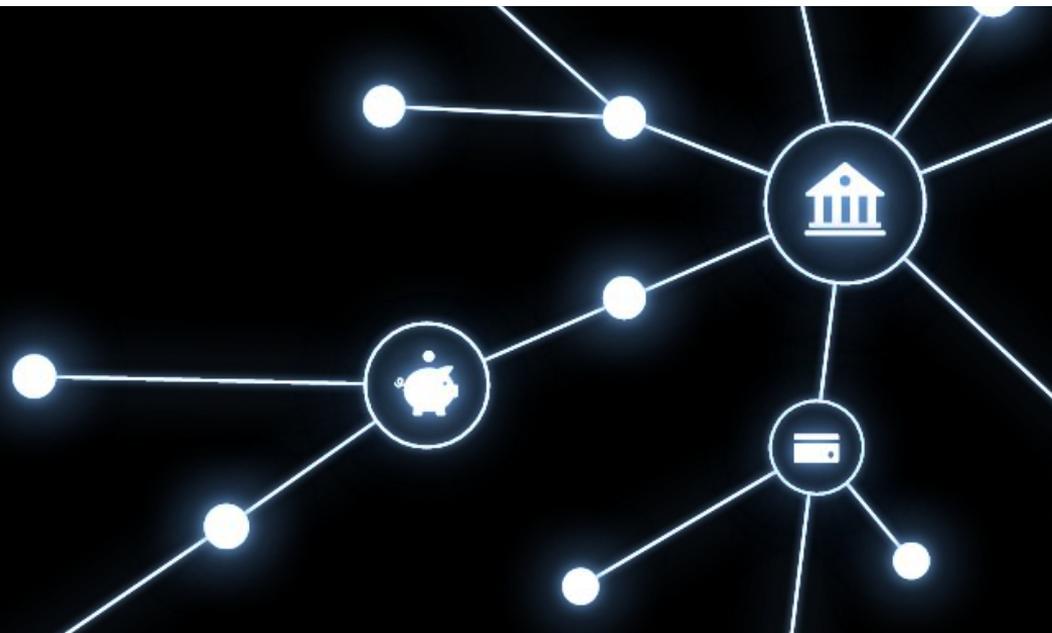# EVEN

Style Guide

AGENDA

Logo

Color Palette

Typography
  Font
  Hierarchy
  Numbers & Labels

Icons

Even Messaging
  Mission
  Tagline
  Usage & Terminology

LOGO

The following best practices of logo usage is essential for proper usage of our branding.

BLACK LOGO

Use on white or light backgrounds. Proper contrast is required.

WHITE LOGO

Used on colored background. Proper contrast is required.

COLOR LOGO

Use on white or light backgrounds. Proper contrast is required.

GRAY LOGO

Use on white or light backgrounds. Proper contrast is required.

GLOW ICON

Use on black or dark backgrounds. Proper contrast is required.

FAVICON

These icons are used in any scenario requiring a 1:1 aspect ratio, like social handles, favicons, avatars, email link, etc.

TIPS

Make sure to use a high resolution PNG or EPS file.

Use **300dpi** for **print**.
Use **72dpi** for **digital**.

LOGO

Here are some examples of logo uses that should be **avoided** at all costs to ensure a consistent perception of the Even Financial brand by your audiences.

DON'T SQUISH OR STRETCH THE LOGO

DON'T USE OTHER COLORS

DON'T DECORATE THE LOGO

DON'T INVADE LOGO'S CLEAR SPACE ZONE

DON'T PUT LOGO ON BAD BACKGROUNDS

provide the definitive search, comparison and recommendation engine for financial services.

DON'T TEXT WRAP ON LOGO

COLOR PALETTE - PRIMARY

Use of color for the printed and digital logo. The following palette has been selected for use in all communications.

Lighter tints of these colors are also allowed, but the logo may only be used at 100%.

Please note Primary Even Blue is for digital use only.

CMYK 75, 68, 67, 90	**CMYK** 0, 0, 0, 0	**CMYK** 75, 50, 0, 20	**CMYK** 67, 60, 59, 44	**CMYK** 57, 48, 48, 15	**CMYK** 3, 2, 2, 0
RGB 0, 0, 0	**RGB** 255, 255, 255	**RGB** 51, 102, 204	**RGB** 67, 67, 67	**RGB** 112, 112, 112	**RGB** 243, 243, 243
HEX #00000	**HEX** #FFFFFF	**HEX** #3366CC	**HEX** #434343	**HEX** #707070	**HEX** #F3F3F3

COLOR PALETTE - SECONDARY

These shades of blue are meant to support the primary color palette and to be **used sparingly** when it is not possible to use Primary Even Blue. Lighter tints of these colors are also allowed.

