

DESIGN AND BRAND GUIDELINES



REDEFINING DIGITAL POSSIBILITIES



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THE COMPANY INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Evolution Marketing** corporate identity.

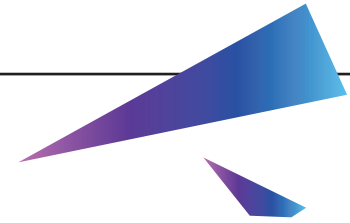
This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Evolution Marketing** commitment to quality, consistency and style.

The **Evolution Marketing** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Evolution Marketing** name and marks.



EVOLUTION MARKETING

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01 THE CORPORATE LOGO SIGNAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name –

they have a fixed relationship that should never be changed in any way.

The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and computation

THE LOGO INTRODUCTION

THE FULL LOGOTYPE

Evolution Marketing Logo comprises three elements, the logo symbol, logo type and message. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Evolution Marketing name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters.

The corporate logo is presented through the use of 4 colours in gradient as well as shape and form. 'Evolutin Marketing - Redefining Digital Possibilities' use strong business black color. It is a fresh and appealing blend of colours chosen for their strong combination - modern - timeless.



1) The general Logo

The main logo is the colorful logo with gradient used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO DARK VERSION



4

LOGO LIGHT VERSION



5

1) The Logo Symbol

Consists of a colorful element evoking the culture of marketing and design services.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color.

3) The Logo Message

"Redefining Digital Possibilities"

4) The Logo Dark Version

will be used when the background color is white or light colored.

5) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Evolution Marketing if you have any questions or need further help.



PRIMARY LOGO

equal use of both vertical and horizontal version

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

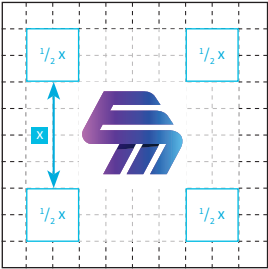
It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message

can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Logo Symbol



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND

LOGO A
Colored Version



LOGO B
Colored Version



LOGO C
Black and White



LOGO D
Black & White



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 1.6 inch width
keep proportions



1.6 inch



1 inch

Logo Symbol

Minimum Size: 5 mm x 5 mm



0.6 inch



0.4 inch



02 THE COMPANY TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text

for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Evolution Marketing.



THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public. Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

BARLOW

PRIMARY FONT
BARLOW

DESIGNER :
JEREMY TRIBBY

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

Regular

-

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

Bold

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
BARLOW

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } ≠ ¿ ' « » € © † Ω ° / ø π • ± ' æ œ @ Δ ° ¢ © f ð , å ¥ ≈ ¢

Special Characters

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, USA. To contribute, see github.com/jpt/barlow

PRIMARY FONT
BARLOW BLACK

DESIGNER :
JEREMY TRIBBY

BARLOW BLACK

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



03 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text

for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Evolution Marketing.

Font Hierachy

**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text

Evolution Marketing
-
Barlow Regular
6 pt Type / 9 pt Leading

Copy Text

Evolution Marketing
-
Barlow Regular
8 pt Type / 11 pt Leading

**Headlines
Copytext**

Evolution Marketing
-
Barlow Bold
10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

**Sublines
Sections**

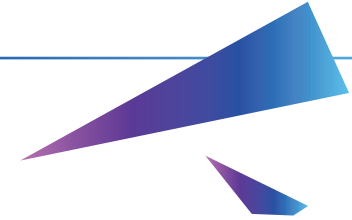
EVOLUTION MARKETING
-
Barlow Bold - Capital Letters
16pt Type / 16pt Leading

**Big
Headlines
and Title**

EVOLUTION MARKETING
-
Barlow Black - Capital Letters
34pt Type / 30 pt Leading

**Sequencer
and Title for
Marketing**

THE HEADER
-
Barlow Black - Capital Letters
48pt Type / 48 pt Leading



04 COMPANY COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Evolution Marketing company identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to

the cohesive and harmonious look of the Evolution Marketing brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System



PRIMARY GRADIENT COLOR



COLOR CODES

CMYK : C28 M67 Y0 K0
Pantone : 2375 C
RGB : R232 G95 B251
Web : #e85ffb



COLOR CODES

CMYK : C78 M93 Y0 K0
Pantone : 2091 C
RGB : R93 G9 B177
Web : #5D09B1



COLOR CODES

CMYK : C92 M78 Y0 K0
Pantone : 2133 C
RGB : R33 G76 B177
Web : #214cb1



COLOR CODES

CMYK : C56 M4 Y2 K0
Pantone : 2985 C
RGB : R92 G195 B235
Web : #5CC3EB

PRIMARY COLOR SYSTEM

Explanation:

Evolution Marketing use Gradient made from 4 colors and black color for typeface. These colors are recognizable identifier for the company.

