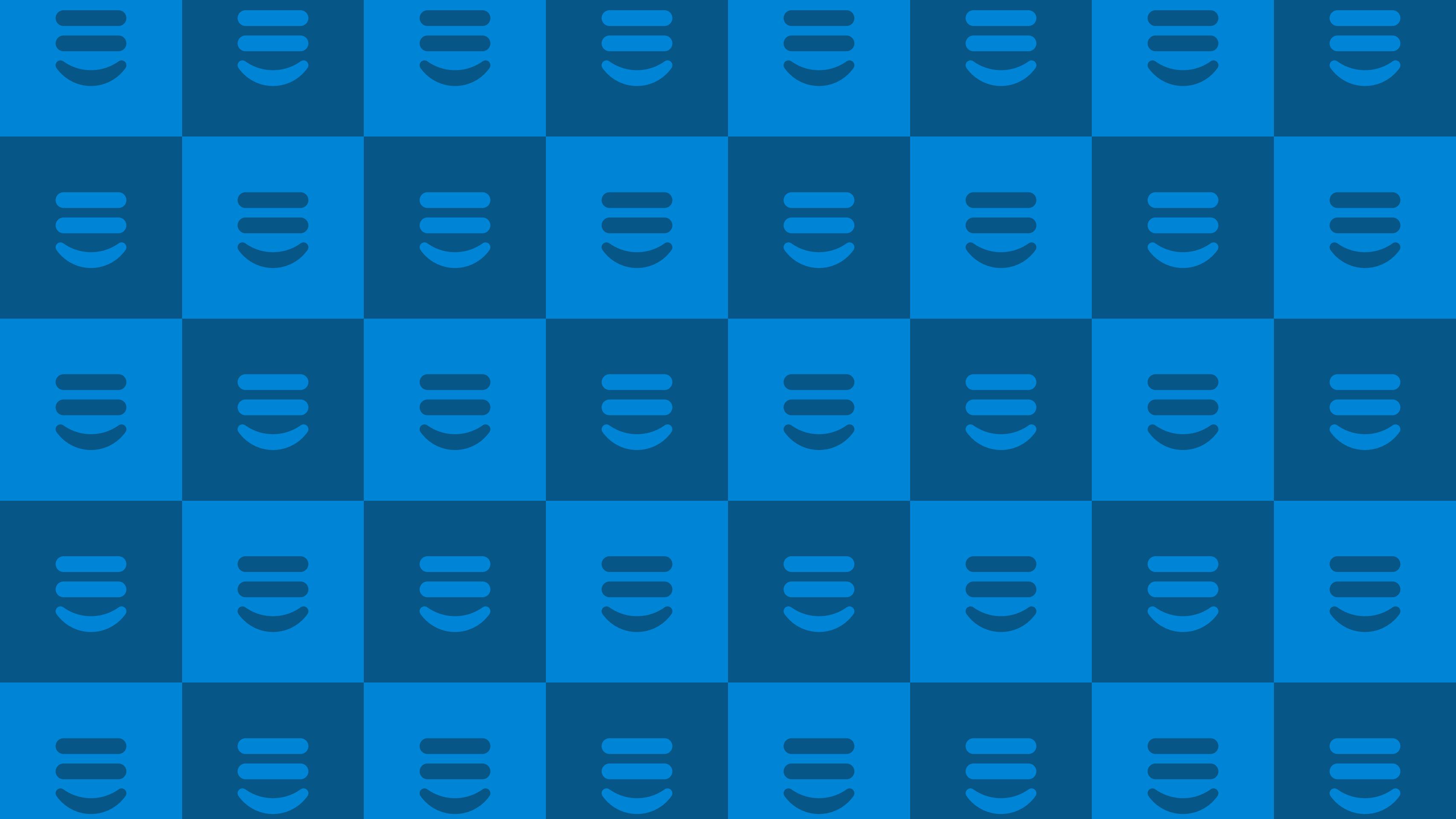




Identity Guidelines

June, 2013





Our Mission	3	Logo Usage	20
Brand Essence	4	Color	22
Brand Personality	5	Typography	23
Logo	6	Illustration Style	24
Logo Alternative	15	Photography Style	25
Print Alternative	17	Tone of Voice	26
App Icon	18	Design Examples	27
Pattern	19		



Making payments should be easy.

