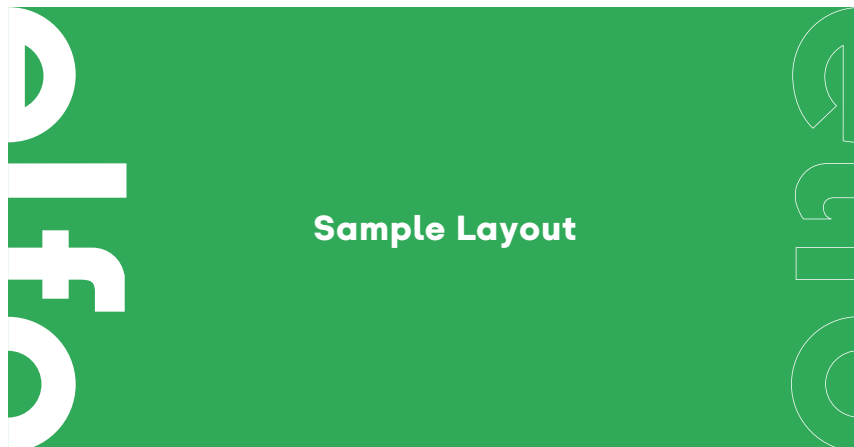
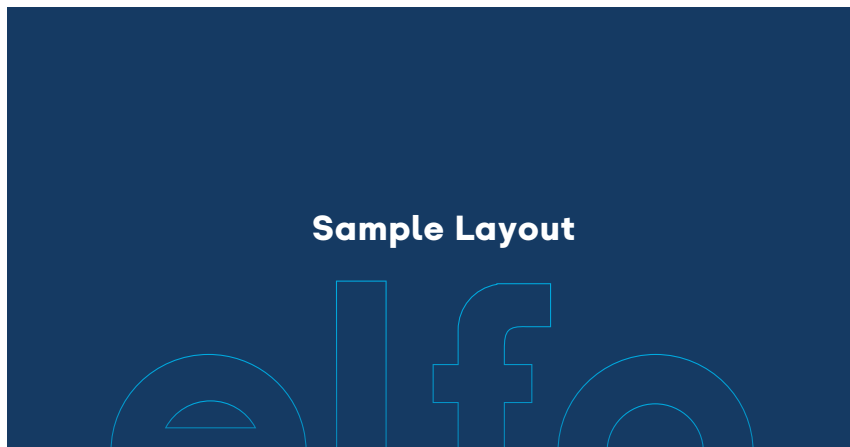
Graphic Assets



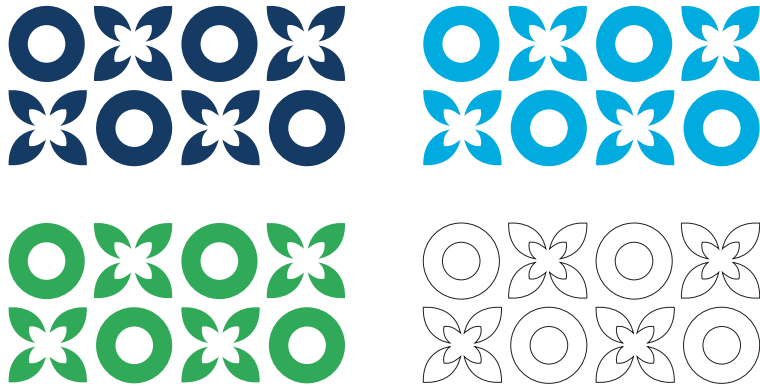
The elfo typography (Stroke/Fill)

Upper / Lower Cut Out

- Placed only in the periphery or outermost area
- Color picking will depend on the layout
- Do not overuse with other assets

