

# ETA

The background is a solid blue color. It features several large, semi-transparent geometric shapes. On the right side, there is a large circle. Overlapping this circle and extending towards the left is a large, stylized arrow pointing to the right. The arrow is composed of several overlapping, semi-transparent blue shapes, creating a sense of depth and movement.

**BRAND**

**GUIDELINE**

This guide sets the visual rules to keep ETA clear, consistent, and recognizable everywhere.

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# 01. Logo

## OUR LOGO

The ETA logo represents connectivity, timing, and directional flow. Its form is rooted in structure and geometry, expressing movement, transit network routes, and on-time performance. The logo is designed to perform clearly across digital interfaces, physical signage, and large-scale infrastructure applications.

## LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.



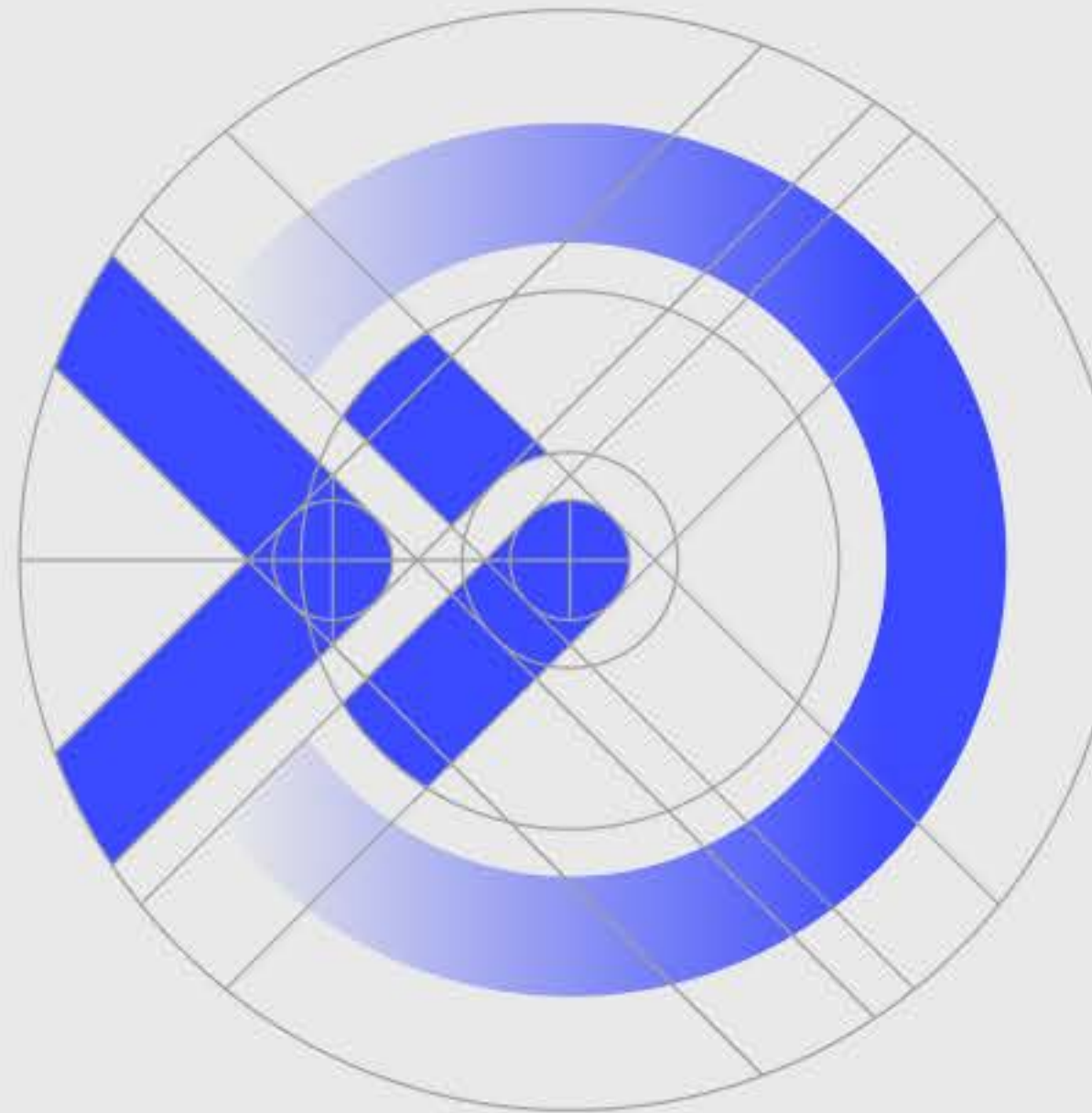
Clear space



## LOGOMARK GRID SYSTEM

The ETA logo is built on a geometric grid to ensure consistency, balance, and precision across all applications.

The grid reflects the brand's principles of connectivity, timing, & directional flow, aligning each element to clear proportions that support clarity and forward movement. It should always be used as a reference when reproducing or resizing the logo to preserve its integrity at any scale.



**PRIMARY LOGO**

The primary logo is the main brand mark and should be used whenever possible for maximum clarity and recognition.

Primary Logo



**MONOCHROME LOGO**

The preferred our logo is in our primary colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a black/white version or gray version (made as a 65% tint of black)



## UNACCEPTABLE USE

1. Do not flip lockup.
2. Do not distort horizontally / vertically.
3. Do not add texture.
4. Do not add shadow drop.
5. Do not apply gradients to incorrect parts of the logo.
6. Do not blur.
7. Do not change to any off brand colors.
8. Do not mix secondary colors into the primary logo.
9. Do not use the vertical logo version.
10. Do not outline.
11. Do not change the typeface.
12. Do not use the logotype as a standalone element without the logomark.



