

echo



share your rhythm.

brand social media guidelines

What Is Echo?

Part music streaming, part social media, all about **connection**. Echo is your ultimate hub for listening, sharing, and bonding over your favourite tunes. We seek to reach anyone who's passionate about music, whether they want to revisit old favourites or discover the latest releases. Our built-in social features create communities that extend far beyond our platform, which supports new artists and local music scenes. In a world becoming more isolated and artificial, Echo stands out as **inclusive** and **sincere**. This is reflected through our warm tone of voice and human-focused social media content. In this brand guide, we will discuss how you can represent the Echo brand to create content that connects with people.



Our Social Media - Facebook

While Echo's calm, professional, and unifying tone of voice should remain consistent across every platform, the specific types of content posted on Echo's social media varies.

Echo's content on Facebook focuses on **platform updates, new music releases, and the community of Echo**. Posts should appeal to older audiences, with an emphasis placed on Echo's ease of use and social features. Speak honestly and openly to represent the positive atmosphere of Echo, all without using alienating slang or lingo.

listen, discover, discuss.
all on one platform.

Echo is out now
on Android.
Find us on the
Google Play
Store today.



press play.



Our Social Media - Instagram

Echo's content on Instagram focuses on **short-form videos, supporting causes, and inclusivity**. Instagram content should appeal to younger audiences, using current events, trends, and releases to promote Echo to new users. Show how Echo supports local communities and artists through interviews and experiences, with fun videos that allow these artists to express their personalities.



Our Social Media - X

Echo's content on Twitter focuses on **community engagement, discussions, and feedback**. Make it clear that Echo is a company that listens to its users, responding to feedback and highlighting how new updates enhance our social features. Make posts that encourage discussion with expressive writing utilizing emojis.



Our Logo



Echo is immediately recognized by our logo.

The icon represents Echo as a whole; the sense of discovery and excitement that comes everytime someone plays a song on Echo is encapsulated into one image. **The Echo Play Icon is to be used at any size smaller than 3 x 3 inches. Use the Echo icon for social media profile icons, and in the corner of posts as a watermark.**



Echo your thoughts.

The full Echo logo is to be used at any size larger than 3 x 3 inches. Use the full logo as the main draw of attention in posts about our platform.

Our Slogan

share your **rhythm.**



Need we say more?

Our slogan of “share your rhythm” expresses how Echo connects people through music. The usage of both Echo Navy and Echo Cyan* maintain our brand’s consistency, and pairing it alongside the Echo Play Icon highlights the reverberating community music creates.

The Echo Wordmark logo with the slogan included should be used when the logo must be larger than 3.5 x 3.5 inches. Use the slogan to compliment the main content in a post, such as in hashtags and calls to action. The full Echo Wordmark Logo including slogan can be used in thumbnails, banners, and larger graphics.

(*please refer to page 6 for information about our colour palettes)

Our Colours - Primary

Our primary colour palette is essential to our brand. Echo Navy & Echo Cyan represent us both on our platform and on social media. **The primary palette is to be used for all graphics, posts, and online Echo marketing materials across all platforms.**



Echo Navy
#306bac

Echo Navy represents the calm, cool sense of comfort you feel with your favourite tracks. **It is our primary colour.**

Echo Cyan
#6af1f1

Echo Cyan represents the excitement and thrill of discovery you feel when listening to new tunes. **It is to be paired with Echo Navy.**

Our Colours - Secondary

Our secondary colour palette is only to be used in specific circumstances, such as special events, partnerships, or support accounts. **Do not use the secondary palette in conjunction with the primary palette.**



Echo Purple
#592e83

Echo Purple provides a sense of stability and structure to our palette. **It is the core of our secondary colour palette. Text utilizing this palette can use Echo Purple.**

Echo Violet
#b191ff

Echo Violet provides a breath of light and breakthrough into our palette. **It is the complimentary colour of our secondary palette, to be used alongside Echo Purple.**

Our Typography

Corbel is our primary font.

When creating content that will be posted on Echo accounts, ensure that you are using Corbel for any text.

Proxima Nova or Calibri are available for secondary fonts.

Both of these fonts are highly readable and match the Echo brand. Ensure that, whichever font you use, your text is well-contrasted and legible. You may use Echo Navy* for text against properly-contrasted backgrounds.
(*Please see page 6 for more information)

Our Photography

Photography used on Echo's social media posts should reflect the lively, inclusive, and outgoing nature of our brand. Use images with personality, featuring a diverse range of models in warm environments. With this in mind, do not use over-expressive photography, that distracts from the main content of a post.



Our Illustrations

Illustrations used in Echo social media posts should be familiar and easily understandable. Vector graphics can utilize the Echo colour palettes* and should follow a similar design to the Echo Play Icon^.

These examples serve as a reference for what illustrations you can use when making Echo content, but don't limit yourself! Experiment with different icons to see what synergizes well with our brand.

(*see page 6 for more information on colour palettes)
(^see page 4 for more information on our logo)



Echo Wave

The Echo Wave is used in our logo, and can be utilized in posts as well! Use the Wave to accentuate key points, highlight calls to action, or guide the viewer's eye.



Echo Tap

The Echo Tap is used in calls to action, reflecting how users press play or click send across the Echo platform. Use this illustration to draw attention or add excitement to content.

share your rhythm.



For any questions or concerns, please contact us:

Email: support@echo.ca

Web: echomusic.com



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