It's not about dividing transactions. It's about sharing experiences. Why not focus on what you really want to do, and worry about payments later? There's no need to split hairs when you're splitting the check. Let's remove financial friction from social life in college, and make it a more pleasant experience.

Don't get mad, get evenly.



The essence of the Evenly brand is the core idea and emotional heart of our brand. It should be the foundation upon which all stories and brand experiences are built.

Overall, our goal is to be known in our users' minds for our brand essence.

Payments by people

Frictionless finance.

A reflection of our aspiration to become a player in the finance sector.

Focused on the experience and stories of individuals.

User centered, user driven.

Fun and social.



Evenly is organized around the idea of removing friction from payments, and making mobile payments a fun and secure experience.

The Brand personality describe the character and spirit of our brand. It is a reflection of who we are today and who we want to be in the future.

These attributes also guide our overall messaging and tone of voice, as well as

1. Fun

We are friendly and engaging, and try to make the little things in life a little bit more pleasant.

2. Energetic

We are passionately optimistic about the future, and we invite people to be a part of it.

3. Compassionate

We are careful listeners. We strive to understand our users' needs, and we always put them first.

4. Trustworthy

We are dependable reliable. We take our users' information seriously, and hold privacy in the highest regard.

5. Supportive

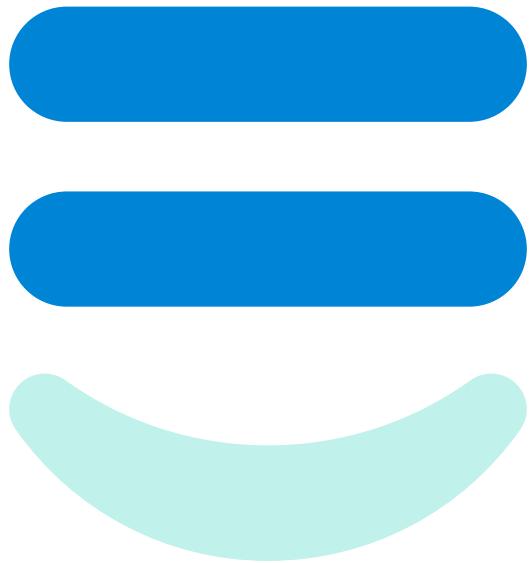
We are always here when our users need us, and we step out of the way when they don't.



Evenly
Logo

Identity Guidelines
June 2013

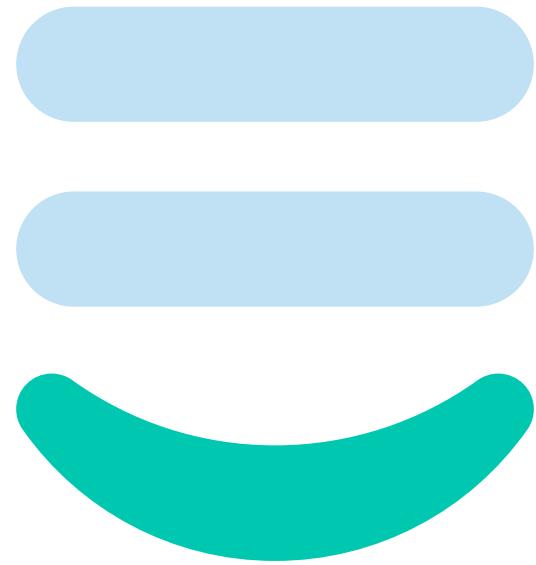




Payments

This is an equal sign.

