EVE

BRAND BOOK
2022

WHO ARE WE?

E.V.E. is an intersectional, feminist, student-led organization that aims to educate that presence and perspective is power, give students voices, create youth advocates for social equality, and empowers people of all genders.

WHAT DO WE DO?

E.V.E. has a unique campaign that encourages secondary school students to lead **E.V.E. chapter's** at their schools. E.V.E. has a strong Instagram presence where positive change is led with educational posts that **advocate social issues** and echo awareness days. **E.V.E. speakers** participate in events such as:

Being A Non-Man In Western Society (hosted by The Future Is Female), Intersectional Feminism and Student Rights 2021 (hosted by E.V.E.), volX Youth Exhibitor (hosted by Volunteer MBC), and Winter Club Fair 2021 (hosted by Clubordinate).

OUR ORGANIZATION IN ONE WORD:

INTERSECTIONAL.

OUR VALUES:

EMPOWERMENT. EDUCATION. LIBERATION. ADVOCACY.
EQUALITY. SUPPORT. CHANGE. POWER. VOICE.

IMPORTANCE OF (RE)BRANDING?

Marketing and graphic design are too often overlooked in businesses. They happen to be the most critical jobs in building and shaping an organization's identity. A brand is a unique feature that distinguishes one organization from others. The design, concept, and purpose behind a brand can emphasize an organization's identity and can help create an emotional connection between the organization and the public. E.V.E. will be able to stand out among student-led organizations and become more powerful if its branding is done with the proper inspiration and process.

Why EVE?

Our organization was created under the name E.V.E., and as a result, the name will always be a part of our roots/history.

We launched our Instagram account, programs, campaigns, and events under this name, establishing connections with other organizations and students.

Why EVE?

The members of our organization have voiced concern about the connotations of our organization name. **Here are the top issues:**

1. **The name Eve is derived from the Bible.** Eve is the first woman created and becomes known as Adam's wife. This contradicts our values of secularism and intersectionality.
   Associating our name with a Bible figure may turn away non-religious people and those of various faiths from our organization.

2. **The name Eve is a feminine/female name.** This contradicts our value of intersectionality (accepting all gender identities and expressions) and limits us from reaching certain audiences (i.e. men).

Why EVE?

If we resolve these issues by changing our organization name, this would create confusion among students and other organizations, risking the loss of our pre-existing audience.

Instead of changing the name EVE, our organization can rebrand in a manner that we associate our name with **educate**-**voice**-**empower**, rather than the name Eve.

How Can We Rebrand?

(Est. 1963) Weight Watchers is global wellness company and the world's leading commercial weight management program. They engage in a digital experience and face-to-face group meetings where members learn about healthy eating (recipes and tips), physical activity, and positive mindset.

Weight Watchers rebranded their business to WW to "welcome anyone who wants to build healthy habits". They did this because their business struggled with name concerns:

1. The name "Weight Watchers" implicated that they focused on weight above all else.
2. "Weight Watching" may have trigger sensitivity in individuals who struggle or had struggles with eating disorders, body dysmorphia, exercise obsessive disorder, certain medical conditions, etc...
3. The name had a negative connotation that disapproved their aim of delivering "wellness for all".

BEFORE

AFTER

Why EVE?

WW demonstrates how we can keep our organization name, but create new designs and logos to improve the way our identity is viewed.

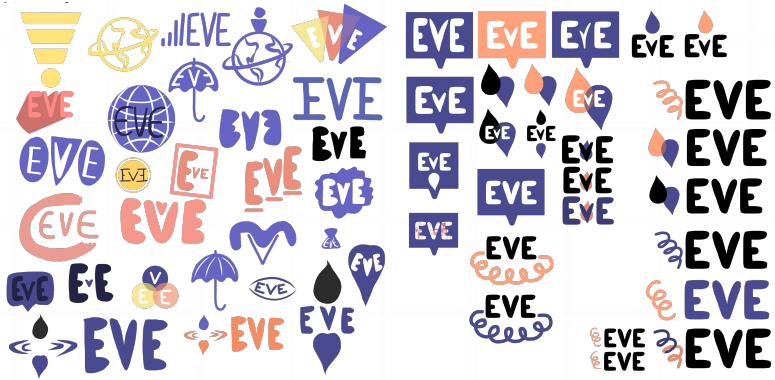
Our pre-established name, EVE, is a **soft word** with an already pleasant tone. This three-letter name is a great way to increase recognition as the tone can **easily be remembered** by anyone (perfect for non-fluent/non-English speakers).

