



EAGLE AUTOMATIONS

Simplify Your Life, Automate Your Home

BRAND IDENTITY STYLE GUIDE



EAGLE AUTOMATIONS CONCEPT

Eagle Automation provides comprehensive home automation solutions, offering a seamless integration of various smart devices and technologies to enhance convenience, security, and energy efficiency in residential spaces. Their services cover a wide range of automated systems, including:

- **Lighting Control:** Automated lighting systems that allow users to control the intensity and timing of lights remotely or through smart devices, ensuring optimal energy use and ambiance.
- **Security Systems:** Advanced surveillance cameras, smart locks, and alarm systems that provide real-time monitoring, access control, and alerts for enhanced home security.
- **Climate Control:** Smart thermostats and HVAC control systems that enable users to regulate the temperature remotely, ensuring energy efficiency and comfort in all areas of the home.
- **Entertainment Systems:** Integration of audio, video, and home theater systems for a centralized, easy-to-control entertainment experience.

- **Smart Appliances:** Automation of household appliances such as refrigerators, washing machines, and ovens to allow remote control and monitoring for added convenience.
- **Energy Management:** Solutions for monitoring and optimizing energy consumption, including solar panel integration and smart meters, to reduce costs and environmental impact.
- **Voice Control Integration:** Compatibility with voice assistants like Amazon Alexa, Google Assistant, or Apple Siri for hands-free control of all connected devices.
- **Customized Solutions:** Tailored automation setups to meet the specific needs of homeowners, including the ability to expand the system as new technologies emerge.

With Eagle Automation, users can enjoy the benefits of smart living, from enhanced comfort and convenience to improved energy efficiency and security.

EAGLE AUTOMATIONS CONCEPT

LOGO + USAGE GUIDELINES



**EAGLE
AUTOMATIONS**
Simplify Your Life, Automate Your Home

KEY ELEMENTS OF THE LOGO:

1. Eagle Symbol

The eagle, a bird known for its keen vision and precision, symbolizes power, focus, and agility. In the context of automation, it may signify that the brand offers sharp and accurate control over automated systems, ensuring efficiency and reliability in their services.

2. Stylized Wing with Circuit Elements:

The wing-like shape features two circular elements connected by lines and a lightning bolt symbol. These components represent technology, connectivity, and energy—key themes in automation. The lightning bolt suggests electrical power, speed, and the energy that drives automation systems.

3. Color Choice

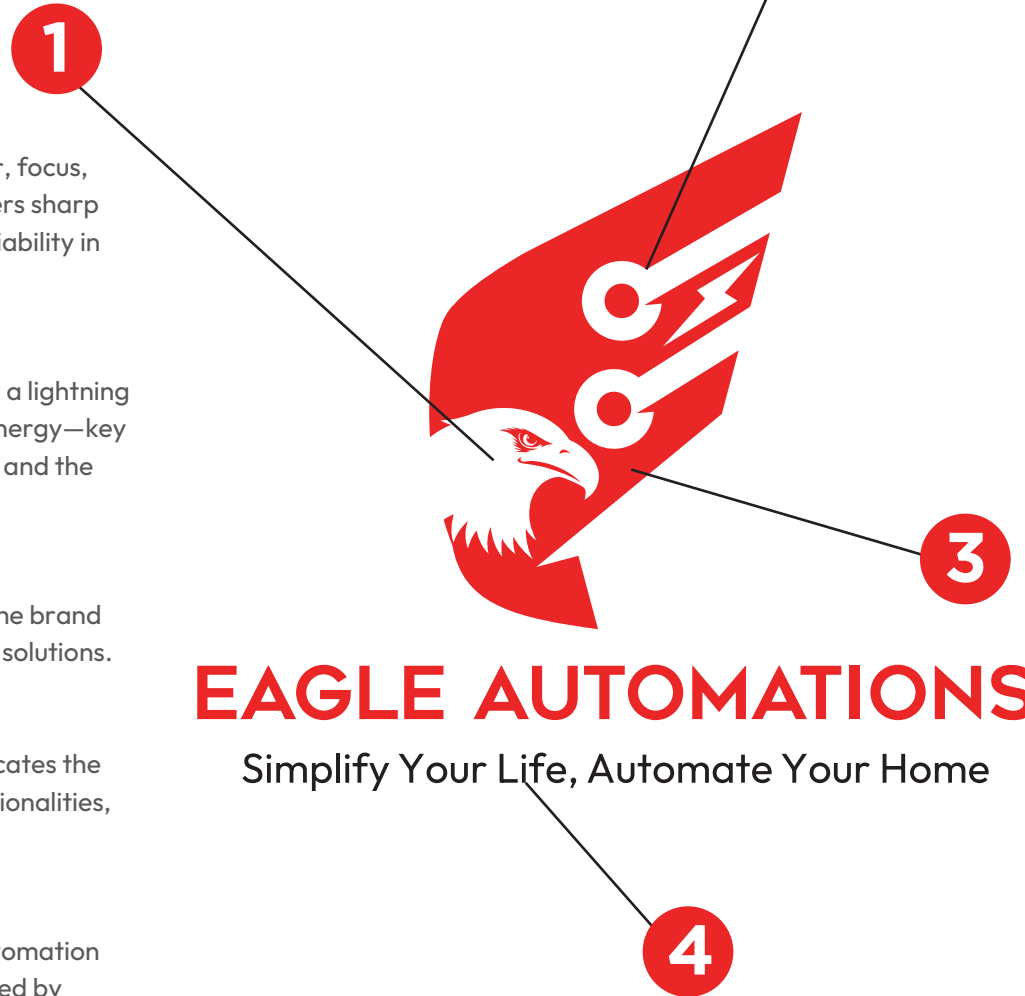
The bold red color conveys energy, passion, and urgency, indicating that the brand aims to make life easier and more efficient through advanced automation solutions.