Usage:

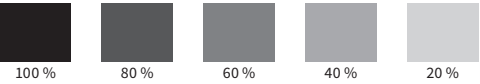
Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR BLACK

COLOR CODES

CMYK : 74 68 67 89
Pantone : BLACK 6 C
RGB : R000 G000 B000
Web : #000000



COLOR TONES



Grey Gradient

THE GRADIENT

SECONDARY COLOR SYSTEM

Explanation:

The Secondary colors are not recognizable identifiers for our company. Secondary colors should be used in web colors.

Usage:

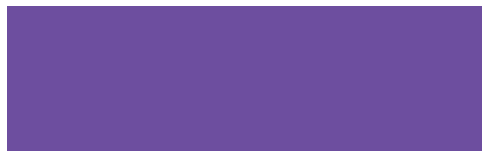
Use them to accent and support the primary color palette online.



Tones

COLOR CODES

RGB : R69 G38 B177
Web : #4526b1



Tones

COLOR CODES

RGB : R114 G70 B149
Web : #9932d2



Tones

COLOR CODES

RGB : R34 G170 226
Web : #25aae1

05 COMPANY STATIONERY

INTERNATIONAL PAPER STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our company identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions in US. This section illustrates approved layouts for standard U.S.

business stationery. It includes specifications for typography, color, printing method, paper stock and word processing. Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the Evoluton Marketing stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of Evolution Marketing.

PARAMETER

Dimensions
8.5x11 inch
Letterhead

Weight
120g/m Uncoated
white

Print
Offset
CMYK



THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the Evolution Marketing stationery system for envelopes. Logo position bottom right.

Dimensions
any horizontal
rectangle

Weight
Uncoated
white

Print
Offset
CMYK



THE COMPANY BUSINESS CARDS

-

Explanation:

This shows the approved layouts with the primary elements of the Evolution Marketing stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Evolution Marketing.

PARAMETER

Dimensions
3.66 x 2.16 inch

ICC profile
coated GRACoL 2016.


Print
CMYK

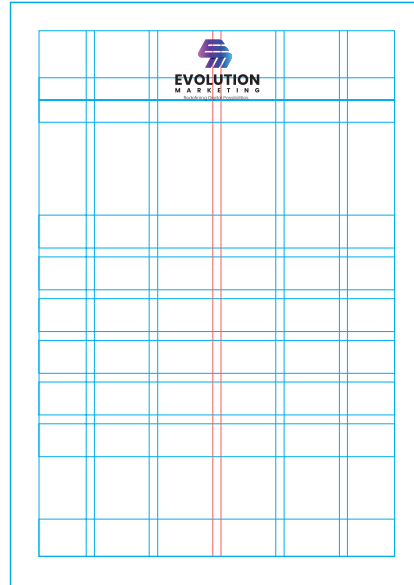
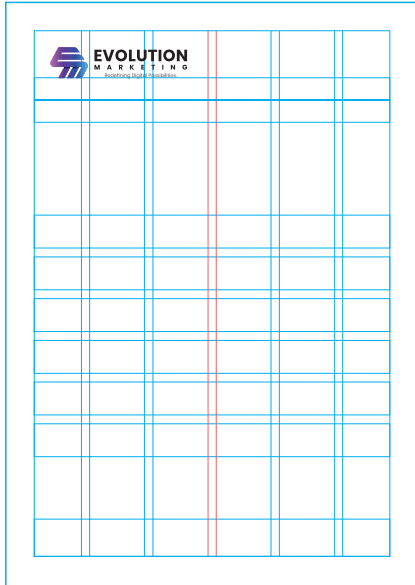




06 THE CORRECT LOGO PLACEMENT

Correct Logo Placement





CORRECT LOGO PLACEMENT

-

Explanation:

To place the Evolution Marketing in the correct way please use one of the approved styles that are shown on the left.

