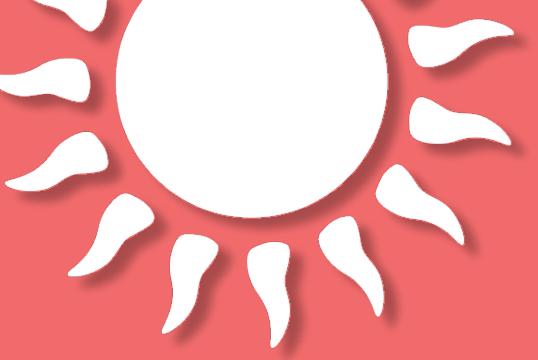
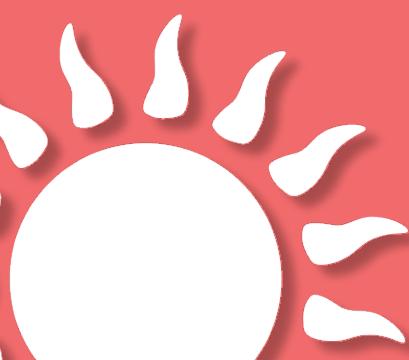
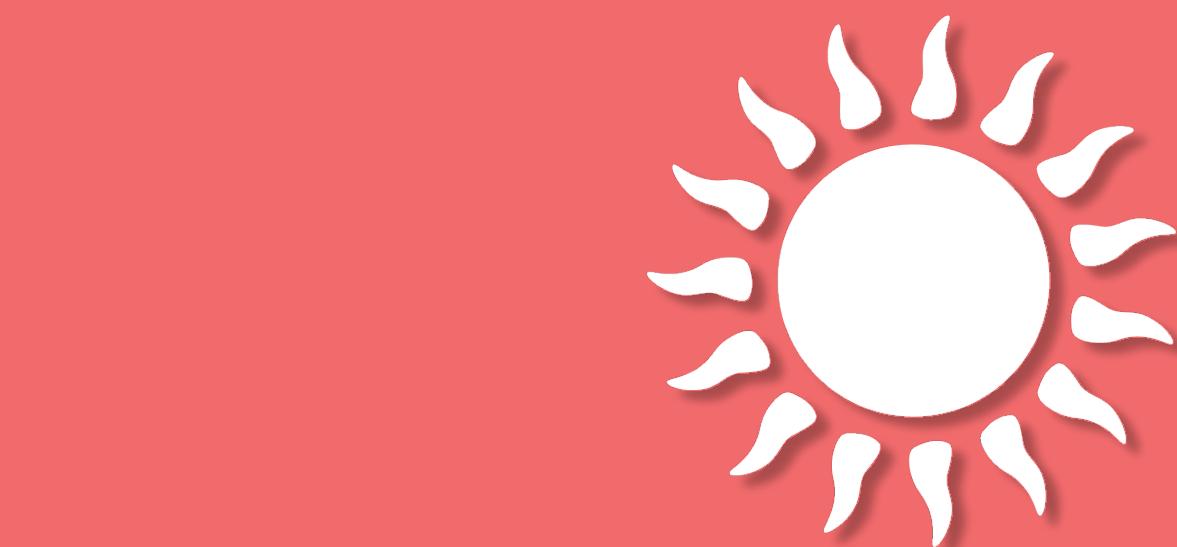
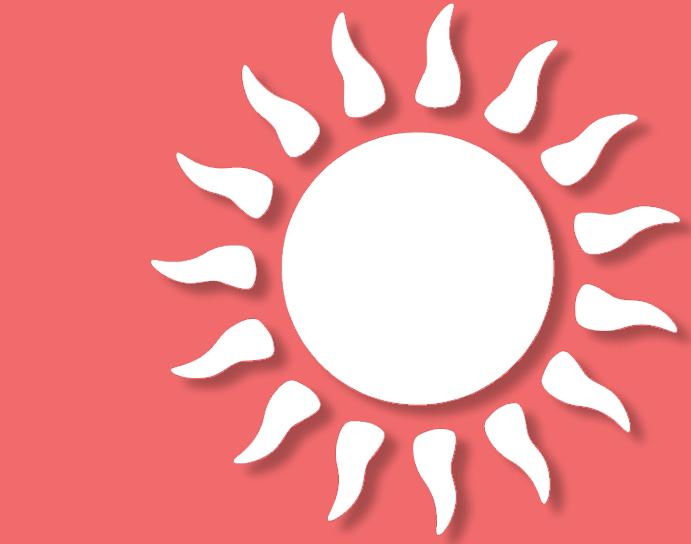
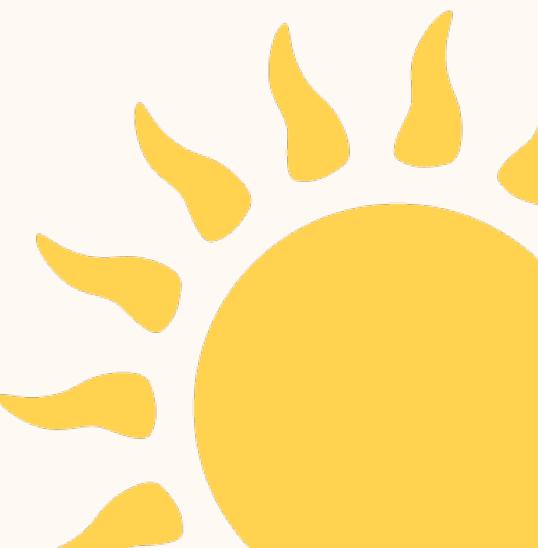
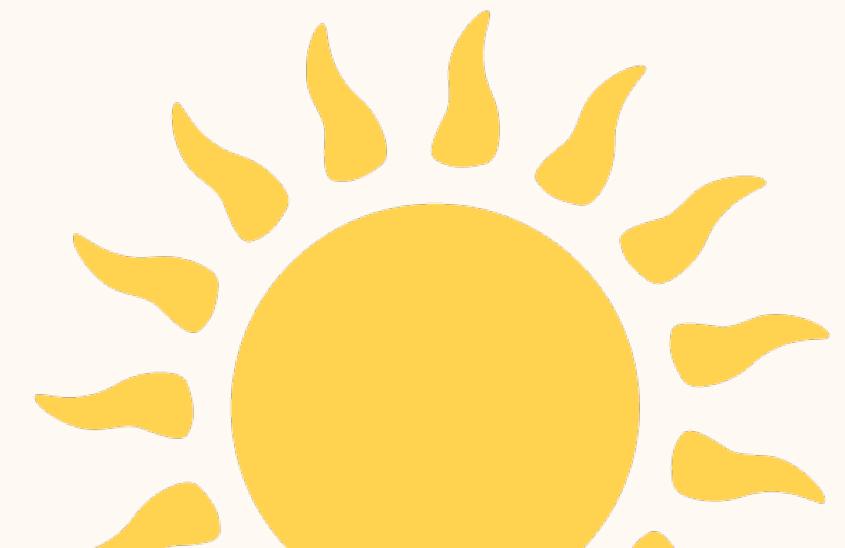
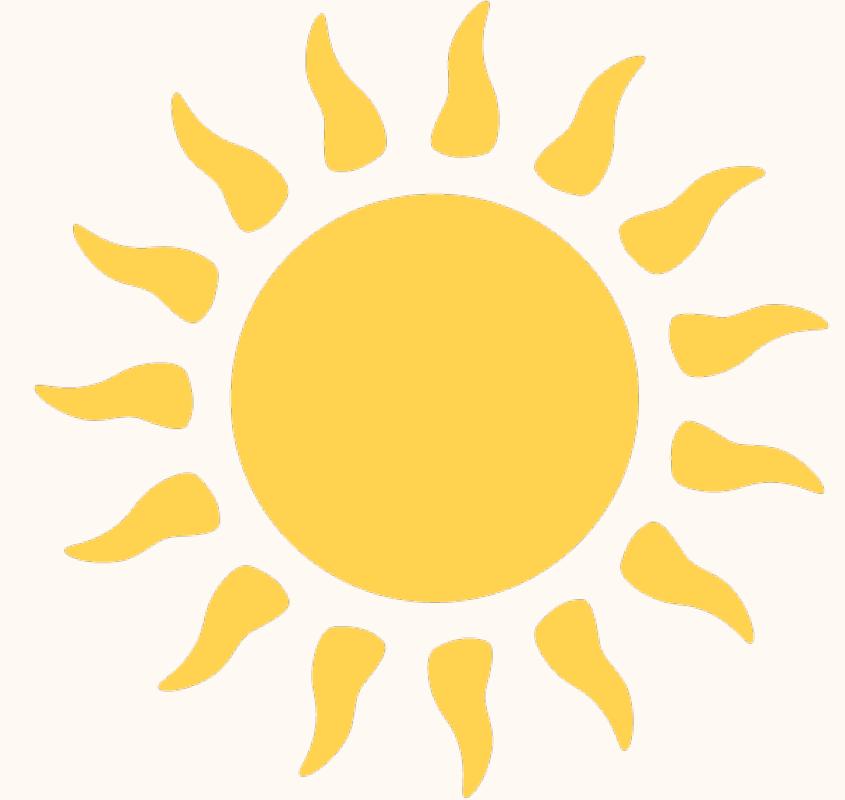
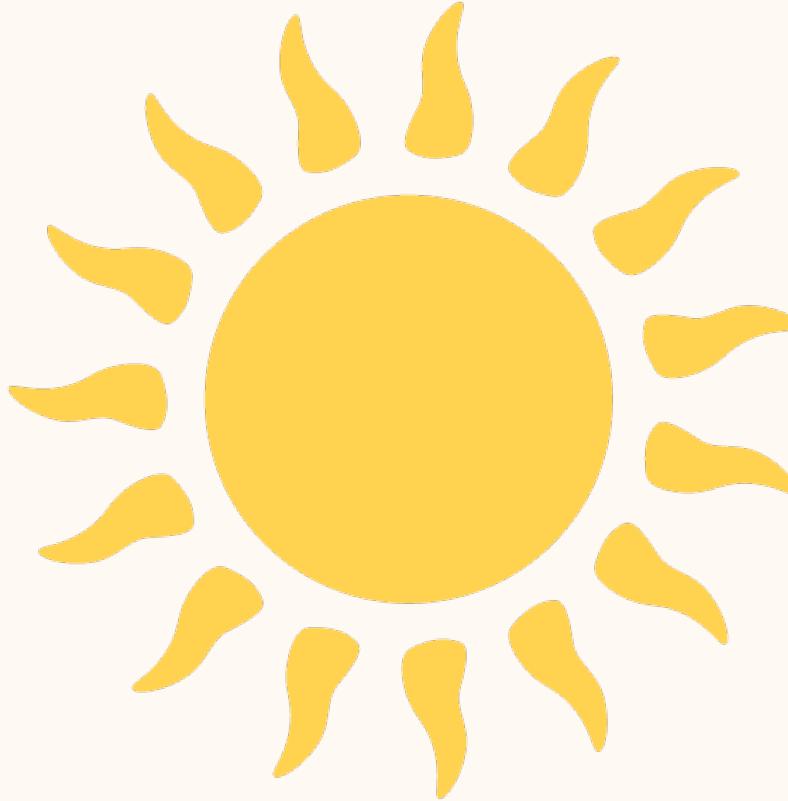