4. Tagline

"Simplify Your Life, Automate Your Home": This tagline directly communicates the brand's mission—to make everyday life simpler by automating home functionalities, suggesting convenience, comfort, and modern living solutions.

Overall Message:

The logo conveys that Eagle Automations offers cutting-edge, reliable automation services that enhance home living by simplifying everyday tasks, all powered by high-tech, energy-efficient solutions.



EAGLE AUTOMATIONS

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LOGO + USAGE GUIDELINES

Primary Logo:

The primary logo consists of the eagle emblem with the circuit-like designs and the brand name "Eagle Automations" along with the tagline "Simplify Your Life, Automate Your Home."



Secondary Logo:

The primary logo consists of the eagle emblem with the circuit-like designs and the brand name "Eagle Automations" along with the tagline "Simplify Your Life, Automate Your Home."



LOGO + USAGE GUIDELINES

LOGO COLORS:

The eagle and emblem are in Red (#FF0000).

The text below is in Black (#000000).



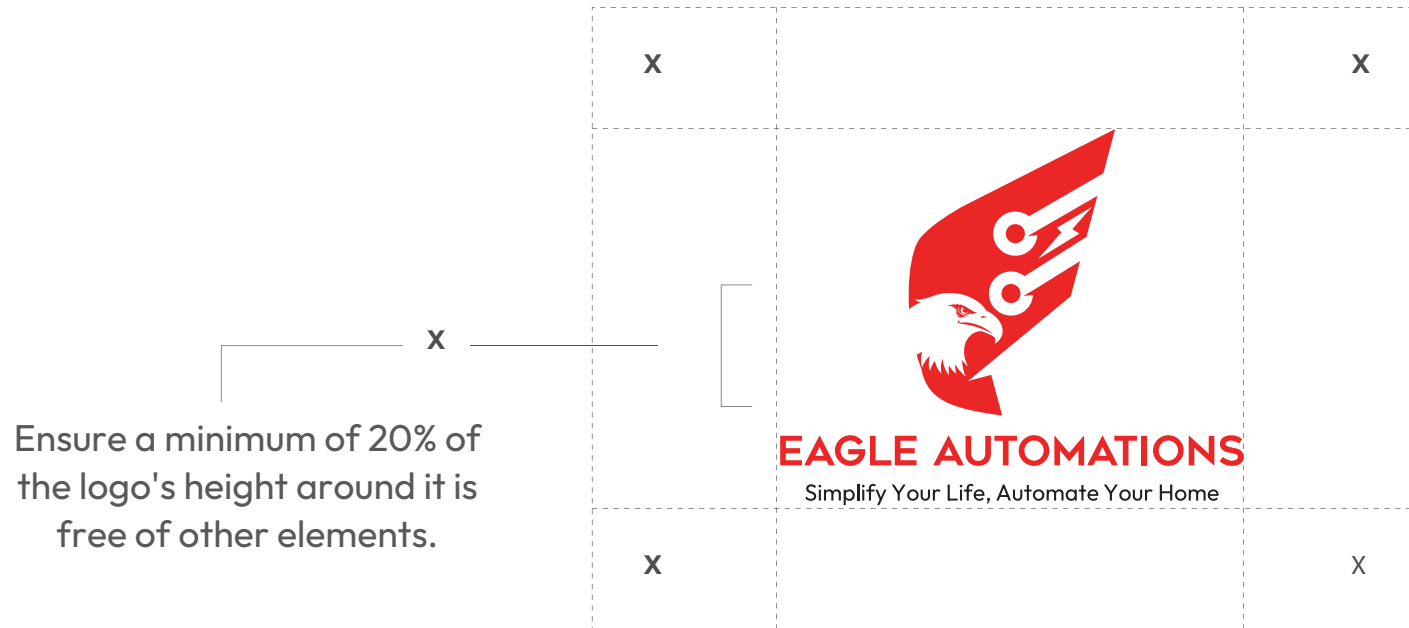
EAGLE AUTOMATIONS

Simplify Your Life, Automate Your Home

#FF0000

#000000

CLEAR SPACE



Minimum Size: Maintain readability by not shrinking the logo below 1 inch in height.

LOGO + USAGE GUIDELINES

COLOR PALETTE

Primary Colors:

Red: #FF0000 (Used for the eagle and emblem design)

Black: #000000 (Used for text and minimal accents)



#FF0000 Red1

C0 M99 Y100 K0
R237 G32 B36



#000000 Black

C75 M68 Y67 K90
R0 G0 B0

Secondary Colors

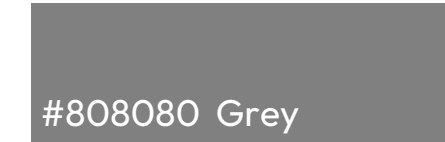
White: #FFFFFF
(Used for negative space and text contrast)

Grey: #808080
(For supporting text or backgrounds)



#FFFFFF White

C0 M0 Y0 K0
R255 G255 B255



#808080 Grey

C52 M43 Y43 K8
