

EastBanc Technologies Brand Book

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01.

Mission

Harness cutting-edge technologies to help our customers tackle the toughest challenges and stay competitive through continuous digital transformation. We seamlessly modernize existing information systems without turning off the engines to ensure minimal interruption to your current workflows.

02.

Promise

Deliver timeless IT solutions that meet and exceed today's requirements while anticipating tomorrow's problems. Using our skills, expertise, and creativity, we provide elegant, yet cost-effective, solutions to the most difficult challenges – Complexity Made Simple.

03.

Value

Always cognizant of your budget, EastBanc Technologies' philosophy is to do more with less. We utilize an optimal combination of custom-built and commercial off-the-shelf (COTS) products that provide the most efficient and cost-effective solution for our clients.

04.

Voice

At heart, we're a human-centric boutique software company that cares about every client. Professional, adaptive, and always accessible, we do not just deliver a solution and walk away. If you are looking for a reliable technology partner, we are ready to help.

About EastBanc Technologies

EastBanc Technologies operates at the frontiers of technology, pioneering flexible cutting-edge software solutions for clients around the globe. Specializing in DevOps, Kubernetes, DataOps, Machine Learning, AI, and DesignOps, we build and implement layered technologies to help businesses undertake digital transformation. And because today's perfect solution may not meet tomorrow's requirements, we build with future-proof, modular architecture, enabling our solutions to keep pace with evolving business needs.

Our headquarters are located in picturesque, historical Georgetown, in the heart of Washington, D.C. With offices in three countries, and a superbly talented team of full-stack software engineers, architects, data scientists, and sales, marketing and client success specialists, we are deep, diverse, and determined to help our clients today, tomorrow & beyond. We challenge assumptions, we challenge ourselves, we dive into uncharted waters headfirst. This is innovation as a service.

We are EastBanc Technologies.

Brand logo

The brand defines our identity. It makes everything we do – products, services, text, images, video – instantly recognizable as EastBanc Technologies content. We observe its constants – the logo and the palette – and work freely with the visual language in communications, advertising campaigns, and special projects.

Dark blue and orange – also used in our logo – are the primary brand colors. Dark blue symbolizes reliability and confidence. Orange signals openness and friendliness.

Our logo is clean simple and easily readable. Combining straight and slanted lines with our primary colors, it immediately catches the viewer's attention. Straight lines create a sense of stability while the slanted line and accent color add energy and edginess: We are reliable, accessible and always ready to take the road less traveled.

The logo and two primary colors express our identity: A fearless innovator that thrives on tackling the most complex challenges, yet – at heart – a nimble, human-centric boutique software company that listens to and cares for every customer and client.













Security field of the logo

The security field marks the minimum distance allowed between the EastBanc Technologies logo and the edge of the layout. DO NOT place graphic elements in the security field!

Security field dimensions: The value **H** defines the minimum size of the security field around the EastBanc Technologies logo. **H** is equal to the combined height of the letters **E** in EastBanc and **T** Technologies in the logo.



✘ Incorrect usage of logo

 <p>EASTBANC TECHNOLOGIES</p>	Do not distort or change proportions	 <p>EASTBANC TECHNOLOGIES</p>	Do not reduce opacity
 <p>EASTBANC TECHNOLOGIES</p>	Do not place at an angle	 <p>EASTBANC TECHNOLOGIES</p>	Do not recreate the icon
 <p>EASTBANC TECHNOLOGIES</p>	Do not change the colors	 <p>EASTBANC TECHNOLOGIES</p>	Do not recreate the font
 <p>EASTBANC TECHNOLOGIES</p>	Do not remove elements	 <p>EASTBANC TECHNOLOGIES</p>	Do not place on a similar color background
 <p>EASTBANC TECHNOLOGIES</p>	Do not add drop shadow	 <p>EASTBANC TECHNOLOGIES</p>	Do not place on an image or pattern

Usage on complex backgrounds

Use the main logo on light or complex backgrounds.

An inverse logo should be used on dark or tinted backgrounds.



Do

Use colorful version of logo for light pictures when logo has enough contrast



Do

Use white version of logo for dark color pictures or pictures with overlays.

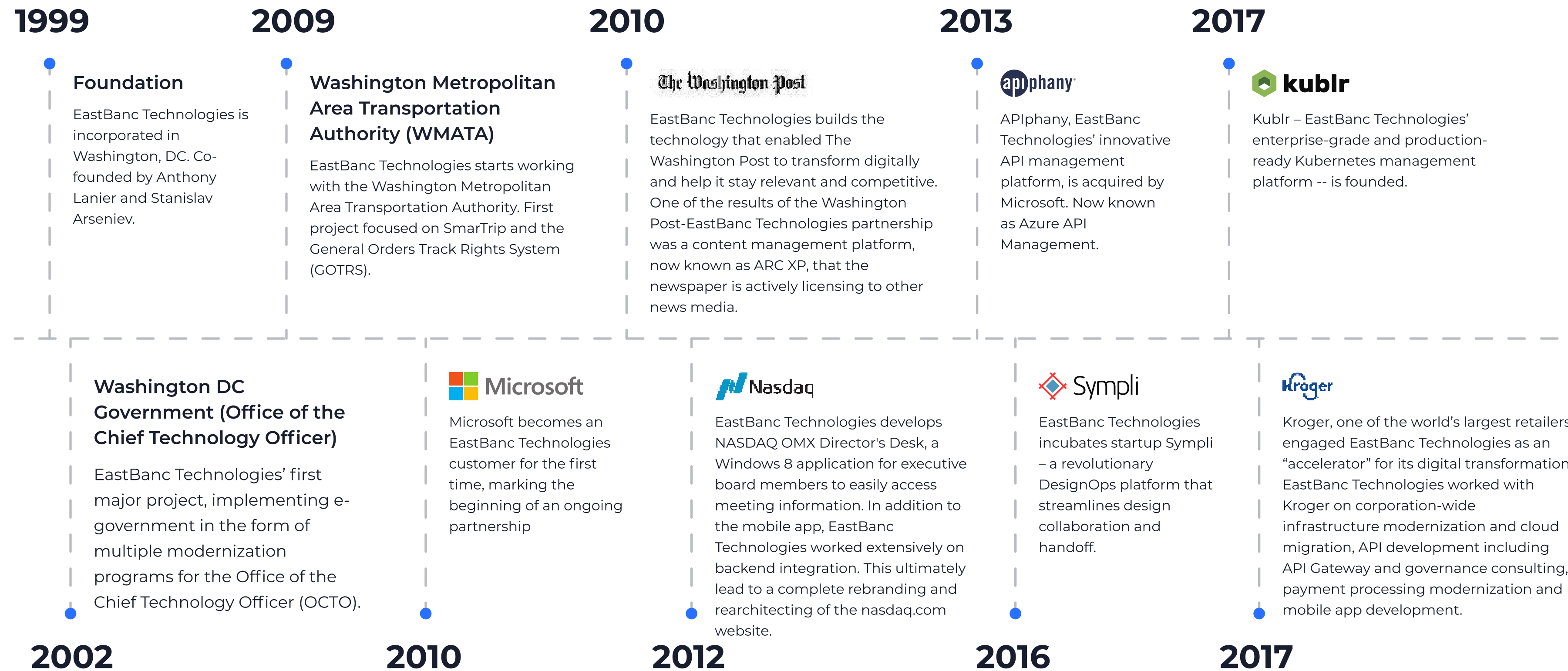


Do not:

Do not add the logo onto an image or background that compromises its legibility

Timeline

EastBanc Technologies was founded in 1999, and is headquartered in picturesque, historical Georgetown at the heart of Washington, DC. For more than two decades, the company has worked with high-profile customers from around the world, pioneering cutting-edge solutions to tackle the toughest technology challenges. Here's a timeline of marquee events in the history of EastBanc Technologies.