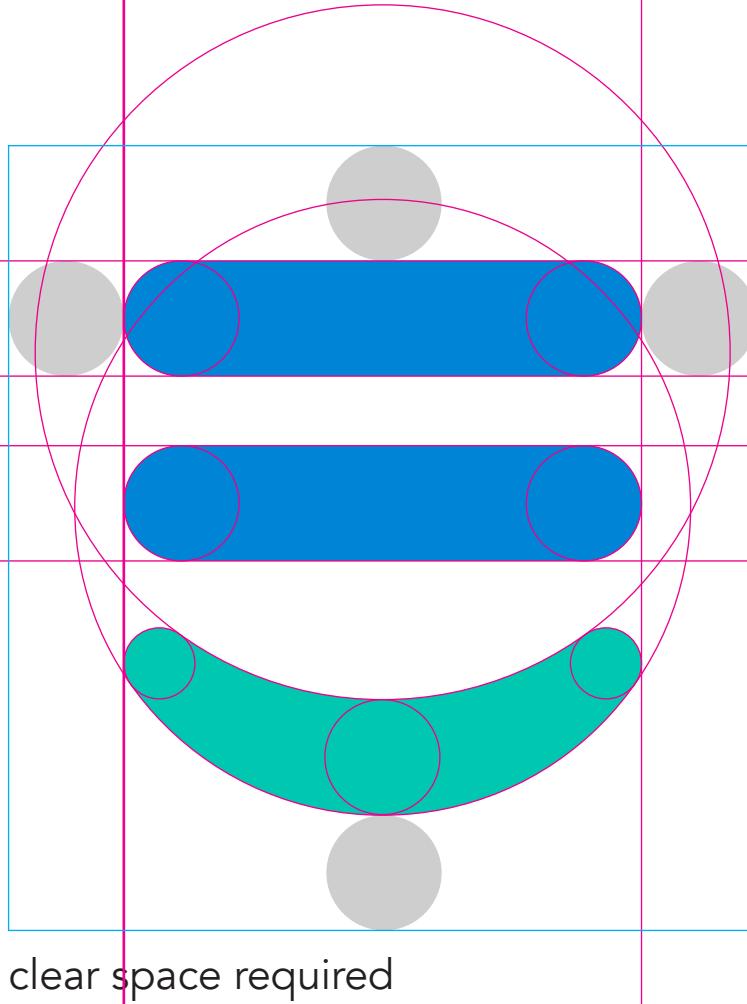
It represents the flow of funds, transactions, and equality. It also represents our commitment to be safe and secure as a payment solution.



People

This is a smile.

It conveys warmth and friendliness, and represents our passion to deliver fun and exciting solutions to our customers.





Evenly
Logo

Identity Guidelines
June 2013







Evenly
Logo

Identity Guidelines
June 2013



evenly



Evenly
Logo

Identity Guidelines
June 2013



clear space required



evenly



evenly



evenly





Evenly
Logo Alternative

Identity Guidelines
June 2013



evenly



Evenly
Logo Alternative

Identity Guidelines
June 2013



evenly



evenly



Evenly
App Icon

Identity Guidelines
June 2013





Evenly
Pattern

Identity Guidelines
June 2013



Our logo is the touchstone of our brand and one of our most valuable assets. The usage of our logo should adhere to the following hierarchy.

1. Logo

This is the preferred way to use the evenly logo.
Every attempt must be made to do this.



2. Print Alternative

In instances where reproducing the dropshadow is problematic, revert to the print alternative.



3. Smile

The smile can be used as a stand-alone mark as well as a graphic element.



4. One Color

If color options are limited, the Evenly logo can be used in one color (Black, Evenly Dark, or Evenly Blue).





DON'T:

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and additional drop shadows.
3. Use the logo as a clipping mask for photography
4. Change the logo colors.
5. Attempt to recreate the logo.
6. Scale the logo unproportionately.
7. Make alterations, additions or substitutions to the words and or shapes contained in the logo.
8. Use the logo as a repeated pattern, "wallpaper," or other decorative device. If a pattern is needed, use the checker board pattern.





