EvokeTechnologies

Evoke Style Guide

V1, 27 August 2019

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What is Style Guide?

A style guide establishes standard style requirements to improve communication by ensuring consistency both within a document, and across multiple documents. The style guide may require certain best practices in usage, language composition, visual composition, orthography and typography.

Logo

All Evoke branded marketing communications must use the full color logo.

The Evoke logo must be used on 100% of internal and external communications. The logo is intended for use by corporate organizations and facilities; certifications and subscriptions; programs and events; competitions; corporate solutions (multiproduct); hardware; services, and products.
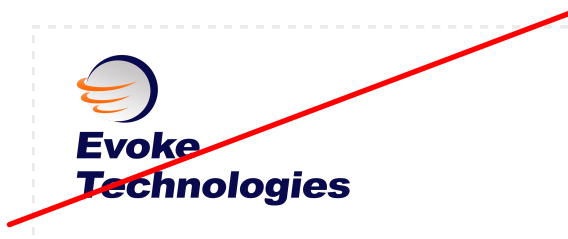
Color variations

Full-color positive

Full-color reverse

✅ Acceptable Logos

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❌ Incorrect Logos

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Color Palette

External
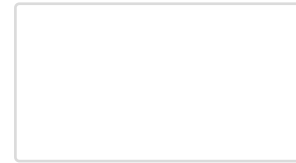
HEX: #0088D1	HEX: #FF9B21	HEX: #FC8500	HEX: #FFFFFF	HEX: #000000
RGB: 0, 136, 209	RGB: 255, 155, 33	RGB: 0, 1, 14	RGB: 255, 255, 255	RGB: 0, 0, 0

Gradients

HEX: #023047	HEX: #000472	HEX: #00010E	HEX: #00010E
#FF9B21	#FF7700	#8B009A	#007AD6

Internal
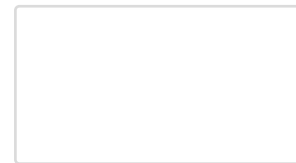
HEX: #023047	HEX: #0088D1	HEX: #FC8500	HEX: #FFFFFF	HEX: #373741
RGB: 2, 48, 71	RGB: 32, 158, 197	RGB: 252, 133, 0	RGB: 255, 255, 255	RGB: 55, 55, 65

Typography

Lato is our type family

Lato has been used in various physical publications, including information signs and election campaign billboards.

To download the Lato font family, visit : https://fonts.google.com/specimen/Lato

Font Size: 14 px

Hello

Line Height: 22 px

Lato Light
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Medium
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Semibold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Bold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Heavy
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Lato Black
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Type Scale

Scal Category	Typeface	Font Weight	Size	Case	Letterspacing
H1	Lato	Light	28px	Heading One	0
H2	Lato	Regular	24px	Heading Two	0
H3	Lato	Regular	18px	Heading Three	0
Sub Title 1	Lato	Regular	16px	Title One	0
Sub Title 2	Lato	Bold	16px	Title Two	0
Caption One	Lato	Regular	14px	Sub Text	0
Caption Two	Lato	Regular	12	Sub Text Two	0

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Communicaitons

Tshirts

Accepted Colors

Thank You