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H Tags

For main section headers, use only eFC blue (or white on dark backgrounds).

To remain consistent, do not use eFC Orange color for H tags.

Use only one H1 tag per page

Never use a tag on H tags

H1 - Main Page Heading

- font-family: Source Sans Pro
- font-size: 54px
- color: rgb(18, 86, 135)
- font-weight: 600
- line-height: 1.2em
- letter-spacing: 1px

H2 - The Section Heading

- font-family: Source Sans Pro
- font-size: 40px
- color: rgb(18, 86, 135)
- font-weight: 600
- line-height: 1.2em
- letter-spacing: 1px

H3 - Section Subheader

- font-family: Source Sans Pro
- font-size: 28px
- color: rgb(18, 86, 135)
- font-weight: 400

H4 -Section Subheader

- font-family: Source Sans Pro
- font-size: 24px
- color: rgb(18, 86, 135)
- font-weight: 400

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Body Text

Body text for landing pages:

- font-size: 22px
- font-weight: 300
- line-height: 1.6em

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body text for the blog:

- font-size: 18px
- font-weight: 300
- line-height: 1.6em

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

`` - **Strong is used to indicate strong importance**

- In most cases, `` text should be the same color as body text (RGB: 67, 67, 67)
- In some cases, the designer may use eFC blue in a `` tag to add emphasis
 - `<strong style="color: rgb(18, 86, 135);">text`
- On www.eFileCabinet.com, `` = a font weight of 600

`` - *This text has added emphasis (italicizes)*

`<a>` - Indicates a text link

- Linked text should be [eFC Blue](#)
- Linked text should be a font weight of 400
- `a:hover` should create an [underline effect](#)

Never use orange text

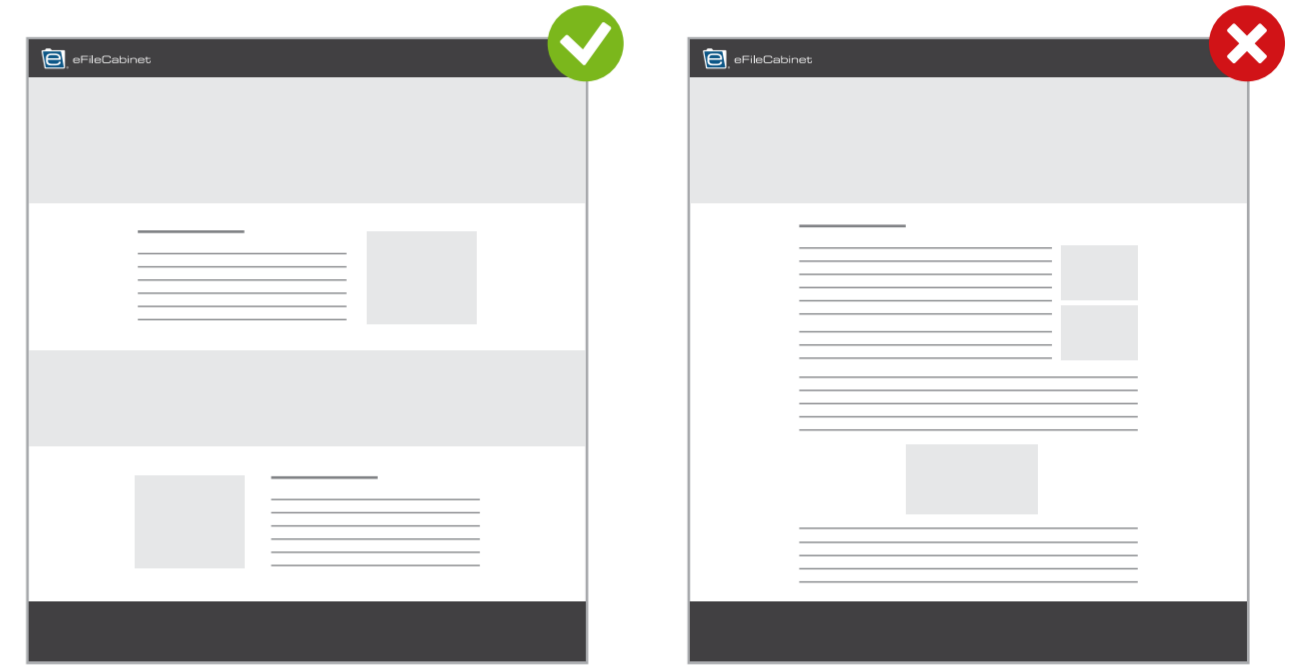
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Basic Style Rules