Brand guide



Content



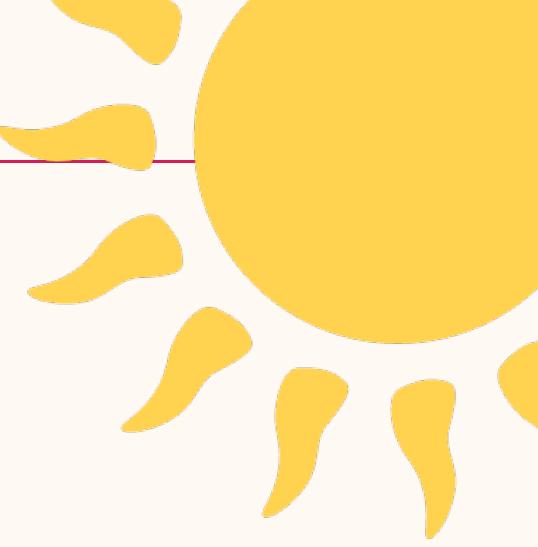
I. LOGO

II. TONE OF VOICE

III. TONE OF VISUAL

IV. COLOR

V. TYPOGRAPHY



Logo

Main logo

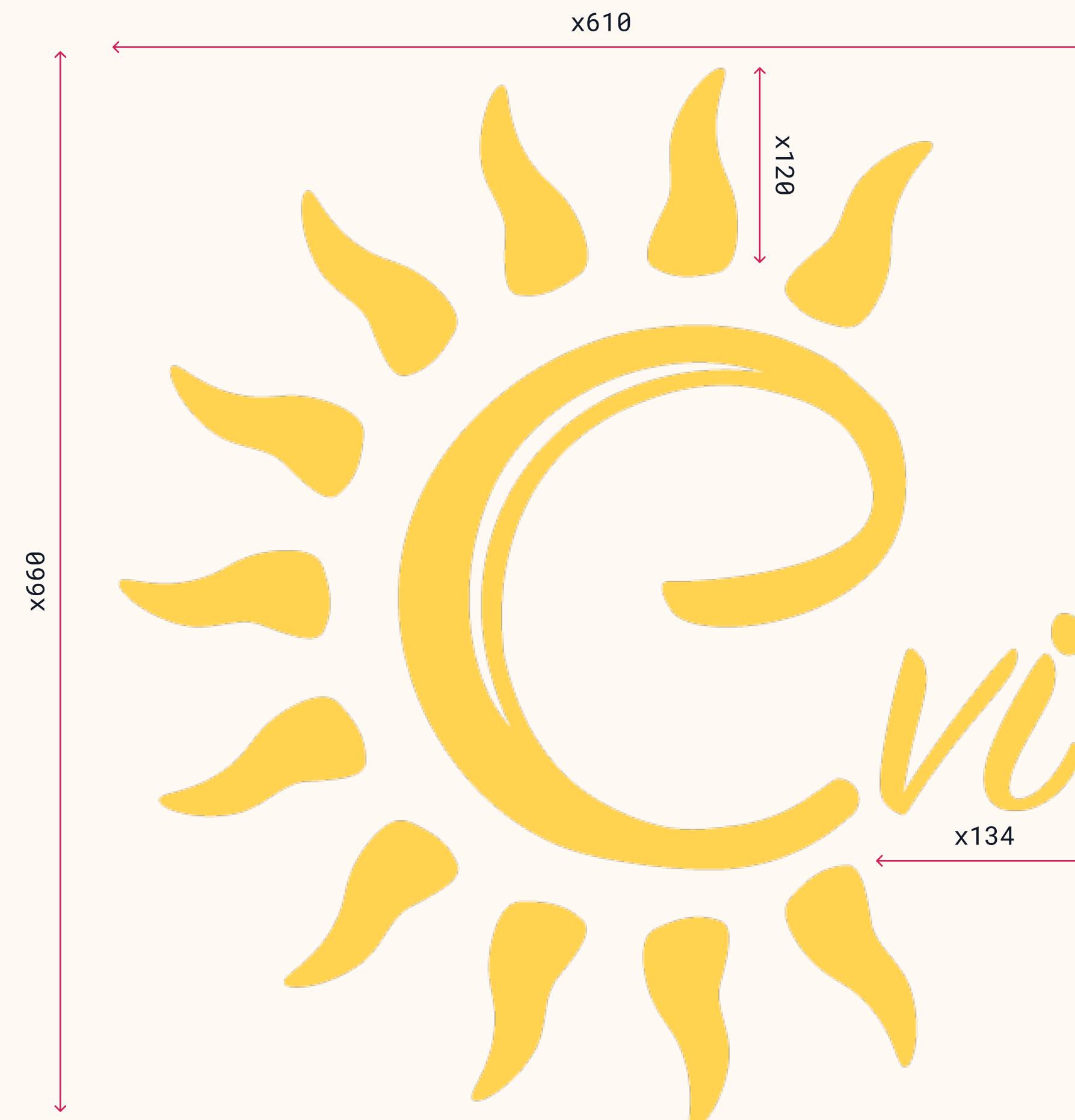


Logo variations



Logo Construction

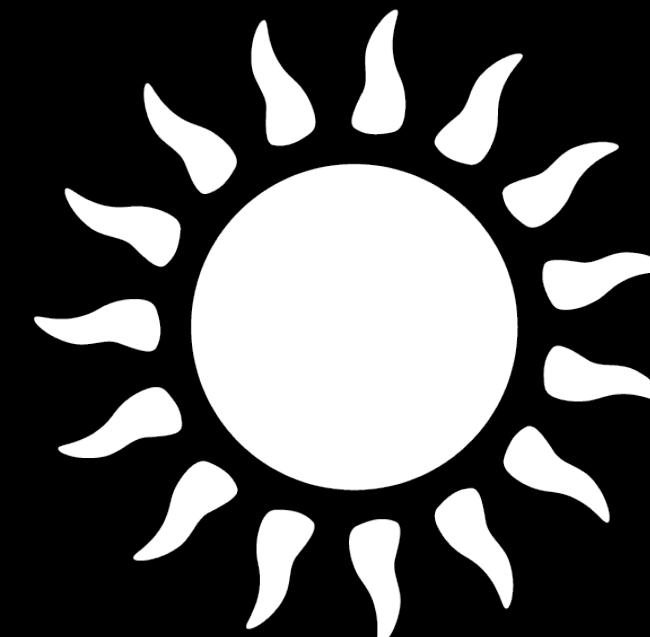
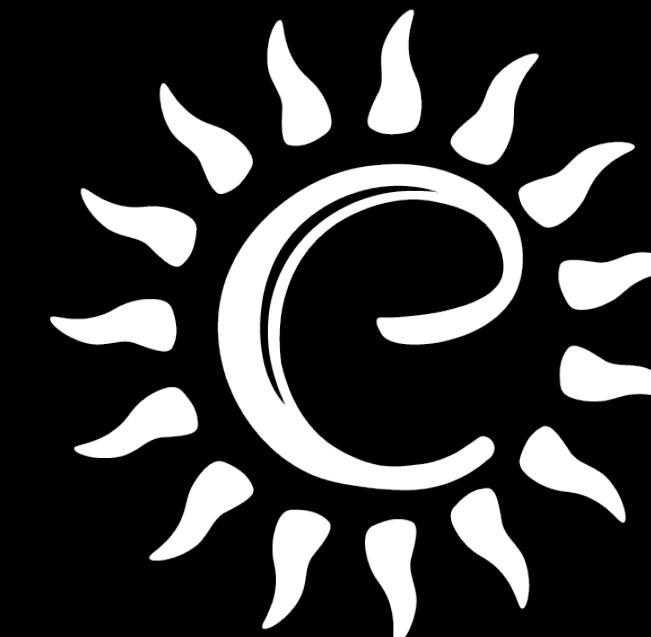
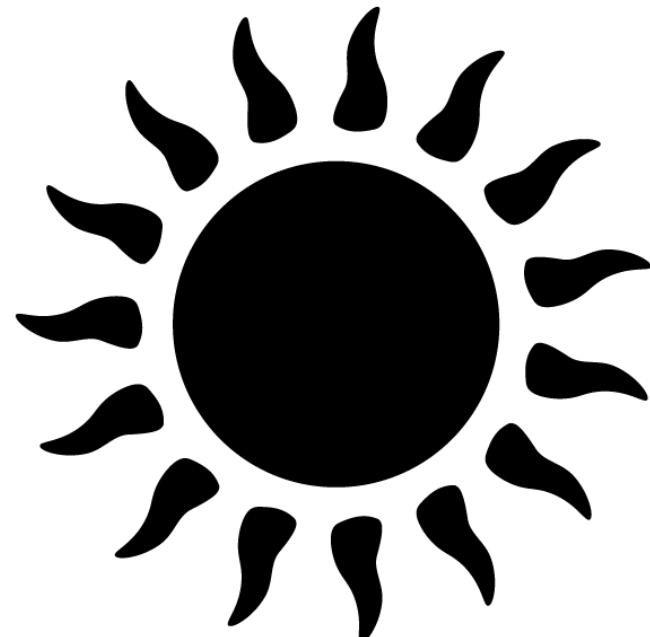
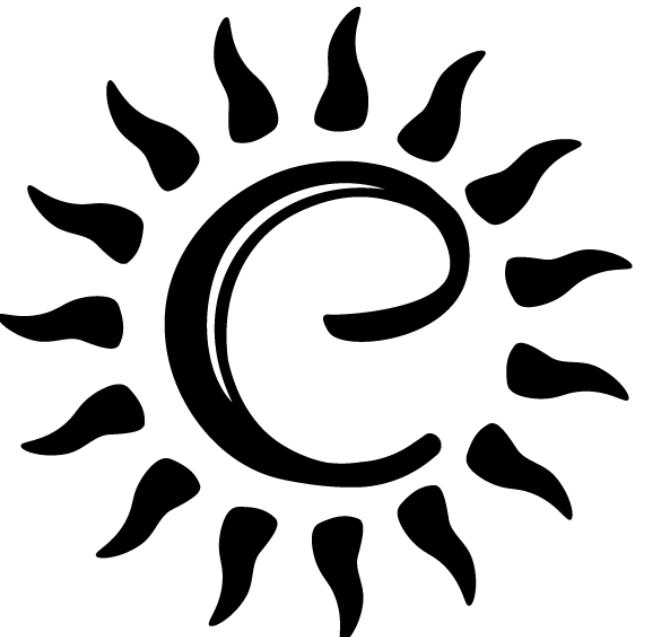
The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