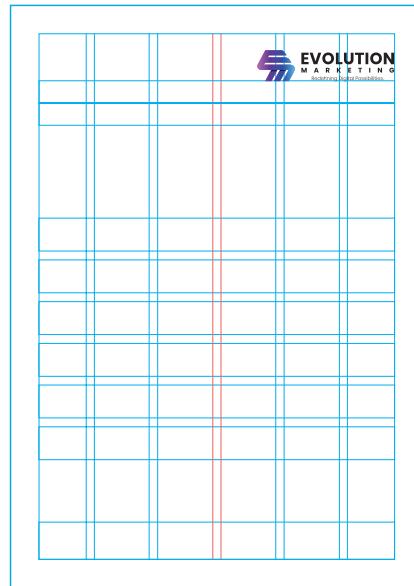
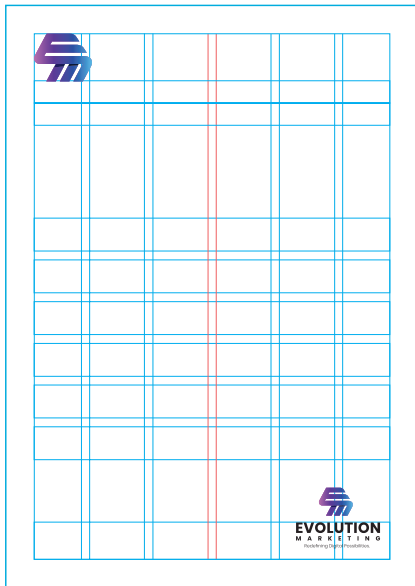
PARAMETER

Example

8.5x11 inch

Letterhead

DIN A4



07 CUSTOMIZED GRID SYSTEMS

Grid Systems

Vertical Grid Systems A4

Vertical Poster Grid System A3

Horizontal Presentation Grid System

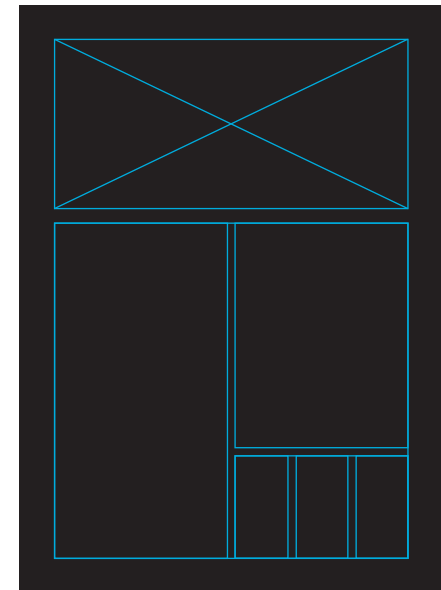
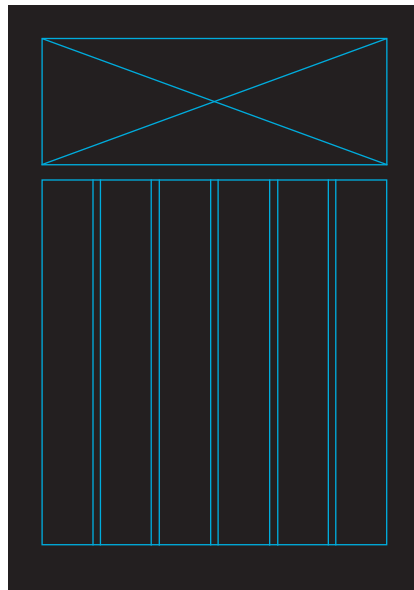
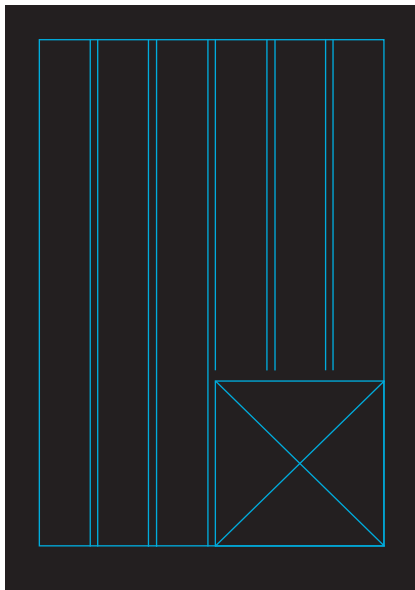
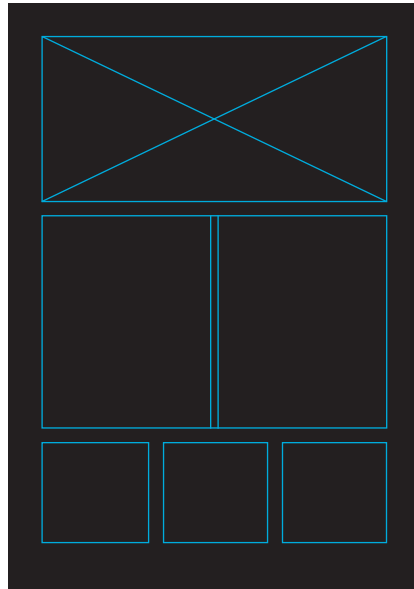
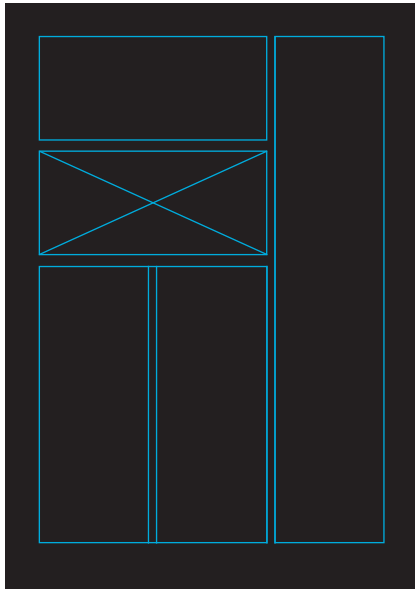
Vertical Grid System for Tablets