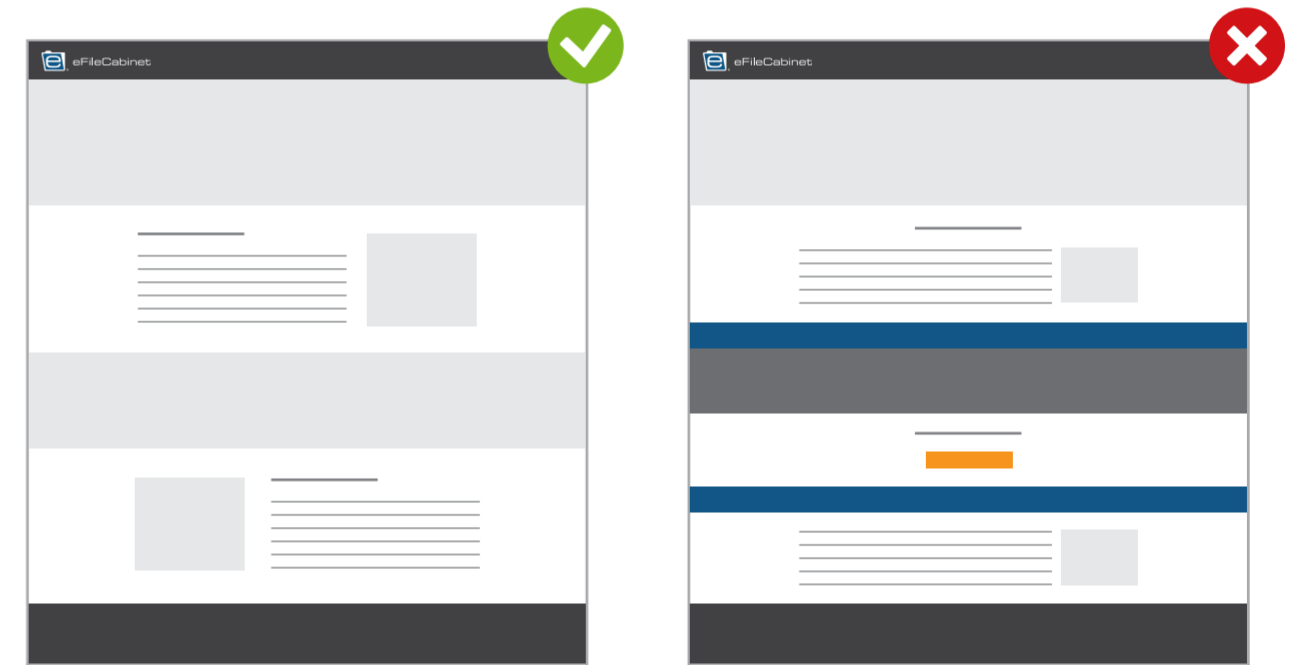
Use imagery liberally, but steer clear of clutter. A few large, dynamic images are better than lots of small, less powerful images.



Employ ample white space with generous padding and margins, but do not leave big blank spaces in the middle of content.



Try to divide content evenly on a web page. Avoid very long or very short sections.



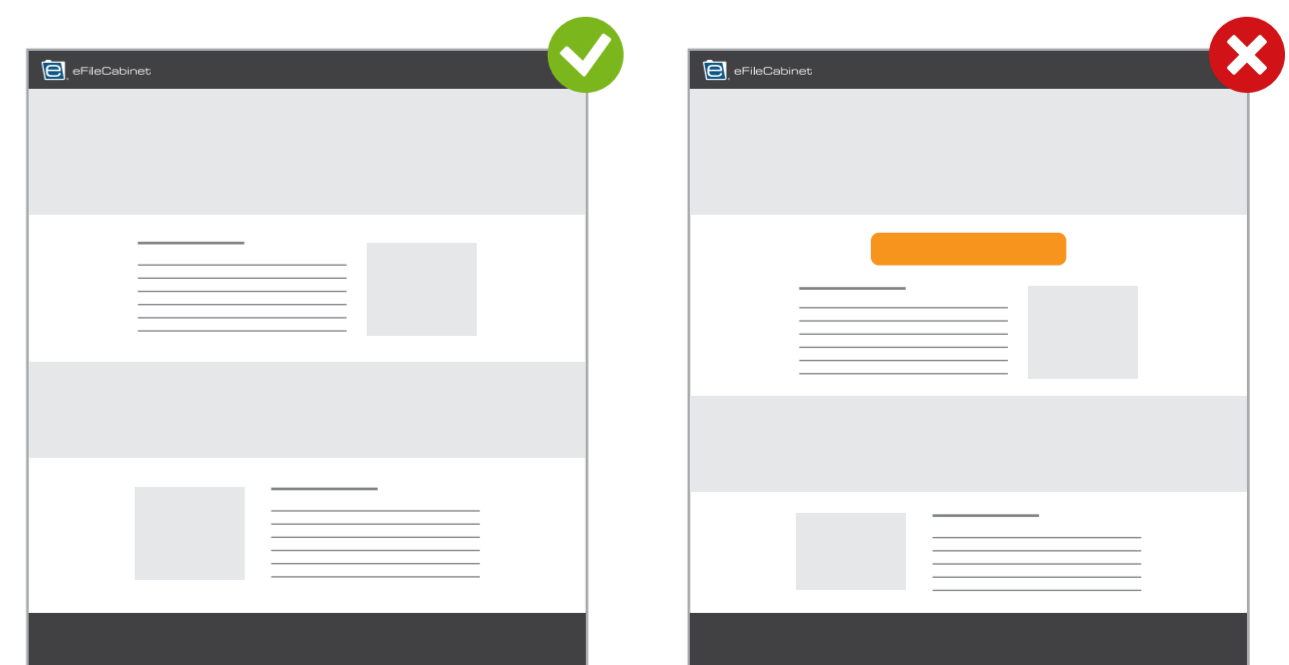
Columns are a great way to organize content, but can look busy if they are overused. Avoid columns that create the illusion of a “sidebar” on web pages. Use the “rule of thirds” when possible.



