



EaglehawkIT

Brand Guide 2024

intro

Purpose / Mission / Vision



“

Branding is not just about being seen as better than the competition. It's about being seen as the only solution to your audience's problem.

- **John Morgan**

Vision Statement

To be the leading force in transforming industries through visionary IT solutions. We envision a future where technological advancements are harnessed with clarity and foresight, empowering organizations globally to achieve unprecedented efficiency and longevity. Our commitment to professionalism and practicality drives us to continuously innovate and exceed expectations, shaping a world where every challenge is met with innovative IT solutions.

Mission Statement

Our mission is to inspire innovation and longevity in every IT solution we deliver. With a clear vision and a keen sense of where technology is heading, we strive for efficiency, professionalism, and practicality in all our endeavors. We are committed to providing cutting-edge IT services that empower businesses to thrive in the digital age, ensuring sustainable growth and enduring success.



Logo / Construction / Usage



Logo



Eaglehawk**IT**

Logo Construction



Print

Smallest Size
2.5 in. width

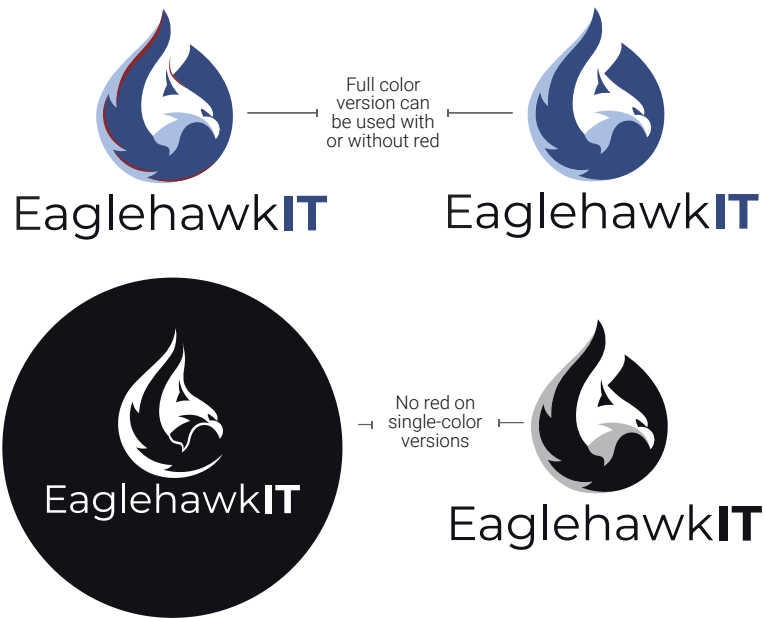
Digital

Smallest Size
180 px. width

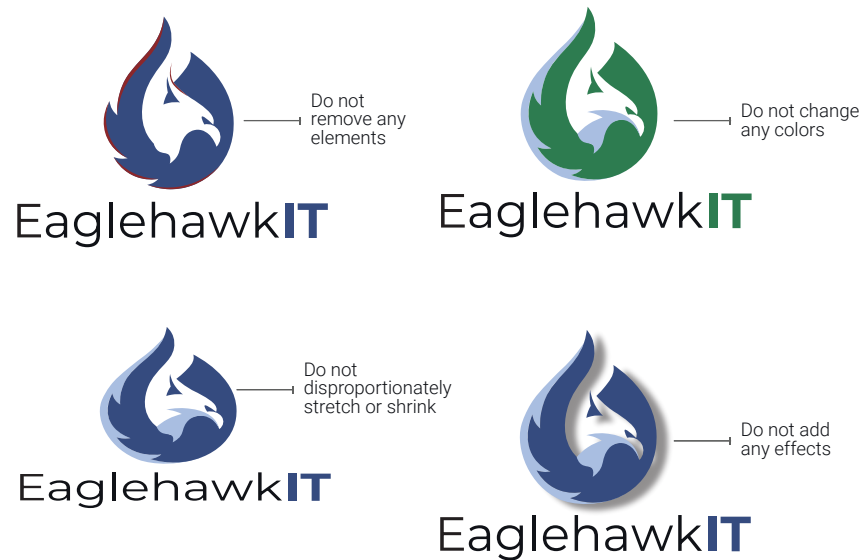
Roughly maintain an “IT” height amount of space around the logo. Use this standard for all variations of the logo.