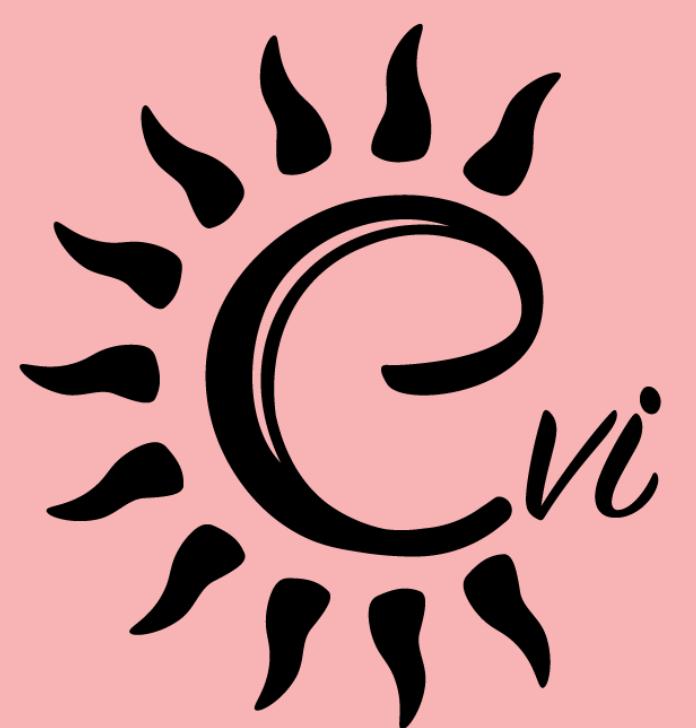
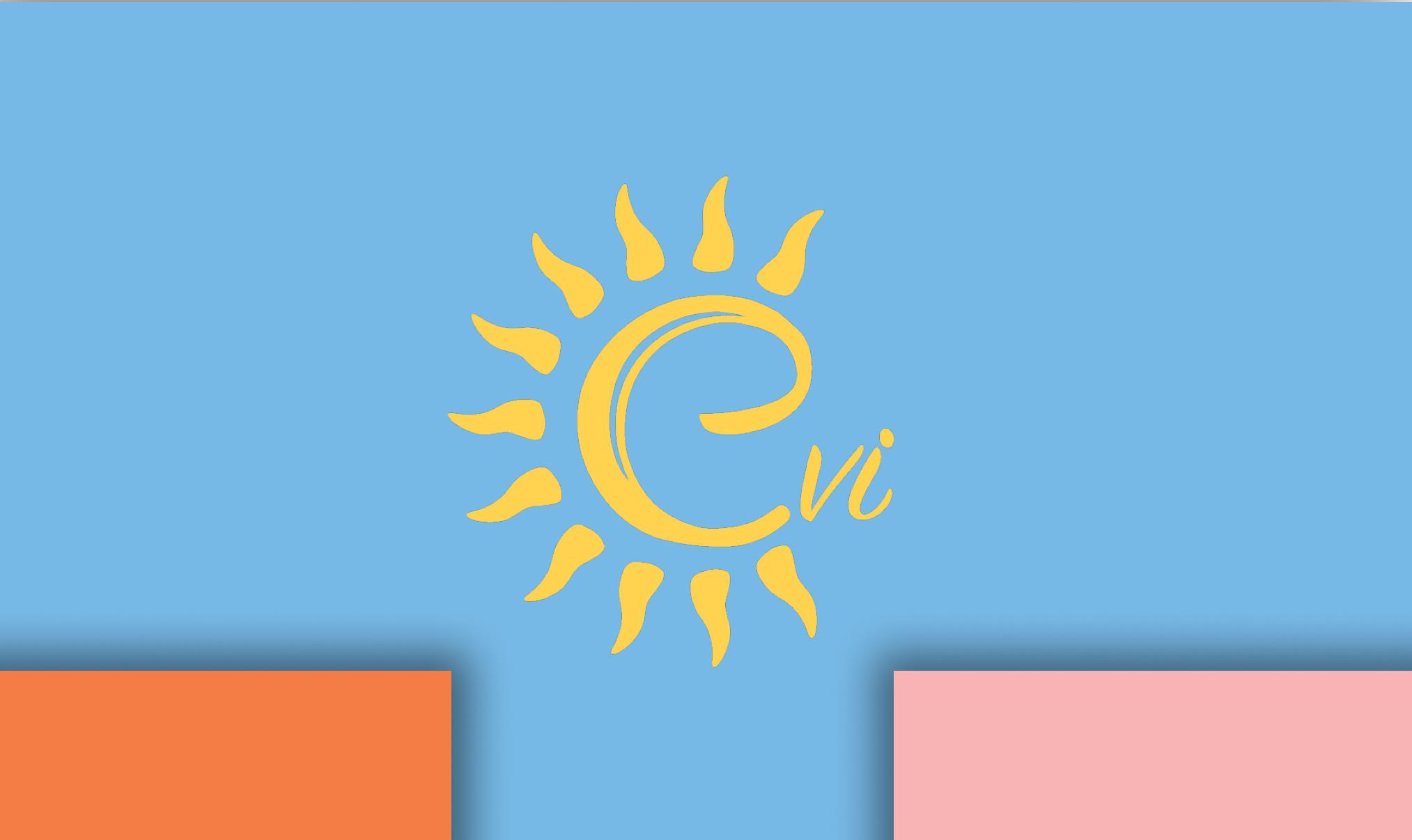
Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

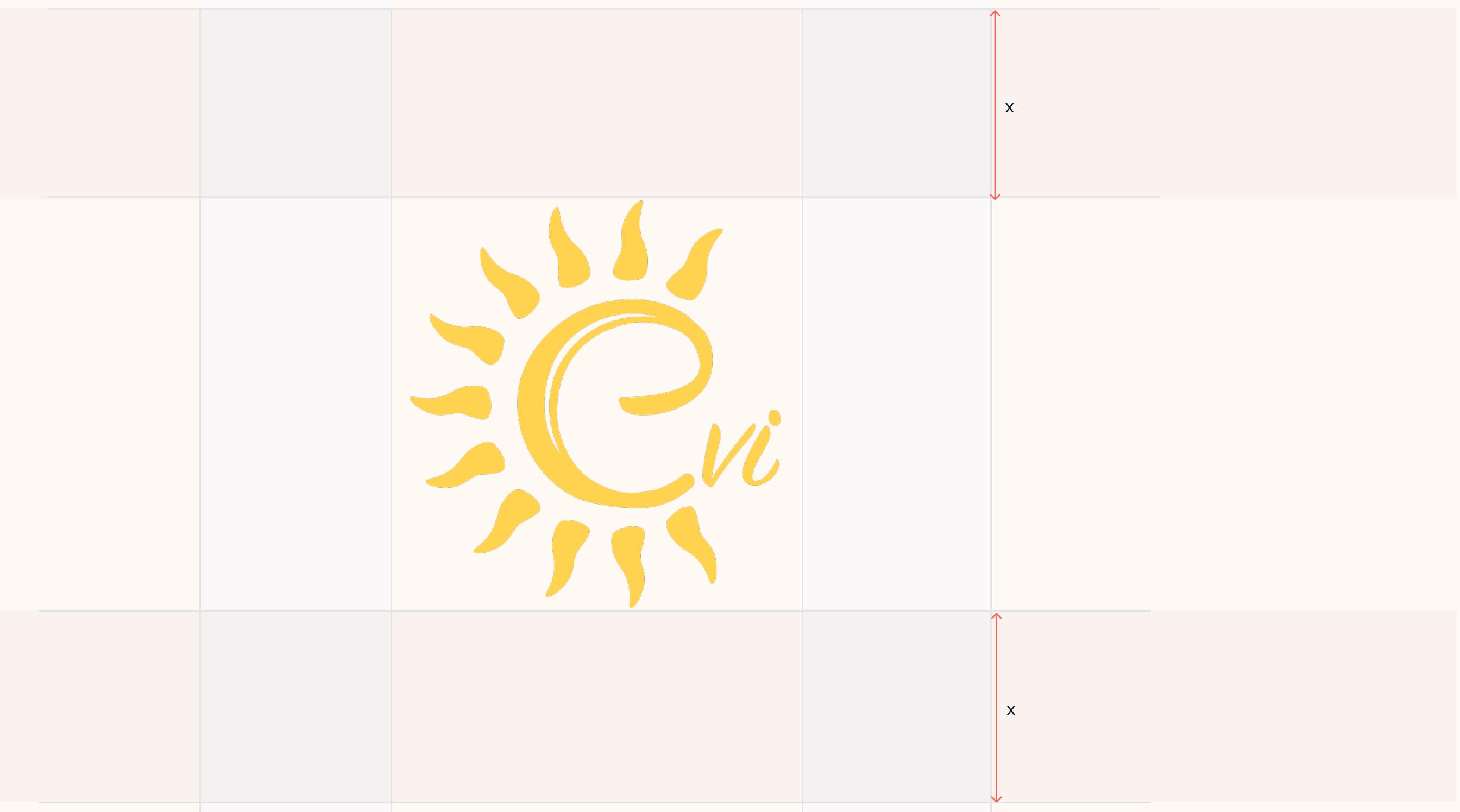


Logo on Alternative Backgrounds



Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding.
Also, the use of whitespace keeps the brand feeling clean.