eFileCabinet.com is moving toward a flatter design aesthetic. To comply with this modern look, avoid using gradients on images, flourishes or buttons.



Avoid images, squares or rectangles with rounded corners (with the exception of buttons).



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Logo



Logo Colors



eFileCabinet Logo Blue

White

HEX: #125687
 PMS: 647C
 CMYK: 96, 69, 23, 7
 RGB: 18, 86, 135

HEX: #ffffff
 RGB: 255, 255, 255

The inside color of the folder icon should be white--never transparent.

eFC Logo Minimum Size

The minimum reproduction size of the eFC logo should be at least 2" in width.



"x" is defined as 1/3rd the height of the logo. The "eFileCabinet" type is 1x high. The folder icon is 3x high. There is a space 1x wide between the logo icon and the "eFileCabinet" type.



eFC Logo Minimum Margin of Clearance

Always leave a margin of at least 1x around each side of the logo.



eFC Logo Correct Usage



Blue logo on white BG



Reversed white logo on eFC Blue BG



Avoid placing the logo on a non-brand color



Do not vertically adjust the logo type



Do not rotate the type



Do not remove the registered mark



Do not stretch, shrink or change the proportions of the logo elements



Do not change the arrangement of the logo elements

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Typefaces

The fonts to be used on www.eFileCabinet.com are Source Sans Pro and Raleway

Source Sans Pro is our main font, and Raleway is used on the homepage (and for some forms)

Source Sans Pro

Aa

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

Raleway

Aa

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

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Colors

With few exceptions (i.e. SideKick red and SecureDrawer green), the colors on the site should be limited to eFC Blue, orange, light gray and dark gray.

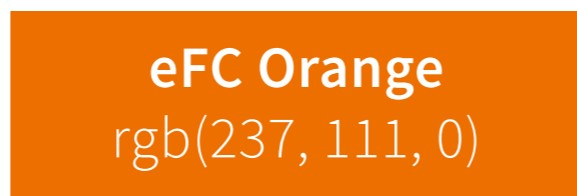
eFC Blue:

- Hex: #125687
- RGB: 18, 86, 135



eFC Orange:

- Hex: #ED6F00
- RGB: 237, 111, 0



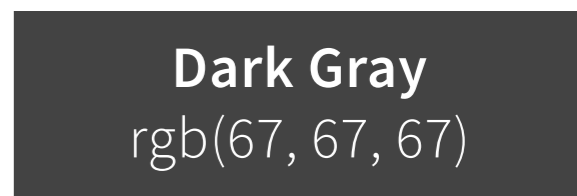
Light gray:

- Hex: #e9e9e9
- RGB: 233, 233, 233



Dark gray:

- Hex: #434343
- RGB: 67, 67, 67



All body text should be dark gray (rgb 67, 67, 67), unless it is on a dark BG.

All body text that appears over a dark BG should be white (rgb 255, 255, 255).

When adding color codes to the site, use rgb(0, 0, 0) format.

Choose images or edit images to match the color tones of the eFileCabinet brand. Do not use images with colors that distract from the overall feel of the site. Avoid purples, pinks, bright yellows and neon.