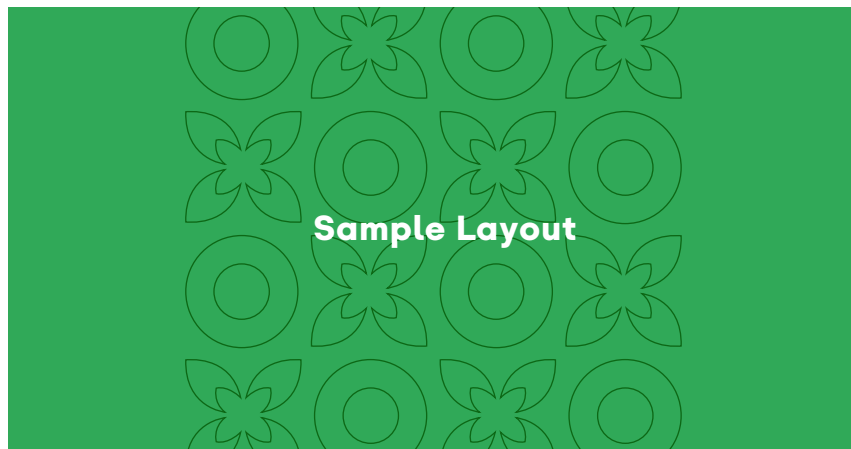
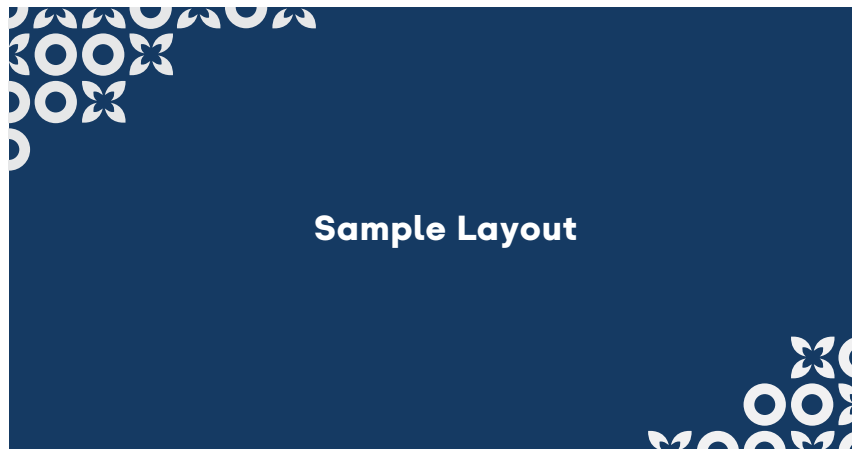


Graphic Assets



The XO Pattern (Stroke/Fill)

- Placed only in the periphery or outermost area (except if it's used as a full background pattern)
- Color picking will depend on the layout
- Do not overuse with other assets
- Multiplication is optional

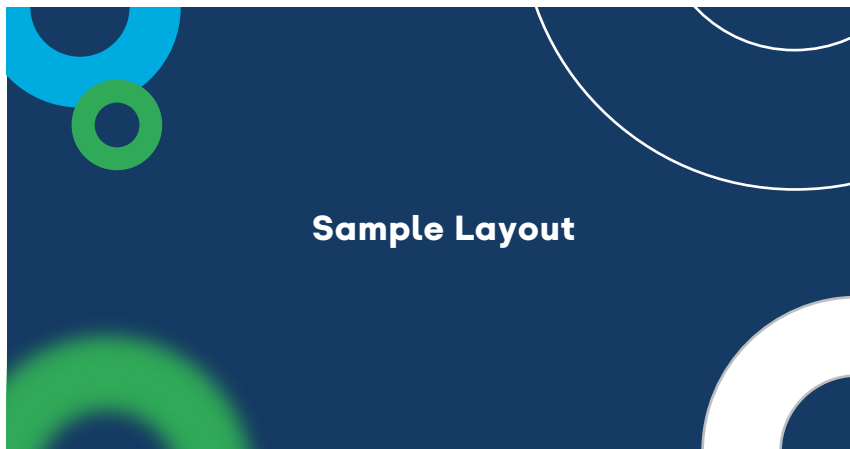


Graphic Assets

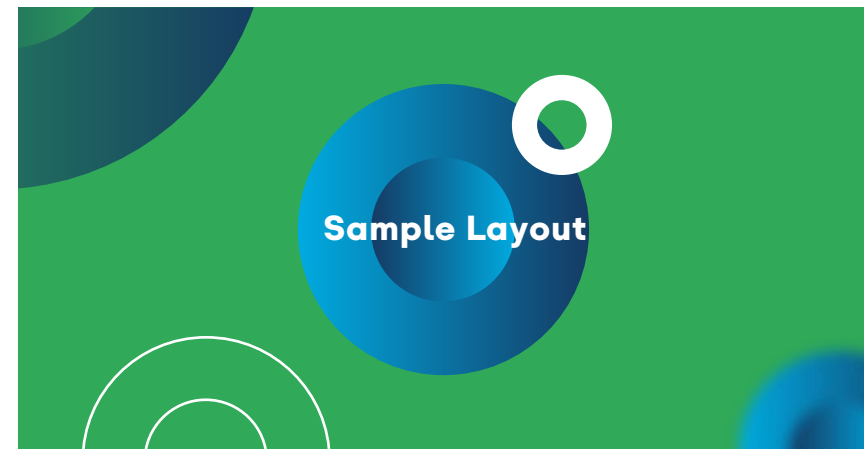


The O Pattern (Stroke/Fill /Solid/Gradient)

