

Brand Book

Ecopulse



Presented by

Asal Ghanbary

Rose Ghassemzadeh

1

Identity Brand Book

Brand

Introduction

Identity Brand Book

1.1

Identity Brand Book

Brand Mission

EcoPulse is a green fintech platform that combines Open Banking, Blockchain, and AI to help individuals track their sustainable actions and get rewarded for them. Our mission is to reduce carbon emissions by transforming consumer behavior and building a global community for sustainable living.



1.2

Identity Brand Book

Brand Personality & Tone of Voice

- Personality: Inspiring, innovative, transparent, and community-driven.
- Tone of Voice: Positive, motivational, and trustworthy. Professional yet approachable.



2

Identity Brand Book

Brand

Architecture

Identity Brand Book

2

Identity Brand Book

Core Target Groups

EcoPulse is an independent brand within the Green Fintech ecosystem. It focuses on individual consumption and micro-actions of daily life, which drive 80% of emissions. EcoPulse positions itself as the “Planet Loyalty Wallet” turning everyday actions into measurable impact and rewards.



3

Identity Brand Book

Audience

Persona

Identity Brand Book

3

Identity Brand Book

Core Target Groups

- Eco-conscious individuals seeking to reduce their carbon footprint.
- Digitally engaged users who already use fintech and lifestyle tracking apps.
- Gen Z and Millennials who value sustainability and technology-driven solutions.
- Green brands & businesses aiming to engage customers through sustainable rewards.
- Impact investors focused on sustainability, ESG, and climate-tech innovation.



4

Identity Brand Book

Visual

Identity

Identity Brand Book

4.1

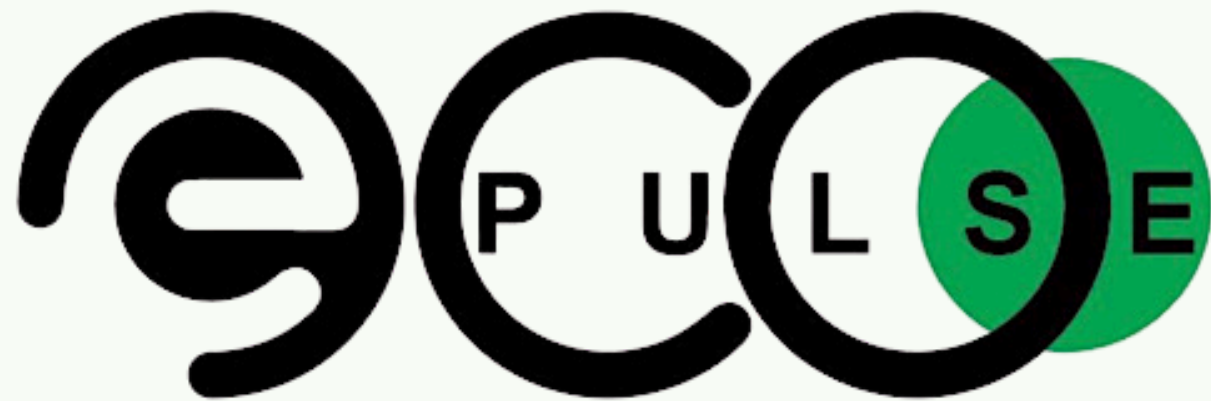
Identity Brand Book

Logo
Identity Brand Book

4.1

Identity Brand Book

Logo Usage



The EcoPulse logo symbolizes the pulse of life on Earth, combining planetary elements with a wave of green energy.

- Full-color version
- Black-and-white version
- Monochrome version

Usage Rules:

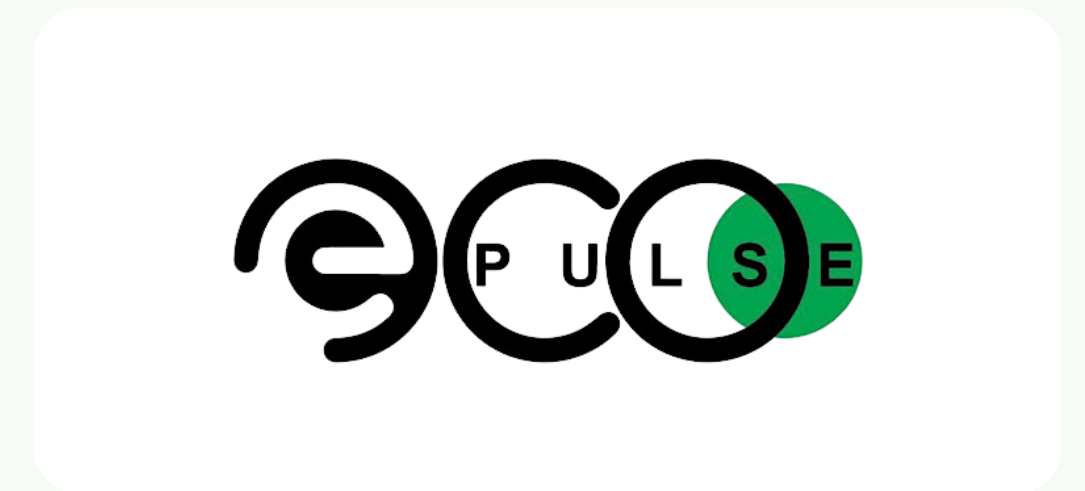
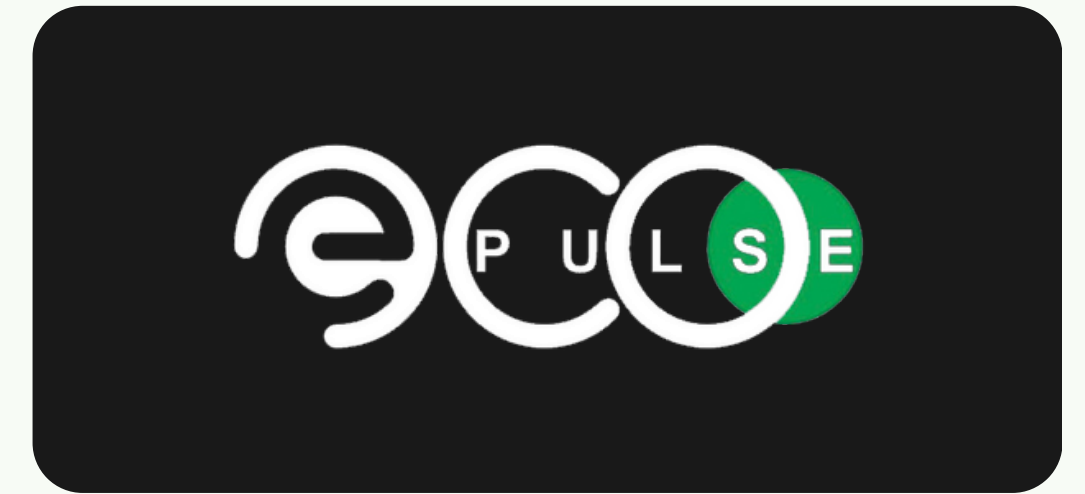
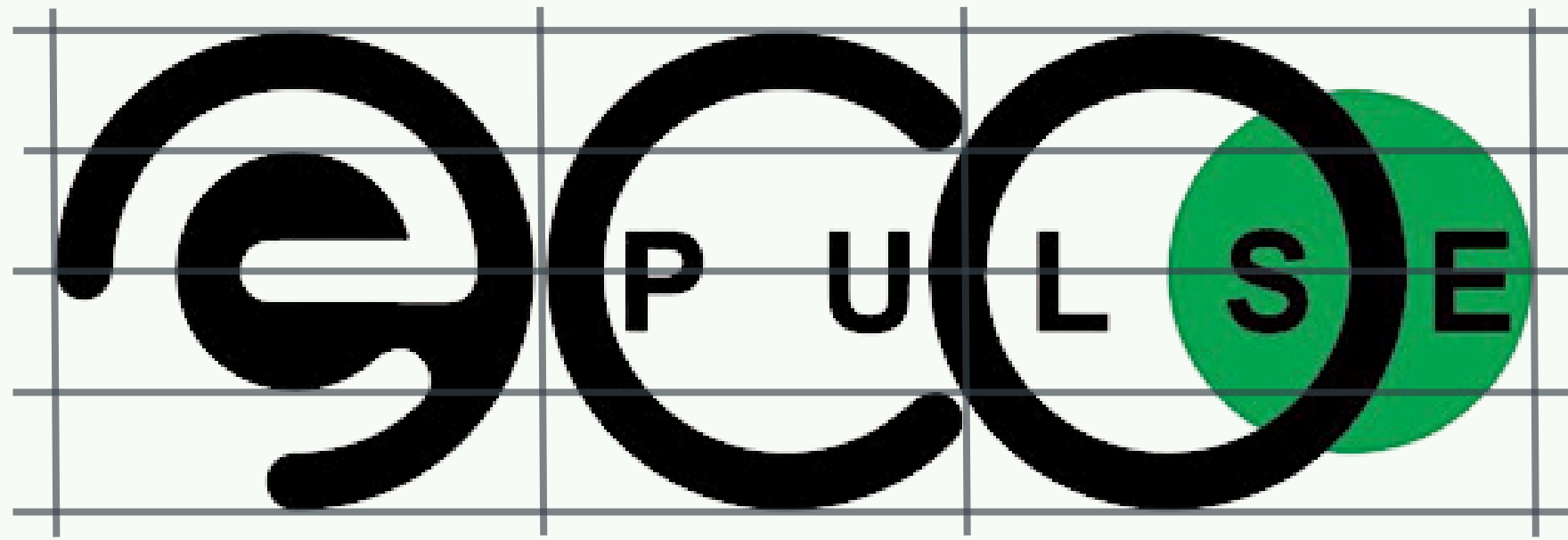
- Do not stretch or distort the logo.
- Avoid placing it on cluttered backgrounds.
- No extra shadows, filters, or unnecessary effects.



