



electric imp

logo base

The Electric Imp logo
is made up of a base of
Comforta Bold

electric imp

knock out
version

electric imp

black and white
version

electric imp

primary
colors

pantone 298
cmyk 72 13 8 0
rgb 33 171 212
html #21abd4



pantone 7472
cmyk 78 10 38 0
rgb 7 169 169
html #07a9a9



secondary
colors

pantone 145
cmyk 11 54 100 0
rgb 222 133 5
html #de8505



pantone 116
cmyk 0 14 100 0
rgb 255 205 0
html #FFcd00



pantone 425
cmyk 48 29 26 76
rgb 84 88 90
html #54585a



pantone 647
cmyk 98 69 24 7
rgb 0 85 135
html #005587



pantone 356
cmyk 89 27 100 15
rgb 0 122 51
html #007a33



typeface details

Comfortaa should be used for all materials, whether for print, online, or presentations.

Comfortaa Bold is to be used for all Titles and Subtitles.

Comfortaa Light is to be used for all standard copy.

Primary font

Electric Imp's official typeface is Comfortaa. It is friendly, clean and readable at all sizes. Consistent usage will reinforce Electric Imp's differentiated look and feel and is an essential part of the company's brand expression.

Comfortaa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Comfortaa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Secondary font

Roboto is to be used in instances when Comfortaa is not available. It is also the primary font for collateral body text.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Tertiary font

Arial is to be used when neither Comfortaa or Roboto are available.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

typeface details

The following are examples of how to incorporate the imp design element into visuals. The imp should appear considerably larger than the logo.