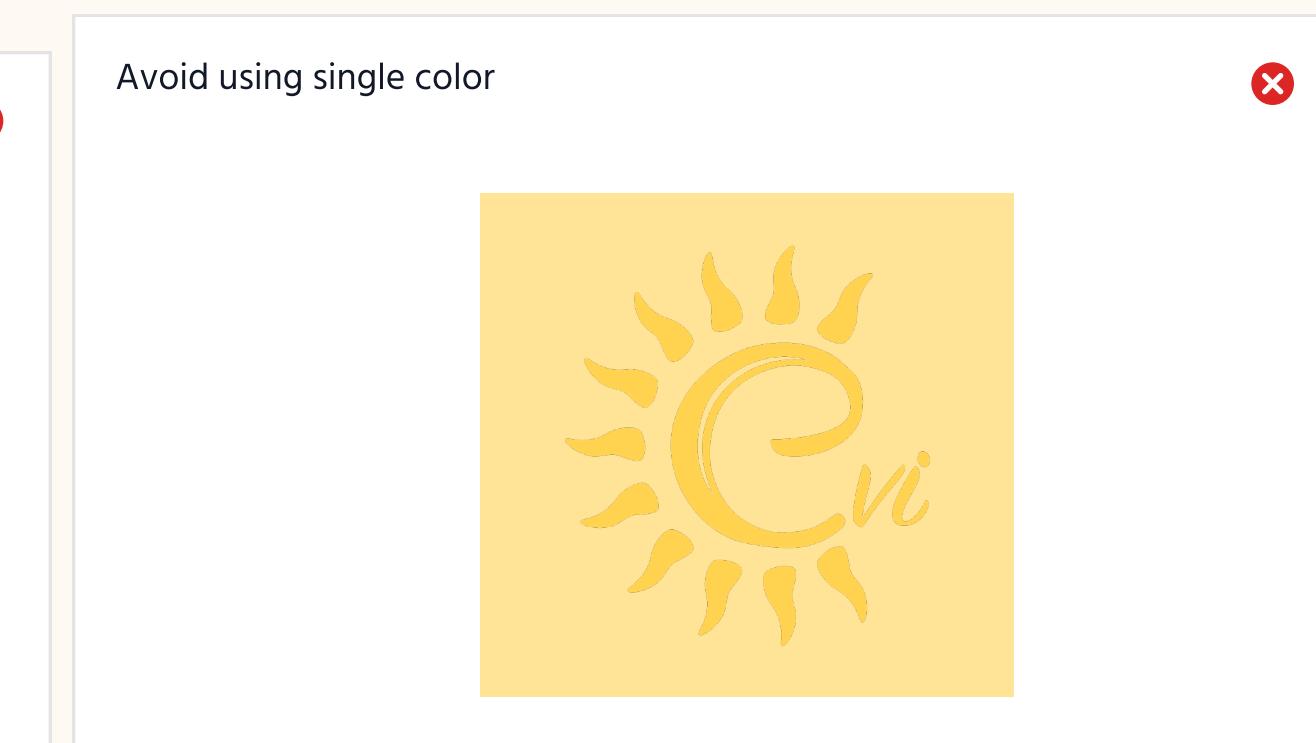
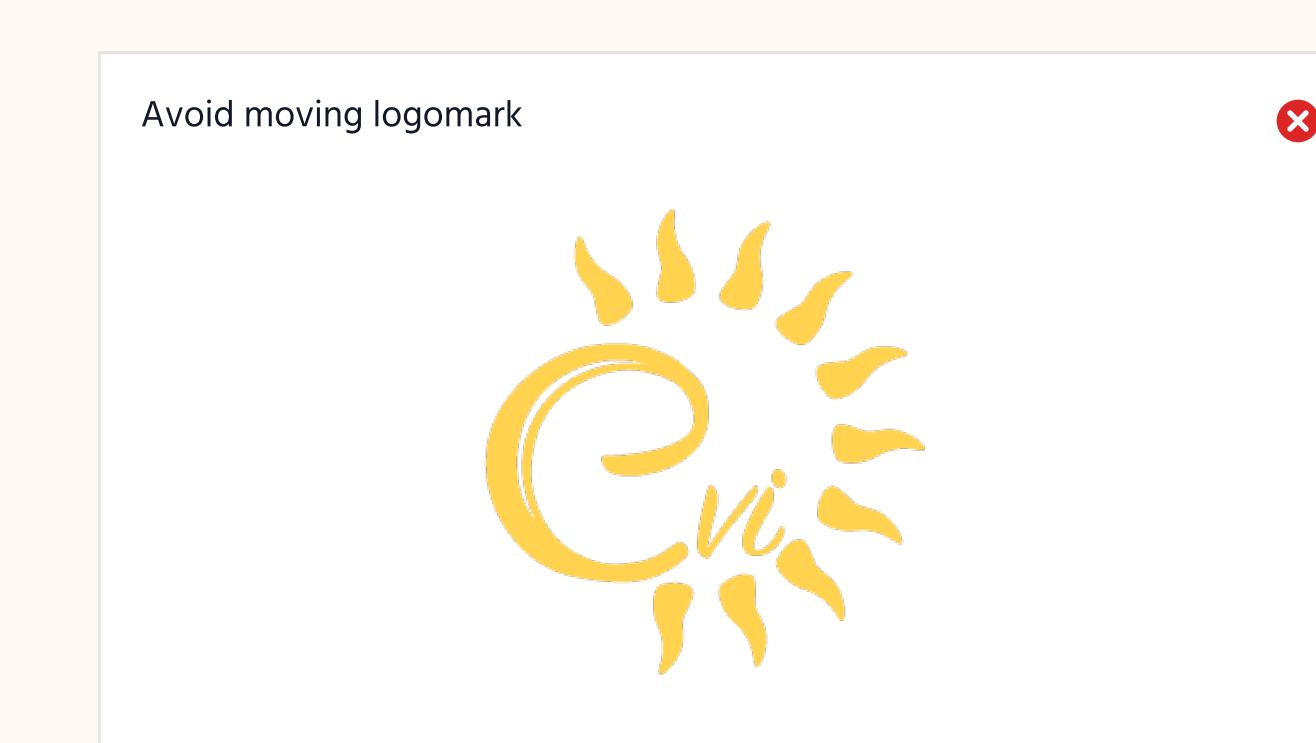
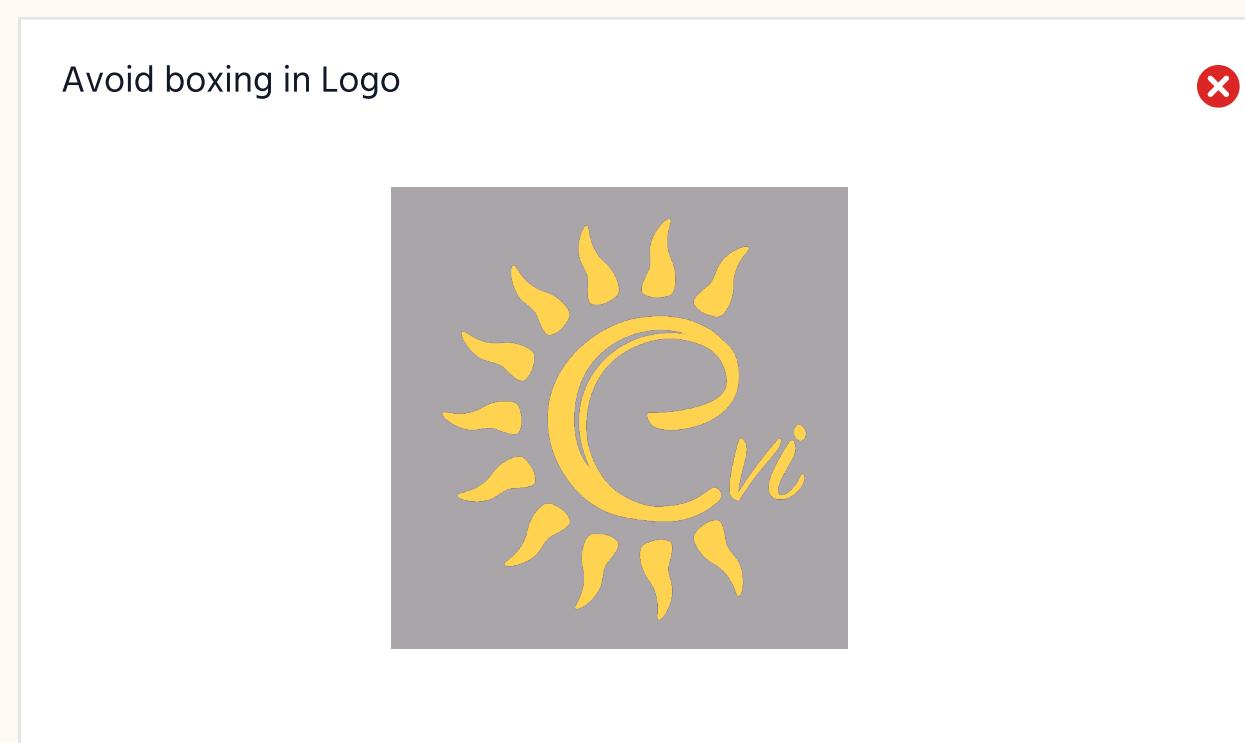
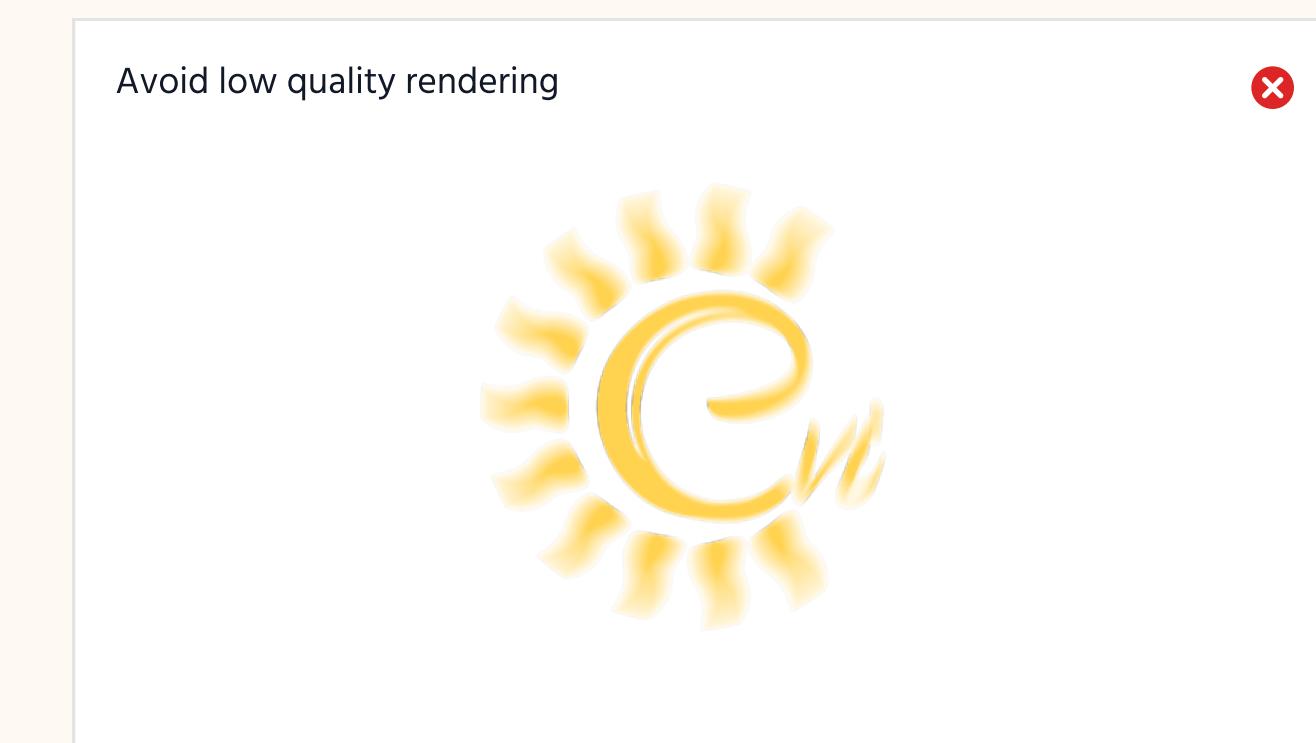
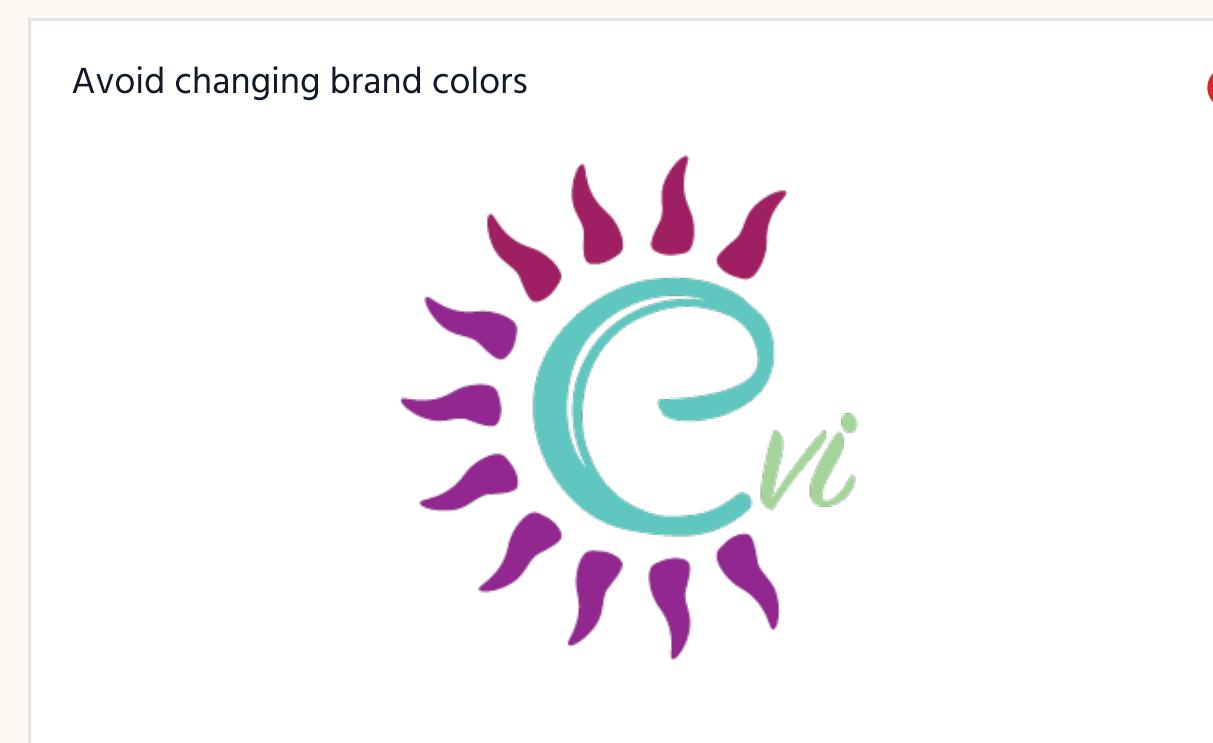