CMYK	CMYK	CMYK
53, 27, 0, 0	91, 34, 0, 22	80, 56, 0, 40
RGB	**RGB**	**RGB**
119, 187, 255	17, 131, 198	31, 68, 153
HEX	**HEX**	**HEX**
#77BBFF	#1183c6	#1F4499

These colors are meant to be used to indicate **states/statuses** and to support the design of **diagrams**. Lighter tints of these colors are also allowed.

DO NOT use them for background colors or large graphical shapes.

CMYK	CMYK	CMYK	CMYK	CMYK
33, 54, 0, 38	0, 66, 42, 10	0, 40, 100, 0	0, 22, 76, 0	94, 0, 16, 28
RGB	**RGB**	**RGB**	**RGB**	**RGB**
105, 72, 157	230, 79, 134	255, 153, 0	255, 198, 62	11, 184, 155
HEX	**HEX**	**HEX**	**HEX**	**HEX**
#69489d	#e64f86	#ff9900	#ffc63e	#0bb89b

TYPOGRAPHY - FONTS

Roboto Condensed and **Opens Sans** are Google Fonts that are downloadable in the links below:

Roboto Condensed

LIGHT
REGULAR
BOLD

DOWNLOAD FONT

Open Sans

Light
Regular
Semi Bold
Bold
Extra Bold

DOWNLOAD FONT

TYPOGRAPHY - HIERARCHY

For **print** and **digital**, please consider the following treatments for creating typographic hierarchy using brand fonts and colors.

TIP

Bold or *Italic* paragraph text for emphasis. Use italic sparingly!

Left-align text. Right-align and center text sparingly. Never justify!

Never hyphenate breaking lines.

HEADLINE LEVEL 1

Roboto Condensed | Light | Sentence Case | 30pt | #434343

Headline Level 2

Open Sans | Semibold | Sentence Case | 18pt | #434343

HEADLINE LEVEL 3

Open Sans | Regular | All Cap Case | 11pt/16 line spacing | #434343

Paragraph Style

Open Sans | Regular | Sentence Case | 11pt/16 line spacing | #434343

TYPOGRAPHY - NUMBERS & LABELS

Numbers, especially for callout statics/data, should be in **Roboto Condensed Bold**.

60M+
Customer
Profiles to Date

1M+
New Profiles
/ Month

733%
CAGR
(Application Volumes,
since 2016)

Labels and titles for icons should be **Open Sans Semi-bold, all cap**.

LOANS

MORTGAGE

INSURANCE

SAVINGS

CREDIT CARDS

FINANCIAL HEALTH
& WELLNESS

ICONS

Black

🛍️ LOANS	☂️ INSURANCE
🐷 SAVINGS ACCOUNTS	🏠 MORTGAGE
💳 CREDIT CARDS	🌱 FINANCIAL HEALTH & WELLNESS

White

🛍️ LOANS	☂️ INSURANCE
🐷 SAVINGS	🏠 MORTGAGE
💳 CREDIT CARDS	🌱 FINANCIAL HEALTH & WELLNESS

EVEN
EVEN

ICONS

Full Glow

LOANS

INSURANCE

SAVINGS ACCOUNTS

MORTGAGE

CREDIT CARDS

FINANCIAL HEALTH & WELLNESS

Idle Glow

LOANS

INSURANCE

SAVINGS

MORTGAGE

CREDIT CARDS

FINANCIAL HEALTH & WELLNESS

MESSAGING - OUR MISSION

To provide the definitive search,
comparison and recommendation
engine for financial services.

THE LEADING API FOR
**FINANCIAL SERVICES
SEARCH, ACQUISITION
AND MONETIZATION**

MESSAGING - USAGE & TERMINOLOGY

Even should always be **written and referred to as** "Even" not "EVEN" or "Even Financial."

Exceptions are made for "Even Financial" or "Even Financial, Inc." in **legal documents or fine print**. Within legal documents, Even must be referred to as "Even Financial, Inc." on the first instance, then may be referred to as simply "Even."

THANK YOU