Color Exceptions

Some features or company integrations have a signature color, which can be used as an accent color on pages that promote these specific features/companies

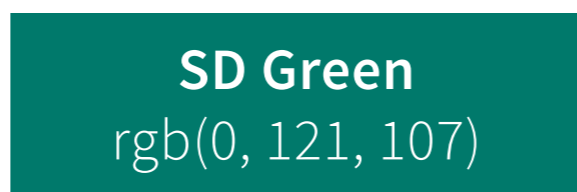
SideKick red:

- Hex: #ec1c24
- RGB: 236, 28, 36



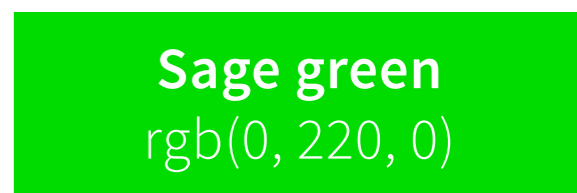
SecureDrawer green:

- Hex: #00796B
- RGB: 0, 121, 107



Sage green:

- Hex: #00dc00
- RGB: 0, 220, 0



Salesforce blue:

- Hex: #00a1e0
- RGB: 0, 161, 224



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Images

Use imagery liberally, but steer clear of clutter. A few large, dynamic images are better than lots of small, less powerful images.



Use columns or wrap images around text. Always leave ample margins around an image. Text should never be cramped next to an image.

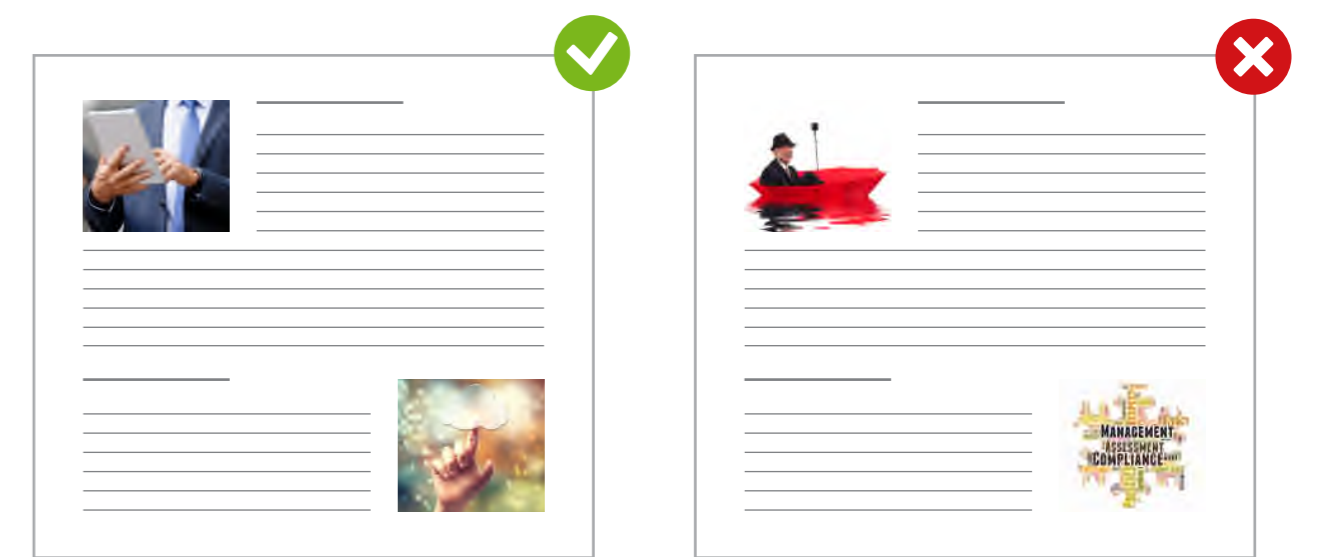


Smaller images should be aligned to the right or left. Do not center a small image or video and leave white space around it.