EVOLUTION MARKETING CUSTOMIZED GRID SYSTEMS

-

The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape. Evolution Marketing allow you to be creative and change grid if necessary.

LETTERHEAD VERTICAL GRID SYSTEM EXAMPLES





Building and branding your social media exposure



Phone: 585-348-8127 evolutionmarketing.com denise@evolutionmarketing.com

LETTERHEAD VERTICAL GRID SYSTEM EXAMPLE


Explanation:

This shows an approved layout with a typography grid for a Letterhead flyer of Evolution Marketing.

EVOLUTION MARKETING CUSTOMIZED GRID SYSTEMS

Example:

Flyer Social Media Letterhead



EVOLUTION MARKETING
Building and branding your social media exposure

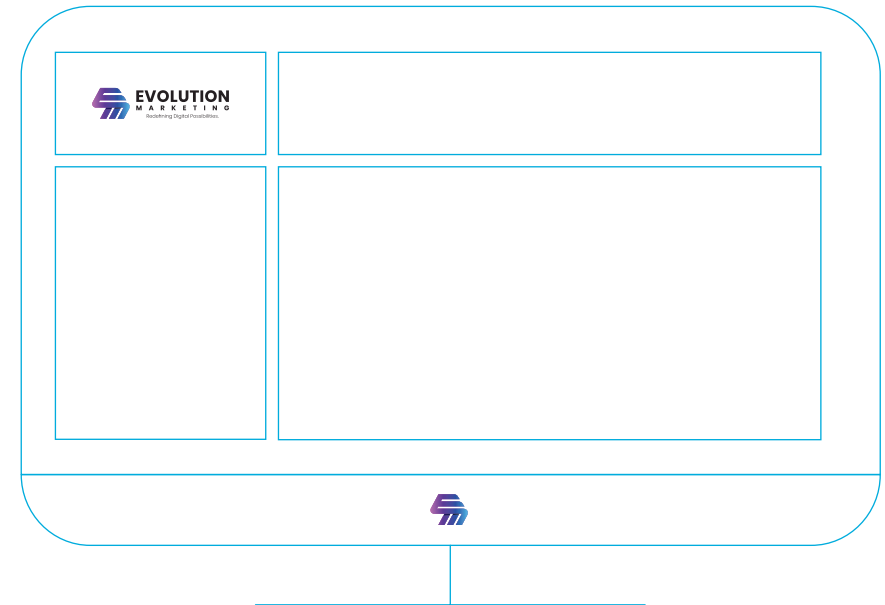
BUILD	GROW
\$200 / mo <ul style="list-style-type: none">✓ Ad Creation<ul style="list-style-type: none">• 1x month (Facebook)✓ Social Posts<ul style="list-style-type: none">• 2-3 per month✓ Design and Content Creation✓ Text Connect✓ Real Time Budget Optimization✓ Access to Reporting Dashboard✓ Customizable Goals	\$500 / mo <ul style="list-style-type: none">✓ Ad Creation<ul style="list-style-type: none">• 2x month (Facebook)✓ Social Posts<ul style="list-style-type: none">• 2-3 per month✓ Design and Content Creation✓ Text Connect✓ Real Time Budget Optimization✓ Access to Reporting Dashboard✓ Customizable Goals
ACCELERATE	EXPLORE