Logo Usage

Correct Usage



Incorrect Usage



colors

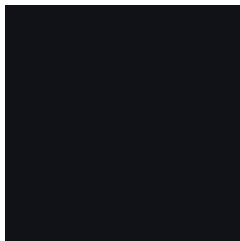


Brand Colors



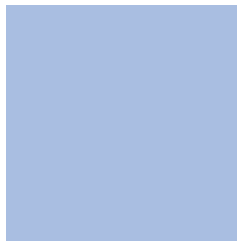
#394B7F

RGB 57, 75, 127



#13141A

RGB 19, 20, 26



#A9BDE2

RGB 169, 189, 226



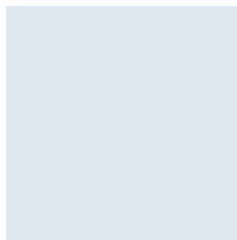
#8D2A2A

RGB 141, 42, 42



#591621

RGB 89, 22, 33



#EDF0F9

RGB 237, 240, 249

The importance of color design stems from the significance of color to the human mind. Color creates ideas, expresses messages, sparks interest, and generates certain emotions. These reasons and more are why it's important to stick to brand colors and apply scale of color to all designs.

typo

Typography



Typography

H1

Montserrat Bold

Connecting Innovation with Excellence

H2

Montserrat Semibold

Elevate. Evolve. Excel.

SUB

Roboto Medium

Elevate Your Digital Future

BODY

Roboto Light

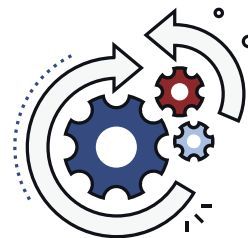
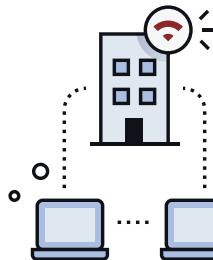
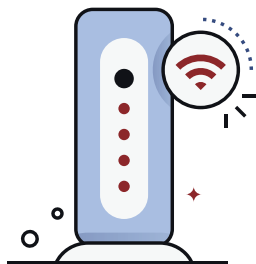
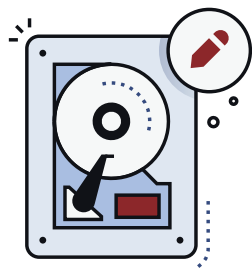
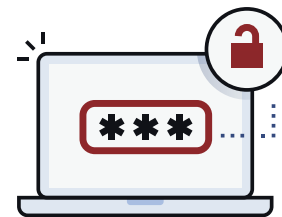
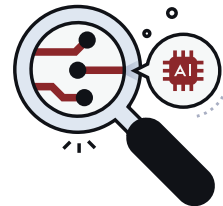
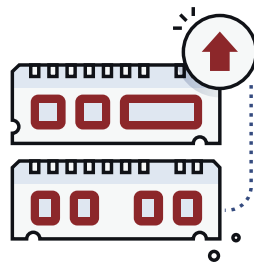
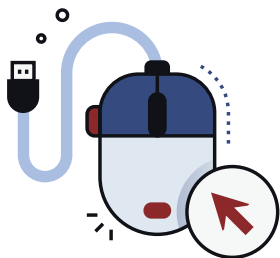
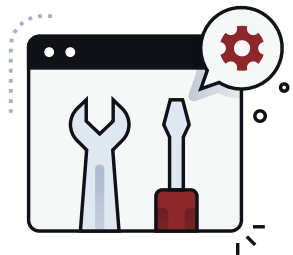
With a focus on collaboration and client-centricity, we ensure every solution is tailored to optimize efficiency, enhance scalability, and inspire growth in an ever-evolving digital landscape.