4.1

Identity Brand Book

Logo Usage



4.2

Identity Brand Book

color
Identity Brand Book

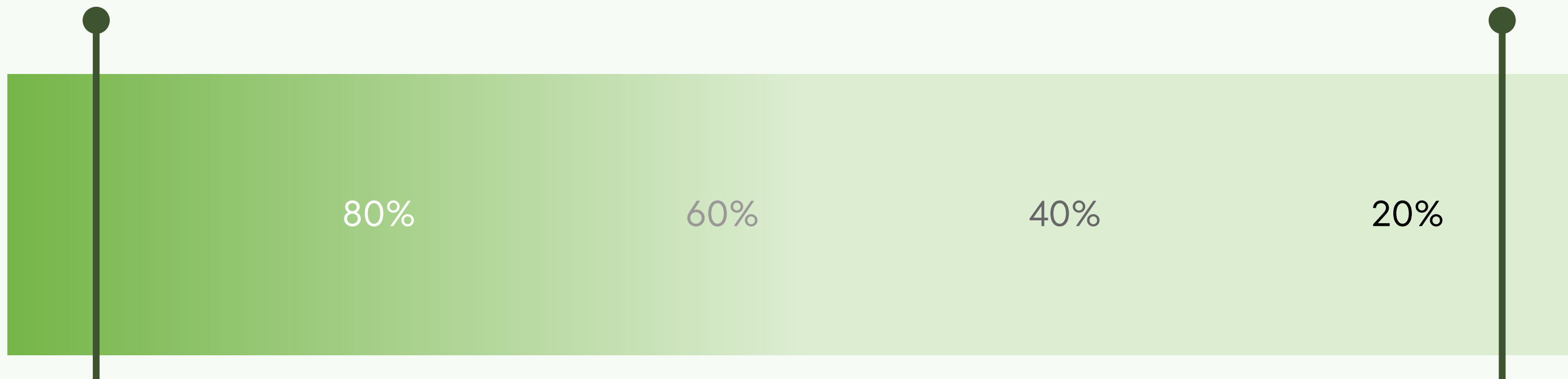
4.2

Identity Brand Book

The Corporate Colors

The Primary Color System and Colore Code

#76B649 was chosen as EcoPulse's primary green to reflect our focus on sustainable actions, measurable impact and rewarding growth



#76b649

RGB [118,182,73]