Color palette



Designers use color to create a structure, highlight important actions, enhance the meaning, and evoke specific emotions. We use our color palette for web, typography, and illustrations.



The graphic features a light blue background. On the left is a vertical bar with diagonal hatching. In the center, the word "Colors" is written in a large, bold, black font. Below it is a white box with a drop shadow containing the labels "HEX", "RGB", and "CMYK". To the right of these labels are three rows of color swatches. The first row contains five swatches: orange, red, light orange, peach, and off-white. The second row contains five swatches: black, blue, light blue, very light blue, and white. The third row contains five swatches: black, dark gray, medium gray, light gray, and white. To the right of the text and swatches is a large, thick, donut-shaped arc composed of several segments in various colors from the palette, including orange, red, light orange, yellow, black, blue, and light blue.

Primary colors






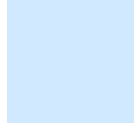
Our primary brand colors are dark blue and orange. We emphasize that these as our main colors by displaying them in our logo. Why dark blue and orange? We want our customers to feel calm and safe under the wing of a strong company. Dark blue symbolizes reliability and confidence. The dark blue is accompanied by orange as a symbol of openness and friendliness. Our motto is Complexity Made Simple - and that is what we are signaling with these colors. The primary colors represent the core values of EastBanc Technologies.

Color	Properties	Usage
 Orange primary	#f47731 RGB 244 119 49 CMYK 0 62 93 0 Pantone 1575C	Brand logo Accent color (must be used sparingly)
 Dark blue	#181e2e RGB 24 30 46 CMYK 71 60 44 65 Pantone 532C	Brand logo Text Icons Background




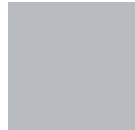


Secondary colors

The secondary palette is used for accents, design elements, and background colors.

Color	Properties	Usage
 Red	<code>#f95547</code> RGB 249 85 71 CMYK 0 82 72 0	Illustrations
 Coral	<code>#ff7e58</code> RGB 255 126 88 CMYK 0 59 64 0	Illustrations
 Pale orange	<code>#ffc3a1</code> RGB 255 195 161 CMYK 0 26 32 0	Illustrations
 Electric blue	<code>#2870ff</code> RGB 40 112 255 CMYK 85 51 0 0	Text (accent color used sparingly) Graphic elements Icons
 Sky blue	<code>#329eff</code> RGB 50 158 255 CMYK 91 26 0 0	Illustrations
 Gentle blue	<code>#d0e9ff</code> RGB 208 233 255 CMYK 19 1 0 0	Illustrations

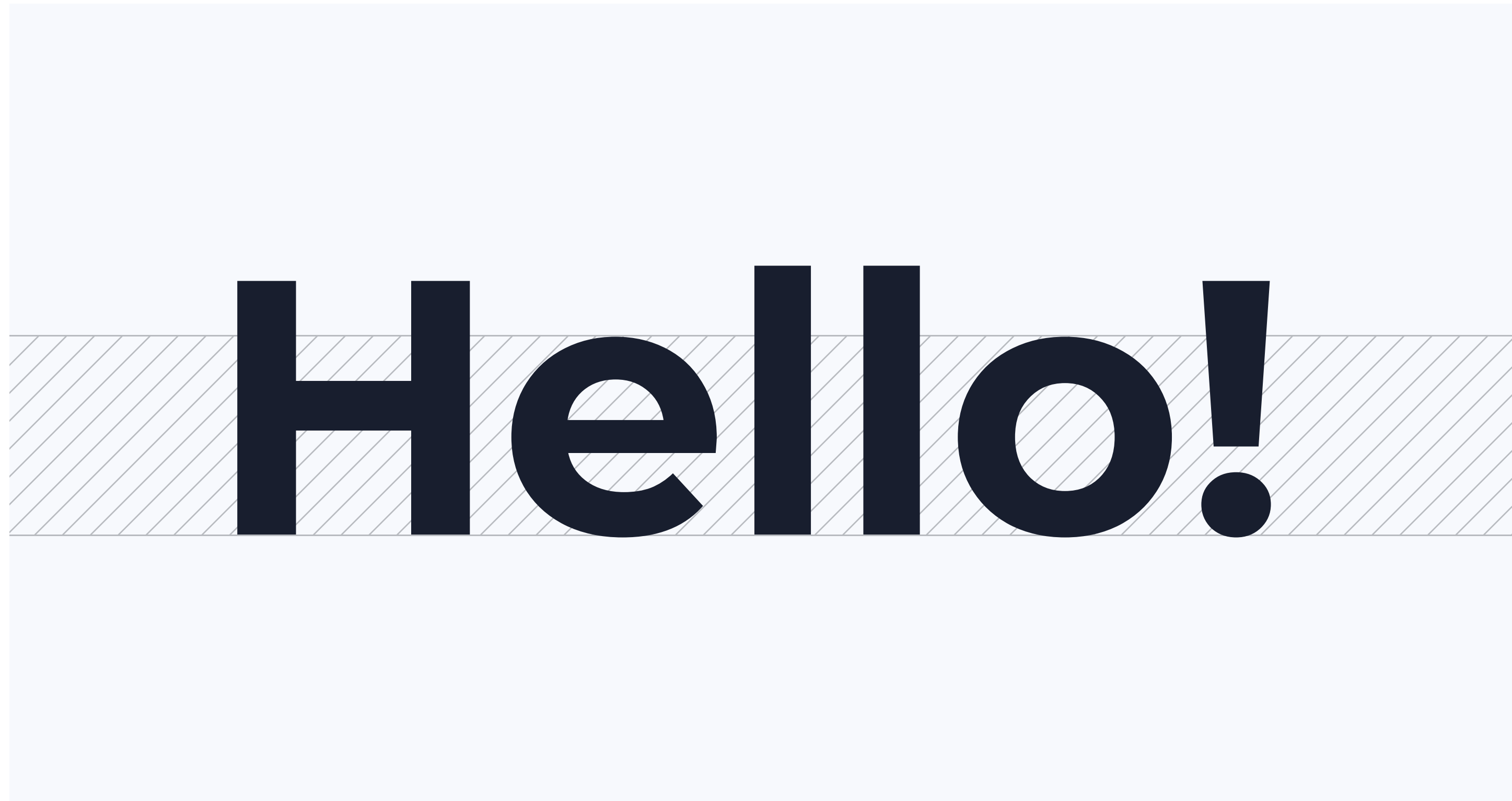
Gray colors

The gray palette is used for accents, design elements, and background colors.