BEFORE

EVE

AFTER

X
X
EVE
X
X


EVE
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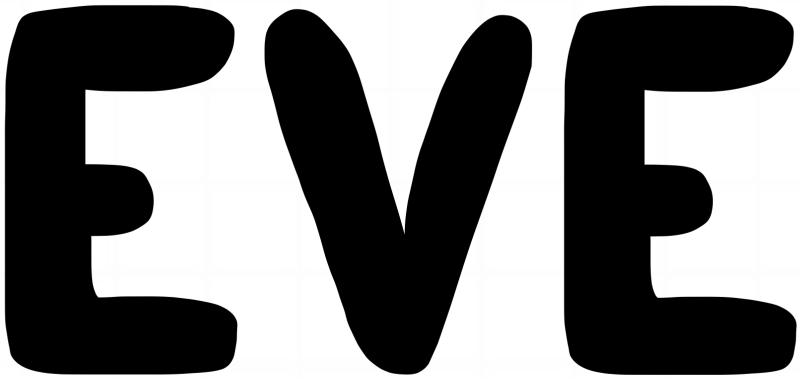
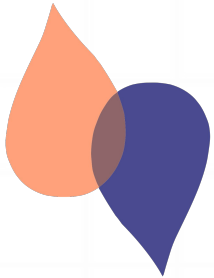
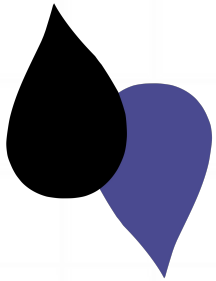
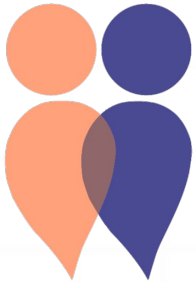


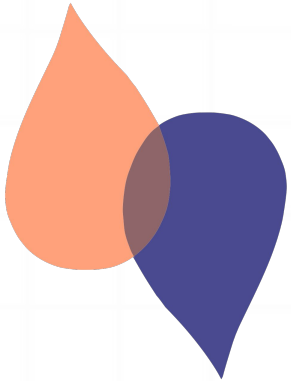
Wordmark.







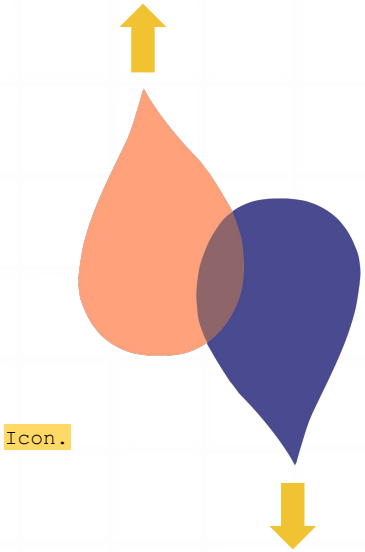
Icons.



Icon.

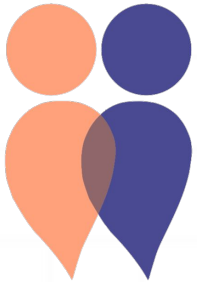
Symbol of mindfulness and presence.

The two coinciding drops of water are inspired by the symbol of mindfulness and presence. The idea of presence references an affirmation/slogan that the EVE team supports, **“my presence is my power”** (by Gabrielle Bernstein). The water droplets represent two different people or two speech bubbles that come together like a Venn Diagram. This illustrates that every person is different, but how they can all come together (work together) and agree on similar struggles and moral values (i.e. gender equality).



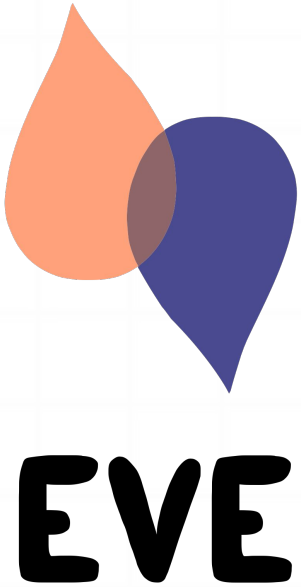
Icon.

