

EVALUESERVE

Elevate your impact.

Evaluesserve Style Guide

The logo.

The Evalueserve logo is a distinctive yet restrained nod to our core identity. At once bold, balanced, and confident, this signature mark forms the foundation for every other element of our impact-centric experience.

EVALUESERVE



Balance

The concise spacing between letterforms reinforces a contemporary look.



Capitalization

The logo is set in all caps to elicit a sense of gravitas.

Using the logo.

A minimum space equivalent to the height of the logo should be observed around the logo. Also, take care that the logo is always scaled proportionally. The full mark should only be scaled down to 1.25 inches wide for print applications, with the preferred minimum web size at 75 pixels wide.



Minimum Logo Print Size

EVALUESERVE

1.25 inches



Minimum Logo Screen Size

EVALUESERVE

75 pixels



Text Representation of the Mark

When using the Evalueserve name in text representations or corporate communications, Evalueserve should always be set in title case.

Evalueserve



Acceptable logo color combinations.

Below are the acceptable treatments for the Evalueserve logo, including uses against dark backgrounds, light backgrounds, and image backgrounds. When applying the logo to an image, ensure the image is uncluttered and the mark is legible.



White logo on purple background.



Gray logo on white background.



White logo on dark image background.



Gray logo on light image background.

What not to do.

Maintaining the integrity of our mark is paramount to defining and protecting our point of view. To ensure consistency, the logo must be used appropriately. Below are examples of treatments to avoid.



Do not change the colors of the logomark.



Do not alter the spacing between the characters of the logo.



Do not place the logo at an angle.



Do not stretch the logo.



Do not distort or change the proportions of the logo.



Do not outline the logo.



Do not bevel or emboss.



Do not add a drop shadow or filter effect.



Do not place the logo within a shape.



Do not crop the logo.



Do not place the logo on a complex image.



Do not add a white box when placing the logo on an image.



Do not fill the logomark with an image.



Do not add the AI Icon to the logo.



Do not re-create the typeface.

The AI Icon.

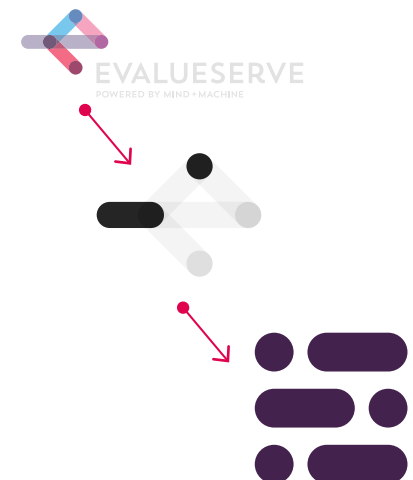
The AI Icon is a visual nod to the vast array of data inputs and complexity our customers face. It's our job to derive meaning from these inputs and carry that meaning even further to actionable decisions.

The AI Icon is a soft reminder of this target outcome.



The Origin of the AI Icon

The AI Icon is evocative of the E in our name, but it ultimately carries intention far beyond first glance. This signature complement to the logotype is a visual embodiment of our forward-looking perspectives, and reinforces our advanced approach with clean shapes and a streamlined aesthetic.

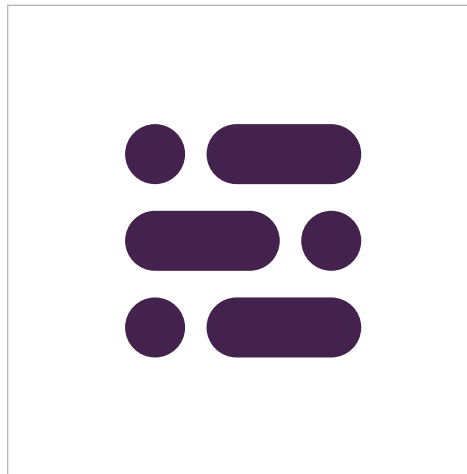


Acceptable AI Icon color combinations.

These color combinations should only be used when the AI icon is the only visual graphic the page.

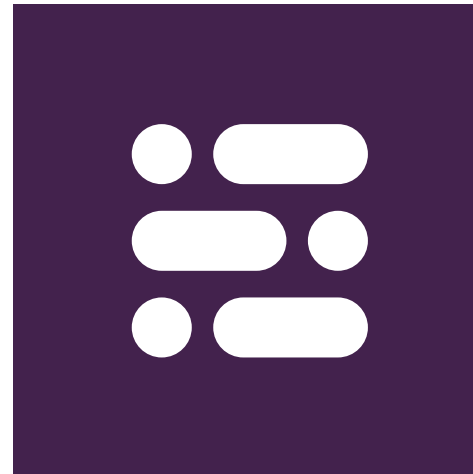
Purple on White Background

When placed on a white background, the AI Icon should be set in purple.