design

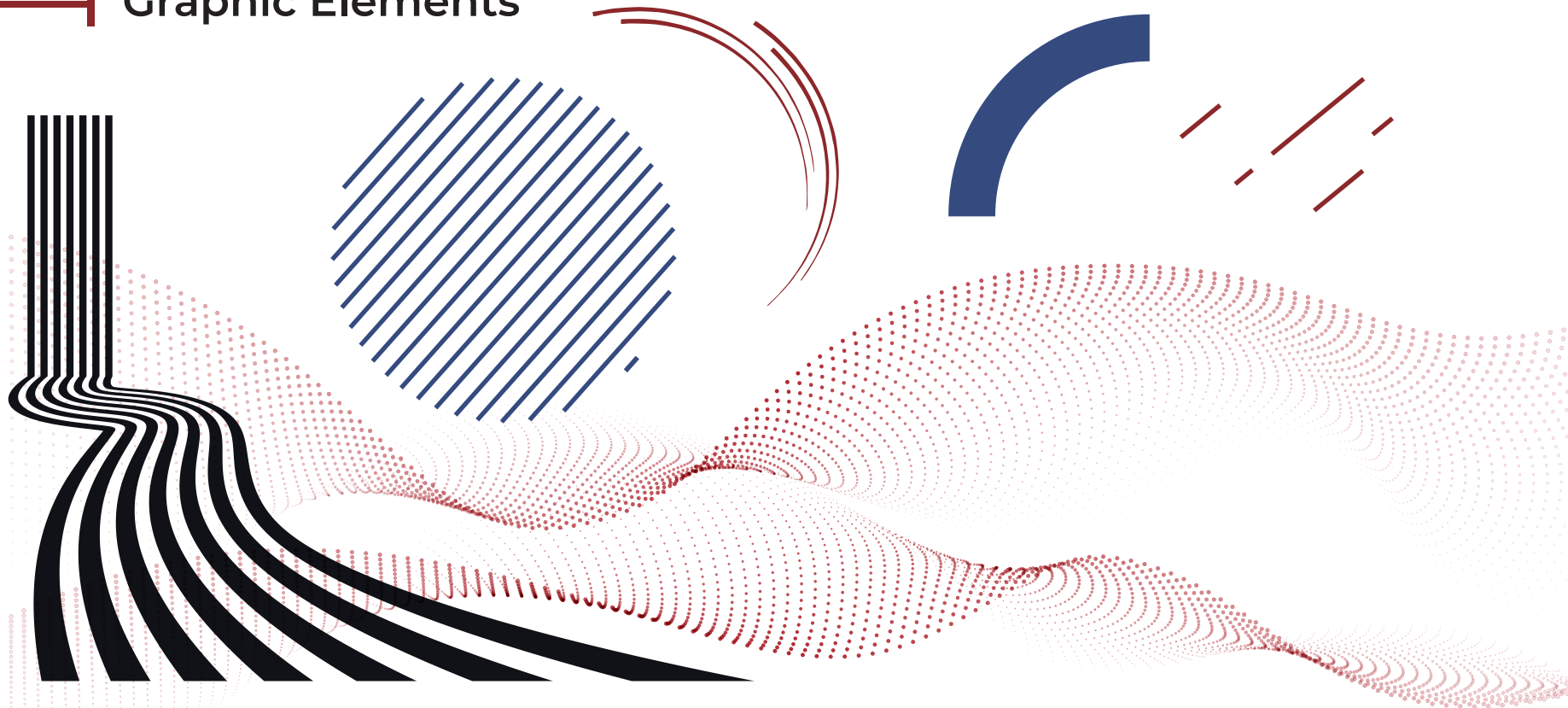
Icons / Graphic Elements / T-Shirt Design



Icons



Graphic Elements



T-Shirt Design





EaglehawkIT

Thank You

Questions?

Amanda Gomez | akgomez91@outlook.com