

EYEKA
LOGG &
DESIGN

Time is money. Quickly find the topic that interests you

- 03. [Purpose and Mission](#)
- 04. [Our History](#)
- 05. [What Does eYeka Mean?](#)
- 05. [How to Write eYeka](#)
- 06. [Our Logo](#)
- 08. [Our Logo. Do's and Don'ts](#)
- 10. [Our Typeface. Print and web](#)
- 13. [Our Typeface. Substitution](#)
- 14. [Our Colors. Print and Web](#)
- 15. [Our Colors. Web Only](#)
- 16. [Our Colors. Web Uses](#)
- 18. [Social Networks. Profile Pics and Covers](#)

Purpose and Mission

A world of ideas for better brands

eYeka's mission is to leverage the world's creativity to enable organizations and people to create a better future together

Welcome to the World's biggest creative playground! eYeka is an online community of over 270,000 very creative individuals active in over 160 countries. We connect with brands and their agencies to increase the ROI of their marketing activities by delivering relevant innovation ideas and social content that attract, engage and sell. We offer end-to-end solutions from ideation, curation, validation to amplification. And we guarantee our results! Leading brands such as Unilever, P&G, Mondelez, Coca-Cola, Nestle, Danone, Hyundai and Toyota are already in eYeka's playground. Discover how we boost their marketing ROI on www.eyeka.net

Our History



eYeka was founded in 2006 by Gilles Babinet (French serial entrepreneur, founder of Musiwave, which sold for \$120m) and Franck Perrier (ex-CEO of Corbis France). The original vision of eYeka was to become a platform for creative amateurs to showcase and sell user-generated content, filling a gap in the content spectrum between user-generated content platforms (YouTube/Flickr) and professional content solutions (production/agency).



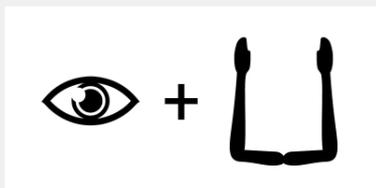
Since then, eYeka's activity has evolved into the organization of creative contests for brands and organizations, leveraging the community of creative individuals to not only co-create content but also innovate marketing and communication with fresh creative ideas and insights. eYeka was the first company that understood that consumers' creative talents could be leveraged beyond co-creation of content to co-creation of marketing innovation.



Today, eYeka enables marketers and their agencies to accelerate the creation and marketing of more relevant products by leveraging a wealth of creative ideas developed by our community which attracts the most creative people, among the 1% of content creators on the web. 40 leading brands such as P&G, Kraft, Coca-Cola, Unilever, Nestle, Danone, Hyundai, Citroën and Microsoft are already tapping into eYeka's community.

eYeka's headquarters are in Paris, France, we have offices in the UK, Brazil and Singapore, and a network of partners in Japan, Australia and Korea. eYeka has over 40 employees, a vast network of partners worldwide and more than 270,000 creative talents in its community.

What Does eYeka Mean?



Members of our community express themselves in a visual way. This is the «eYe» part. As to the «Ka», it is an ancient Egyptian word meaning the "spirit" - part of the human soul. By asking our community to express their ideas visually, we can better unlock what they mean. Hence: «eYeka».

How to Write «eYeka»

Please write «eYeka» in all texts if you can!

Not «eyeka», not «Eyeka», but «eYeka», with an uppercase «Y»! If, and only if, a phrase is written entirely in capital letters, you may write «EYEKA» instead of «eYeka»

Our Logo

Since January 2014, our logo has evolved. Now it consists of our old logo, monochromatic white, on a dark gray circle. All uses of our old logo have to be avoided.

01. New logo

This logo is to be used for all printed collaterals including all printed publications, advertisements, billboards, posters and flyers. It must also be used for all screen work including websites, banners, presentations and social networks.

02. New picto

You should never replace the logo with the pictogram. This pictogram is done to avoid duplication if our logo is already present on a document or design. The only exception is the use for profile picture in social networks (view p.18).

03. Simple logo

This logo is to be used only if it is placed on a dark background.

04. Simple logo (grey)

This logo is to be used only if it is placed on a white background or when you do not have enough space to use the rounded logo.