- Placement is optional
- Can be used as a cut out
- Gaussian Blur can be added to add depth of field
- Color picking will depend on the layout
- Do not overuse with other assets
- Multiplication is optional



Sample Layout



Sample Layout

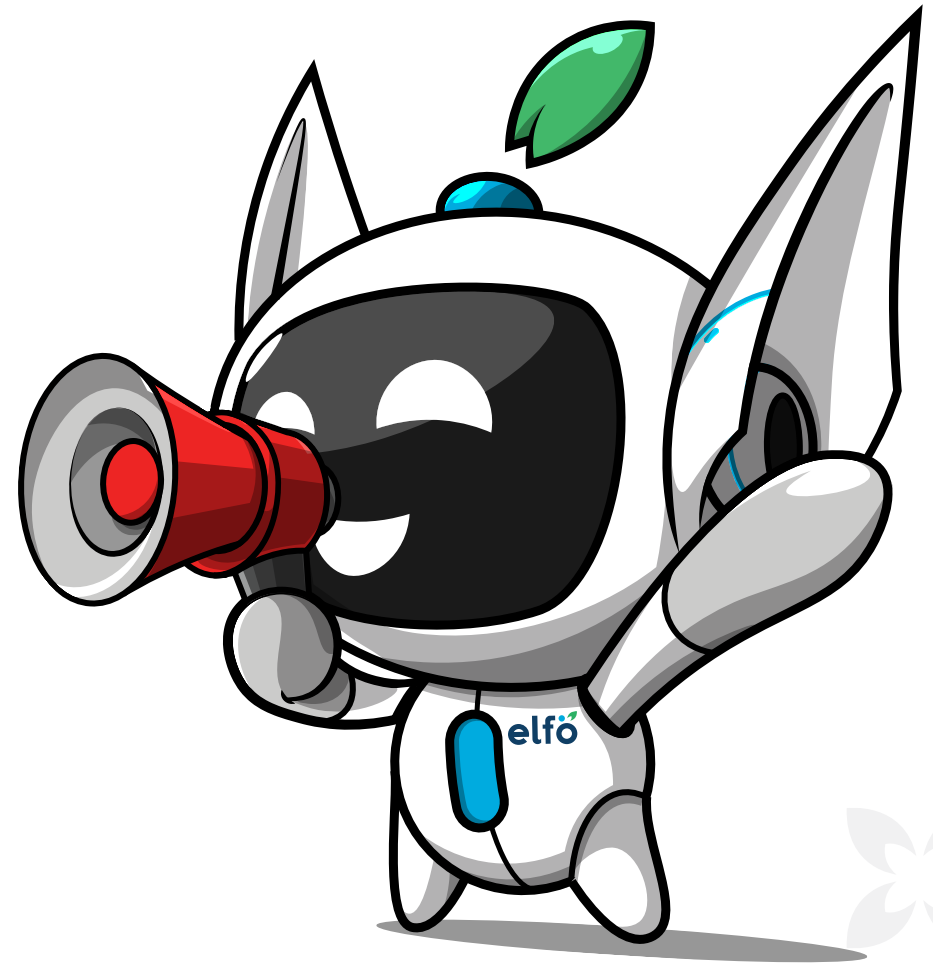
Mascot Story

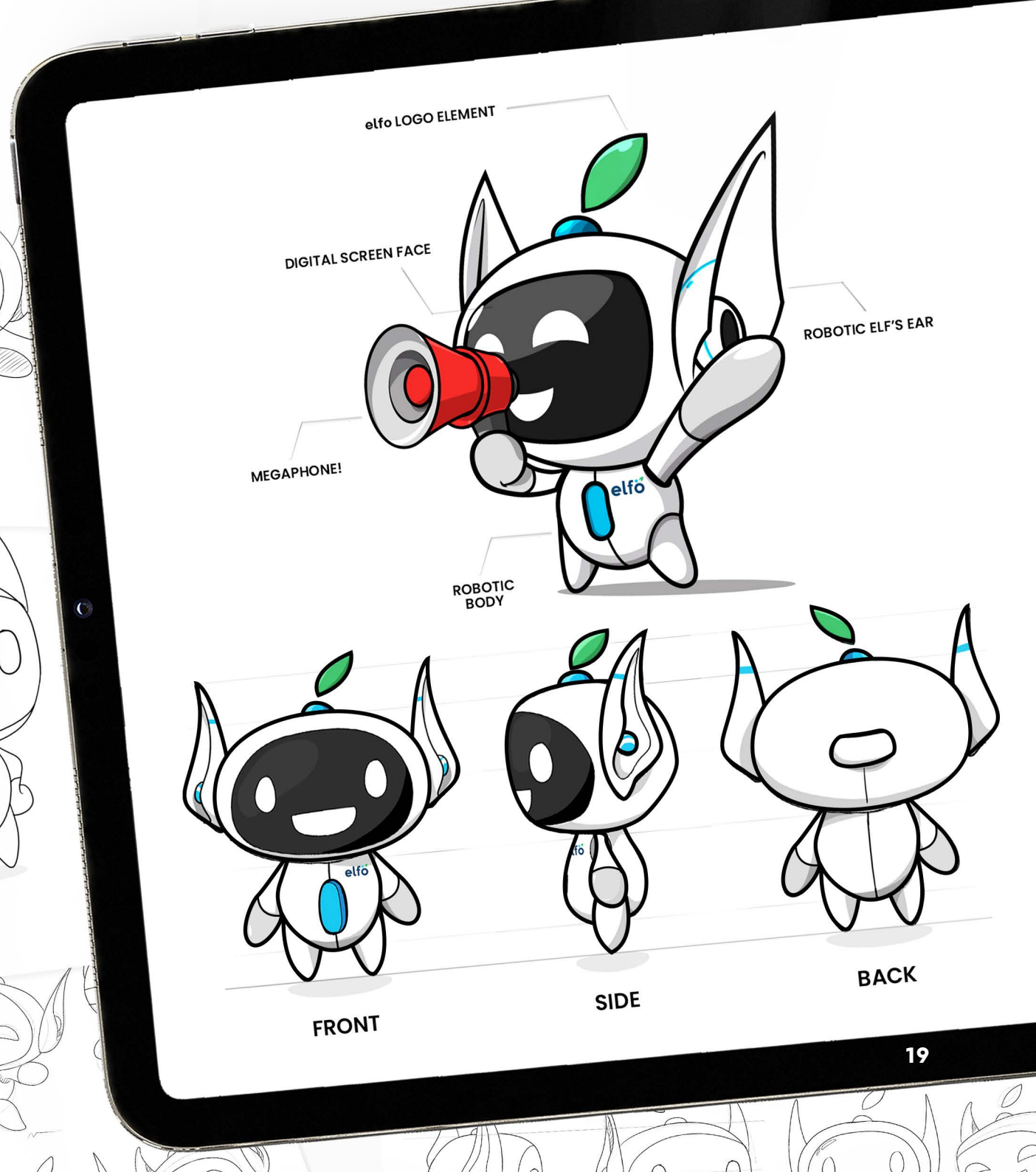
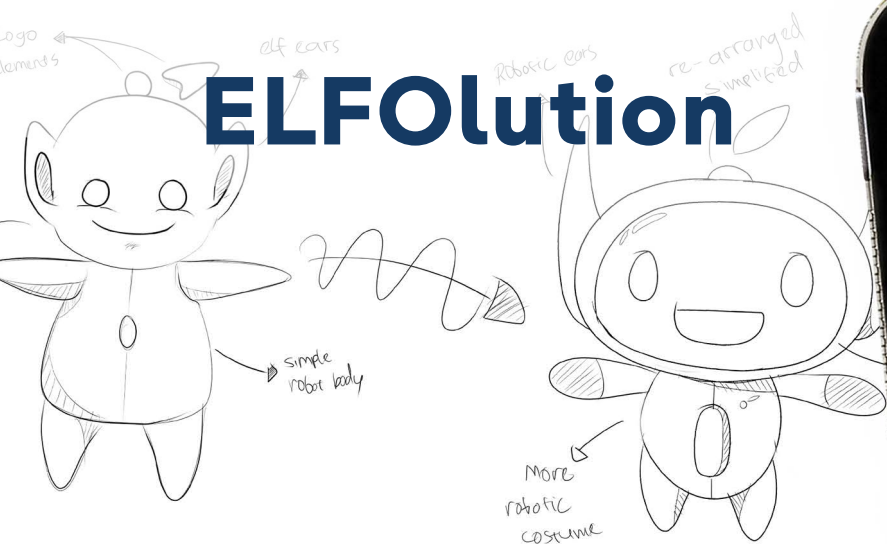


ELFO is the living protagonist and mascot of elfo. As if built to evolve with the marketing industry, the robot elf is future-forward, tech-driven, and is ever-ready with its megaphone to share its message to all corners of the earth. Intelligent, hardworking, optimistic, and always brimming with out-of-the-box ideas, ELFO can often be found greasing the wheels of an operation, creatively spinning out digital-first campaigns while following directives laid out in client briefs.