White on Purple Background

When placed on a purple background, the AI Icon may be set in white for contrast.



Red on Purple Background

When the design composition is particularly focused on the AI Icon, the mark may be set in red to further call attention to its shape.



Dark Purple on Purple Background

When the design composition is using the AI Icon as a textural element, rather than the focal point, a tone-on-tone treatment is suitable.



Using the AI Icon.

The AI Icon is designed to flex as a balancing design element in compositions with the logo. Across all uses, the AI Icon adds richness and definition to Evalueserve branding.

Focal point.

When using the AI icon as the only visual graphic on the page, it is okay to have it contrast with the background.



Supporting element.

In most cases, The AI Icon I designated to serve as a subtle reminder of our brand. It should be looked for rather than the first thing your eye is drawn. Change the tint / shade / tone to correctly use the icon in these scenarios.



Image overlay.

The ai icon may also be incorporated as an overlay strategically layered with background images for a more signature look. However, it is important that it is not the focal point and should not draw the eye away from the text.

Placement

When applying this treatment, use layering to call attention to the focal point of the image, focusing on an element with contrasting color or the people within the image.

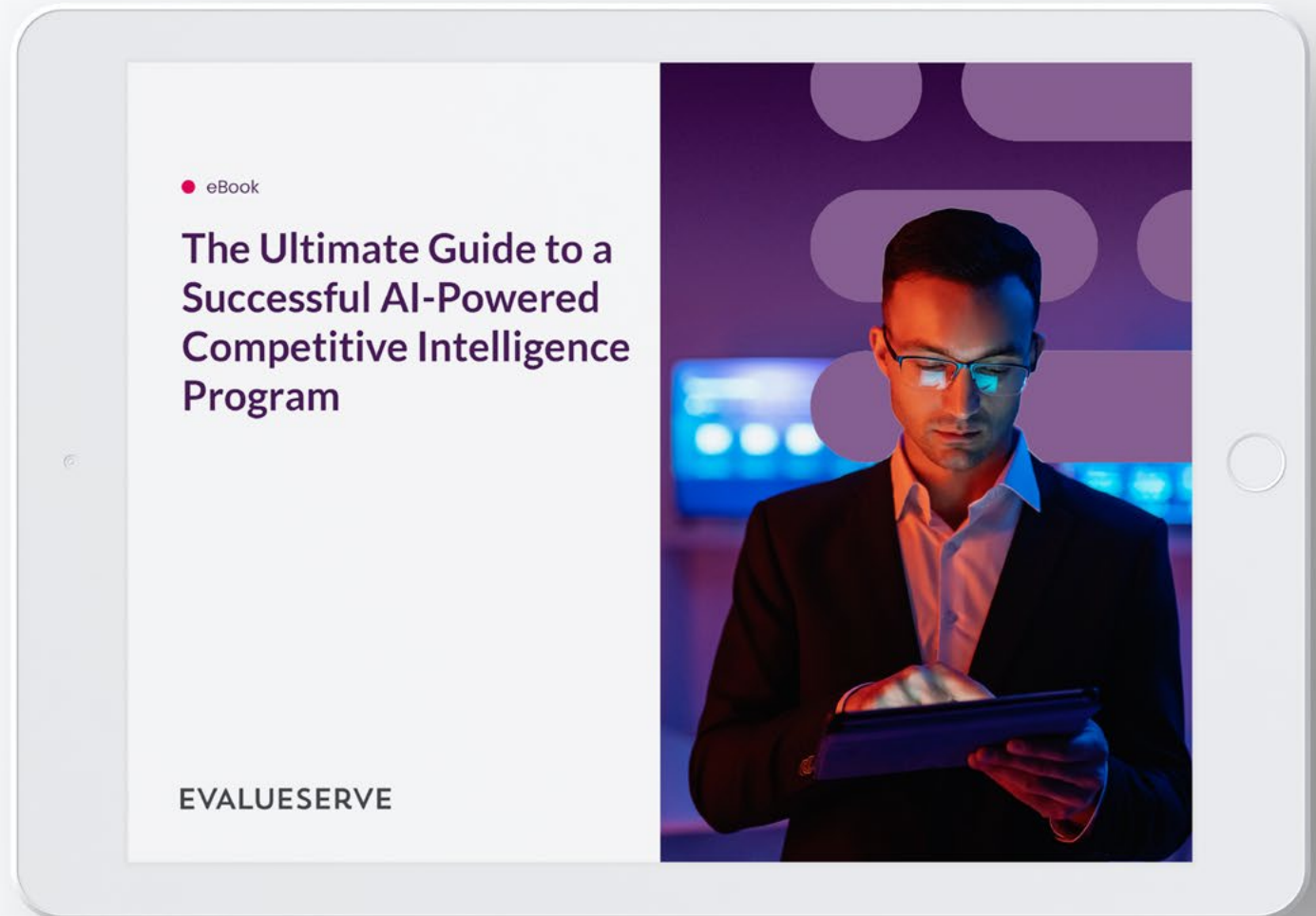
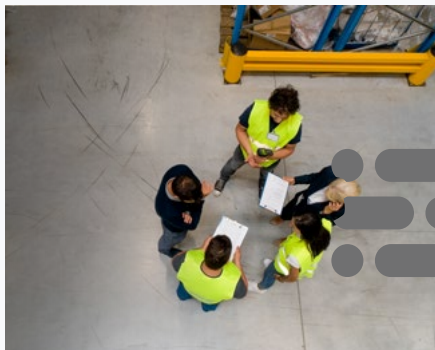