Color	Properties	Usage
 Gray	#7d7f87 RGB 125 127 135 CMYK 53 44 39 5	Text Illustrations
 Light gray	#b8bbc0 RGB 187 184 192 CMYK 27 19 19 0	Text Illustrations
 Light gray with blue hue	#f7f9fd RGB 247 249 253 CMYK 2 1 0 0	Background Illustrations
 White	#ffffff RGB 255 255 255 CMYK 0 0 0 0	Text Background Illustrations

Typography

Typography and a universally-implemented corporate font help make the brand recognizable and emphasize messaging. All EastBanc Technologies corporate communication uses the Montserrat font.



Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%&*()

Decorative graphic elements

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%&*()

Body text

Montserrat Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%&*()**

Headers

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#\$%&*()**

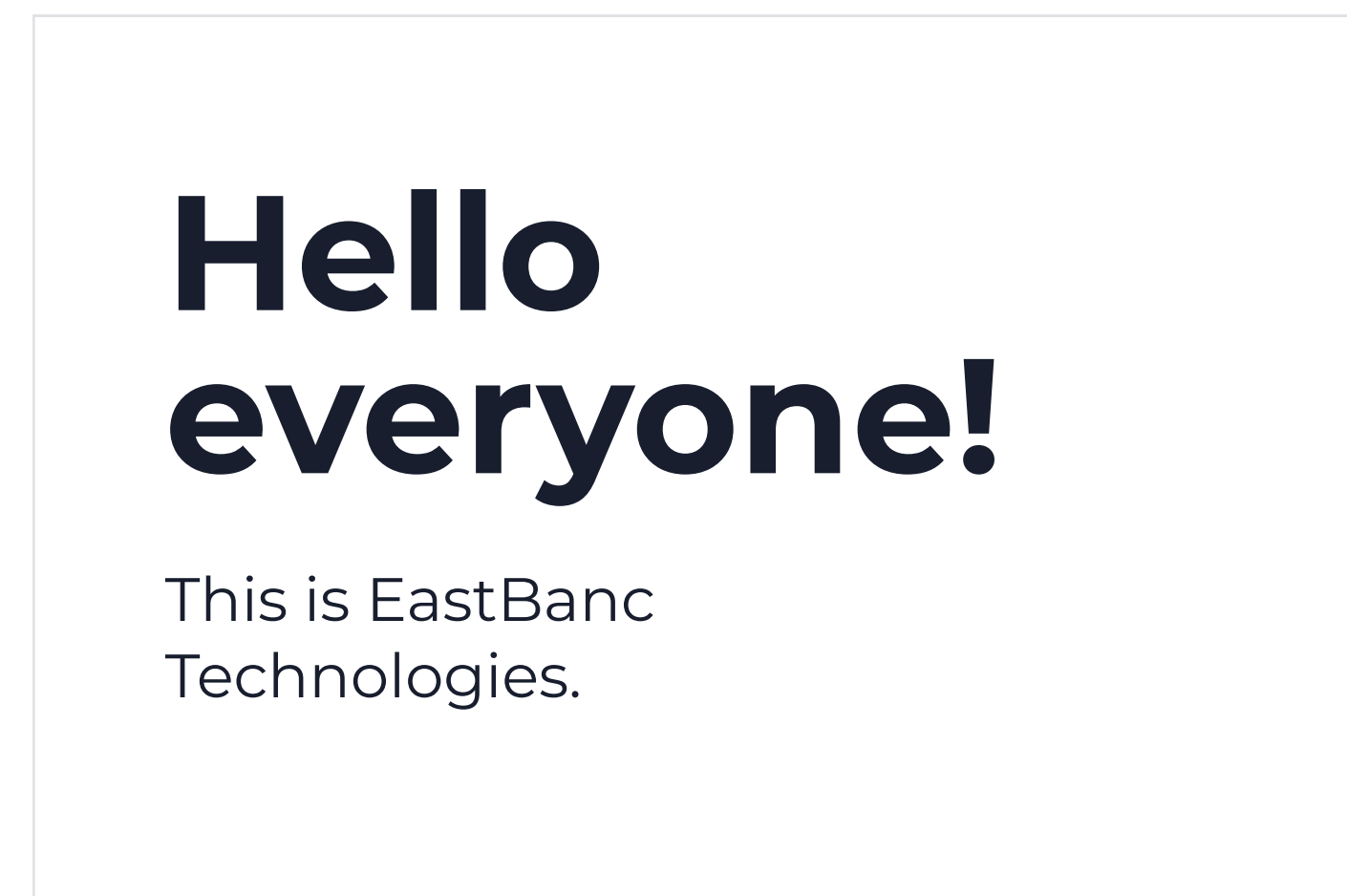
Headers

Color usage

Black and white colors are used for text.

For accent headers on dark backgrounds, a combination of black and electric blue colors may be used. Highlight no more than 3 words in the sentence.