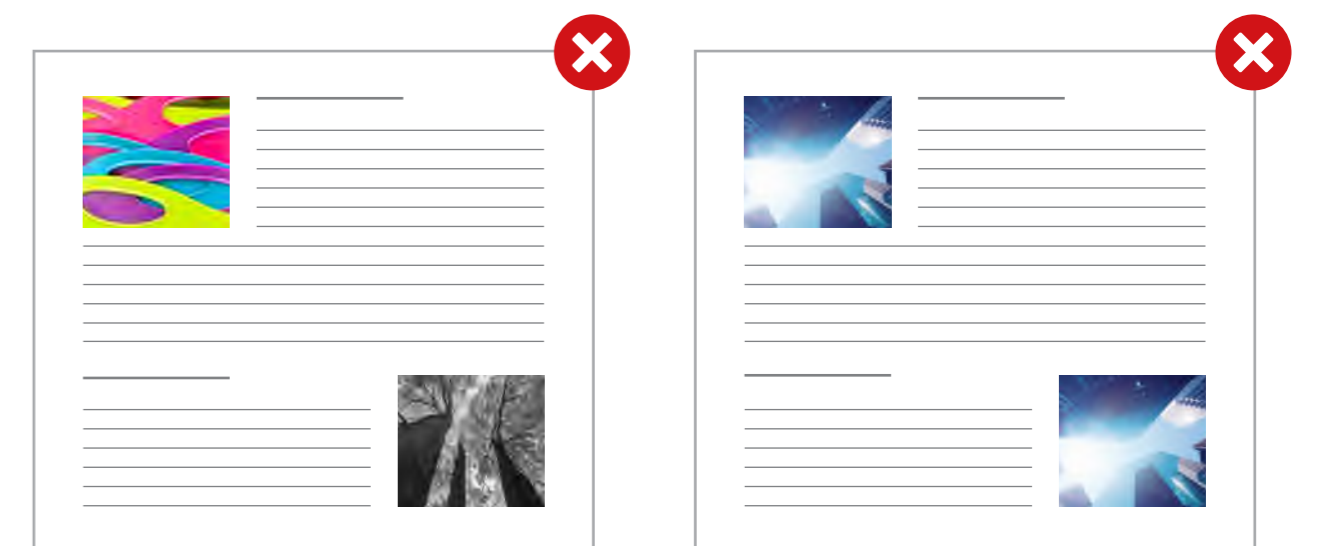
All images uploaded to the site should be clear, set to 72dpi and optimized for web (see [Image Optimization](#) page). Do not stretch images past their natural size.

Edge-to-edge images should be saved to be 1920px wide. Do not stretch a smaller image to fit edge-to-edge.

Only use images that have a tone that is consistent to the eFileCabinet brand. Images used on the site should appear natural, dynamic and professional. Avoid image choices that are overly cheesy, silly, obvious, or text-heavy.



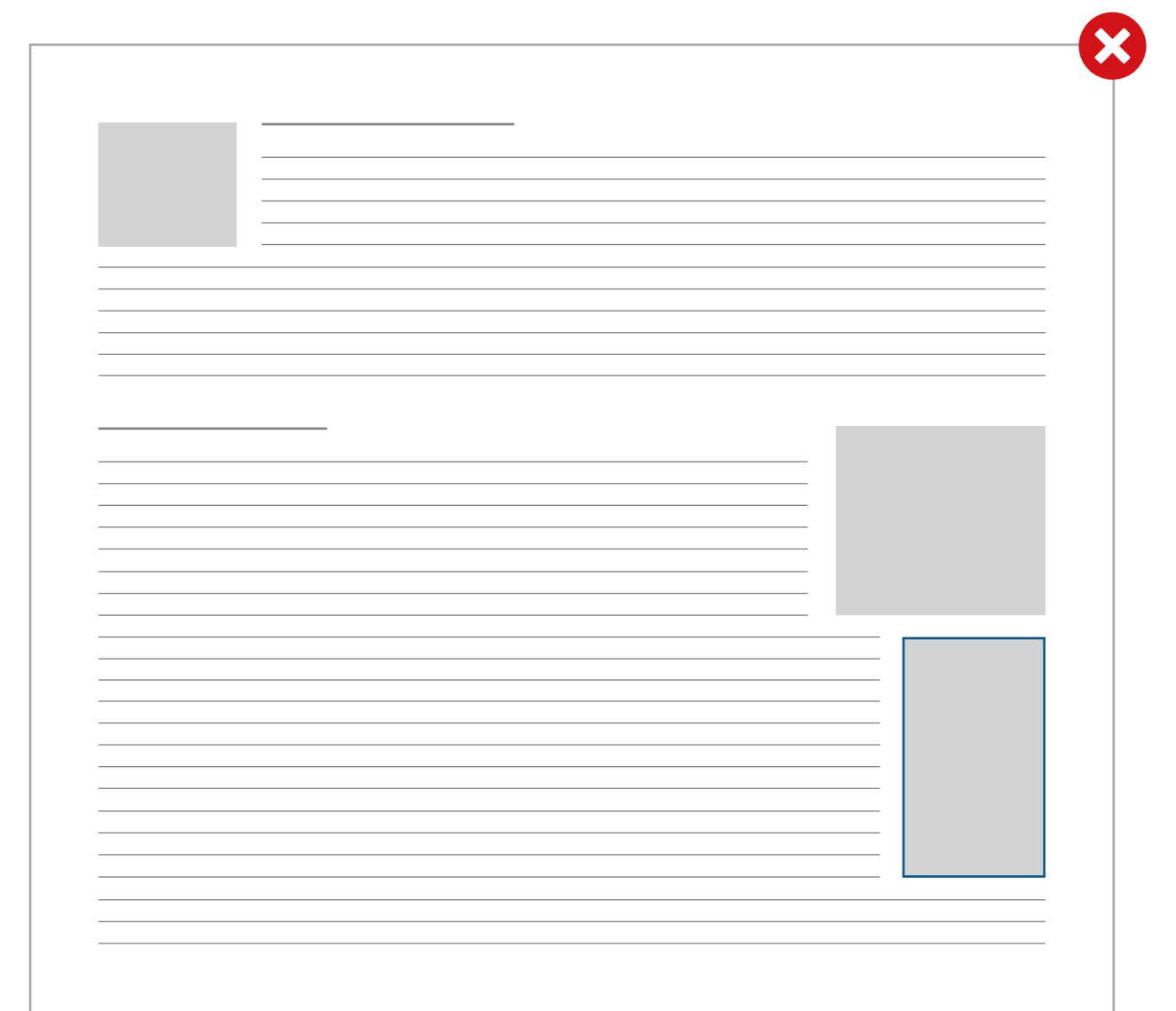
Choose images or edit images to match the color tones of the eFile-Cabinet brand. Do not use images with colors that distract from the overall feel of the site. Avoid purples, pinks, bright yellows and neon.



