

DESIGN AND BRAND GUIDELINES

REDEFINING DIGITAL POSSIBILITIES



CONTACT

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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. 'Evolution 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.



PRIMARY LOGO

equal use of both vertical and horizontal version



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



LOGO LIGHT VERSION



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.

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

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

**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

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.

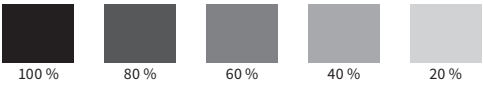


PRIMARY COLOR BLACK

-

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:

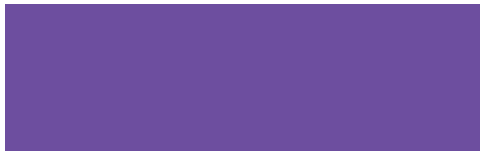
Use them to accent and support the primary color palette online.



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

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





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.

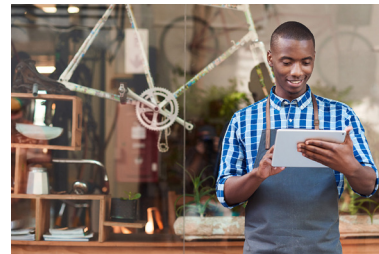
EXAMPLES FOR EVOLUTION MARKETING COMPANY IMAGE SYSTEM

Requirements:

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

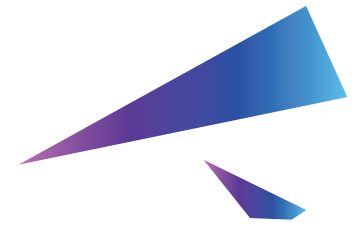
Pictures can contain:

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



JOIN US BY REDEFINING DIGITAL POSSIBILITIES

through a custom marketing plan



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DOWNLOAD

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

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Brand Collection