The water drops fall in different directions to demonstrate how different people going in different directions (on different paths with different beliefs) can **co-exist.**

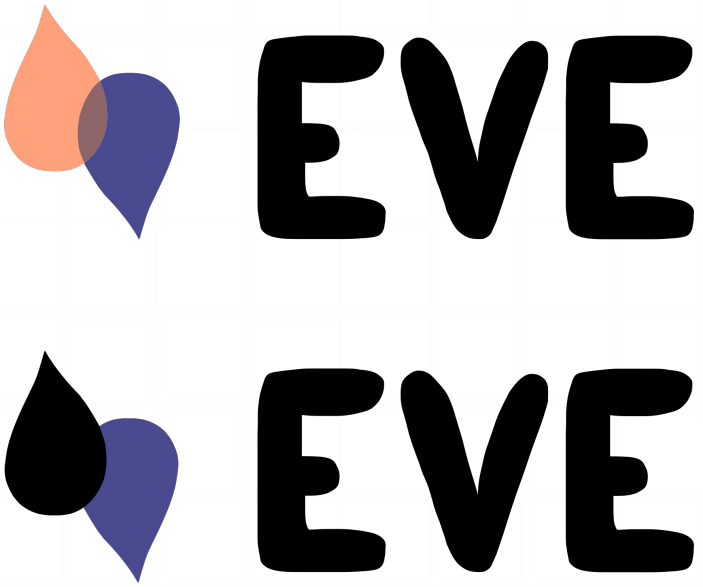


Icon.

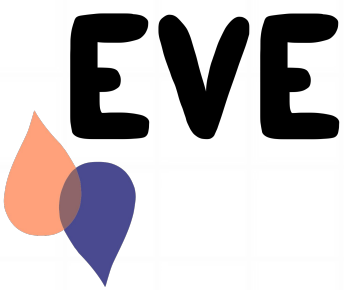
This Venn diagram and co-existing design concept is applied to all icons.

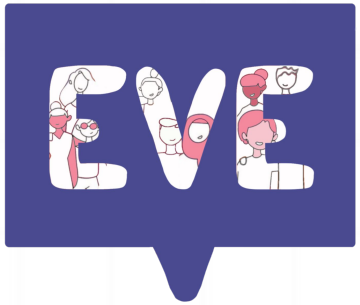


Stacked Logo.



Horizontal Logo.

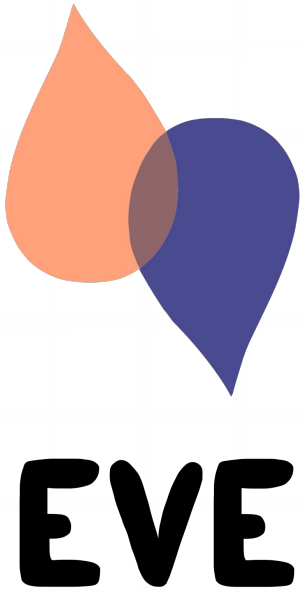




Logo Variations.

The main logo would appear on the E.V.E. website header, business cards, marketing material, and marketing collateral (i.e. pamphlets, newsletters, blogs, infographics, organization and event magazines, and landing pages).

Primary Logo Rules.



Ideal when space on print or web does not accommodate the width of the main logo and horizontal/wider versions of the logo (i.e. avatars, account profile pictures, and when present in credits).

Stacked Logo Rules .

Four-Colour Printing: Peach, Purple, Mauve, and Black Logo.

Two-Color Printing: Black and Purple Logo.

One-Color Printing: These logos print in 100% black and reversed (knocked out) of any background colour to white.

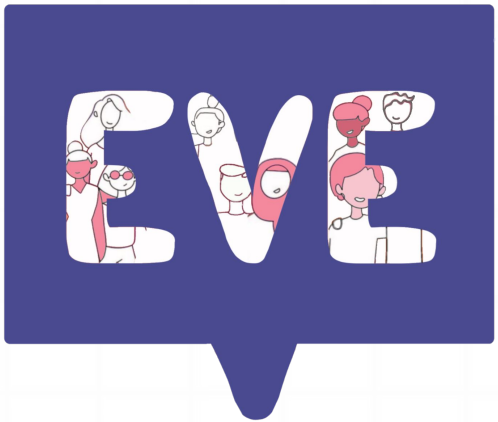
Horizontal Logo Rules: Ideal for printing formal documents or for logos on web where a stacked logo is not accommodated.

