



# Brand Guidelines

Version 1, February 2019

# Elevate Brand Identity

The goal of these Brand Guidelines is to consolidate Elevate's brand and create a unified visual identity that can scale with our rapid growth.

The information laid out here will guide you in making sure Elevate's unique look and feel remains consistent across all platforms.

Last updated February 5th, 2019



## Mark

The Elevate Mark is a slightly rounded triangle, the colors used here are the primary colors for the mark.

The primary use of the mark is as the favicon across all platforms.



Mark

## Wordmark

This is the primary portion of the Elevate logo. It can be used separately or in combination with the Elevate Mark.



Wordmark

# Whitespace

The use of whitespace around the Elevate Logo as well as page layouts is very important. It brings clarity, focus and attention to our visual messaging.

The minimum whitespace around the logo is equivalent to the size of the “e” in the logo.



## Logo Colors

The preferred use of the Elevate logo is on white backgrounds, however, it can be used with a variety of backgrounds, some of which may feature darker colors, and some complimentary colors.

The Elevate name is to be clearly visible while still displaying the colors of the brand, when at all possible.



# Color Palette

The colors are displayed here with their 10 variants. This wide spectrum gives us the ability to find a color for just about any possible use case.

We also have 10 shades of gray, starting from lightest to darkest.

\*The colors seen on this page are just the more commonly used colors, the rest can be found at <https://www.elevate-ui.com/theme>

## Primary

#FFF5F5	050	#FFE4E4	100	#FFD4D4	200	#F99E9B	300	#F17772	400
#F15953	500	#D2413B	600	#A82B26	700	#821410	800	#610404	900

## Secondary

#F3FFFE	050	#EBFAF9	100	#DAF2F1	200	#9EE5E0	300	#68D0C8	400
#55C3BA	500	#2EA59B	600	#168C82	700	#086B62	800	#014A44	900

## Tertiary

#E9F5FF	050	#E1EDF8	100	#D6E4F0	200	#80B7E4	300	#4891CD	400
#2E7FC2	500	#19629E	600	#105188	700	#073E6C	800	#023052	900

## Gray

#fbfcfd	050	#edf1f4	100	#dde2e7	200	#ccd2d8	300	#b3bac1	400
#888f96	500	#60686f	600	#4b565f	700	#3E464F	800	#232c35	900

# Typography

Open Sans is a humanist sans serif typeface designed by Steve Matteson. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

## TYPEFACE

### Open Sans

Aa

Regular400

Aa

SemiBold600

Aa

ExtraBold800

## HIERARCHY

STYLE	WEIGHT	FONT SIZE	LINE HEIGHT
Title	SemiBold	36px	48px
Heading 2	SemiBold	32px	44px
Heading 3	SemiBold	28px	40px
Heading 4	SemiBold	24px	36px
Heading 5	SemiBold	20px	32px
Body	Regular	20px	28px

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