Light background



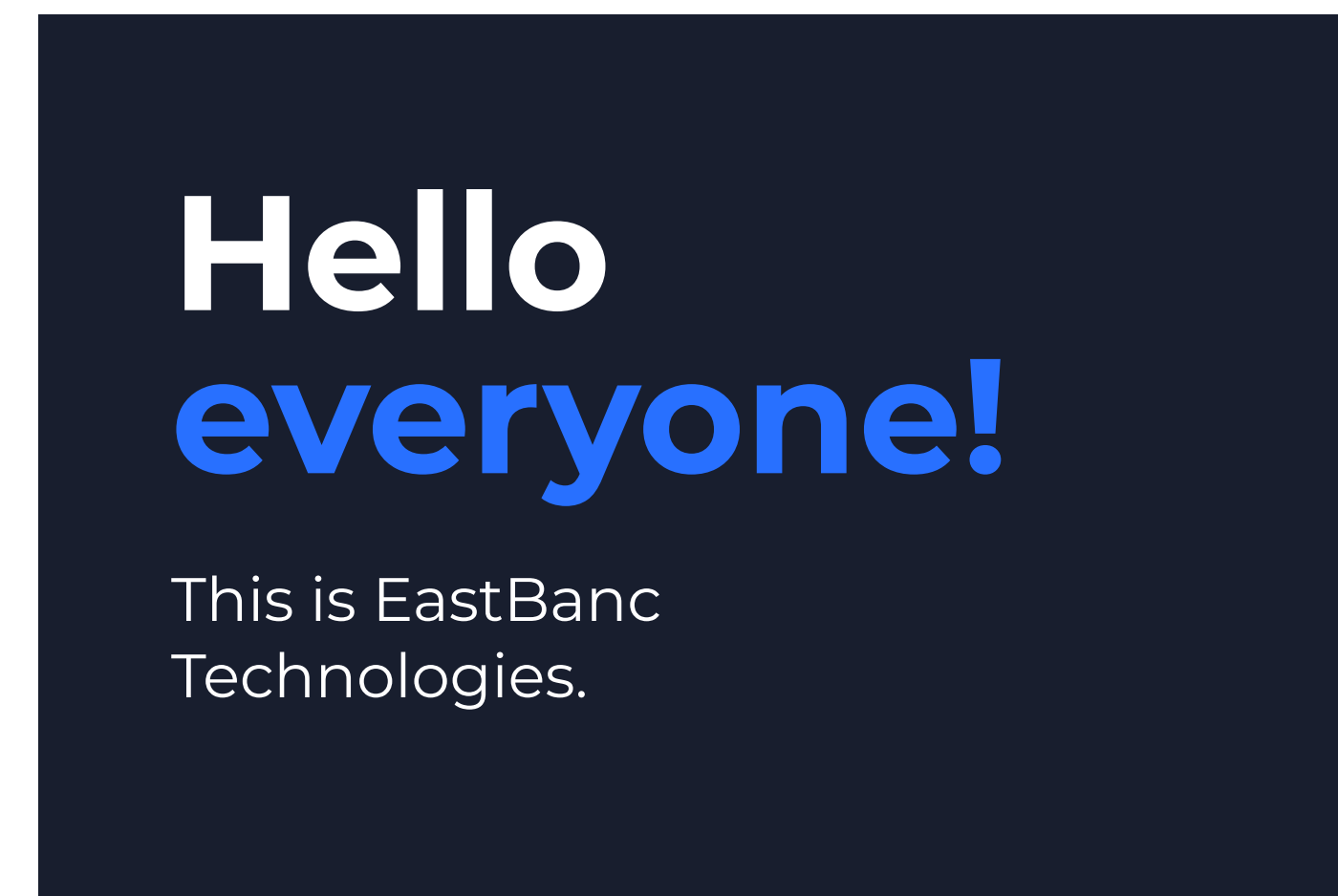
Background

#ffffff

Font

#181e2e

Dark background



Background

#181e2e

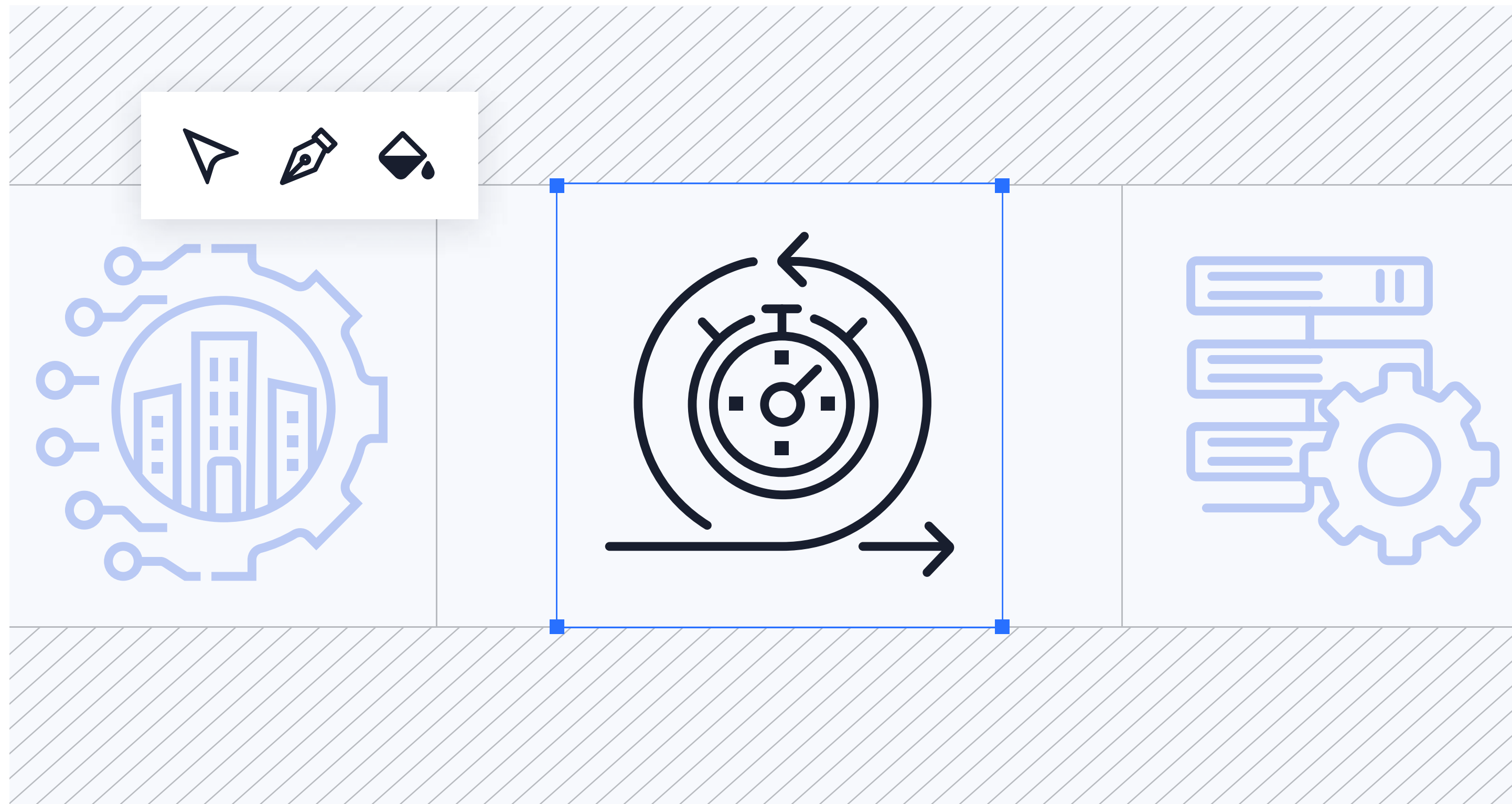
Font

#ffffff

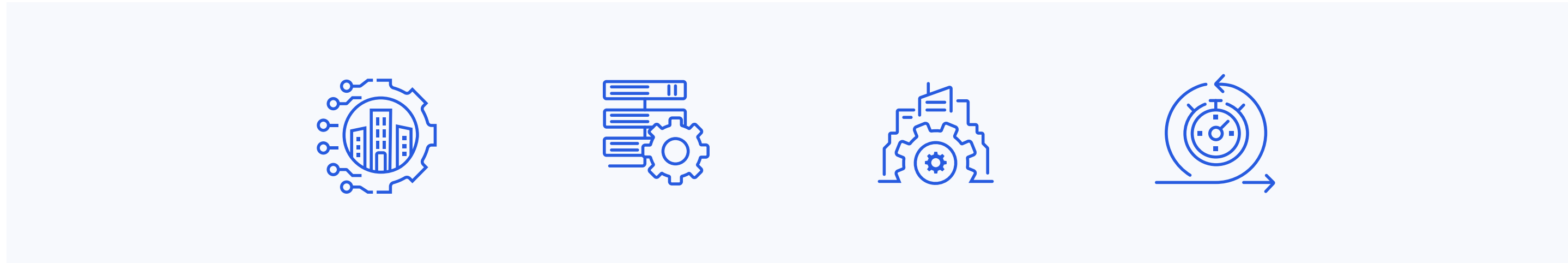
#2870ff

Icons

Custom icons were created using two colors - blue and black.
All of our icons are outlined icons with rounded corners.



Icons



Colors

We recommend using *either* black or blue color icons. We use black for interface icons and blue for decorative icons/illustrations.