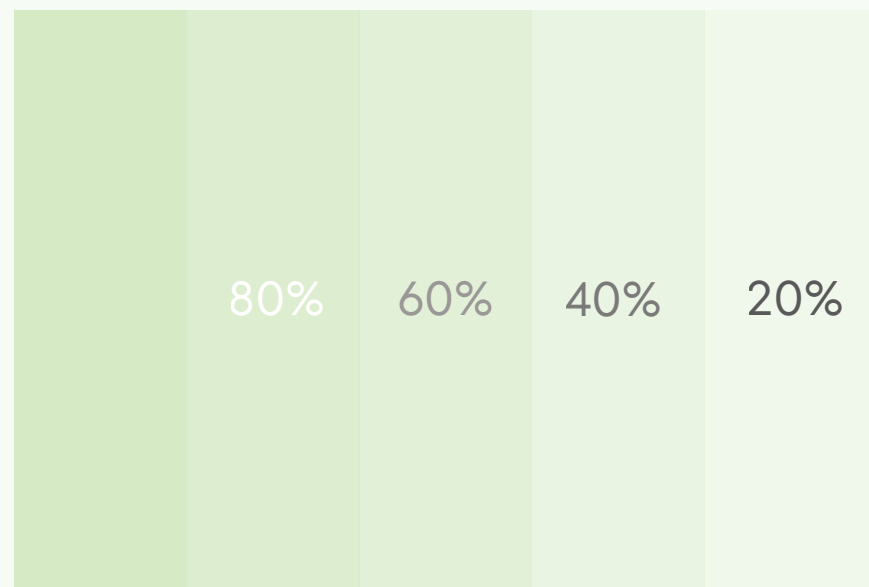
CMYK [59,6,96,0]



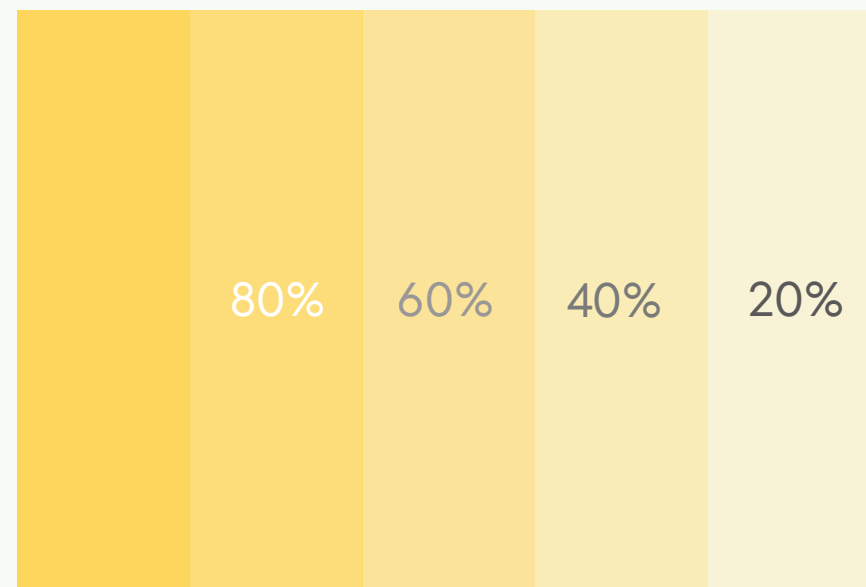
4.2

Identity Brand Book

The Corporate Colors



#d7eac6



#ffd65c

The Secondary Color System and Colore Code

Light green tints complement the primary color by creating fresh, calm backgrounds that keep the interface clean and readable. The yellow accent reflects energy, rewards, and positivit perfectly highlighting EcoPulse's incentive-driven eco-actions.