Evenly
Color

Identity Guidelines
June 2013

Evenly Blue

RGB: 0, 115, 222
CMYK: 82%, 54%, 0%, 0%
HEX: #0085D6

Evenly Green

RGB: 0, 200, 176
CMYK: 70%, 0%, 42%, 0%
HEX: #08C0AD

Evenly Dark

RGB: 36, 45, 50
CMYK: 78%, 65%, 56%, 61%
HEX: #242D32

Evenly Light

RGB: 249, 247, 246
CMYK: 1.5%, 1.6%, 1.6%, 0%
HEX: #F9F7F6

Evenly Red

RGB: 255, 105, 80
CMYK: 0%, 74%, 69%, 0%
HEX: #FF6950



Avenir

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

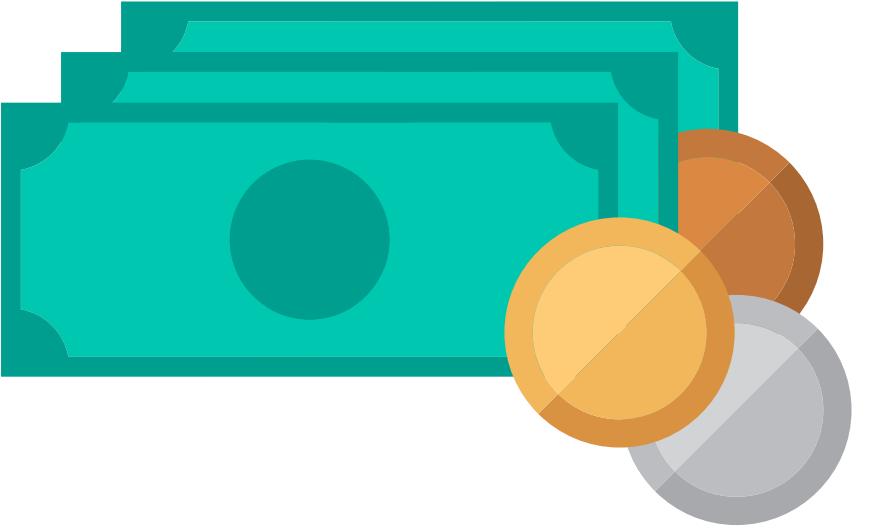
AaBbCc1234

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT

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VIVAMUS NUNC LIBERO CONGUE VEL EST A

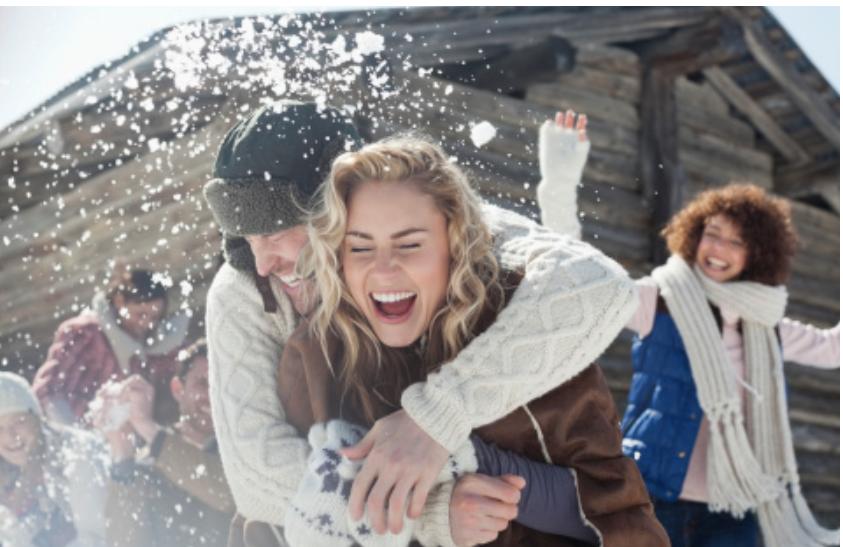
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Imagery is a key visual element that allows us to craft stories and make human connections about how we remove friction from payments.

We should always incorporate photos that feature people engaging in life activities. The overall color palette should be warm, friendly, and inviting.





Our signature writing style is friendly and approachable.
Our tone of voice should also adhere to the five key
elements of our brand personality:

- 1. Fun**
 - 2. Energetic**
 - 3. Compassionate**
 - 4. Trustworthy**
 - 5. Supportive**
-

Don't get mad, get Evenly.

No cash? No problem!

No one has joined yet, but that's okay ;)

Thanks for letting us know! We're on it.

Oops! Wrong passcode.