Black

#181e2e

CMYK 71 60 44 65



Electric blue

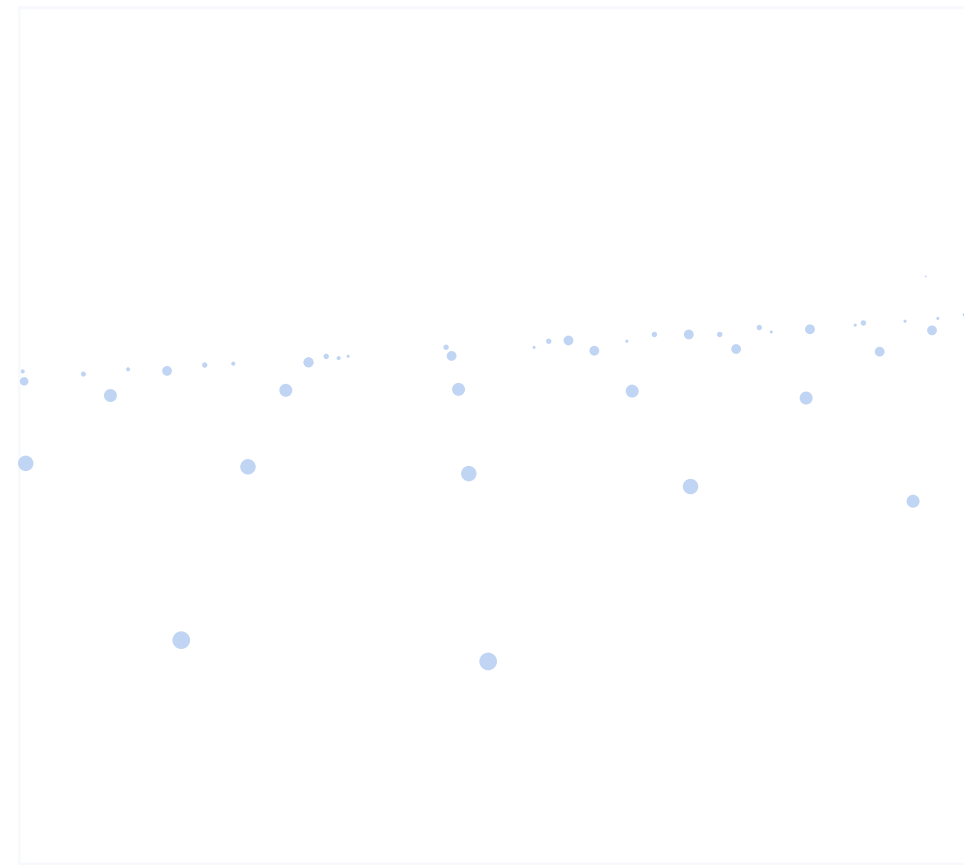
#2870ff

CMYK 78 53 0 0

Patterns

Patterns with dots can be used as design elements in marketing materials and web design.

White background



Background

#ffffff

Dots

#c0d5f3

Light background



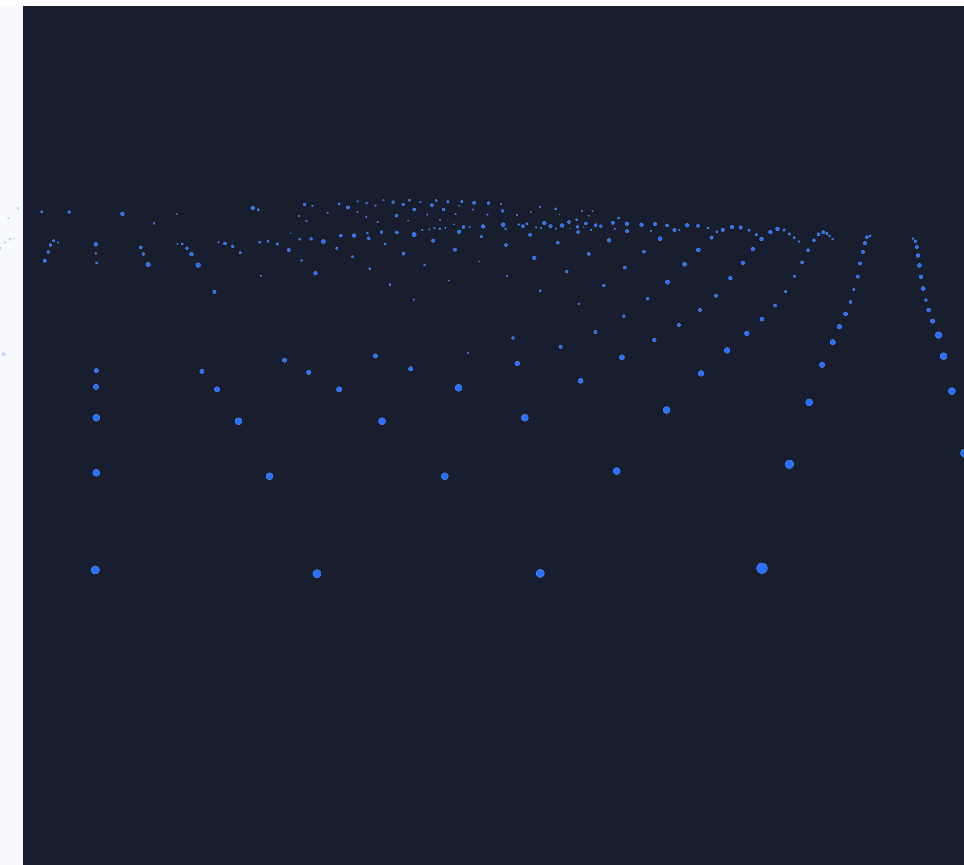
Background

#f7f9fd

Dots

#c0d5f3

Dark background



Background

#181e2e

Dots

#2870ff



Photos

Our photography style conveys authenticity, as if you've captured a subject "in the moment." The color, composition and feel should engage viewers and make them feel like they're in the photo.