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# 02. Colors

PRIMARY PALETTE

The primary palette defines the core visual identity of ETA. These colors are used for logos, key brand moments, primary UI elements, and high-visibility applications. They establish clarity, trust, and recognition across all touchpoints and should appear most frequently.

DYNAMIC BLUE

#3B4AFF  
C:77 M:71 Y:00 K:00  
PANTONE 2728 C

WHITE

#FFFFFF  
C:00 M:00 Y:00 K:00  
PANTONE WHITE

BLACK

#000000  
C:00 M:00 Y:00 K:100  
PANTONE BLACK C

## SECONDARY PALETTE

The secondary palette supports the primary colors by adding flexibility and functional range.

These colors are used for emphasis, hierarchy, data visualization, and specific use cases where additional distinction is needed.

### ACTIVE PURPLE

#7C4AF7

C:67 M:70 Y:00 K:00

PANTONE 2665 C

### FRESH LIME

#CBF86C

C:18 M:00 Y:65 K:00

PANTONE 380 C

### DEEP CYAN

#1D5862

C:70 M:15 Y:10 K:55

PANTONE 5483 C

# 03. Typography

## POLYMATH DISPLAY

This display font is the primary typeface of the brand and plays a key role in its visual identity. It is intended for large-scale use such as titles and headlines, and should not be used at small sizes, including body text or paragraphs.

A large, bold, white serif font is displayed against a solid blue background. The letters 'A' and 'a' are shown in a very large size, demonstrating the font's design for display use. The 'A' has a wide, triangular shape with a thick base, and the 'a' is a rounded, bowl-shaped letter with a thick vertical stem.

Polymath Display  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
abcdefghijklmnop  
0123456789.(?&\$)!

## AEONIK

Aeonik is designed with open forms, low stroke contrast, and balanced spacing to ensure clarity and comfort in long-form reading.

It supports the primary display typeface by providing a neutral, modern foundation for all textual content.

A large, white, sans-serif typeface sample showing the uppercase letter 'A' and the lowercase letter 'a' on a solid purple background. The letters are clean, modern, and have a neutral, balanced appearance.

Aeonik

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . ( ? & \$ ) !

