elevate

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 seperately 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.
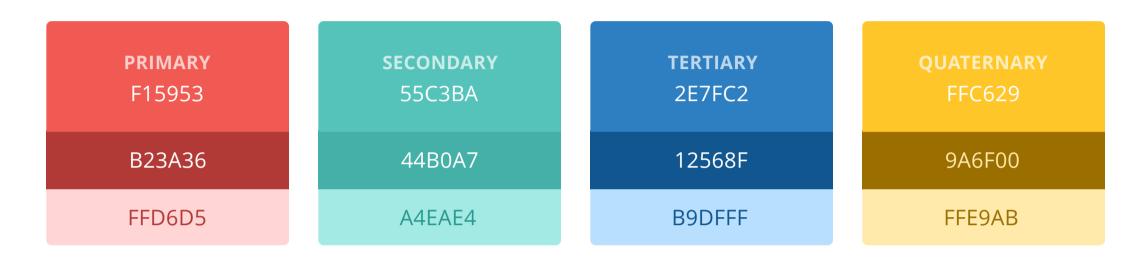
Color Palette

The color palette is composed of 4 main colors, each accompanied by a lighter and dark counterpart.

The 4 colors are displayed here with the darker variant below the primary shade and the lighter variant below that.
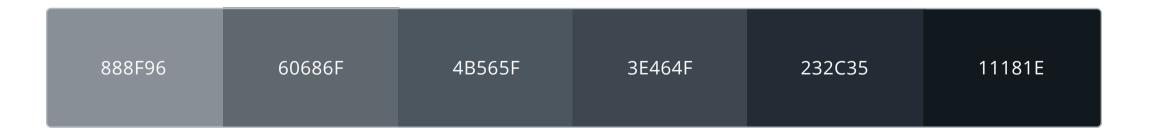
We also have 11 shades of gray, starting from lightest to darkest.

Main Colors

PRIMARY	SECONDARY	TERTIARY	QUATERNARY
F15953	55C3BA	2E7FC2	FFC629
B23A36	44B0A7	12568F	9A6F00
FFD6D5	A4EAE4	B9DFFF	FFE9AB

Grayscale

FBFCFD	EDF1F4	DDE2E7	CCD2D8	B3BAC1

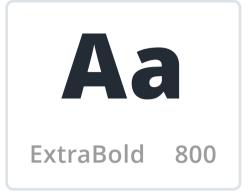| 888F96	60686F	4B565F	3E464F	232C35	11181E

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.

Open Sans

Aa	Aa	Aa
Regular 400	SemiBold 600	ExtraBold 800

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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