Image masking.

The AI Icon may be incorporated as an image-masking element for a more textural look.



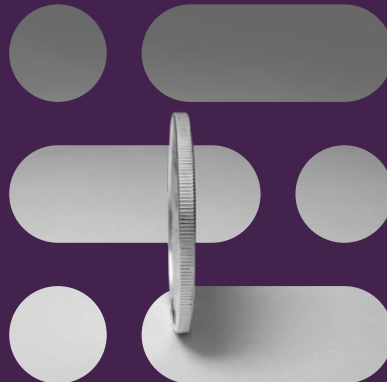
Photography

When incorporating this treatment, look for simple, well-balanced images that are easily understood when placed within the shape.

Using the AI Icon.

Image masking with overlay.

The AI Icon can also account for designs that incorporate both image masking and layering treatments in one composition. This treatment should be used sparingly and only for formats that require the icon to be a focal point.



Photography

When incorporating this treatment, look for images with one pronounced focal point.



Spacing

The overlay element should stretch beyond the plane of one piece of the AI Icon to create a sense of movement and energy.

Layered on imagery.

The AI icon may be layered on top of imagery as a subtle accent element within compositions.



Contrast

Be mindful of contrast when determining the ideal color pairing for the AI Icon and the background image. Consider changing the color shade / tint / tone to make the AI Icon blend in with the background.

Placement

Avoid obstructing any key focal points of an image with the AI Icon. The AI Icon should act as a reminder of the brand. The focus of the design should be the copy, then the design, then the AI Icon. Exception: when you want to use to attract visual interest (like event banner).



EVALUESERVE

From the desk of the CEO
Ravi Mehrotra



What not to do.

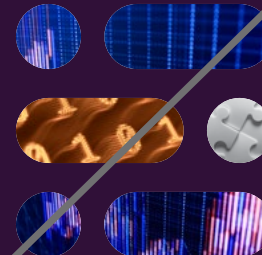
The AI Icon introduces vast flexibility to our visual vocabulary – but understanding what to avoid is perhaps even more important for the integrity of our designs. The following treatments should not be used.



Do not use image masking with the AI Icon for portraiture that is more complex or when the individual's face will be obscured by the shape. Instead, try the 'layered on imagery' approach.



Do not rotate the AI Icon shape to present vertically. Instead, try the 'layered on imagery' approach or choose a different image to mask in the AI Icon.



Do not mask multiple images into individual elements of the AI Icon in its full form. This construct can become overly confusing and is too eclectic for our sophisticated look.

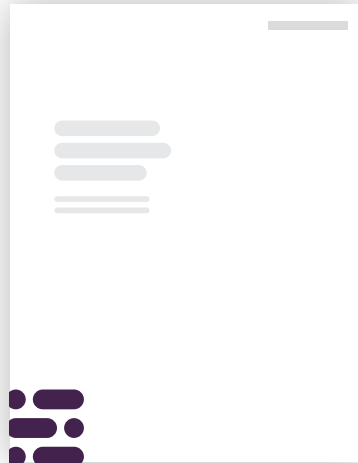
Placement.

Large, Top Left

More signature compositions like covers or introductory pages should use the AI Icon in a large-scale application that's cropped off of the top and left side of the design.

Small, Lower Left

For compositions where the feature headline is the most focal element, the AI Icon can take on a smaller footprint.



