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# Brand Guidelines

How to use Epicenter Brand Identity  
December 2025

# How to use the Epicenter Brand

These guidelines contain recommendations for various ways you can use the Epicenter's name, logo, and language in your materials. It is recommended to review the creative with our Marketing team before publishing or printing anything which has Epicenter's name or logo.

We've included some examples of our work so you can see how it comes together as well as links to assets you can download and use.

## CONTENTS

### **Brand core values**

Page 04

### **Differentiator**

Page 06

### **Brand tone of voice**

Page 08

### **Logo – Do's and Don'ts**

Page 11

### **Co Branding**

Page 17

### **Brand Colors & Typography**

Page 21

### **Brand Application**

Page 23

### **Brand on Busy Background**

Page 26

# BRAND CORE VALUES

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Epicenter is built on values of agility, collaboration, integrity, customer focus, and innovation.

We address customer challenges with remarkable speed and efficiency, driving enhanced business outcomes and maximizing return on investment. Our team-centric approach ensures seamless collaboration to achieve common goals, leveraging our collective strengths for optimal outcomes. We foster an environment of honesty and trust, upholding the highest ethical standards and sharing accountability in all our interactions.

We prioritize the needs of our internal customers (employees and vendors) and external customers (clients and end-users), ensuring exceptional service and support at every level. Committed to continuous improvement, we encourage sharing process enhancement ideas and adapt to the ever-changing dynamics of a fast-paced business environment.

## **Agility**

We address customer challenges with remarkable speed and efficiency, driving enhanced business outcomes and maximizing return on investment.

## **Collaboration**

Our collaborative approach ensures seamless teamwork to achieve common goals, leveraging collective strengths for optimal outcomes.

## **Integrity**

We foster an honest and trustworthy environment, share accountability and maintain the highest ethical standards in all our interactions.

## **Customer Focus**

We prioritize the needs of our internal customers (employees and vendors) and our external customers (clients and end-users), ensuring exceptional service and support at every level.

## **Innovation**

We are committed to continuous improvement, encouraging the sharing of process enhancement ideas across all levels, and adapting to the ever-changing dynamics of a fast-paced business environment.

# **DIFFERENTIATOR**

# DIFFERENTIATOR



## Deep Industry Expertise

Epicenter's 24-year legacy in Technology and BPM has forged a proven ability to deliver transformative solutions for Fortune 500 clients. Our unparalleled industry knowledge drives exceptional results.

## Data-Driven Innovation

By harnessing the power of data and cutting-edge technology, Epicenter crafts bespoke solutions that deliver superior outcomes. Our data-driven innovation sets us apart and propels our clients ahead.

## Collaborative Partnerships

Epicenter's core value of collaborative growth cultivates enduring partnerships with our clients. Together, we achieve remarkable results through mutual trust, shared vision, and a relentless pursuit of excellence.

## Human-Centric Approach

Epicenter places people at the heart of every solution. Our human-centric approach ensures that technology enhances lives and drives business growth. We create experiences that delight customers and empower employees.

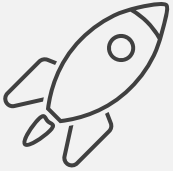
## Commitment to Excellence

Epicenter's early adoption of industry-leading certifications like PAS 99:2012, ISO 9001:2008, ISO 27001:2013, and PCI underscores our unwavering dedication to quality, security, and customer satisfaction.



# BRAND TONE OF VOICE

# BRAND TONE OF VOICE



## **Confident**

Epicenter communicates with the unwavering confidence of an industry leader. Our assertive language emphasizes our deep expertise in delivering tangible solutions that drive measurable results.



## **Results-Driven**

Epicenter's communication focuses on tangible results and outcomes, highlighting how our solutions address client challenges and drive positive change.



## **Collaborative**

Epicenter fosters strong, collaborative partnerships built on mutual trust and respect. Our language emphasizes shared goals, open communication, and a commitment to working together to achieve exceptional outcomes.



## **Customer Centric**

Epicenter is relentlessly focused on delivering exceptional customer experiences. Our language emphasizes empathy, understanding, and a deep commitment to meeting customer needs.

# MESSAGING



Epicenter is a customer-focused organization committed to delivering innovative solutions that drive tangible results.

We prioritize integrity, efficiency, and continuous improvement to create exceptional value for our clients and employees.

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## BRAND PERSONALITY

**A Reliable, Result-driven, Problem-Solving Partner**

Epicenter is a reliable, result-driven, problem-solving partner, delivering innovative solutions through expertise and a customer-centric approach.



# LOGO

# LOGO

There is one Epicenter logo you can use:



# LOGO USES



## DO.

The primary preferred usage is Full Color on White or 5% Black background.

Other light background may be used if legibility is maintained.

On the background of Firebrick Red (HEX #BF2026), the entire logo should be White.

On other dark backgrounds apply the logo with White text.