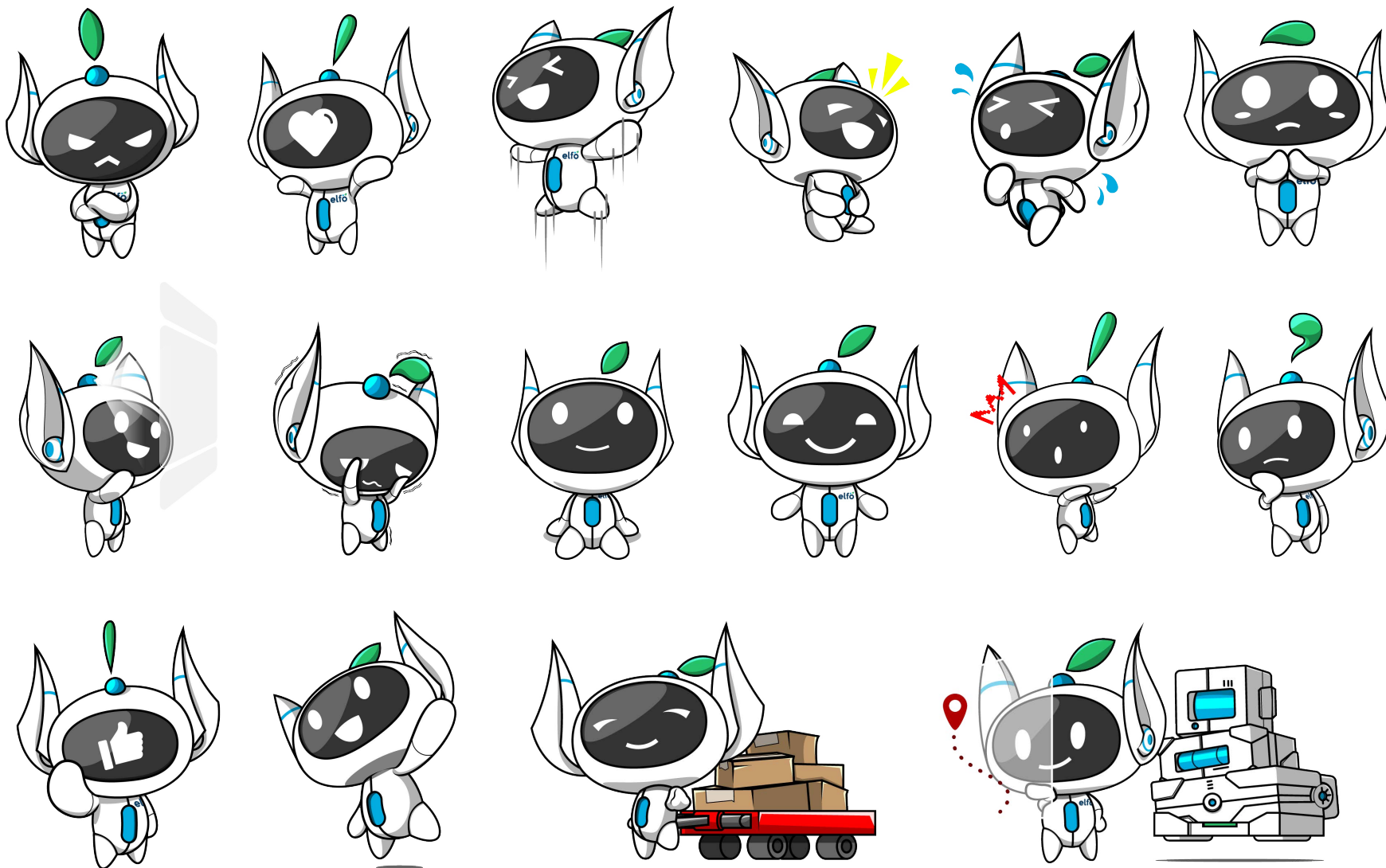
With a digital display for a face and pointed ears that signal its origins as an elf, ELFO maximizes the powerful combination of its mythical world and the digital era in which it lives. Covered in a slick of white with pops of blue and green on its torso and head, ELFO's base color speaks to its ability to immerse itself in various situations – even if they may be difficult. The blue hue, which is elfo's blue, builds the feeling of trust among clients that come in contact with the robot elf, while the green leaf above its head pays homage to its forest origins – an element key to the elfo logo as well.

Not only is ELFO a representation of the personalities that make up the elfo team, it is also the elfo mascot in today's increasingly connected world. ELFO is elfo, personified.





Mascot Expression



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