

# Evoke Style Guide



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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



✗ Incorrect Logos



# Color Palette

## External



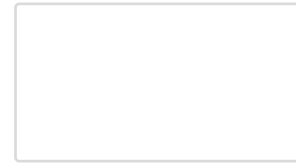
HEX: #0088D1  
RGB: 0, 136, 209



HEX: #FF9B21  
RGB: 255, 155, 33



HEX: #FC8500  
RGB: 0, 1, 14



HEX: #FFFFFF  
RGB: 255, 255, 255



HEX: #000000  
RGB: 0, 0, 0

## Gradients



HEX: #023047  
#FF9B21



HEX: #000472  
#FF7700



HEX: #00010E  
#8B009A



HEX: #00010E  
#007AD6

## Internal



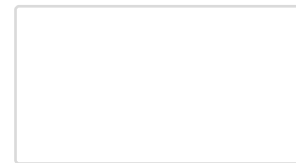
HEX: #023047  
RGB: 2, 48, 71



HEX: #0088D1  
RGB: 32, 158, 197



HEX: #FC8500  
RGB: 252, 133, 0



HEX: #FFFFFF  
RGB: 255, 255, 255



HEX: #373741  
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>



### Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*

### Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%&\*

### Lato Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#%&\***

### Lato Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#%&\***

### Lato Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@#%&\***

### Lato Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**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
<b>Sub Title 2</b>	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