Icon & Wordmark: Ideal for print when a vertical logo is not accommodated or publicity under social media images and graphics, website and email footers, workbooks, opt-in PDF's, and covers.

Graphic & Wordmark: Ideal for web and print directed to students and youth.

Event Graphic: Ideal for event marketing and for directing organizations and the public to E.V.E. speakers and the Event Planning Department.

Submark Logo Variation Rules.



Ideal for reaching out to pre-existing audiences to adjust them to our new primary logo or for future promotional material (i.e. social media posts, posters for schools, community website pages, etc…) when a large space is available to display this logo variation in its optimal size.

“EVE Logo inside Primary Logo” Rules.

A logo designed to honour our team, volunteers, and community. Ideal for promoting volunteer opportunities, marketing community events, promoting initiatives made by one-time volunteers, and sponsoring community-wide events.

“EVE Volunteer Logo” Rules.

Primary.

Aa

ILLUSTRA SANS
A HEADLINE EXAMPLE

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG!

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG!

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG!

Typefaces.

Display.

Aa

Leckerli Bold

A Headline Example.

Aa

Leckerli

A body text example.

The quick brown fox jumps over the lazy dog.
(14pt Bold)

The quick brown fox jumps over the lazy dog.
(14pt Bold Italic)

The quick brown fox jumps over the lazy dog.
(14pt)

The quick brown fox jumps over the lazy dog.
(14pt Italic)

Only used in lowercase for events.

Typefaces.

Web 1.

Aa

Overpass Bold

A HEADLINE EXAMPLE.

Aa

Overpass

A body text example.

The quick brown fox jumps over the lazy dog.

(14pt Bold)

The quick brown fox jumps over the lazy dog.

(14pt Bold Italic)

The quick brown fox jumps over the lazy dog.

(14pt)

The quick brown fox jumps over the lazy dog.

(14pt Italic)

Typefaces.

Web 2.

Aa

Inter Bold

A HEADLINE EXAMPLE.

Aa

Inter

A body text example.

The quick brown fox jumps over the lazy dog.

(14pt Bold)

The quick brown fox jumps over the lazy dog.

(14pt Bold Italic)

The quick brown fox jumps over the lazy dog.

(14pt)

The quick brown fox jumps over the lazy dog.

(14pt Italic)

Typefaces.

Intersectional Orange

RGB 225, 161, 123
CMYK 0, 37, 52, 0
FFA17B

Mauve Movement

RGB 142, 102, 106
CMYK 0, 28, 25, 44
8E666A

Cosmetic Violet

RGB 74, 74, 145
CMYK 49, 49, 0, 43
4A4A91

Radical Red

RGB 227, 88, 109
CMYK 0, 61, 52, 11
E3586D

Gothic Black

RGB 0, 0, 0
CMYK 0, 0, 0, 100
000000

Medusa White

RGB 255, 255, 255
CMYK 0, 0, 0, 0
FFFFFF

Color Palette.

Intersectional Orange

Refers to one of our feminist core values of intersectionality (feminism that focuses on the discrimination and privilidge of all groups of peoples).

Mauve Movement

Refers to feminist movements.

Cosmetic Violet

Refers to the double standards of beauty and cosmetics that have had a significant impact on women, and how cosmetics can instead be used to empower all people of all genders.

Radical Red

Refers to radical feminism (a political ideology that "radically" advocates against male supremacy).

Gothic Black

Refers to the literacy subcategory of "female gothic"—an old genre of feminism and female liberation.

Medusa White

Refers to a figure in Greek mythology who has become a feminist symbol. From a feminist lens, Medusa's story provokes renewed perspectives on women's loss of power.

Design Application Example: Business Cards.

Water droplet

EVE’s purpose of connecting people and helping people find a way to co-exist and work together to advocate and solve social issues.

v.2022.01.29
By Andreea McKague

EVE

THANK YOU
2022