



STYLE GUIDE

LOGO

LOGO COMPONENTS

The EVOLVE primary logo is made up of three components: the E icon, the logotype and the subheadline. These three components are always placed in a fixed relationship and should never be separated, altered, modified or reproduced in any way unless shown here.

Only the 3 versions of the logo represented in this style guide may be used. Each is designed to fit a variety of applications. The primary logo is to be used for all general applications.



LOGO VARIATION (HORIZONTAL)



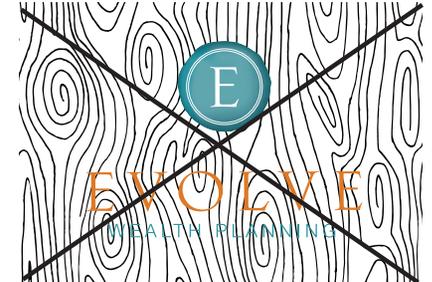
PRIMARY LOGO



LOGO VARIATION (ICON - SANS LOGOTYPE)

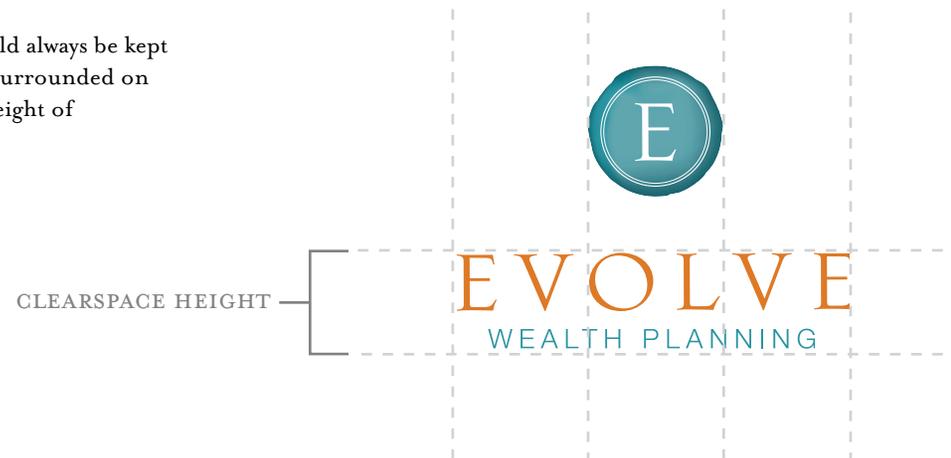
LOGO USAGE

The logo should only be placed over a white or black background, never over any color or pattern.



CLEARSPACE

To ensure its integrity and visibility, the Evolve logo should always be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal to the height of the icons.



LOGO USAGE

SIZE

The recommended size of the Evolve logo is between 1.25” and 1.5” wide (width of the logotype) for most standard page-size applications. The minimum size is 1” wide.

For applications smaller than 1”, where legibility of the subheadline is compromised, use the Evolve “E” icon only, which will hold up at small sizes.

Appropriate uses of the Evolve icon for small sizes include:

- Favicon icon
- Social media icons like Twitter, Facebook, and Pinterest



ICON MAY BE USED FOR VARIOUS SIZE APPLICATIONS, ESPECIALLY UNDER 1”



MINIMUM
PRINT SIZE



RECOMMENDED
PRINT SIZE

COLORS

COLOR PALETTE:



C: 0
M: 0
Y: 0
K: 0

R: 210
G: 121
B: 40

#DA7828



C: 0
M: 0
Y: 0
K: 0

R: 162
G: 148
B: 144

#2792A0

ORANGE is to be used very sparingly and only as accents in small touches.

BLUE is to be used occasionally and as an accent.

BLACK and **GRAY** is used for all other functions (body copy, design elements, etc.).

COLOR GUIDELINES:

EVOLVE brand colors are color matched to appear as consistent as possible for all brand applications. Color outcomes will vary depending on paper surface, brightness, print processing and monitor output. Slight variances of colors can often be expected when translating from screen to print, or from one printer to another. Consult a PMS/CMYK swatchbook (or local printer) for the most accurate color matching when switching from monitor to print.

CMYK: Process/digital color printing (brochure, newspaper, etc.)

RGB: On-screen use (website, PowerPoint, video, etc.)

Hex#: Web/digital (websites, online banners and graphics, etc.)

FONT

FONT GUIDELINES:

The primary font, Mason, is never to be used anywhere else but the company name (Evolve).

The secondary font, Helvetica Neue 45 Light, is only to be used for larger copy, such as subheadlines. If used in uppercase for headlines and subheadlines, there must be generous space between letters; set the tracking to no more than 150.

The tertiary font is to be used for body copy and headlines. To use as a headline or subhead, set in all uppercase or MrsEaves SMALLCAPS.

When MrsEaves isn't available, a classic serif font will do. For example: Palatino, Georgia, Garamond, Baskerville, Times, Caslon, Cochin, etc.

PRIMARY FONT

MASON

SECONDARY FONT

HELVETICA NEUE 45 LIGHT

TERTIARY FONT

MrsEaves