# LOGO USES



## DON'T.

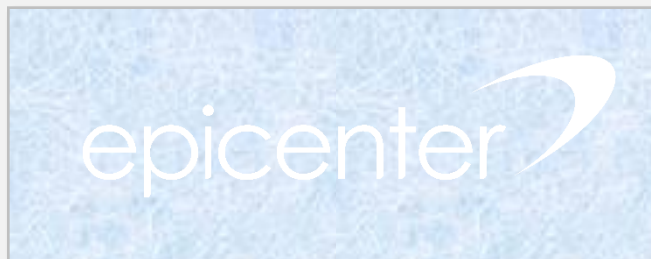
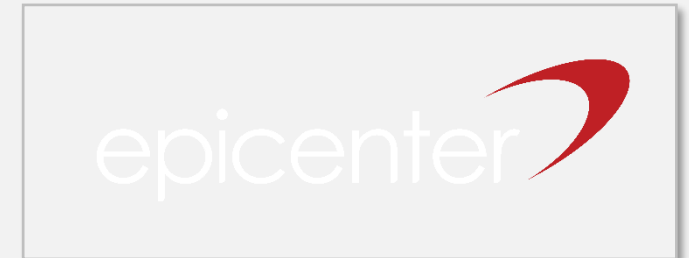
Don't use on any other colored background.

Don't use even if partial visibility of the logo is compromised.

Follow the guidelines on Page 6 for dark colored backgrounds.

Italics, reflections and mirror images are not allowed.

Everything black is not allowed



# THE EPICENTER LOCKUP

The spacing of each element is precisely considered.

Never alter this spacing, aspect ratio (1:3.37) and the angle (145°) of the Firebrick Red Arc.



# LOGO PROPORTIONS & HARMONY

## The Curve

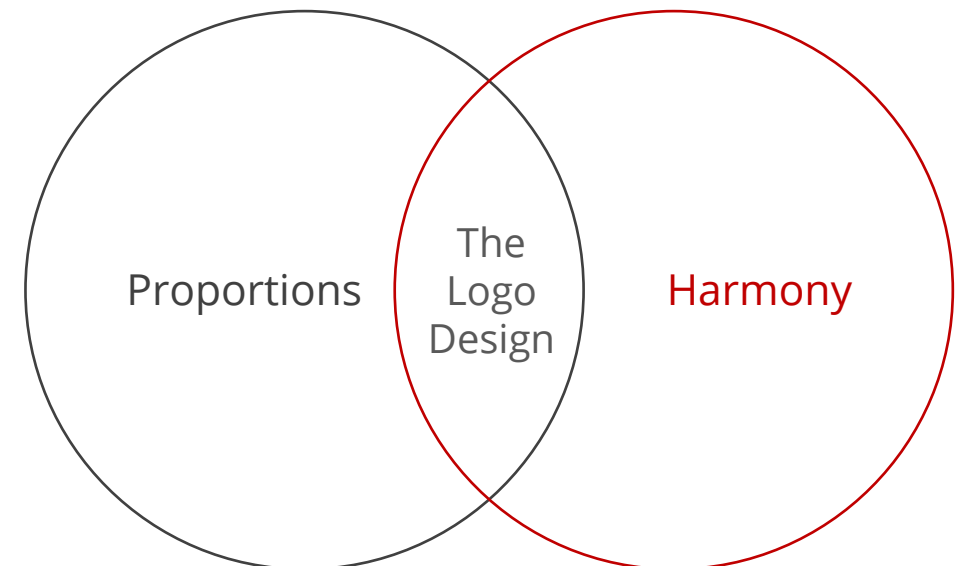
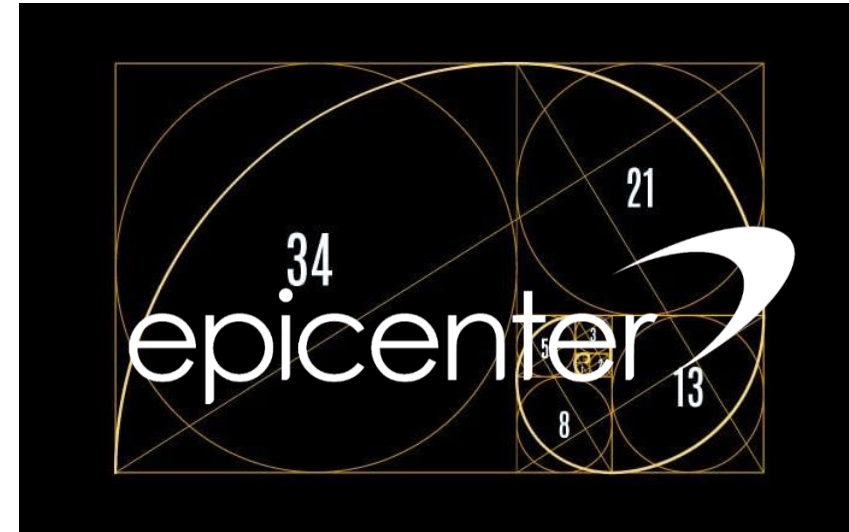
The red curve is the most prominent element, strategically designed to suggest dynamism and forward movement. Its curvature and placement are carefully calculated to ensure a visually pleasing balance and to reflect our commitment to growth and innovation.