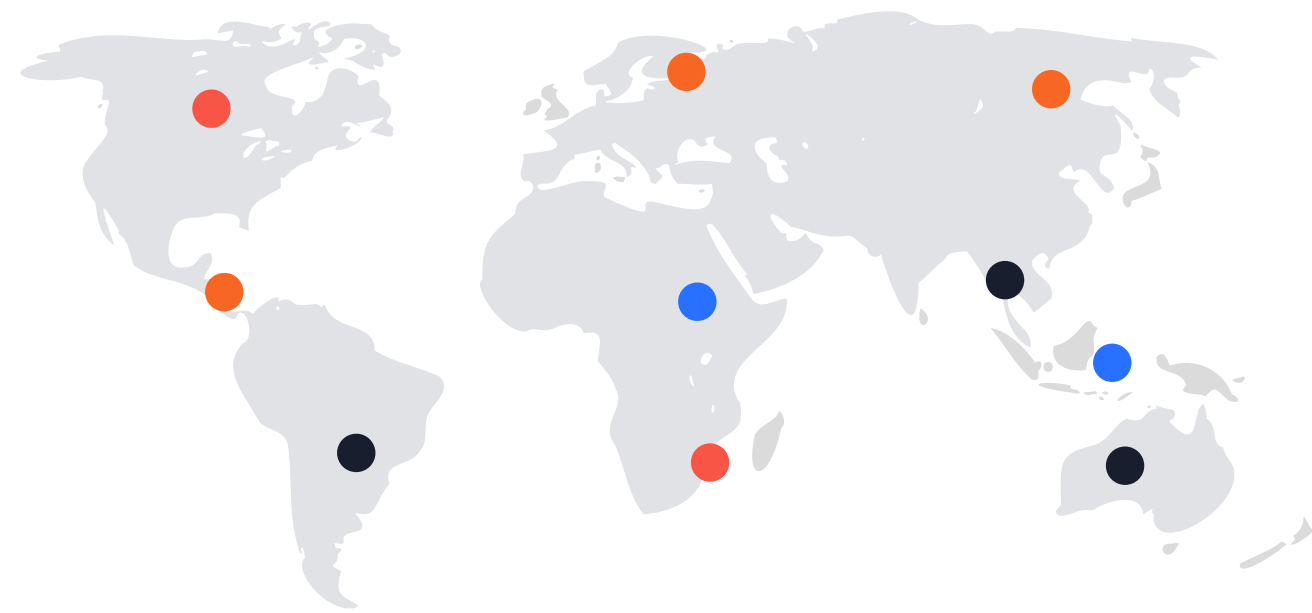




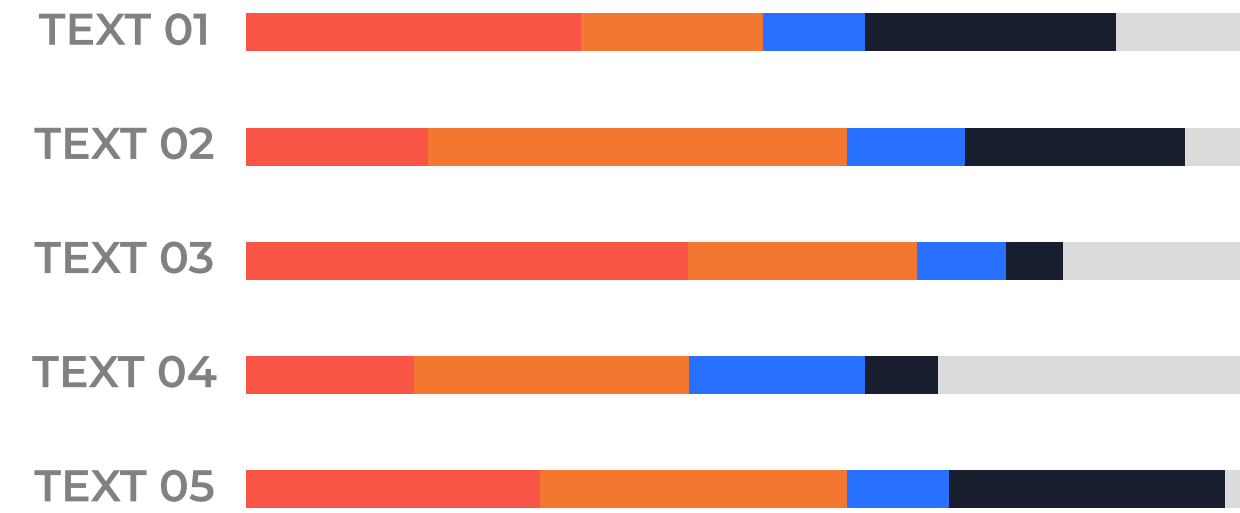
Charts

We recommend these colors to use in charts.

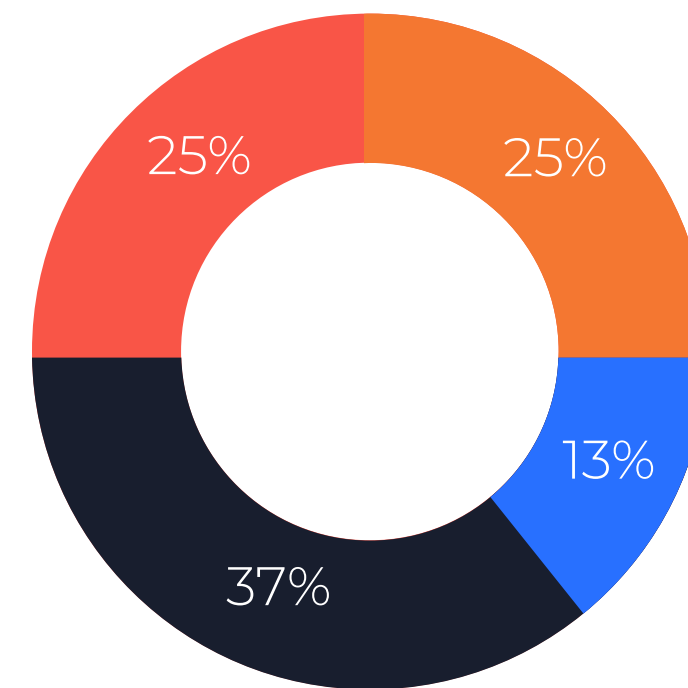
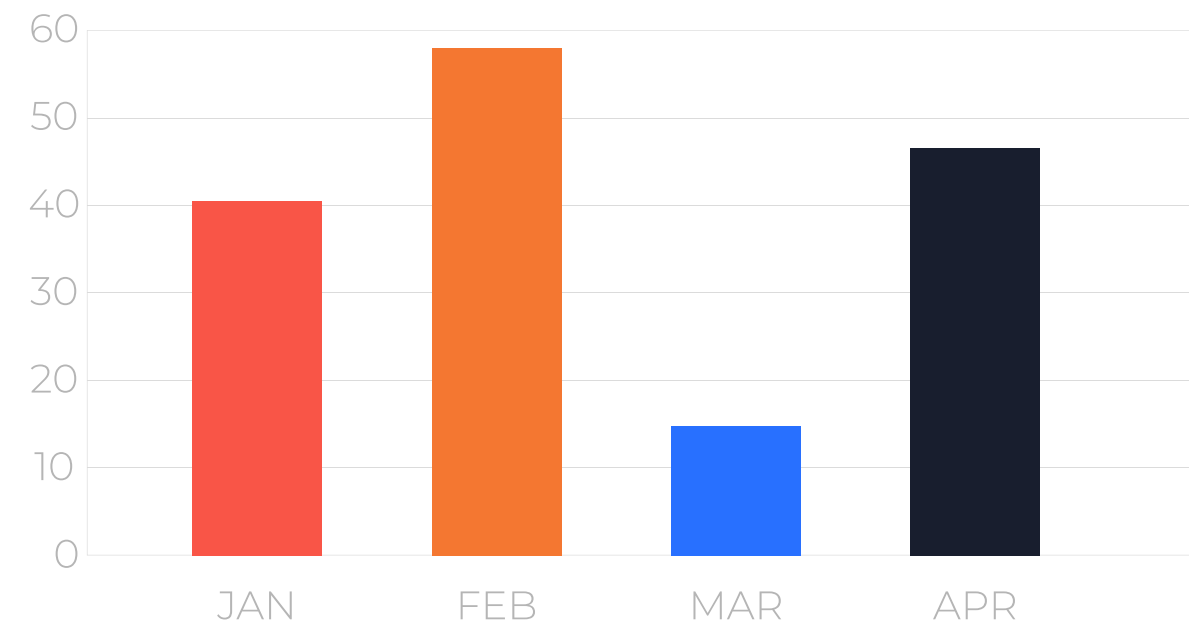
LOREM IPSUM