Do not use grayscale images on the site.

Do not use the same image twice on the same page.

Avoid very small images. The minimum width and height for an image should be 180-200px.



Keep photo manipulation to a minimum. Combine images in a way that is subtle and seamless.

Do not stack multiple images on top of each other, with no content separating them.

Avoid images that vertically rectangular.

Do not put a border around an image, unless it is a small, circular, icon-like photo.

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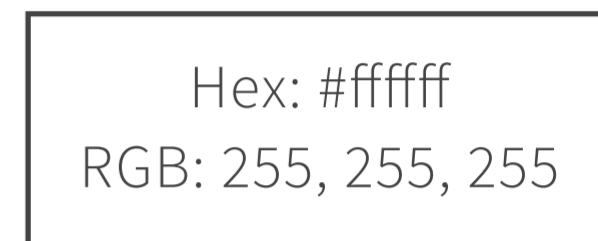
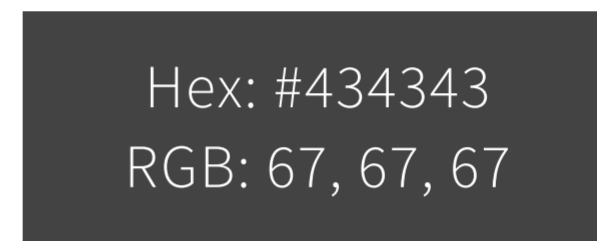
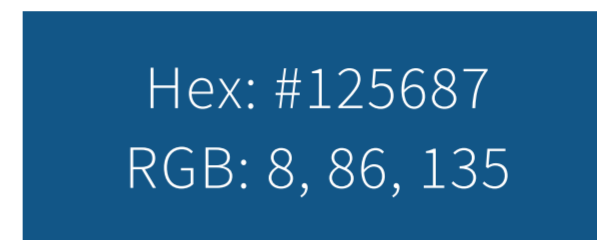
Icons

Icons are a great way to represent an idea with a quick, simply interpreted image.

Use the icon library on eFCO at Marketing > Marketing Share > Team Only > Graphic Design > Icons > eFileCabinet-Icons.ai.

If you can't find an icon that works, use www.flaticon.com or www.shutterstock.com.

Icon colors should match our company colors (eFC Blue, eFC Orange, drak gray, white):



All icons should be circular



For most cases, use a flat colored BG and white icon.

