ECHO COMPANY CONSTRUCTORS

Section 1
Brand Introduction

1.1 The Brand Idea

1.2 What We Believe

1.3 Core Values

Our Mission

Clearing a path to an elevated future for our clients and employees, as we strive to make a positive impact on the lives of everyone we work with and on the places we build. At Echo Company Constructors, we believe in challenging our people to be their very best so that, together, we can build an amazing future – for our people and our buildings – from the ground up.

100% OR NOT AT ALL

We firmly believe the United States military is the greatest organization in the world because of its systems and personnel structure. Echo Company has adopted these world-class systems and structures to build one of the best general contracting companies in the nation. Just like the military, when you call on Echo Company, you can rest assured that we will complete the mission with operational excellence and under any circumstance – giving our clients the freedom to concentrate on what they do best. As a veteran owned and operated small business, we take pride in knowing that we are once again the backbone of America, and it is our innate duty to train and improve our people so we can continue to deliver successful project after successful project.

100% OR NOT AT ALL

CORE VALUES

RESPECT	INTEGRITY	PRIDE
EVOLVE	TEAMWORK	TENACITY

Section 2
Logo System

2.1 Main Logo

2.2 Logo Variations

On White

Our main logo should be used with our primary brand colors on a white background.

ECHO
COMPANY
CONSTRUCTORS

Knocked Out

When the primary logo is used on a black background, "Echo Company" should be knocked out using solid white and "Contructors" should be Brand Red.

When the primary logo is used on any other dark background, the logo should be completely knocked out using solid white.

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Single Color

When the primary logo needs to be converted to a single color, the brand red should be used.

Horizontal

When a horizontally-oriented logo is needed, the following logo variation should be used..

Icon

When an icon is needed, the
following guidon may be used.

Section 3
Color System

3.1 Primary Brand Colors

Primary Colors

Our color palette is bold and impactful. The primary colors are minimal and sophisticated and should be used with a fair amount of white space.

Printing Notes

Pantone colors should be used whenever possible to maintain a consistent brand color system on all materials.

Echo Red
C=13 M=100 Y=100 K=4
R=204 G=32 B=39
#CC2027
PANTONE 3546 CP

Echo Black
C=71 M=65 Y=64 K=71
R=36 G=36 B=36
#242424
PANTONE 419 C

Echo Grey
C=11 M=8 Y=9 K=0
R=224 G=224 B=223
#E0E0DF
PANTONE P 179-2 C

Section 4
Fonts

4.1 Typography & Fonts

Our Fonts

We use Gotham Black for headlines and Gotham Book for subheadlines.

Headlines and subheadlines should both be formatted using traditional sentence case. In terms of color, both should always stick to the brand colors.

We use Open Sans Regular for long form body copy. It should be used on content that needs time to be consumed.

100% or not at all

It is our duty to grow our people first, and our buildings second.

Long paragraphs will always read much better when using Open Sans Regular. It should be considered the default body copy used for any and all materials with extended information.

Gotham Black
Headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@#$%^&*()

Gotham Book
Subheadlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@#$%^&*()

Open Sans
Body Copy

Long paragraphs will always read much better when using Lato Regular. It should be considered the default body copy used for any and all materials with an extended amount of information.

Section 5
Branded Examples

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100% OR NOT AT ALL

CORE VALUES

| RESPECT | INTEGRITY | PRIDE |
| EVOLVE | TEAMWORK | TENACITY |

Company Purpose

Create a positive, lasting impact on the lives of our employees, clients, and trade partners by challenging them to exceed their own expectations.

Why Hire Echo Company?

The United States military is the greatest organization in the world because of its systems and personnel structure. Echo Company, a Veteran-owned and operated company, has adopted these world-class systems and structures to build one of the best general contracting companies in the region, offering our clients a military-grade service that no one else can.

echocompanyusa.com ★ 720.788.1338 ★ info@echocompanyusa.com

Section 5
Flyer

ECHO COMPANY CONSTRUCTORS

Tony Zangoglia | Visionary
Co-Owner | Visionary
303.909.5744
tony@echocompanyusa.com

DUNS: 012742947
NAICS: 236220, 236210, 236116

SDVOSB
* Service Disabled Veteran Owned Small Business *
cVe

Section 5
Business Cards

Section 5
Water Bottles

ECHO
COMPANY
CONSTRUCTORS

EK

100% OR NOT AT ALL

Section 5
Hoodies

Section 5
Polos

ECHO COMPANY CONSTRUCTORS
ECHOCOMPANYUSA.COM

100% OR NOT AT ALL
ECHO COMPANY CONSTRUCTORS
INFO@ECHOCOMPANYUSA.COM
BONDED
SDVOSB

Section 5
Van Wrap

Tony
Co-Owner
& Visionary

Carter
President of
Construction

Brian
Co-Owner
& Integrator

Section 5
Metal Name Tags

Section 5
Construction Vests