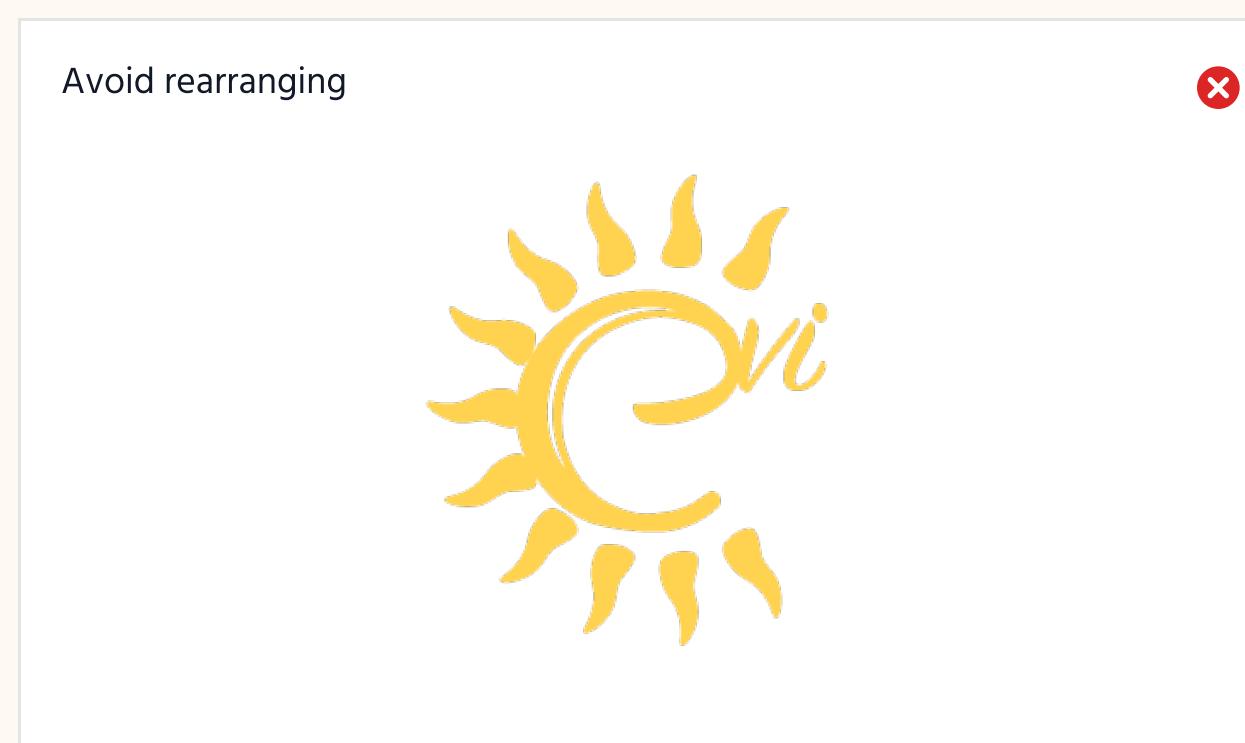
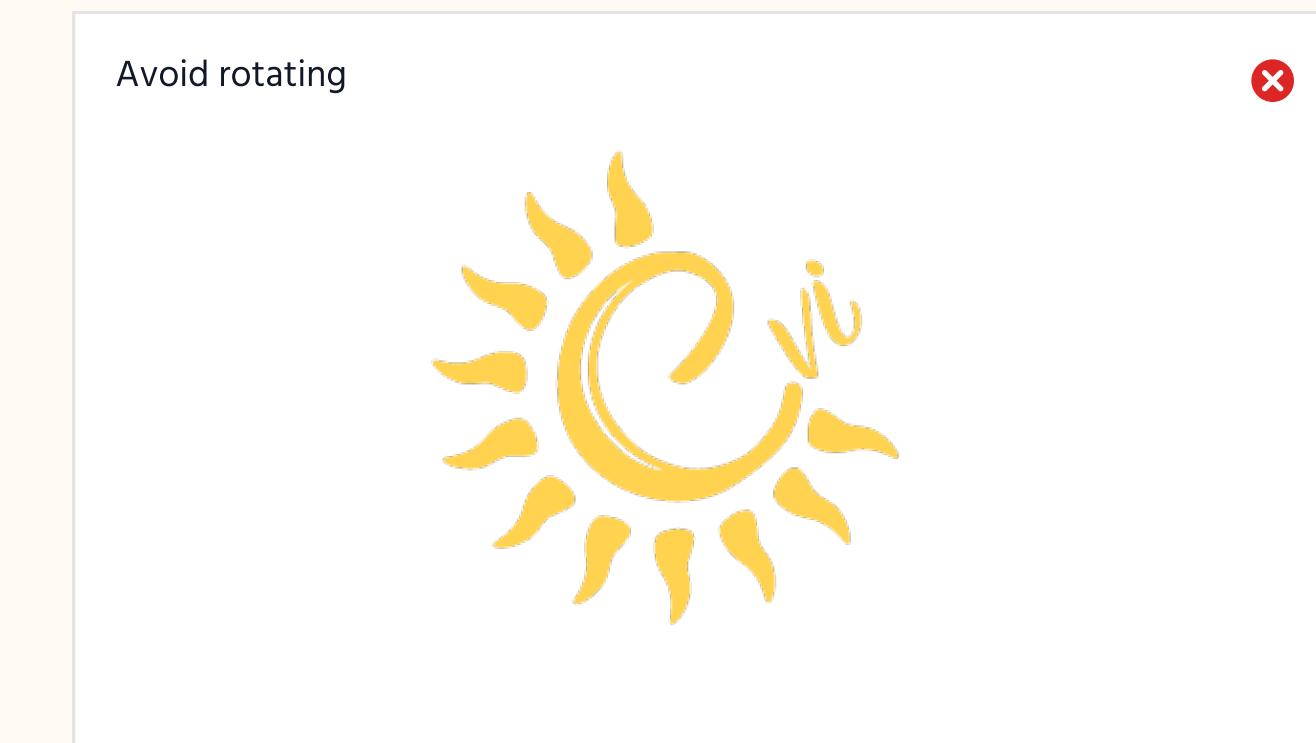
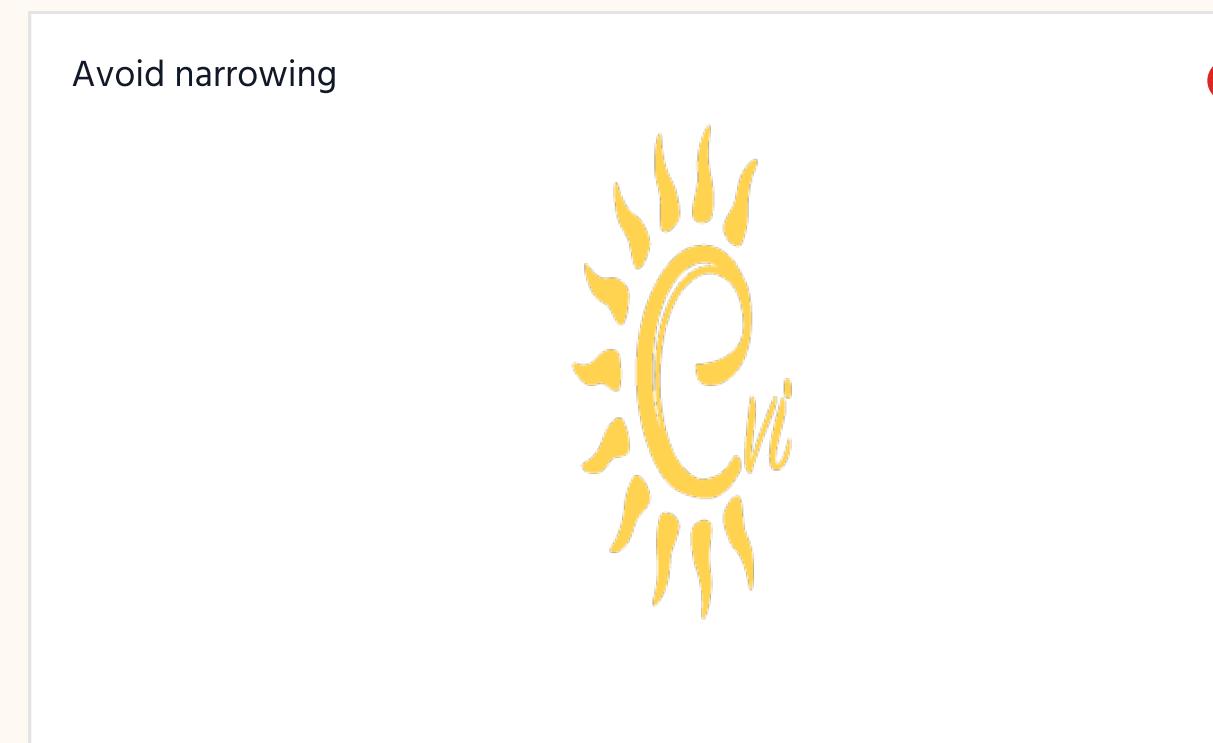
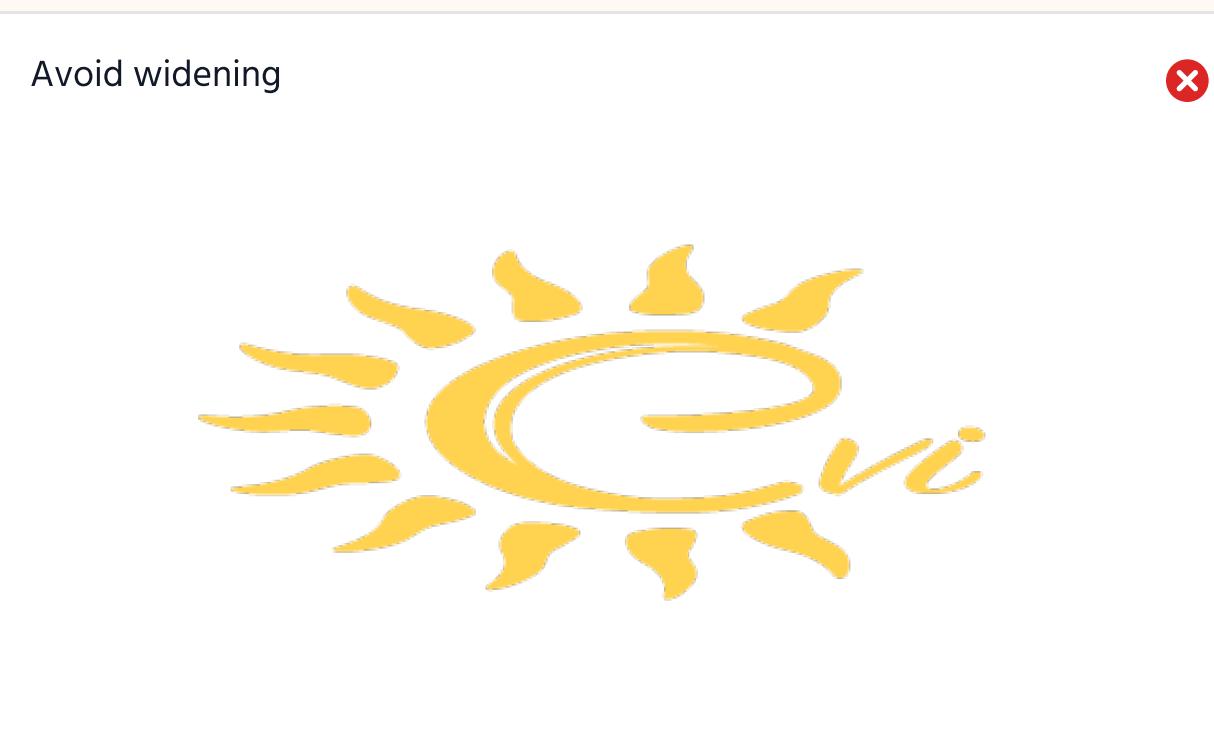
Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.

