



Brand Guidelines

2026

Brand Overview

econext is a not-for-profit industry association dedicated to advancing environmentally sustainable economic growth in Newfoundland and Labrador.



Our Pillars



Member Opportunities



We connect our members with opportunities to grow their businesses in the green economy.

Public Policy and Advocacy



We identify, analyze, and champion policy frameworks that support sustainable economic growth in Newfoundland and Labrador.

Capacity Building



We equip Newfoundland and Labrador's businesses, communities, and workforce with skills, experience, and knowledge needed to contribute to green economic growth.

Innovation



We identify emerging trends and provide insights that inform policy, investment, and innovation that advance clean growth in Newfoundland and Labrador.

Brand Values & Vision

Values

Connected, Collaborative, Passionate,
Accountable, Impact-Driven



Vision

Long-Term Vision (2050): A net-zero
Newfoundland and Labrador that is economically
prosperous and environmentally sustainable.

Brand Guidelines

Logo without tagline



Logo with Tagline



Logo without tagline light version



Logo Reverse



Logomark



Logo Guidelines

The econext logo is the main representation of its brand.



Do not use logo on low contrast background



Do not rotate logo



Do not squish the logo.



Do not flip the logo.



Do not add effects to the logo.

Colour Palette

The econext colour palette focuses on the use of primary and secondary colours.

HEX: #35B67B
RGB: 53, 182, 123
CMYK: 71%, 0%, 32%, 29%

HEX: #000000
RGB: 0, 0, 0
CMYK: 0%, 0%, 0%, 0%

HEX #2CEAA3
RGB: 44, 234, 163
CMYK: 81%, 0%, 30%, 8%

HEX #95B8D1
RGB: 149, 184, 209
CMYK: 29%, 12%, 0%, 18%

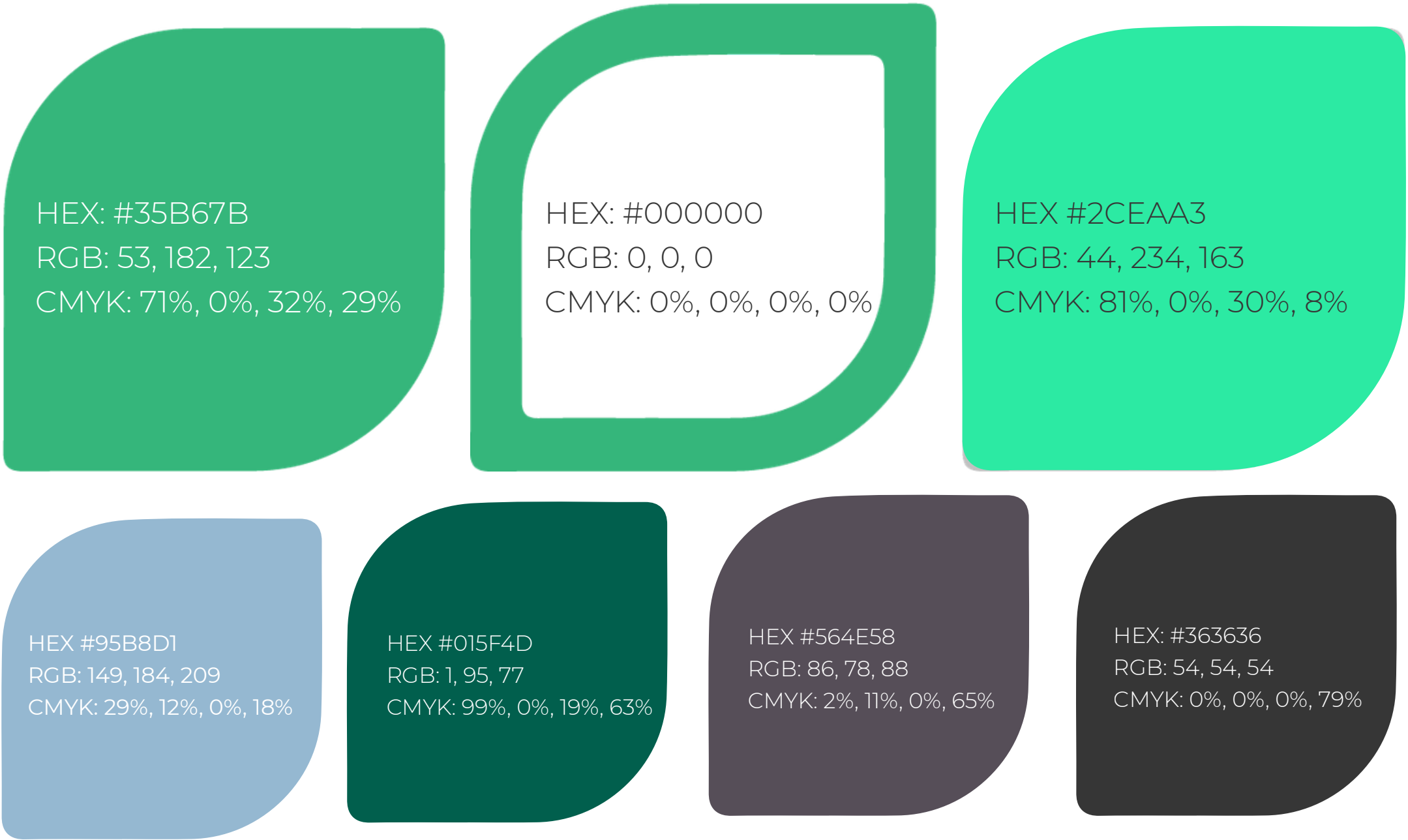
HEX #015F4D
RGB: 1, 95, 77
CMYK: 99%, 0%, 19%, 63%

HEX #564E58
RGB: 86, 78, 88
CMYK: 2%, 11%, 0%, 65%

HEX: #363636
RGB: 54, 54, 54
CMYK: 0%, 0%, 0%, 79%

Colour Palette

The econext colour palette focuses on the use of primary and secondary colours. When reversed, use complimentary colours.



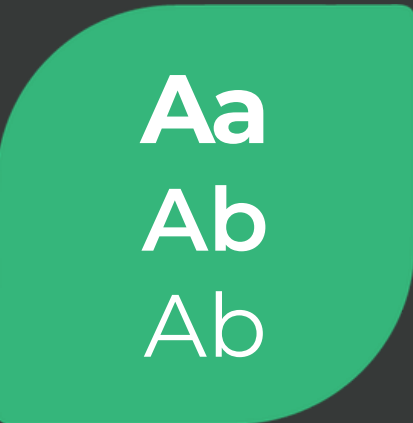
Typography



League Gothic
(Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Headline Typeface
For Headlines



Montserrat
(Bold, SemiBold,
Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Primary Typeface
For Headings, H2 &
Body Text

Do's

Don'ts

	Use official colours, fonts, and logo styles.		Alter or recolour the logo.
	Keep logo spacing and size correct.		Use unapproved fonts or colours.
	Maintain tone and clarity.		Mix visual styles.
	Seek permission for logo use.		Override typography.

Contact

To obtain permission to use the logo please contact:

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