DOLOR SIT AMET



CONSECTETUER ADIPISCING



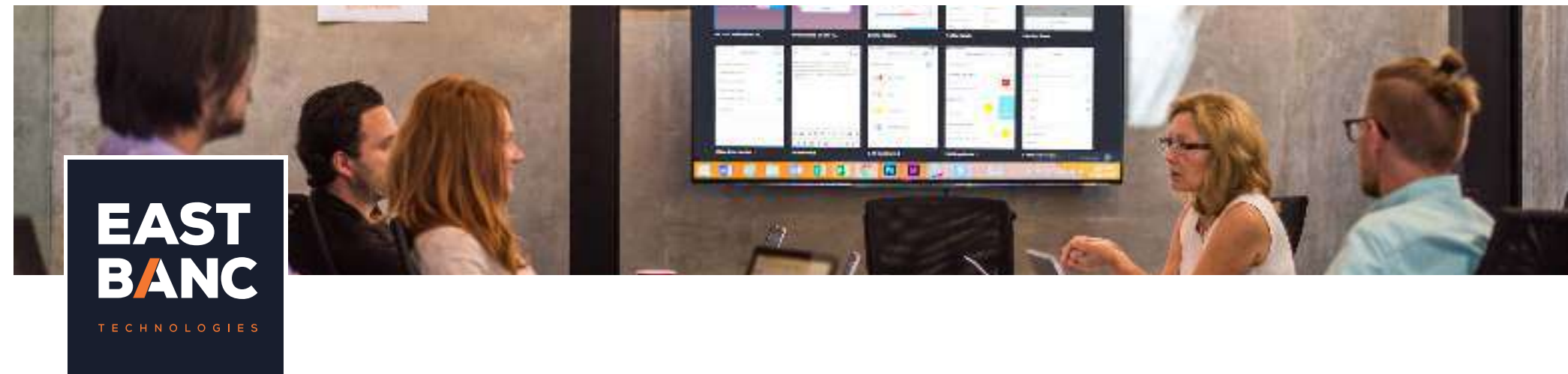
- **Lorem ipsum**
Lorem ipsum dolor sit amet, consectetur adipiscing elit
- **Lorem ipsum**
Lorem ipsum dolor sit amet, consectetur adipiscing elit
- **Lorem ipsum**
Lorem ipsum dolor sit amet, consectetur adipiscing elit
- **Lorem ipsum**
Lorem ipsum dolor sit amet, consectetur adipiscing elit

Social

LinkedIn is a key marketing and communications tool, so be sure to follow the corporate EastBanc Technologies account at <https://www.linkedin.com/company/eastbanc-technologies/mycompany/>

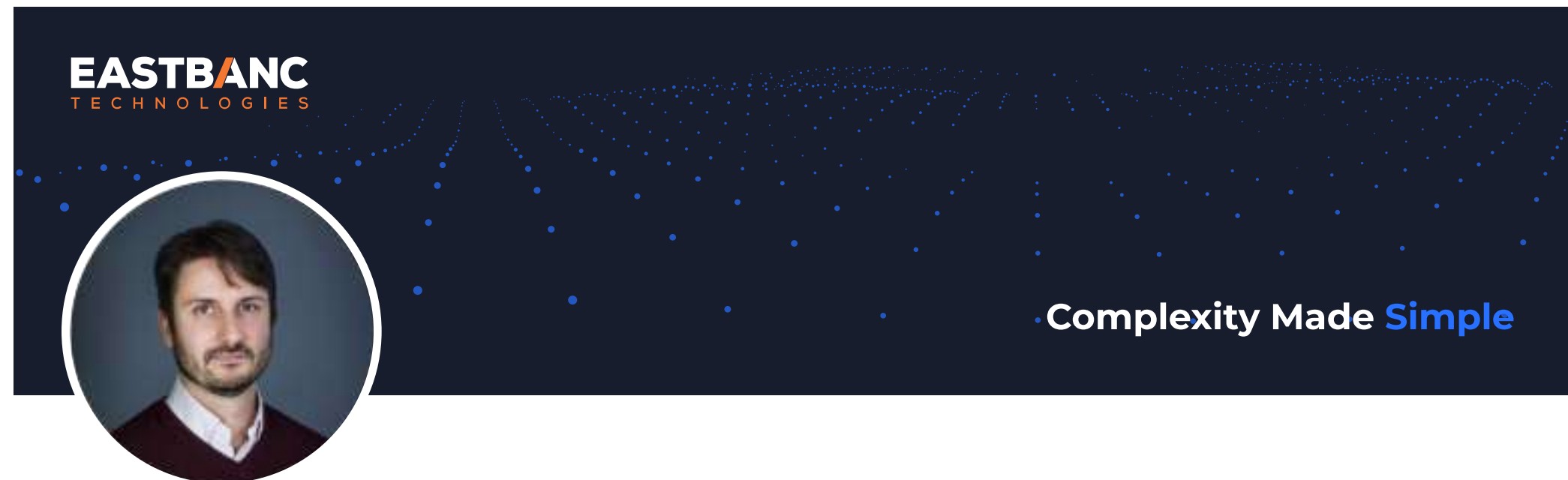
Please like and share posts from the corporate account.