with this small of a size we recommend to use the full sun, for visibility



Dont's



Tone of voice

“You just want love without the work”
“I feel like you’re the reason I feel bad”
“I’m thinking for myself, don’t need nobody’s help”
“I’m so Stuck On You”

Voice that sings to you. 🤘 #HYPERSPEED

Hey allemaal! 🙌 Mijn nieuwe single is nu te luisteren op #spotify !!

Luister mijn nieuwe single 💯 met #HYPERSPEED snelheid ⚡

Luister #HYPERSPEED nu op #SOUNDCLOUD 🎊

Heyyy!

Vandaag een nieuwe ✨telefoon✨ gehaald!!

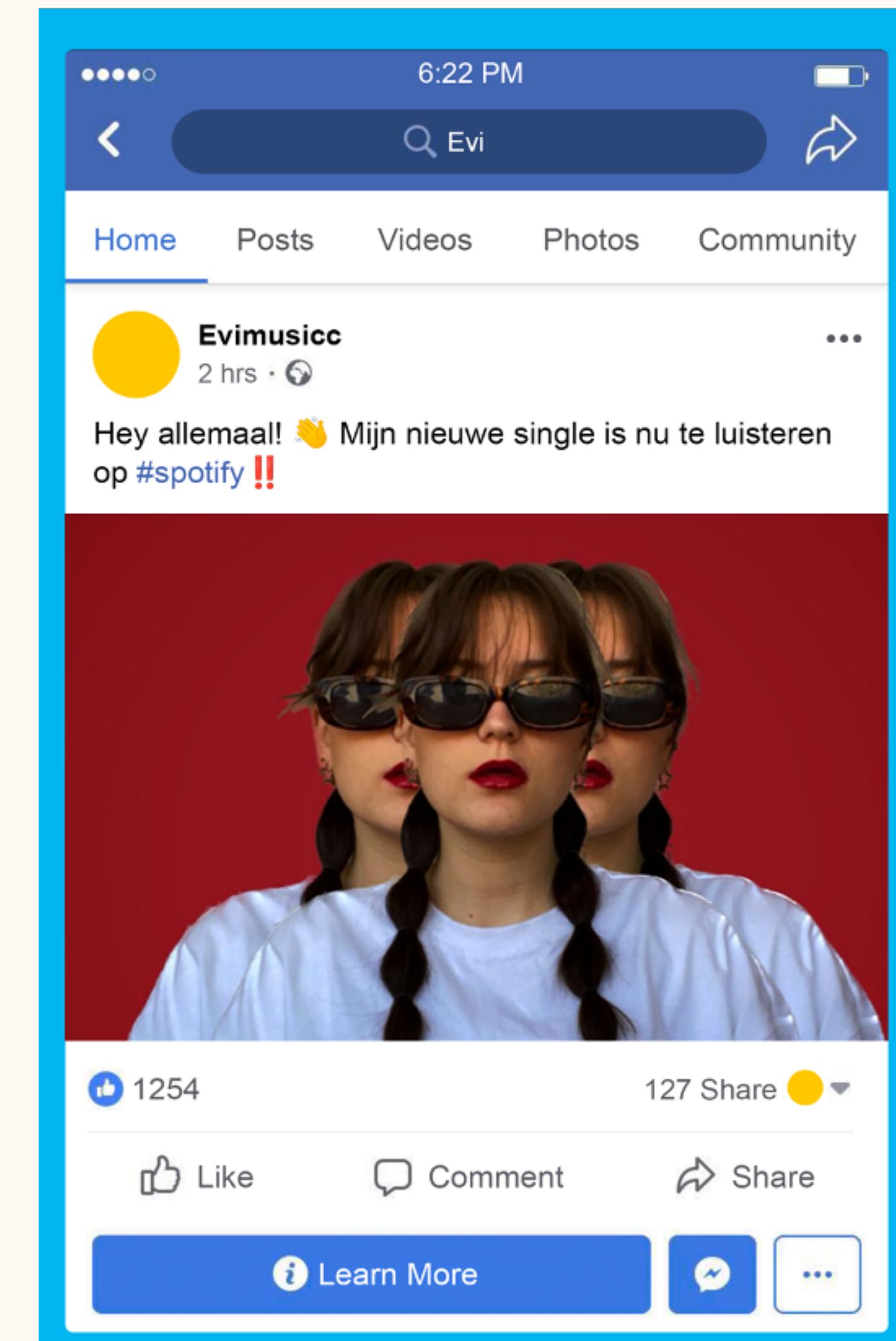
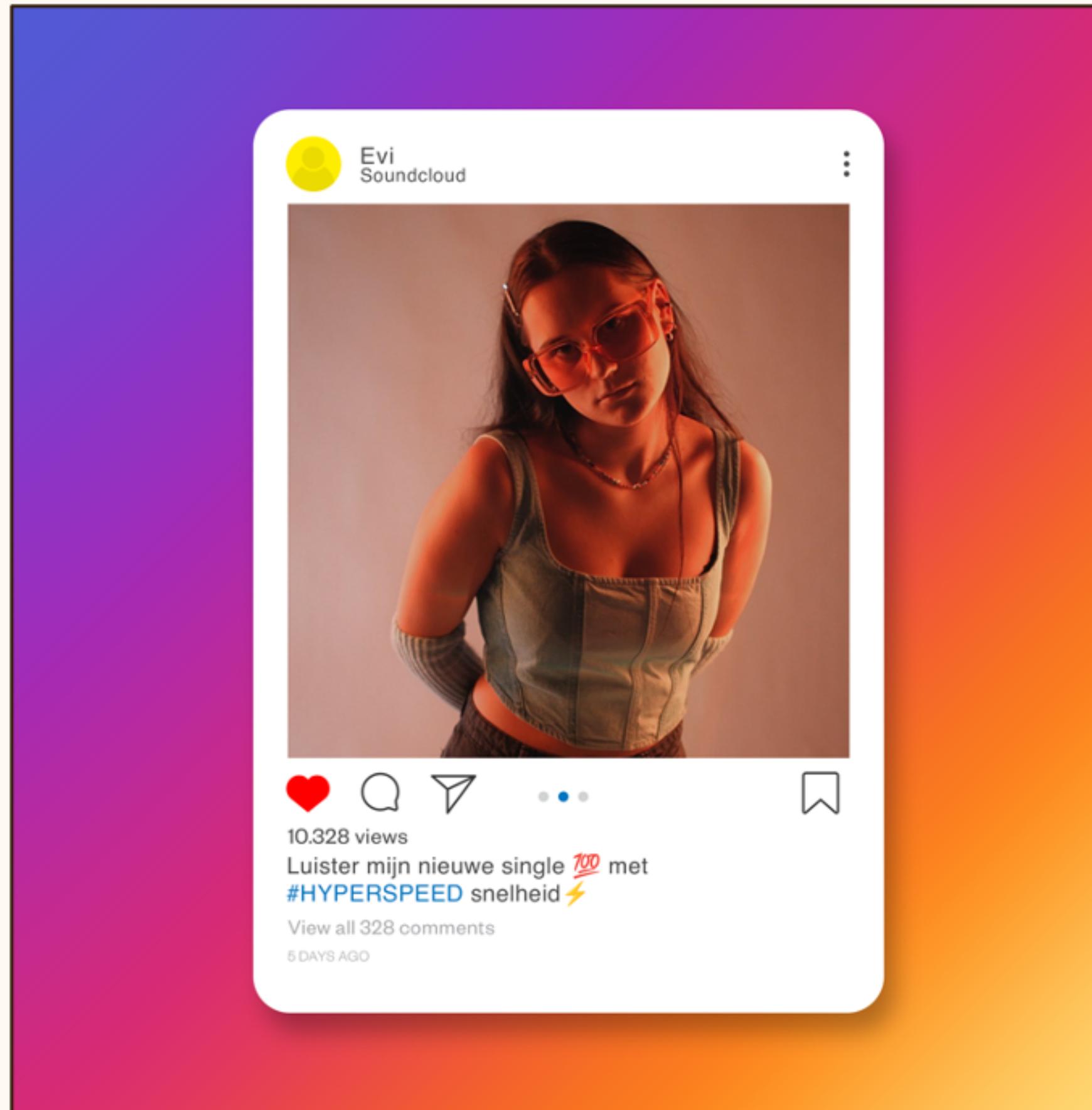