\$900 / mo <ul style="list-style-type: none">✓ Ad Creation<ul style="list-style-type: none">• A/B Testing• Multi-level Ad Curation (2 social platforms)✓ Social Setup & Optimization:<ul style="list-style-type: none">• Facebook, Instagram, YouTube, Twitter✓ Social Posts<ul style="list-style-type: none">• 4-8 per month✓ Design and Content Creation✓ Multiple Campaign✓ Local Ad Retargeting✓ Text Connect✓ Customized Monthly Reporting✓ Real Time Budget Optimization✓ Access to Reporting Dashboard✓ Customizable Goals✓ Social Stories 1x week✓ Remarketing Ad Audience	Custom / mo <ul style="list-style-type: none">✓ Ad Creation<ul style="list-style-type: none">• A/B Testing• Multi-level Ad Curation (2 social platforms)✓ 1 General Ad the Month (2 social platforms)✓ Social Setup & Optimization:<ul style="list-style-type: none">• Facebook, Instagram, YouTube, Twitter✓ Social Posts✓ Design and Content Creation✓ Multiple Campaign✓ Local Ad Retargeting✓ Text Connect✓ Customized Monthly Reporting✓ Real Time Budget Optimization✓ Access to Reporting Dashboard✓ Customizable Goals✓ Social Stories 3x week✓ Remarketing Ad Audience

SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

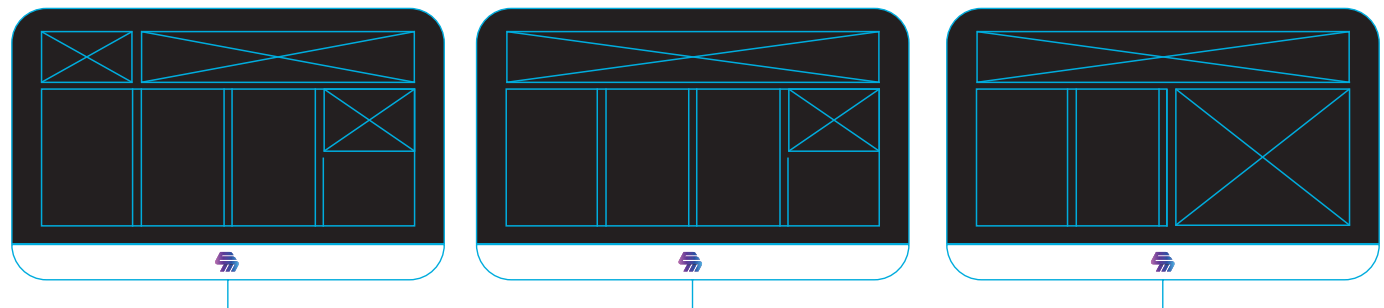
Explanation:

This shows an approved layout with a typography grid for a 16:9 Screen of Evolution Marketing. This will be used for Company presentations in Powerpoint or Keynote.

