



EV Creations

BRAND GUIDE

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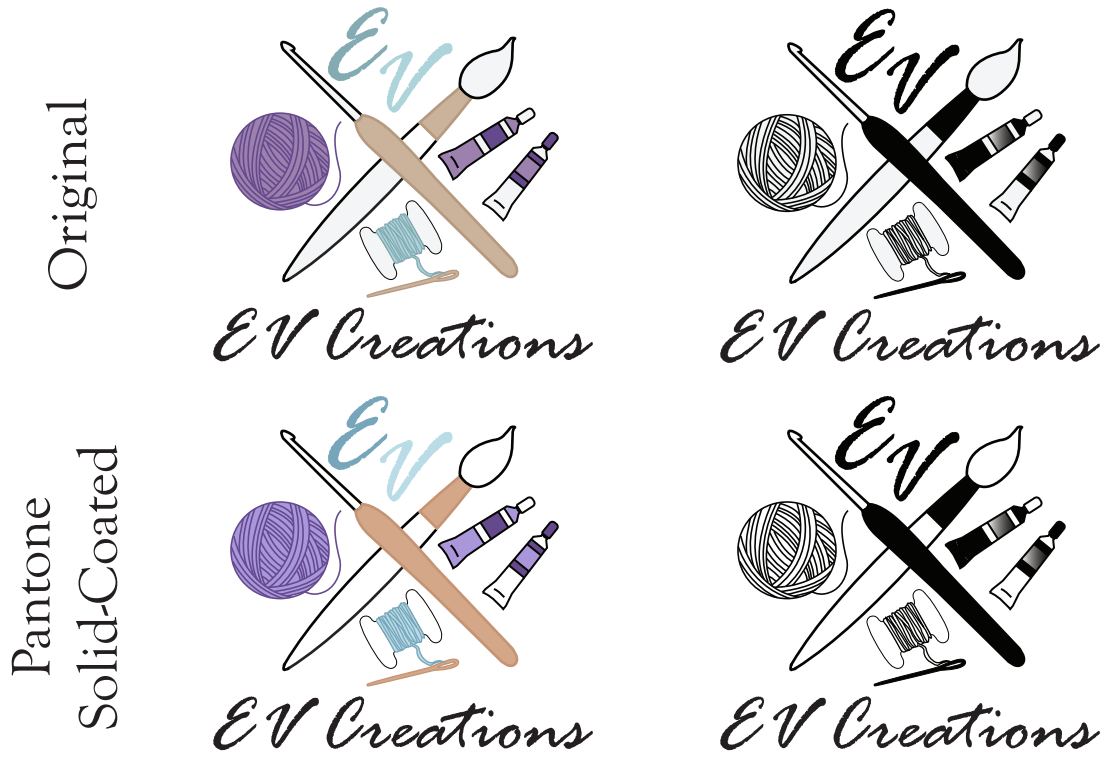
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8. Design Process

1. Logo

1.1 Stacked



1.2 Horizontal



2. Sizes & Spaces

2.1 Clear Space

*the clear space is relative to the *ℓ* in the wordmark, or in the case of the horizontal logo, the *ℓ* in the icon



2.2 Display Sizes



3. Colour

*in the case of a black background, the outlining black colour may be changed to pure white for legibility and coherence on the paintbrush and text.

PANTONE 7678 C
Web #663399
R105 G72 B142
C71 M84 Y11 K1

PANTONE 7695 C
Web #6699CC
R122 G165 B186
C54 M24 Y19 K0

PANTONE 2645 C
Web #9999CC
R174 G149 B218
C32 M42 Y0 K0

PANTONE 7457 C
Web #CCCCCC
R185 G219 B229
C26 M4 Y7 K0



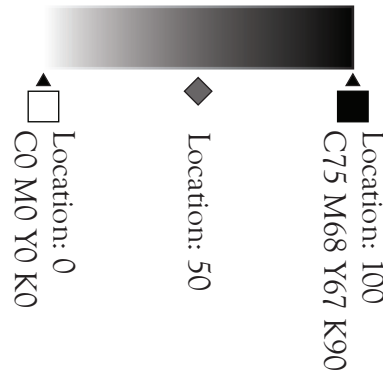
PANTONE 4665 C
Web #CC9999
R205 G167 B135
C20 M34 Y48 K0

Web #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

*in the case of the black and white icon, the paint tubes contain a middle gradient, this gradient is layed out below

PANTONE 4655 C
Web #CC9966
R192 G148 B115
C25 M42 Y58 K2

Web #000000
R0 G0 B0
C75 M68 Y67 K90



4a. Typography



Suspendisse non sem at ligula sagittis aliquam. Vivamus lacinia felis vel odio tempus posuere. Morbi nec sagittis ante. Aenean a malesuada orci. Vivamus porttitor et augue accumsan. Phasellus et laoreet est. Vivamus ullamcorper dictum iaculis. Phasellus fermentum ipsum arcu, sit amet fringilla elit rutrum quis. Etiam placerat pellentesque metus a varius. Lorem ipsum dolor sit amet.