## Wordmark

The dimensions of the wordmark "Epicenter" are chosen for clarity and impact. The typeface is simple and clean, while the spacing between letters and overall layout is designed to achieve visual harmony and enhance readability.

## Purposeful Design

The dimensions and proportions of our logo are carefully crafted using the golden ratio, a principle that ensures visual harmony and balance. This thoughtful approach guarantees that each element contributes to a cohesive and compelling visual identity.



# CO BRANDING

# USING LOGO WITH ADDITIONAL TEXT

When combining the “Epicenter” logo with additional text us the following ‘run-up’ lines with this spacing



## DO.

Use only the Open Sans font and only this approved run-up line (use when needed).

powered by epicenter 



## DON'T.

Don't use these unapproved run-up lines. The run-up line should not misrepresent the relationship between your brand and Epicenter.

by epicenter 

thanks to epicenter 

with epicenter 

# THINGS TO AVOID



## DON'T.

Don't use other fonts or logos for the run-up text.

Don't stack text above or below the logo.

Don't add text after the logo.

Don't use the logo in the middle of a sentence.

powered by epicenter 

powered by  
epicenter 

epicenter   
powered

epicenter  powered

We went to epicenter  today

# LOGO LOCKUP

Additional text should always proceed the logo in line.



## Some notes on the additional text:

- Additional words must be in the lower caps to suit the Epicenter's logo
- The height of the words, in comparison to the logo, must be exactly **2e**
- As per the background used, the words must be lighter (but visible) than the logo
- The space between the words and logo must be exactly **e**
- **1:1 Partner logo space**

# **BRAND COLORS & TYPOGRAPHY**

## COLORS USED

FIREBRICK RED

**Firebrick Red**  
Pantone 711 C

HEX      #C02026  
RGB      192, 32, 38  
HSB      358, 83, 75  
HSL      358, 71, 44  
CMYK    0, 83, 80, 25  
LAB      42, 61, 39

GRANITE GRAY

**Granite Gray**  
Pantone Cool Grey 10 C

HEX      #65676A  
RGB      101, 103, 106  
HSB      216, 5, 42  
HSL      216, 2, 41  
CMYK    5, 3, 0, 58  
LAB      44, 0, -2

## MAIN LOGO FONT

**Century Gothic Regular**  
Some visible alternations:  
Spaces between the text, and  
curved right bottom of the  
letters p, l, n, t & r

## CONTENT FONT

**Open Sans & Poppins**  
Slide Heading Size: 30  
Image Heading Size: 21  
Sub-Heading Size: 15

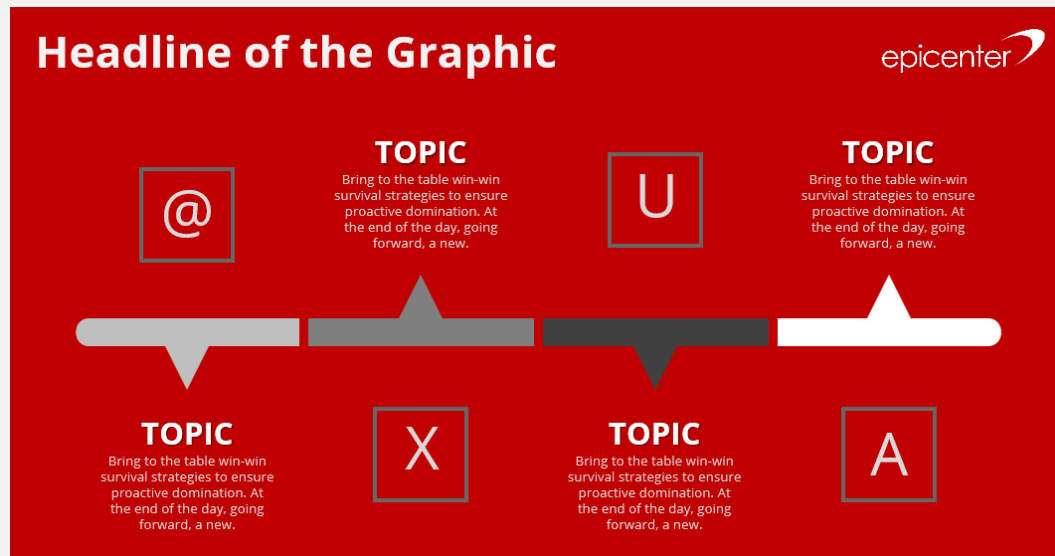
# **BRAND APPLICATION**

epicenter



# EXAMPLES OF POSITIONING

25



25

# **BRAND ON BUSY BACKGROUND**

# BRAND ON BUSY BACKGROUND

27



# Q&A

## Where can I get Epicenter's official Logo?

Download it from [here](#).

## Where can I get the Font, that Epicenter uses?

That super-awesome font is Open Sans. Get it from [here](#).

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## CONTACT US

With any questions or permission on specific uses not covered in this document.

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