Goedemorgen allemaal! ☀️🌻

Morgen ga ik goed nieuws uitbrengen! ↑

	Formeel	Neutraal	Informeel	
	Grappig	Neutraal	Serieus	
	Respectvol	Neutraal	Bijdehand	
	Enthousiast	Neutraal	Feitelijk	

Tone of voice



Tone of visual

The Tone of Visual captures the essence of evi with vibrant colors and expressive strokes. It features a central focus on a bold woman's face, a carefree woman with an afro and sunglasses, a playful woman in colorful attire, and a serene woman in a field of flowers. An image of a sun coming up adds a cheerful touch. All together this visual is creating a dynamic celebration of creativity and self-expression.

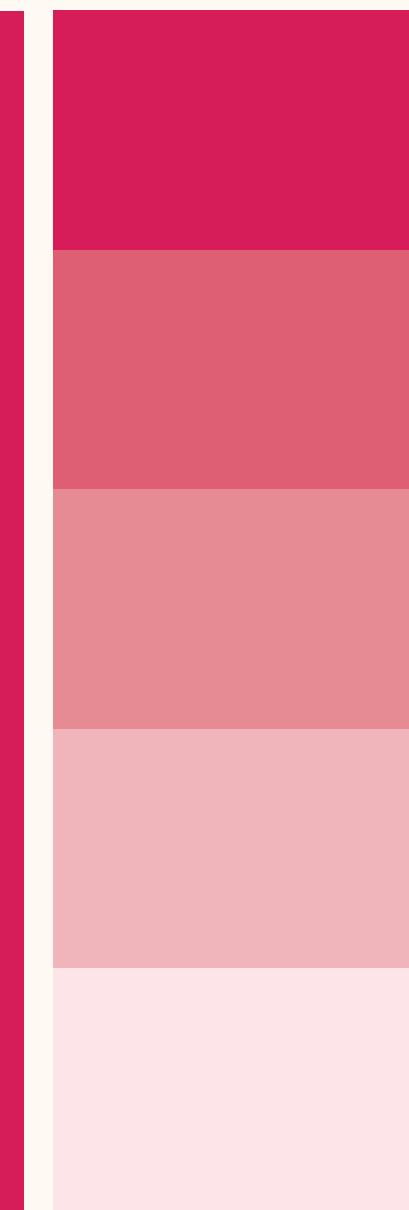


Color

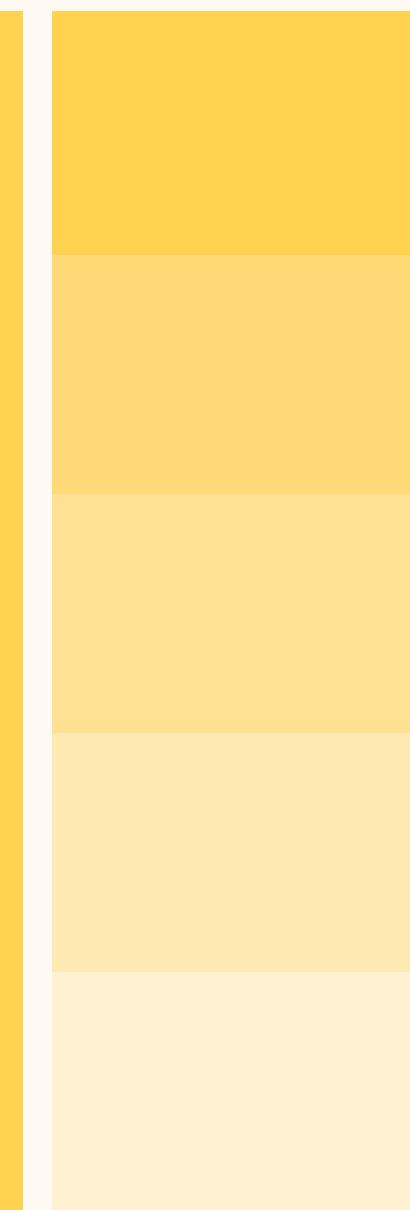
Primary colors



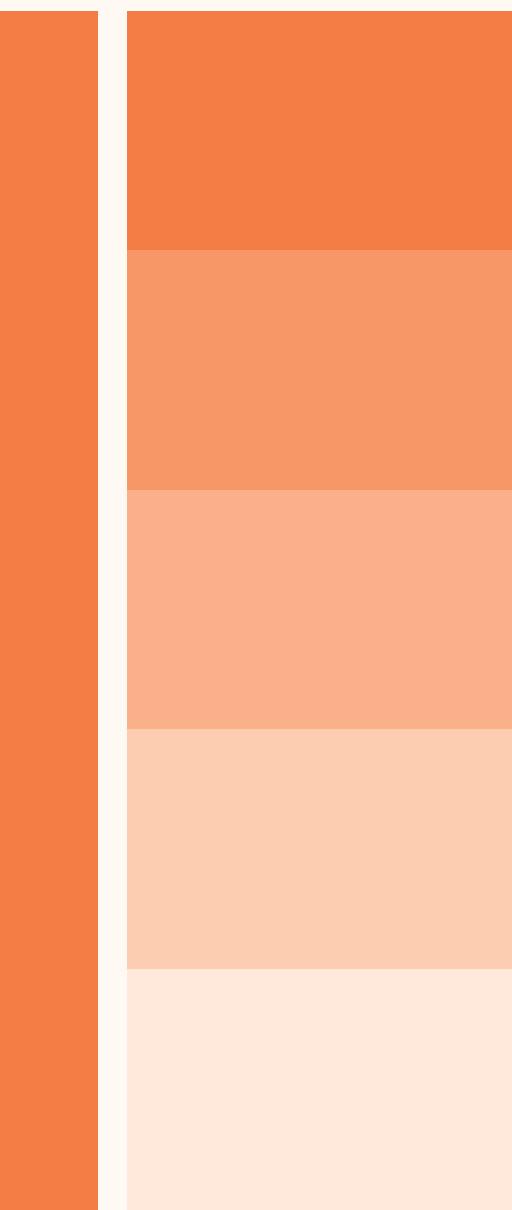
#D61D5A



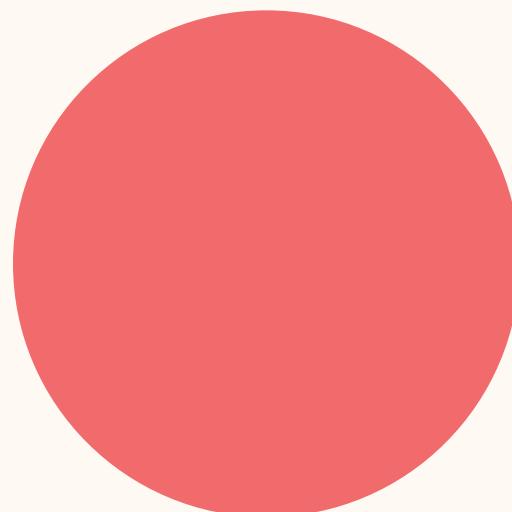
#FFD250



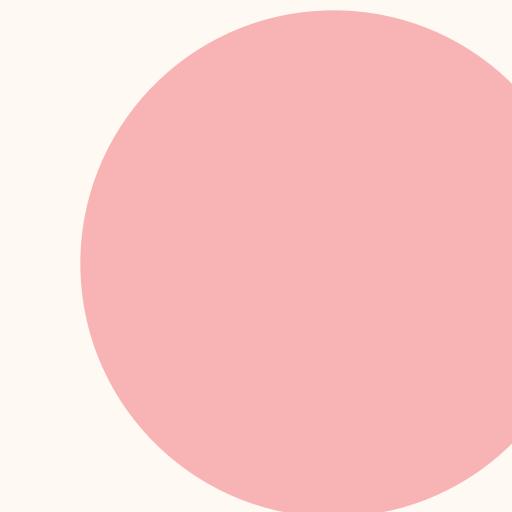
#F47D46