Morbi tincidunt in libero vitae eleifend. Etiam placerat pellentesque metus a varius. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus a lectus volutpat, commodo odio vitae, luctus mauris. Proin lobortis ante quis placerat gravida. Nam porttitor libero ut commodo varius. Donec et est accumsan. Aenean a malesuada orci. Vivamus porttitor et augue accumsan.

4.1 Main Typeface - Rage Italic Regular

aa

Characters

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
_ ` ~ ! @ # \$ % ^ & * () - = + [] { } | \ / : ; ' " , < > ?

Sample Text

Donec id porta est. In hac habitasse platea dictumst. Nullam bibendum erat ut lectus scelerisque, sit amet finibus sem fringilla. Suspendisse nare nisi maximus quis.

4b. Typography

4.2 Secondary Typeface - Goudy Old Style

aA

Characters

Sample Text

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
_ ` ~ ! @ # \$ % ^ & * () - = + [] { } | \ / : ; ' " , . < > ?

Donec id porta est. In hac habitasse platea dictumst. Nullam bibendum erat ut lectus scelerisque, sit amet finibus sem fringilla. Suspendisse nare nisi maximus quis.

4.3 Substitute Main Only - Script MT Bold

aA

Characters

Sample Text

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
_ ` ~ ! @ # \$ % ^ & * () - = + [] { } | \ / : ; ' " , . < > ?*

Donec id porta est. In hac habitasse platea dictumst. Nullam bibendum erat ut lectus scelerisque, sit amet finibus sem fringilla. Suspendisse nare nisi maximus quis.

4.4 Substitute Secondary Only - Georgia

aA

Characters

Sample Text

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
_ ` ~ ! @ # \$ % ^ & * () - = + [] { } | \ / : ; ' " , . < > ?

Donec id porta est. In hac habitasse platea dictumst. Nullam bibendum erat ut lectus scelerisque, sit amet finibus sem fringilla. Suspendisse nare nisi maximus quis.