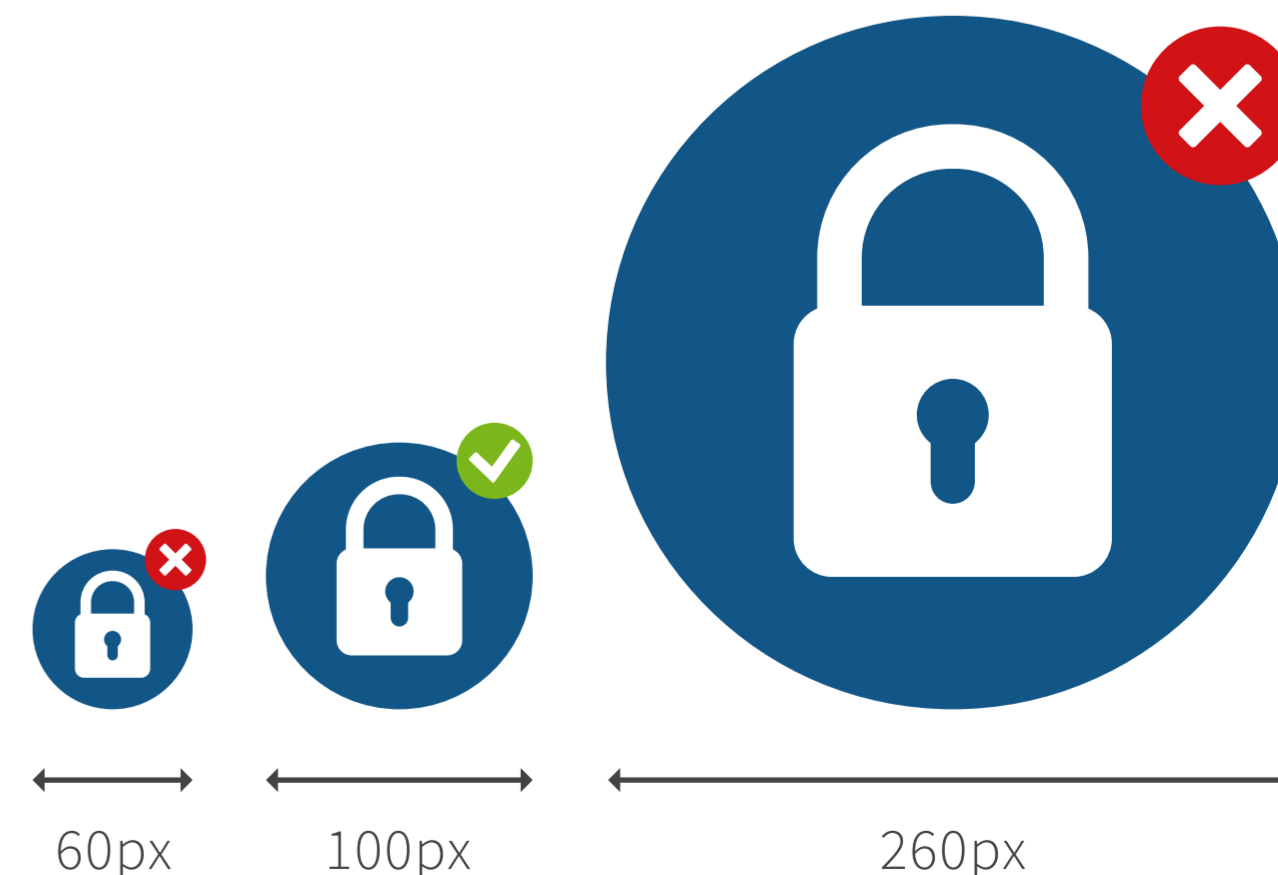


Borders are okay for some icons, when the following rules are used:

- Avoid very thin or very thick borders. The minimum border thickness should be 5px for small icons, and 8px for large icons.
- Do not use an orange border on a blue icon, or vice versa



Do not create icons that are too small or too large. 80px-250px is the right range.



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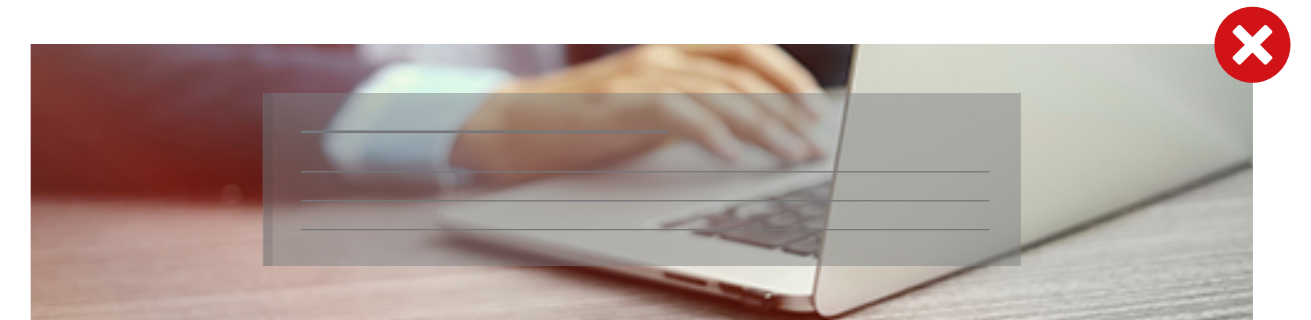
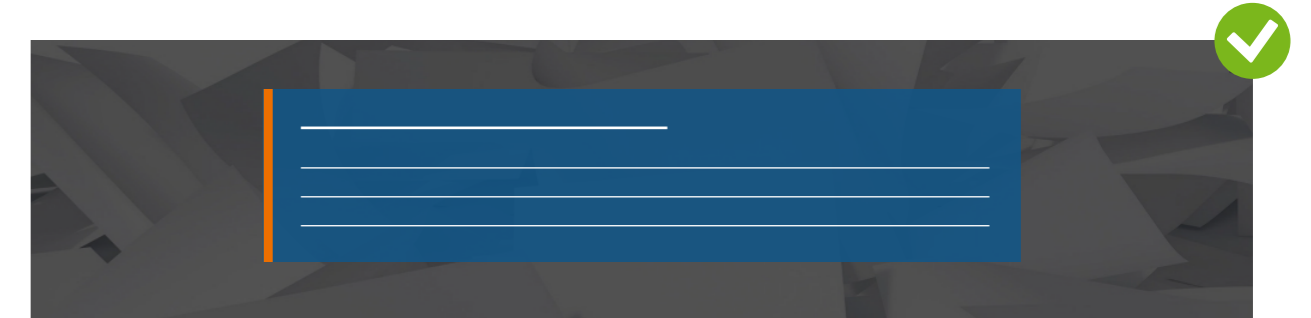
Edge-to-Edge solid blocks or block images within content