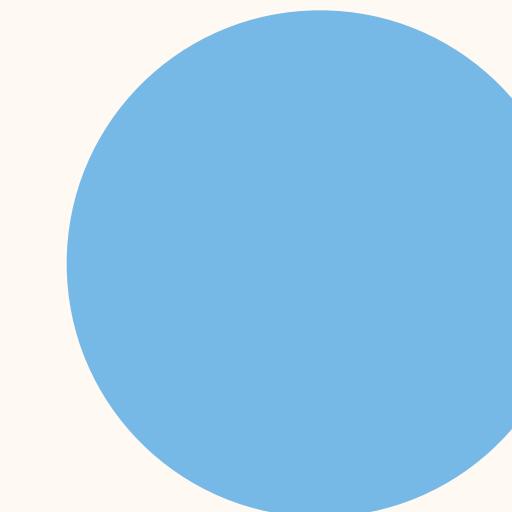
Secondary colors



#F26B6C

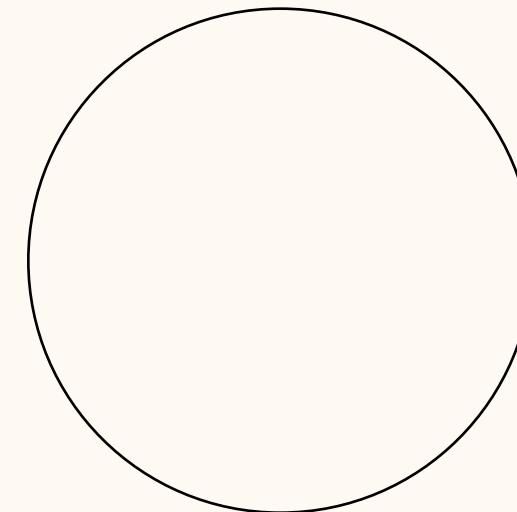


#F8B4B4

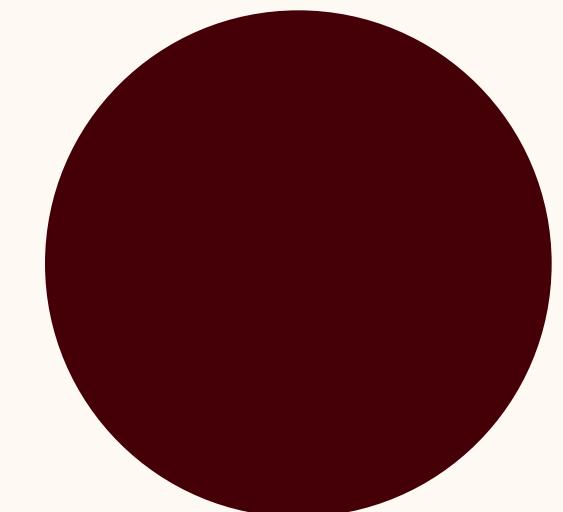


#77B9E6

Neutral color



#FFF9F4



#450007

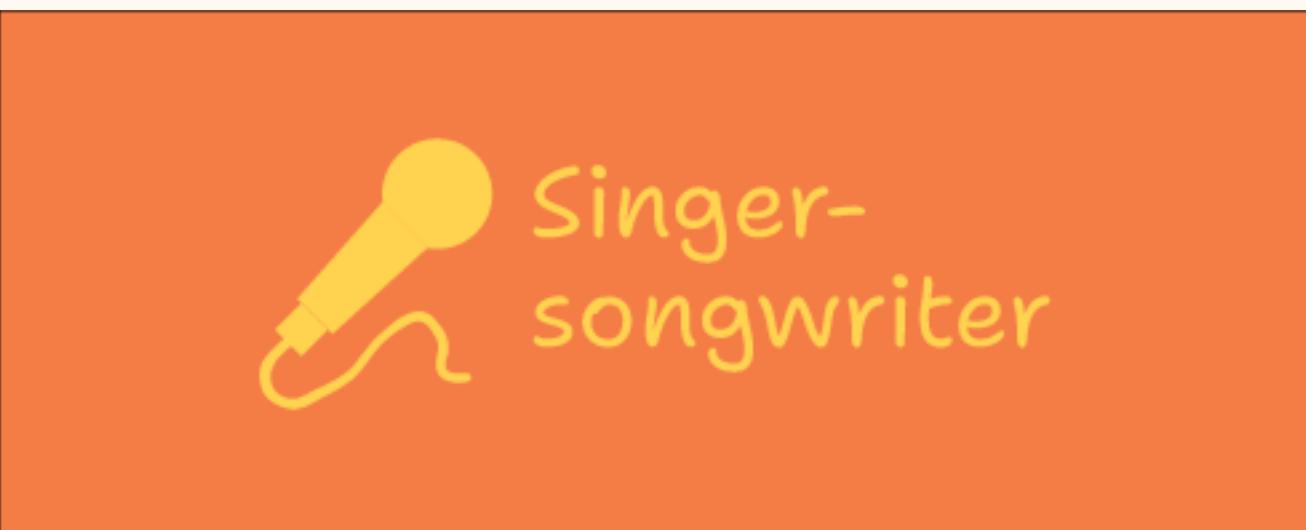
Typograpy color

Do's and Do not's

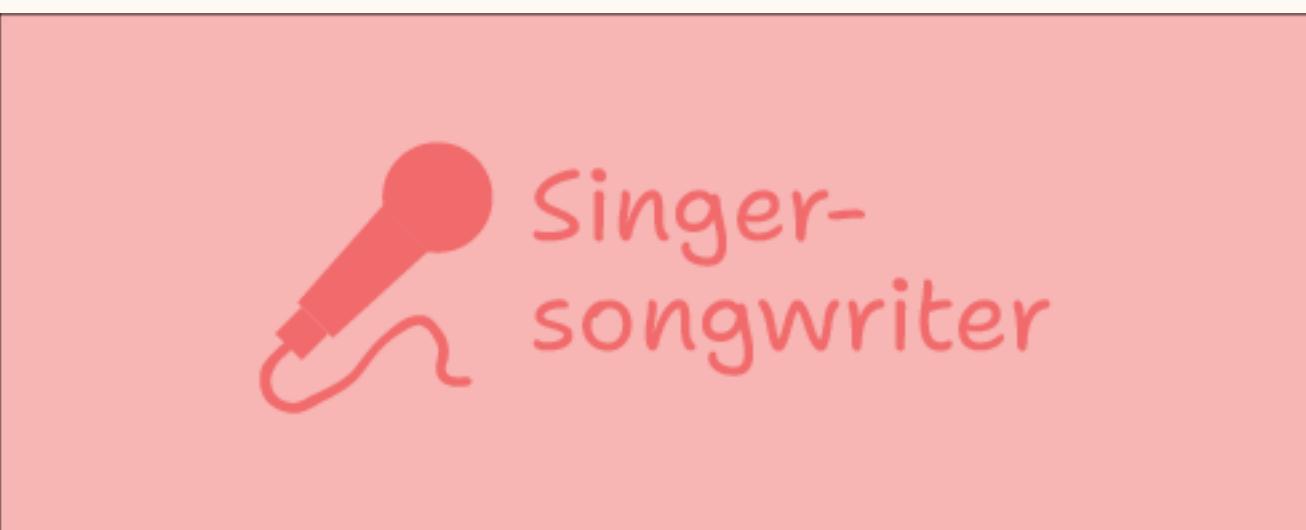
Do



Singer-
songwriter



Singer-
songwriter

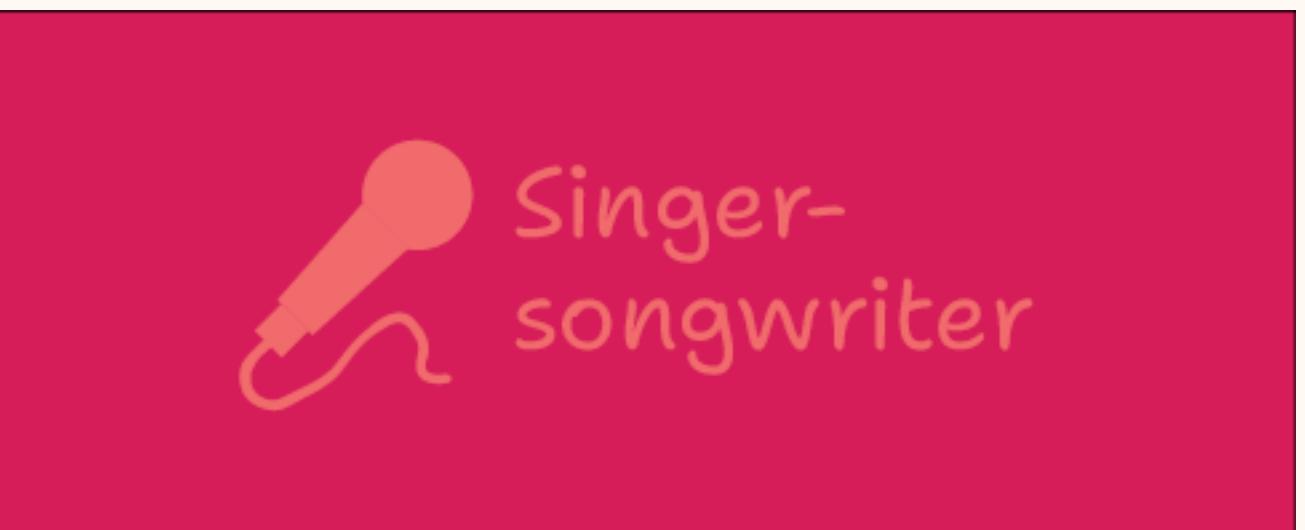


Singer-
songwriter

Do not



Singer-
songwriter



Singer-
songwriter



Singer-
songwriter

Typography

Primary font

Sweet sans pro – regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Quotes / sayings

Sweet sans pro – light italic

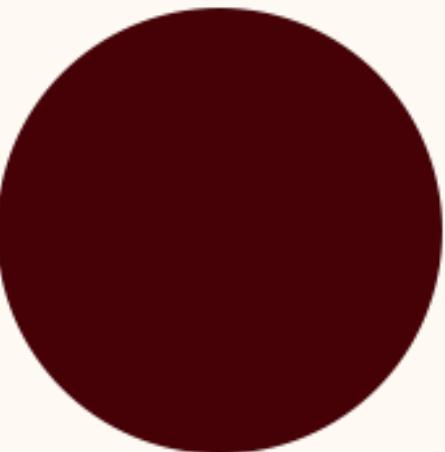
*Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz*

Headings & titles

Retro cool

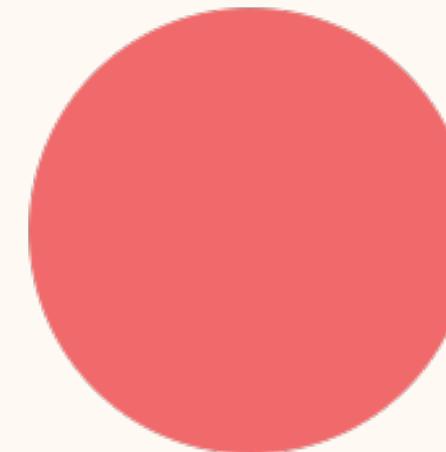
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Font color



#450007

Heading color



#F26B6C