## POLYMATH DISPLAY TYPEFACE

# TITLE TEXT

## H1 Style

## H2 Style

H3 Style

H4 Style

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## AEONIK TYPEFACE

**Body style 1: Lorem ipsum dolor sit amet**

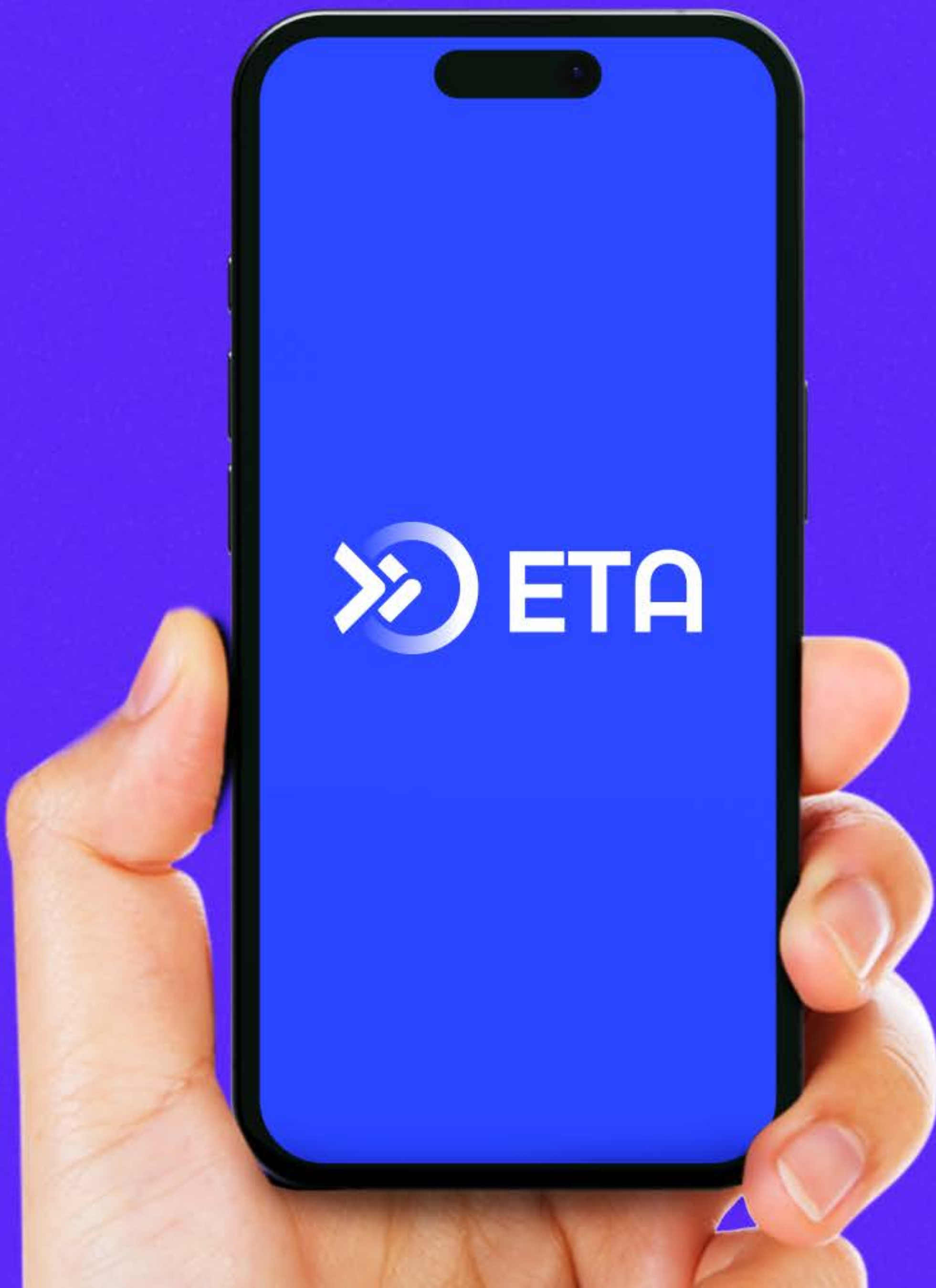
Body style 2: Lorem ipsum dolor sit amet,  
consectetur adipiscing elit sed do eiusmod tempor  
incididunt ut.

Body style 3: Lorem ipsum dolor sit amet, consectetur adipiscing elit sed  
do eiusmod tempor incididunt ut.

# 04. Applications









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THANK YOU.