Edge-to-edge images should be 1920x500. Do not stretch a smaller image to fit edge-to-edge.



Edge-to-edge blocks of content or images are a great way to break up content on a page. Unless they are very visually interesting or important, edge-to-edge images should contain content inside.

Make sure all text placed over an image is easily readable. Lower the opacity of an image and create a blue or gray overlay to make it a subtle BG.



For edge-to-edge images, use a parallax effect.



Do not use a border around edge-to-edge images or content blocks.

Solid colored edge-to-edge blocks should be used conservatively. A subtle image in the background can add a lot of interest.



Only use light gray (rgb: 233, 233, 233), dark grey or eFC Blue for solid block BGs. Avoid large blocks of orange.

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Buttons

All buttons (apart from the red SideKick buttons) should be eFC Orange or eFC Blue

Buttons should (`<div class="learn-more-button-orange">`, `<div class="learn-more-button">`)

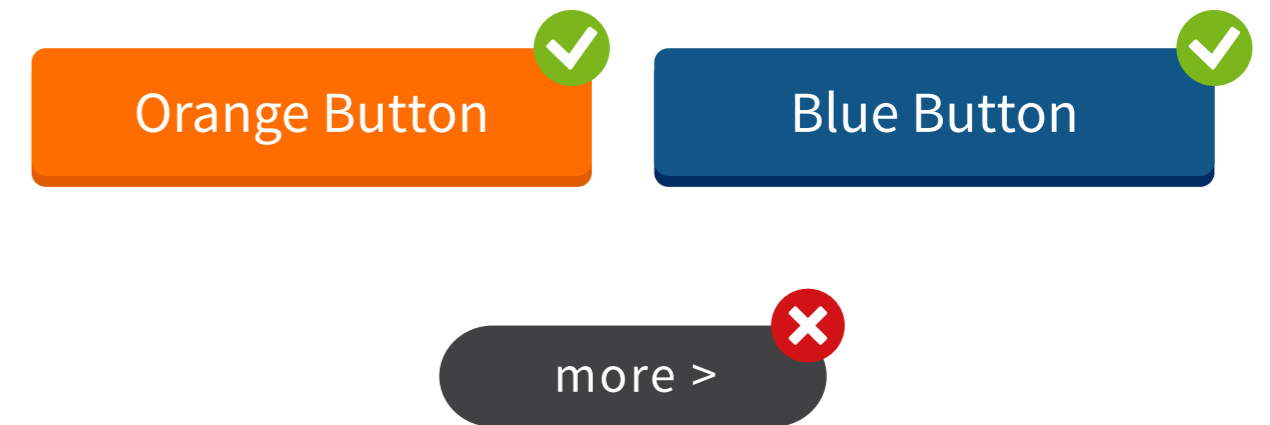
Always capitalize the first letter of a button

Blue button colors:

- Main blue: `rgb(8, 86, 135)`
- Box shadow: `rgb(0, 44, 98)`
- Hover: `rgb(55, 126, 176)`

Orange button colors:

- Main orange: `rgb(241, 116, 32)`
- Box shadow: `rgb(209, 84, 0)`
- Hover: `rgb(255, 150, 20)`



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Banner Images

Banner images for landing pages should be edge-to-edge.

- Use the CSS class: fullwidth-image
- Do not use the “featured image” tool for banner images

CSS Class*Add a class to the wrapping HTML element.*`fullwidth-image`

All images uploaded to the site should be clear, set to 72dpi and optimized for web (See [Image Optimization](#) page). Do not stretch images past their natural size.

Edge-to-edge images should be 1920x500. Do not stretch a smaller image to fit edge-to-edge.

Banner images for the blog should be 870x260



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Borders should be used very conservatively. Avoid borders that are too thin or too thick

Only use borders on circular images or icons

Do not use borders on an edge-to-edge image or color block

Do not use a rounded corner on border

