

EffiQ-Rate Brand Asset Kit

Official brand guidelines, color palette, typography, and usage rules

1. Brand Overview

EffiQ-Rate is a premium brand specializing in catering equipment, buffet serving solutions, and party hosting essentials. Our brand represents quality, elegance, and practical luxury.

Brand Promise: Professional-grade hosting solutions that elevate every gathering.

2. Brand Colors

Primary Gold: #C9A96E (RGB: 201, 169, 110)

- Used for headings, accents, buttons, and brand elements.
- Never use as body text on dark backgrounds below 14px.

Primary Dark: #0A0A0A (RGB: 10, 10, 10)

- Primary background color for digital applications.
- Used for page backgrounds and dark sections.

Supporting Colors:

- #1A1A1A — Card backgrounds, secondary sections
- #333333 — Borders, dividers, subtle elements
- #999999 — Secondary text, captions
- #E8D5B0 — Light gold for subtle accents

3. Typography

Primary Font: Inter (Sans-serif)

- Headlines: 600 Semi-Bold / 700 Bold
- Body: 400 Regular / 500 Medium

Display Font: Playfair Display (Serif)

- Used for hero headings and decorative titles only
- Weights: 600 Semi-Bold, 700 Bold

4. Logo Usage

- Always maintain minimum clear space equal to the height of the 'E' in EffiQ-Rate.
- Never stretch, rotate, or modify the logo.
- Use the gold version on dark backgrounds; dark version on light backgrounds.
- Minimum size: 120px wide for digital, 1 inch for print.

5. Brand Voice

- Confident but approachable — we know our craft, but we're not pretentious.
- Practical and helpful — every communication should add value.
- Elegant but grounded — luxury that's accessible.
- Avoid: Jargon, hyperbole, overly casual language.