4.3

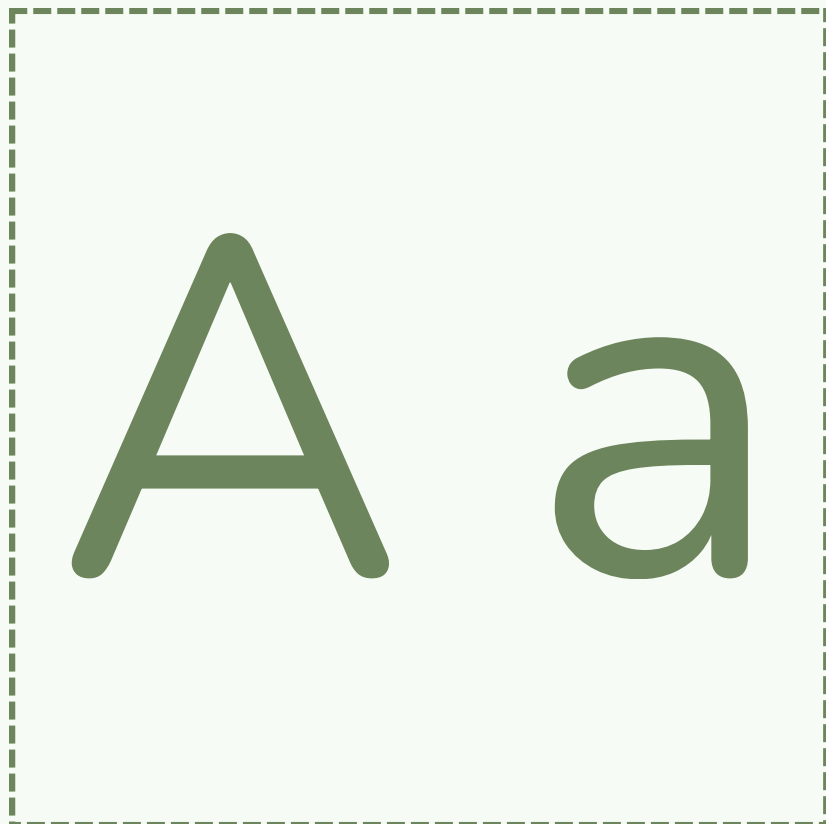
Identity Brand Book

Typography
Identity Brand Book
Typography

4.3

Identity Brand Book

Corporate Font & Font Hierarchy



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ # \$ % ^ & * / | - + (. , : ? !) { " ' } < >

The Corporate Font

Nunito



4.3

Identity Brand Book

Corporate Font & Font Hierarchy

A a

Black | **Nunito**

A a A a A a A a A a A a A a A a

A a

Bold | **Nunito**

A a A a A a A a A a A a A a A a

A a

Regular | Nunito

A a A a A a A a A a A a A a A a

A a

Light | Nunito

A a A a A a A a A a A a A a



4.4

Identity Brand Book

Visual System

Identity Brand Book

4.4

Identity Brand Book

Photography Style

- Minimal, flat icons in green tones
- Green–blue gradients to represent dynamism
- Data-driven infographics to highlight transparency



4.5

Identity Brand Book

Photography Identity Brand Book Style

4.5

Identity Brand Book

Photography Style

- Real people using the EcoPulse app in everyday life
- Urban sustainability settings (public transport, local farms, bikes, renewable energy)
- Natural light, modern minimal aesthetics



5

Identity Brand Book

Verbal

Identity

Identity Brand Book

5.1

Identity Brand Book

Brand Statement

“EcoPulse is where your sustainable choices turn into real rewards for you and for our planet.”



5.2

Identity Brand Book

Tagline & Slogan

- Tagline: Rewarding You for Saving the Planet
- Slogan: Make an Impact. Get Rewarded.



5.3

Identity Brand Book

Communication Tone

- Formal content (website, contracts): Clear, professional, straightforward.
- Marketing & social media: Inspirational, youthful, and action-oriented while remaining credible.



5.4

Identity Brand Book

Brand Keywords

- Sustainability, Transparency, Community, Rewards, Green Future, Behavior Change, Trust.



5.5

Identity Brand Book

Prohibited Vocabulary

- Greenwashing or vague claims
- Overstatements like “Best in the world”, “Completely free”
- Ambiguous language



6

Identity Brand Book

Brand

Applications

Identity Brand Book

6.1

Identity Brand Book

Mobile App

- Logo visible in the header
- CTA buttons in Earth Green
- Eco Score visualized with engaging charts



6.2

Identity Brand Book

Advertising & Social Media

- Strong focus on user behavior change + reward system
- Clear data and transparent impact metrics



6.3

Identity Brand Book

Website

- Clean Hero Section with CTA in green
- Infographics for How It Works
- Consistent visual tone across pages



6.4

Identity Brand Book

Templates

- Social media post template
- Pitch deck / presentation template
- Digital business card template
- Official letterhead



7

Identity Brand Book

Co-Branding
Identity Brand Book

Guidelines

7.1

Identity Brand Book

Principles

- EcoPulse identity must remain clear and distinct.
- Logos of EcoPulse and partner brands must be visually balanced.
- Earth Green is the priority color for joint campaigns.



7.2

Identity Brand Book

Examples

- With a sustainable food brand: EcoPulse logo on the right, partner logo on the left.
- For joint events: logos separated by a thin vertical line or sufficient whitespace.



8

Identity Brand Book

conclusion
Identity Brand Book

8

Identity Brand Book

This brand book provides a clear framework for maintaining EcoPulse's identity consistency. By following these guidelines, EcoPulse will be recognized as an innovative, transparent, and community-driven brand that inspires trust among users, partners, and investors.



Identity Brand Book

Thank you for your attention