R128 G128 B128

COLOR PALETTE

TYPOGRAPHY

Primary Typeface:

Font for brand name

"Eagle Automations":

A bold, modern sans-serif typeface like Geometos

Font for tagline

"Simplify Your Life, Automate Your Home" :

A lighter version of the sans-serif, such as Outfit Regular.

Text Hierarchy:

Headlines: Bold and uppercase for emphasis.

Body text: Regular weight for readability.

Font Sizes:

Headlines: 24-30pt

Subheadings: 18-22pt

Body text: 12-16pt

Geometos
Regular

Outfit
Regular

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GRAPHIC ELEMENT





GRAPHIC
ELEMENT



GRAPHIC
ELEMENT

IMAGERY STYLE

- * Focus on modern, sleek visuals related to home automation technology.
- * Use images of smart home devices, connected systems, or minimalistic, futuristic environments.

TONE AND VOICE

- * Brand Voice: Confident, innovative, and user-friendly.
- * Tagline Usage: The tagline “Simplify Your Life, Automate Your Home” should be included when space allows and can be used in marketing materials, website banners, and packaging.
- * Language Style: Direct and to the point. Avoid technical jargon unless specifically targeting tech-savvy audiences.

APPLICATIONS

- * Website and Digital Use: The logo should appear in full color on a white or light background. On darker backgrounds, use a white version of the logo.
- * Print: Ensure color consistency by using the RGB and CMYK values provided for print materials.
- * Social Media: Adapt the logo for avatars and banners, ensuring it remains legible and recognizable even at smaller sizes.

DO'S AND DON'TS

- * Do: Maintain the integrity of the logo by keeping proportions intact.
- * Don't: Do not change the color of the logo, stretch or distort it, or place it on low-contrast backgrounds that obscure visibility.



THANK YOU!