Company LinkedIn cover



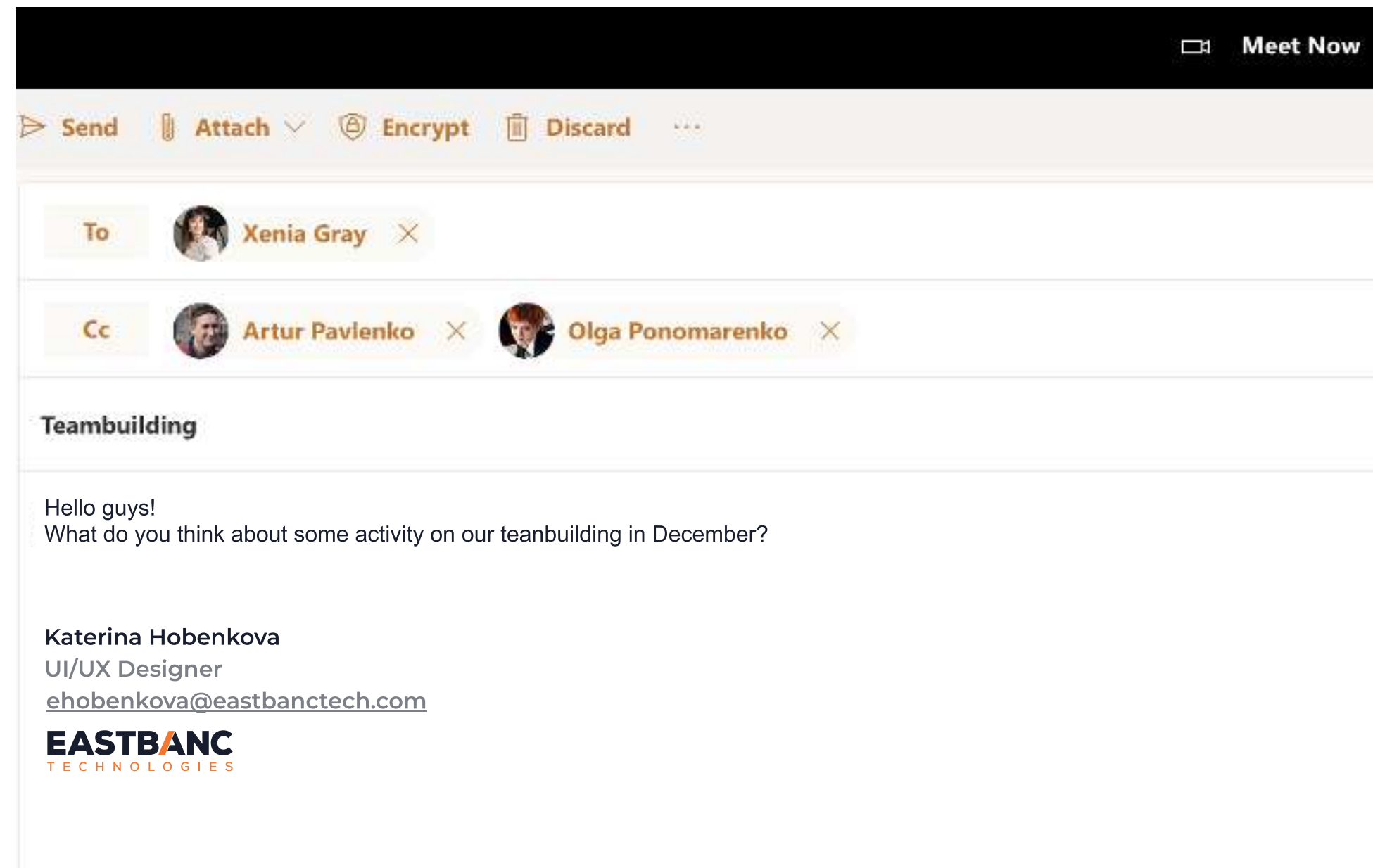
EastBanc Technologies

Personal LinkedIn profile

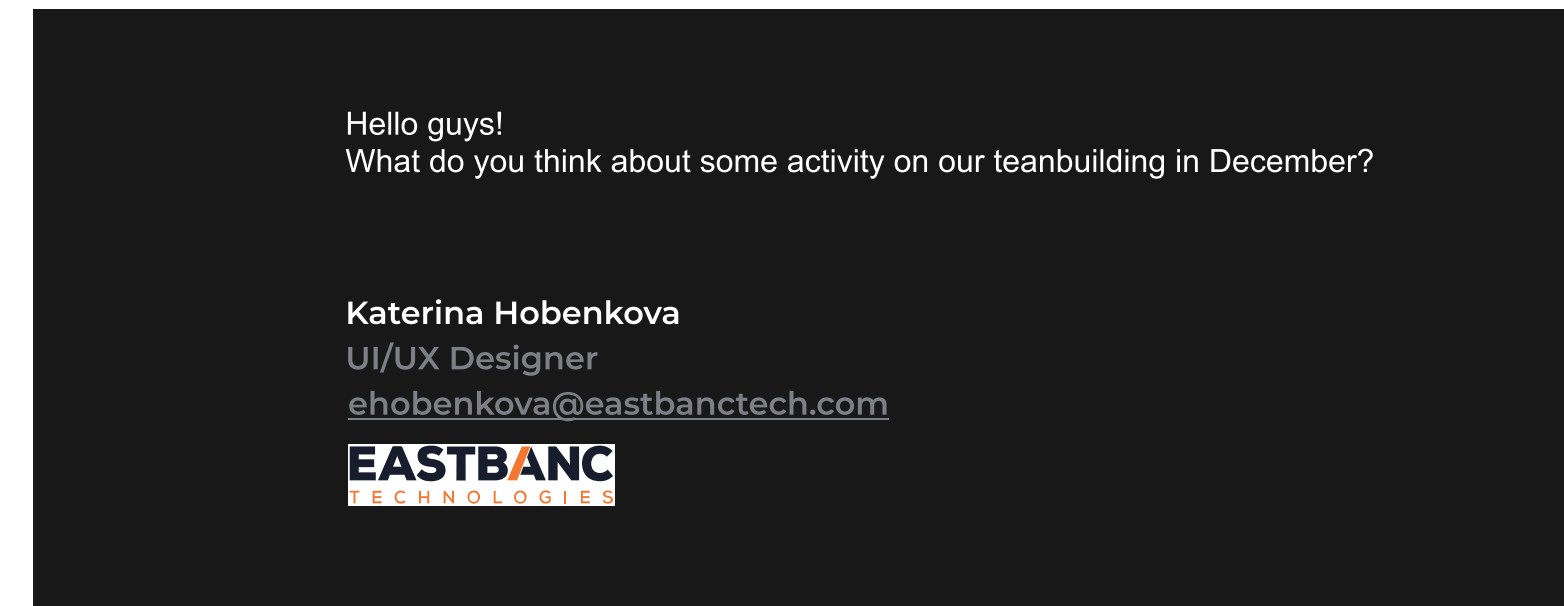


Email Signature

Light mode version



Dark mode version



Writing Style

The purpose of a writing style guide is to ensure consistency in all written content. This is an overview of some of the key elements of EastBanc Technologies writing style.

Unless otherwise noted, EastBanc Technologies follows the Associated Press Stylebook.

For questions, suggestions, or comments, please contact: editorial@eastbanctech.com

Our Company Name

Use

EastBanc Technologies (preferred)

EastBanc Tech

EBT (internal communication only)

Do not use

EastBanc (that refers to the mothership/parent company, not the technology branch.

Do not mix up the styles within a single document/project. Choose a style and stick with it.

Capitalization in Titles/Headers

The main rule for capitalization in titles is to capitalize all principal words. They are:

- First and last words of the title;
- All verbs (including infinitives), nouns, pronouns, adjectives, adverbs, and some conjunctions;
- Every word that is more than three letters long.

What not to capitalize in a title

Do not capitalize articles, prepositions or conjunctions that have fewer than four letters. With that, the following words should not be capitalized:

Use			Do not use		
a	for	so	A	For	So
an	in	the	An	In	The
and	not	to	And	Not	To
at	of	up	At	Of	Up
but	on	yet	But	On	Yet
by	or		By	Or	

Hyphenation in Compound Modifiers

Generally, compound modifiers – two or more words that precede a noun serving like an adjective – should be hyphenated in all content:

Open-source software Cloud-native application Razor-thin margin Second-term senator

However, in some cases where the compound is commonly known as a single phrase, the hyphen is unnecessary:

Chocolate chip cookie Climate change debate Rush hour traffic

Oxford/Serial Commas

EastBanc Technologies **does not use** Oxford (i.e., serial) comma before the conjunction in simple series:

We specialize in DevOps, DataOps, DesignOps and AI. The chef added salt, pepper and rosemary to the lamb stew.

Specific instructions per AP:

Include a final comma in a simple series if omitting it could make the meaning unclear.

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction:

I had orange juice, toast, and ham and eggs for breakfast.

Use a comma before the concluding conjunction in a complex series of phrases:

The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Titles of Works

Use quotation marks, around titles of significant works. **Do not italicize.**

Use

“For a Few Dollars More”

“The Odyssey”

“Blonde on Blonde”

Do not use

“For a Few Dollars More”

“The Odyssey”

“Blonde on Blonde”

Caps After Colon?

Lowercase the first word unless it is a proper noun or the start of a complete sentence.

Em Dashes And Ellipses

Always add spaces before and after an em dash and before and after an ellipses:

Spacing After Periods

Use single space after period.

Numbers

Spell out numbers under 10 and uses numerals for all others.

EastBanc Technologies Brand Book

EastBancTech



eastbanctechnologies



eastbanctech



eastbanc-technologies



contact@eastbanctech.com