05. Old logo (retired)

You must not use the old logo, with the grey font and the pink dot. It has worked hard in the past years and deserves its retirement.

06. Old picto (retired)

You must not use the old picto, with the grey "Y" and the pink dot. This "Y" version has also worked hard and deserves some retirement.

07. Old white logo with pink dot (retired)

You must not use the old white logo, on a dark background neither. Remember what we say in [05] – we won't be fooled by the background color. This logo is too old to work.



01



05



02



06



03



07



04

Do's and Don'ts

Here are a couple of Do's and Don'ts – things that you can and cannot do with our logo. As a general rule, please keep in mind that a logo, how pretty or ugly it is, must in no way be altered or distorted.

01. Let it breathe

Our logo needs space. Keep the equivalent of an «e» all around. Prefer a white background if you can.

02. Its rocks but doesn't roll !

Our logo is round but not rolling. Do not rotate or add a stroke.

03. Crush crush

You would not like someone to crush you, so do not crush it!

04. Dark shadow

We are not in a movie, do not add a shadow.

05. The fifth element

Our logo is perfect, why add some elements?

06. Complex use

When our logo is placed on a complex background, you can use the rounded logo only if the background is clear.

07. Transparent logo

Our logo is not magical. Do not make it transparent.

08. Invert color

We told you that our logo is perfect, so don't change or invert colors neither

09. Rainbow

Our logo is not a chameleon, you cannot change its color.

10. Glow

You cannot add an outer glow.

11. Too dark?

When the background is too dark, use only the typography (without the gray circle).

12. Too dark!

Here is an example of what not to do. We can not see the gray circle, it does not make any sense, please use [11].

13. On white

You can use the grey typography, if its placed on a white background (view p.6).

14. On blue

You can also use the typography alone, if it is placed on our blue... (see page 14)

15. On pink

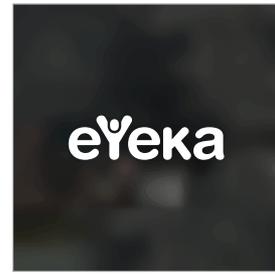
...our pink, or our grey!



01



06



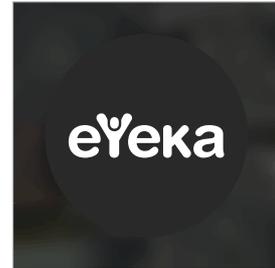
11



02



07



12



03



08



13



04



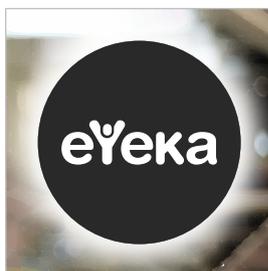
09



14



05



10



15

Our Typeface. Print and Web

The typography we use is also pre-defined. It goes by the sweet name of Roboto.

Roboto Light

Welcome to the World's biggest creative playground! eYeka is an online community of very creative individuals active in over 150 countries.

A large, bold, black sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a' side-by-side. The 'A' has a wide base and a sharp peak, while the 'a' is rounded and has a thick, curved tail.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$€&@*) 0123456789

Roboto Medium

Welcome to the World's biggest creative playground! eYeka is an online community of very creative individuals active in over 150 countries.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$€&@*) 0123456789

Roboto Bold

Welcome to the World's biggest creative playground! eYeka is an online community of very creative individuals active in over 150 countries.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$€&@*) 0123456789**

Our Typeface. Substitution

Note that, if you cannot use or download the Roboto font, you can replace it by Arial classic, but it is preferable to use as a last resort.

Arial Regular

Welcome to the World's biggest creative playground! eYeka is an online community of very creative individuals active in over 150 countries.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$€&@*) 0123456789

Arial Bold

Welcome to the World's biggest creative playground! eYeka is an online community of very creative individuals active in over 150 countries.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$€&@*) 0123456789

Our Colors. Print and web

Here are our primary and secondary colors and how to use them.

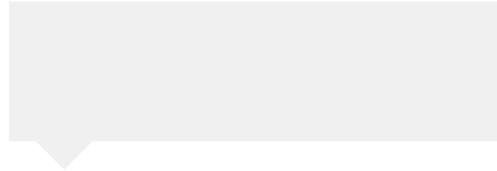


Dark grey

Print & Web: Primary color. Used for logo, font, header and footer background. Use white font only to write on.