EVOLUTION MARKETING CUSTOMIZED GRID SYSTEMS



Examples: Screen Grids



EVOLUTION MARKETING CUSTOMIZED GRID SYSTEMS

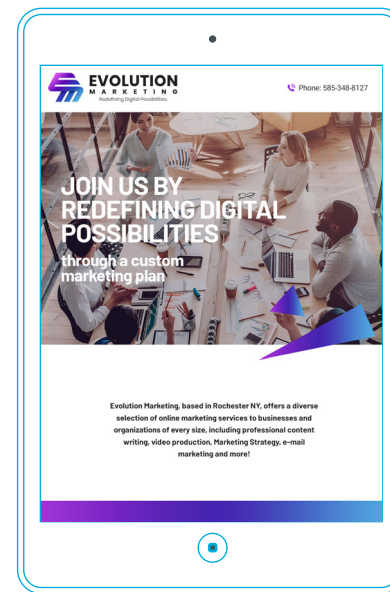
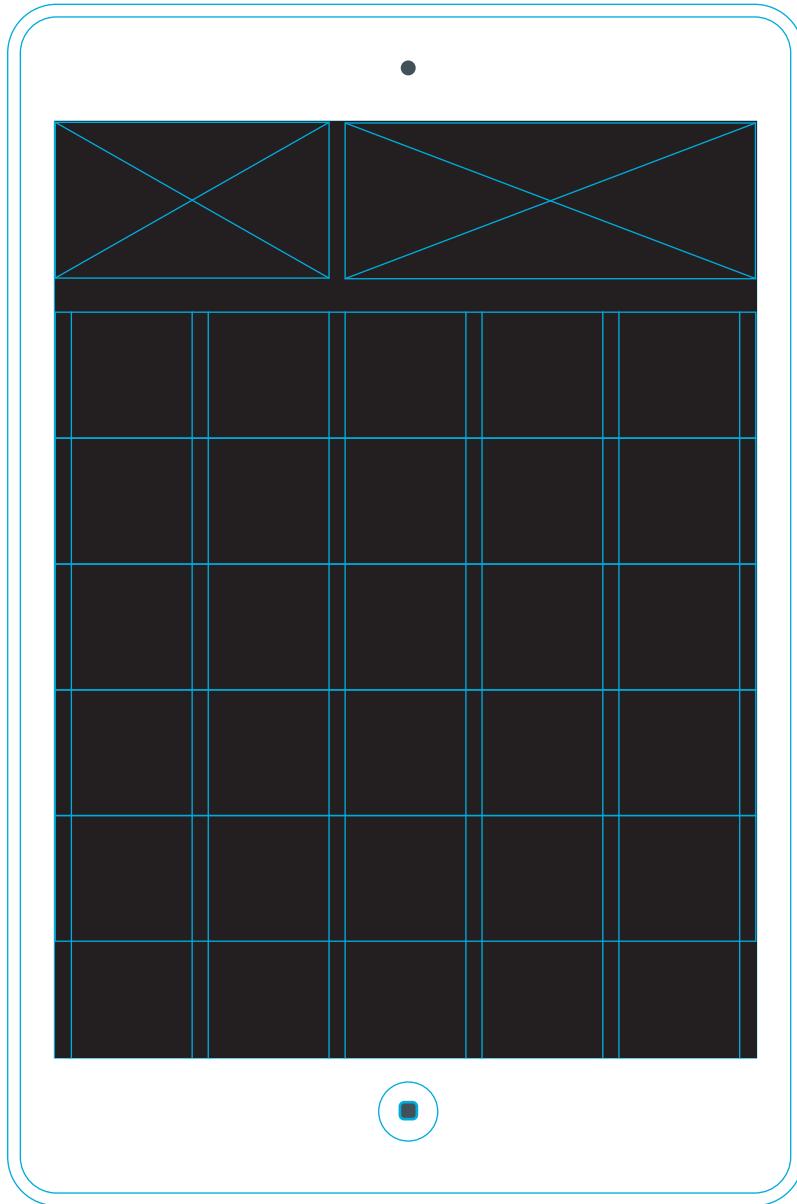
TABLET VERTICAL GRID SYSTEM EXAMPLE

Explanation:

This shows an approved layout with a typography grid for an iPad tablet Poster of Evolution Marketing.

Example:

Tablet





08 IMAGES AND BLENDING MODES

Company Image
Company Image Color
Corporate Image Black and White
Blending Modes and Options





EVOLUTION MARKETING COMPANY IMAGE: COLORED IMAGES

Corporate Images are responsible to transfer the values of Evolution Marketing to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Evolution Marketing use various company advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

Always repair image color tone with filter, regarding to our company colors.