5. Business Card

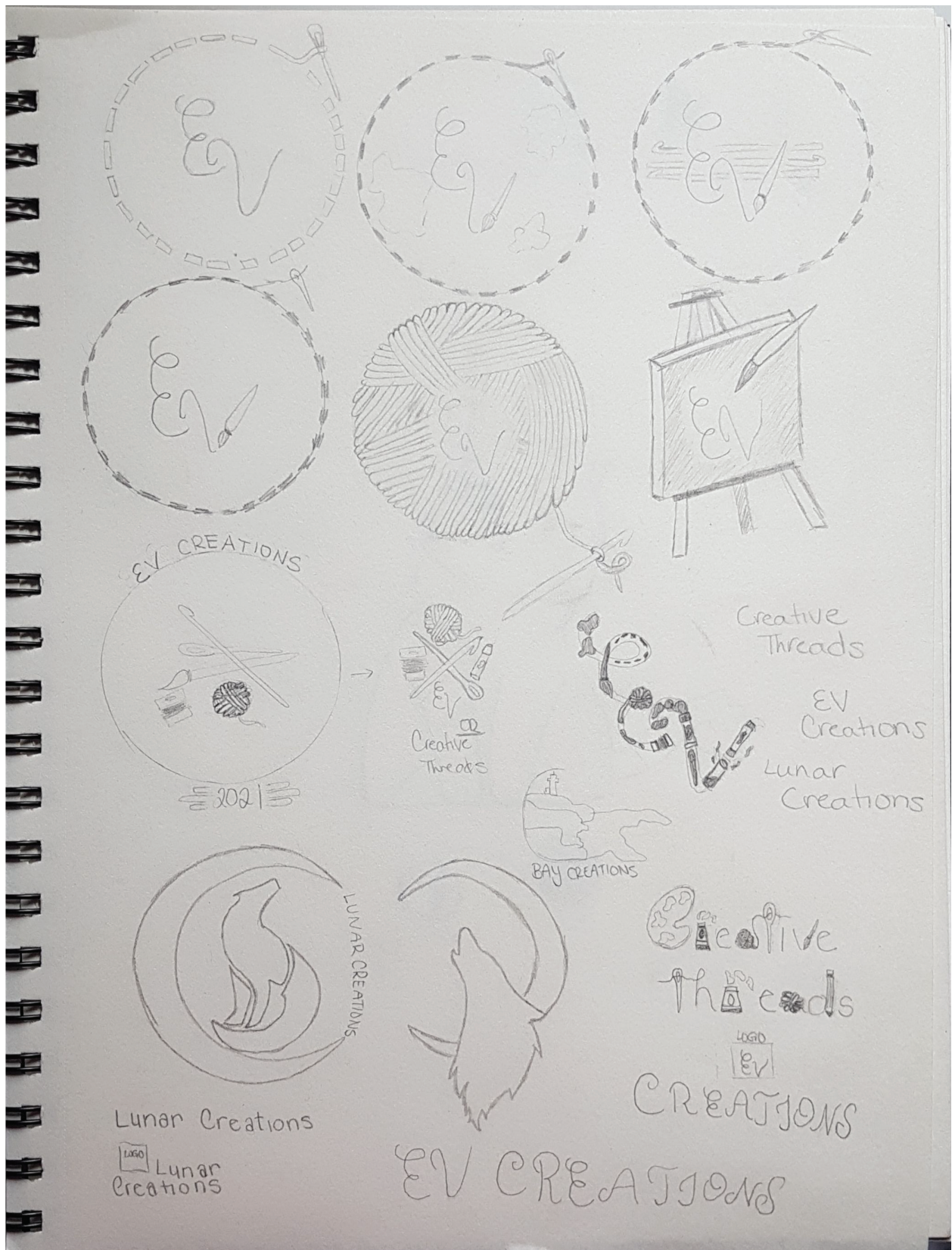


6. Mockups



7a. Thumbnail Sketches

7.1 Traditional



7b. Thumbnail Sketches

7.2 Digital

*some of the icons shown below were recreated due to legibility and visual difference

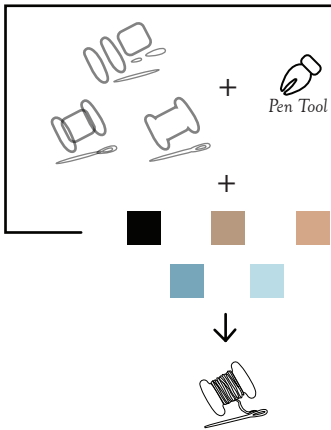
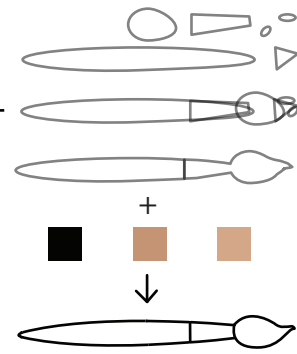
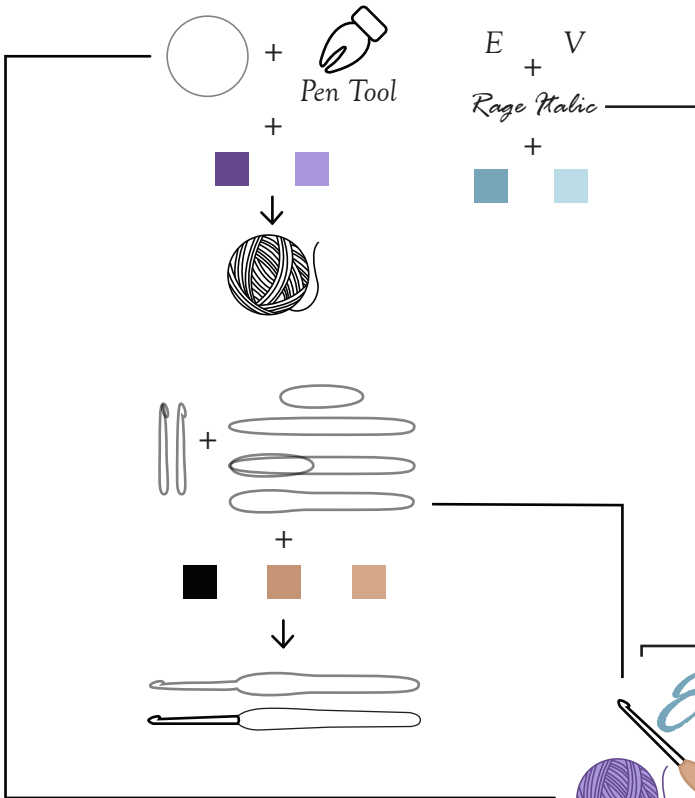
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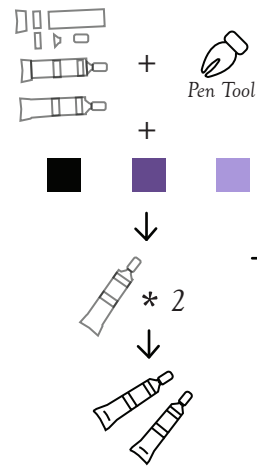
Other Ideas



8. Design Process



EV Creations
 +
 Rage Italic
 +
 Black Square



References