PANTONE Neutral Black C

RGB 34, 34, 34 - Hexa: #222222



Grey

Print: Secondary color

Web: Used to enclose text or objects (background color)

PANTONE 663C

RGB 240, 240, 240 - Hexa: #f0f0f0



Pink

Print: Primary color

Web: Validation color (button) or important actions.

PANTONE 213C

RGB 255, 41, 125 - Hexa: #ff297d



Dark pink

Print: Secondary color

Web: Used to highlight a pink button

PANTONE 7425C

RGB 172, 0, 73 - Hexa: #ac0049



Blue

Print: Primary color

Web: Important informations (ex: prizes)

PANTONE 7703C

RGB 0, 148, 175 - Hexa: #0094af



Dark blue

Print: Secondary color

Web: Used to highlight a blue button

PANTONE 5473C

RGB 0, 88, 104 - Hexa: #005868

Our Color. Web Only



Dark green

Tertiary color. Only used for our website.
Used to highlight a green button or for pictograms

PANTONE 364C

RGB 38, 102, 5 - Hexa: #266607



Green

Tertiary color. Only used for our website.
Used for success notifications.

Background color

PANTONE 374C

RGB 186, 229, 118 - Hexa: #bae576



Red

Tertiary color. Only used for our website.
Used to highlight a red button or for pictograms

PANTONE 7621C

RGB 182, 23, 27 - Hexa: #b6171b



Light red

Tertiary color. Only used for our website.
Used for failure notifications. Background color

PANTONE 699C

RGB 255, 196, 196 - Hexa: #ffc4c4



Brown

Tertiary color. Only used for our website.
Used to highlight a yellow button or for pictograms

PANTONE 160C

RGB 164, 86, 1 - Hexa: #a45601



Yellow

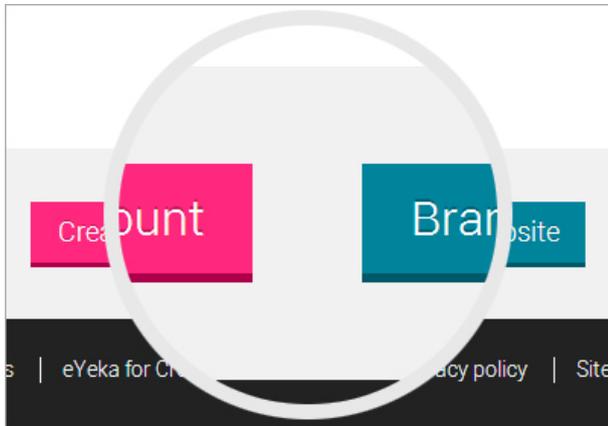
Tertiary color. Only used for our website.
Used for alert notifications. Background color

PANTONE 1215C

RGB 255, 218, 114 - Hexa: #ffda72

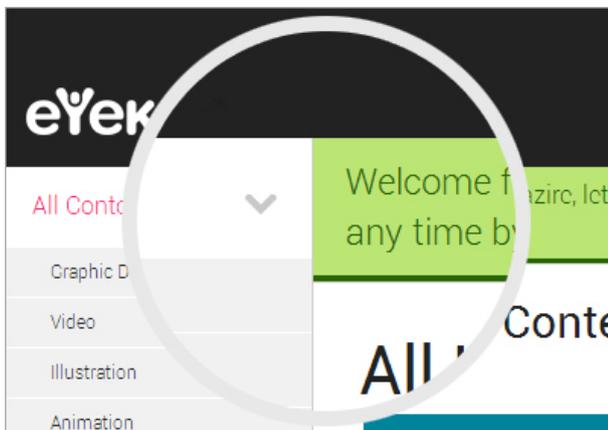
Our Colors. Web Uses

Here are some examples of how we use colors for buttons and other elements that make up the site. As explained previously, each color has its meaning and use of its own! Beware of the color changes in typography.



01. Pink and blue

Each pink and blue buttons are highlighted by a darker line to give a sense of volume. When text is placed above, it must be white.