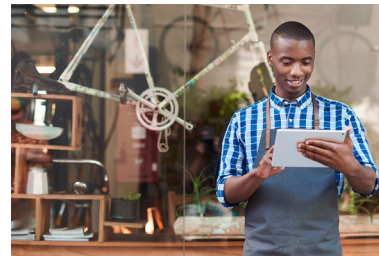
EXAMPLES FOR EVOLUTION MARKETING COMPANY IMAGE SYSTEM

Requirements:

- full color
- high contrast
- sharp images
- modern and businesslike

Pictures can contain:

- retail store
- office lifestyle
- person with devices
- online shop
- diversity people
- technology pictures
- business chart
- combination of any above



EVOLUTION MARKETING COMPANY IMAGE : ILLUSTRATIONS

Use illustrations to present our services in modern way. Part of the illustrations need to contain our company colors. If you illustrate on background color use our web colors. Please check some of the examples on the right.

WEBSITE DESIGN & DEVELOPMENT

Whether you're a start-up looking to make a big splash from day one or an established company ready to take its branding and online visibility to new heights, Evolution Marketing offers a diverse selection of professional website services to help you reach your goals.

We will create a stunning website that speaks to your brand and encourages your customers to keep coming back.

READ MORE

PORTFOLIO

ECOMMERCE



EXAMPLES FOR EVOLUTION MARKETING ILLUSTRATIONS

-

Requirements:

- use illustrations with our colors
- use illustrations on white backgrounds
- use illustrations on web color background
- minimalistic look
- modern



BUSINESS PLAN



COPYWRITING



MARKETING GROWTH



EVOLUTION MARKETING BLENDING MODES FOR IMAGES

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

EXAMPLES FOR EVOLUTION MARKETING BLENDING MODES

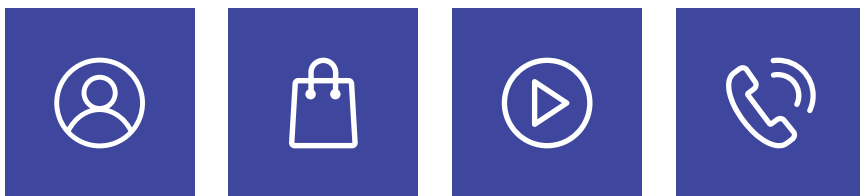
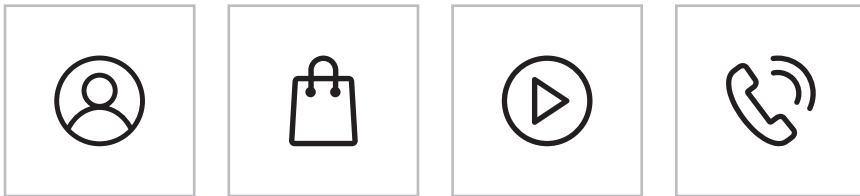
How to:

- 1) use it in black black background
- 2) set image transparency to 70-80%
- 3) adjust logo with style you use in ad



09 COMPANY ICONOGRAPHY

Corporate Iconography
Application



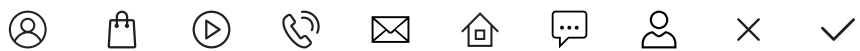
EVOLUTION MARKETING COMPANY ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

EXAMPLES FOR EVOLUTION MARKETING ICONOGRAPHY SYSTEM

How to:

- we recommended to use outlined icons
- use filled icons if size is under 20px in width
- upscale only proportional



10 SUMMARY AND CONTACT

Summary
Contact



**Evolution Marketing
Brand Collection**

A SHORT SUMMARY

We specialize in Custom Website Design & Development. Redefine your digital marketing capabilities with our custom marketing solutions. Additionally offering Search Engine Optimization, Google Ads, Social Media, Traditional Media and more!

Evolution Marketing, based in Rochester NY, offers a diverse selection of online marketing services to businesses and organizations of every size, including professional content writing, video production, Marketing Strategy, e-mail marketing and more!

At Evolution Marketing we're proud of and grateful to the community where we live and work. They have always supported us. We've never lost sight of that and try to give back as much as we can.

CONTACT

**For further information please
contact:**

Evolution Marketing

E: info@evolutionmarketing.com
P: +1 585 981 8463

COMPLETE MANUAL DOWNLOAD LINK



Direct Link :

<http://www.evolutionmarketing.com/em-fullguide.zip>

11 THANK YOU FOR INTEREST

For further question do not hesitate to contact us.

JOIN US BY REDEFINING DIGITAL POSSIBILITIES

through a custom marketing plan



Evolution Marketing
Brand Collection



CONTACT

Address

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1661 Empire Blvd
Webster, NY 14580
United States

DOWNLOAD

<http://www.evolutionmarketing.com/em-fullguide.zip>