Small, Lower Left



Large, Top Left



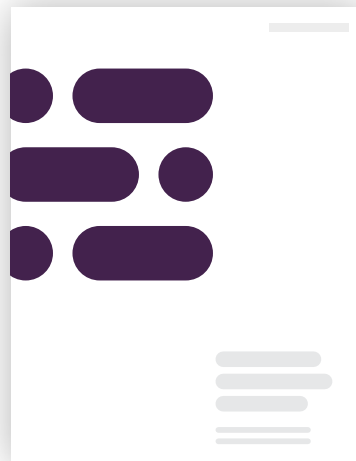
Large, Bottom Right

Large, Bottom Right

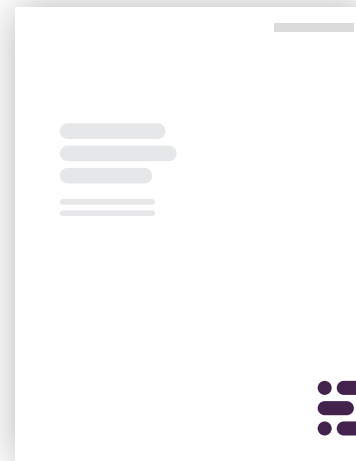
For compositions with more prominent headlines but less supporting content, the AI Icon may be cropped off of the bottom right corner of the design.

Large, Middle Left

The AI Icon may be set at a mid-range size for more secondary compositions, like case studies or featured reports.



Large, Middle Left



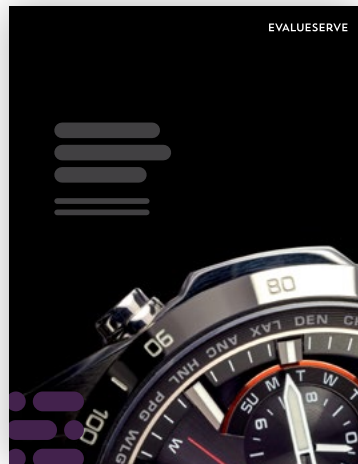
Small, Lower Right

Small, Lower Right

The AI Icon can also be cropped off of the bottom right corner of compositions. This treatment should only crop off of the side – not the bottom – of the composition.

Logo Placement

The Evalueserve logo should be placed in the upper right corner of compositions in most cases. In instances where the AI Icon plays a dominant role in the top half of the composition, the logo may be set to the bottom left.



Color

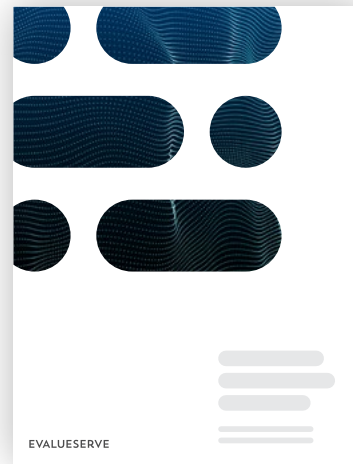


Image Texture

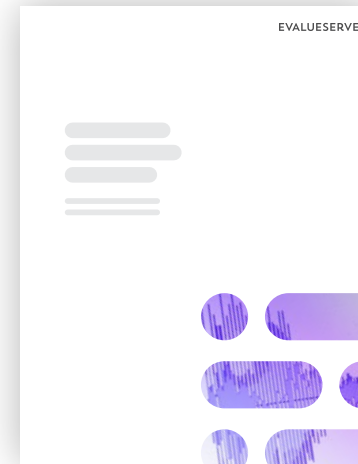


Image Texture

Image Masking

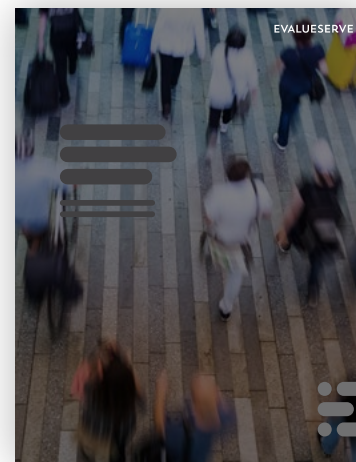
Use the image masking treatment for mid-size or large applications of the AI Icon, rather than small ones, to ensure the image is understandable.

Image Layering

Use image layering sparingly for applications where a key focal point of the image is made more pronounced by the treatment.



Image Overlay



Color

Closing.

The Evalueserve brand will evolve, and this document will continue to grow and evolve alongside it. Thank you again for being part of this family. Every single one of us is now a brand ambassador, and together nothing is impossible.

Please contact the Evalueserve Marketing Team with any questions regarding brand usage or for additional guidance.