02. Green

This color is never used for buttons but for success notifications (when you succeed in your sign in for example).

It is also highlighted by a darker line.

When text is placed above, it must be green (darker one: **PANTONE 364C - RGB 38, 102, 5 - Hexa: #266607**).

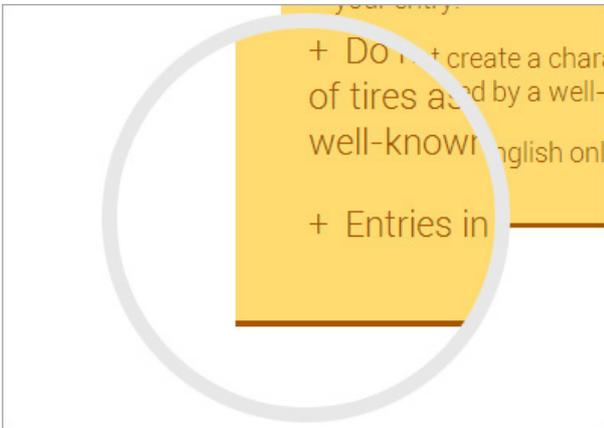


03. Red

This color is never used for buttons but for failure notifications (when you failed in your sign in for example).

It is also highlighted by a darker line.

When text is placed above, it must be red (darker one: **PANTONE 7621C - RGB 182, 23, 27 - Hexa: #b6171b**).

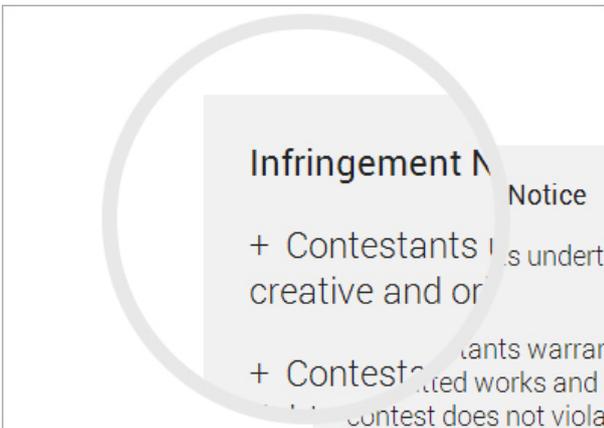


04. Yellow

This color is never used for buttons but for alert notifications (for guidelines for example).

It is also highlighted by a darker line.

When text is placed above, it must be red (darker one: **PANTONE 1215C - RGB 255, 218, 114 - Hexa: #ffda72**).



05. Grey

This color is used in both of the following cases:

For buttons: When an action is not available (for example when a form is incomplete).

For information: Used to enclose text or objects

It is also highlighted by a darker line.

When text is placed above, it must be dark grey (**PANTONE Neutral Black C - RGB 34, 34, 34 - Hexa: #222222**).

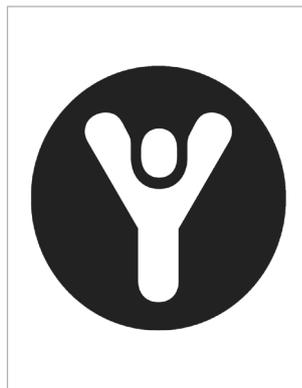
Social Networks. Profile Pics and Covers

Social networks, blogs, video channels, picture collections and other communication channels use different formats profile pic. Here is how to use them according to the proposed formats (portrait, landscape, square, large cover)



Square profile pics

This is an example for square use. You can use the pictogram if «eYeka» is written somewhere close to the profil pic.



Portrait profile pics

This is an example for portrait use. You can use the pictogram if «eYeka» is written somewhere close to the profil pic.

Every month we change the cover, the background color and feature a «Creator of the Month» to avoid a certain weariness. So we play with the logo (we never change the logo except in this case) and include it in the design. The photo of the creator should in no way be altered.

For social networks that speak to our community, and using a large cover (facebook, twitter ...) we use a visual featuring our logo and a fun female or male model.

For the profil pic, we use our pictogram with a color background (the background color changes depending on the design of the cover). We also put forward the «Creator of the Month» with his usernam.





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