

EVALUESERVE

# Elevate your impact.

Evaluesserve Style Guide

# The color palette.

Color is a powerful mechanism for portraying our point of view. Evalueserve Purple serves as the foundational hue, establishing a sense of sophistication and trust. Evalueserve Red should be used as a secondary selection for action elements and accents, adding dynamism in measured amounts. And Evalueserve White, Evalueserve Gray, and Evalueserve Dark Purple should be applied to add a wide range of contast to our style framework.

## *Evalueserve Purple*

Hex: **#43224d**  
RGB: **67 • 34 • 77**  
CMYK: **75 • 92 • 36 • 40**  
Pantone C Bridge: **669 C**  
Pantone U Bridge: **669 U**

## *Evalueserve Red*

Hex: **#e0044e**  
RGB: **224 • 4 • 78**  
CMYK: **6 • 100 • 61 • 0**  
Pantone C Bridge: **1925 C**  
Pantone U Bridge: **1925 U**

## *Evalueserve Gray*

Hex: **#4c4c4d**  
RGB: **76 • 76 • 77**  
CMYK: **0 • 0 • 0 • 90**  
Pantone C Bridge: **446 C**  
Pantone U Bridge: **446 U**

## *Evalueserve Dark Purple*

Hex: **#301038**  
RGB: **48 • 16 • 56**  
CMYK: **75 • 92 • 36 • 60**  
Pantone C Bridge: **2695 C**  
Pantone U Bridge: **2695 U**

## *Evalueserve White*

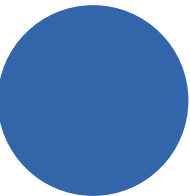
Hex: **#ffffff**  
RGB: **255 • 255 • 255**  
CMYK: **0 • 0 • 0 • 0**

## Using red.

Red is a highly distinctive and powerful color – and it plays a valuable role in the Evalueserve palette. Red should be used as an action color, signaling the most critical information within the composition or drawing the eye with an appropriate pop.

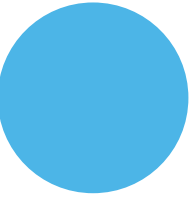
## Secondary colors.

The secondary palette adds depth but should be used sparingly. These colors may be used for metrics, platform abstractions, and other complex concepts.



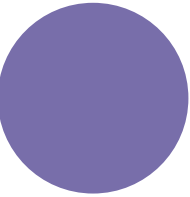
### *Blue*

Hex: **#3265aa**  
RGB: **50 • 101 • 170**  
CMYK: **86 • 63 • 4 • 0**



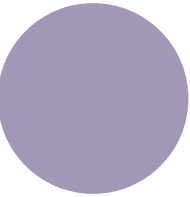
### *Light Blue*

Hex: **#4cb4e6**  
RGB: **76 • 180 • 231**  
CMYK: **62 • 11 • 0 • 0**



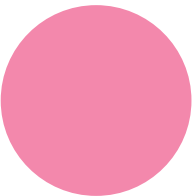
### *Medium Purple*

Hex: **#776ea9**  
RGB: **120 • 110 • 170**  
CMYK: **60 • 61 • 6 • 0**



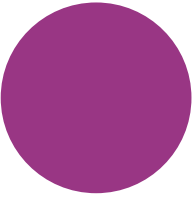
### *Light Purple*

Hex: **#a297b4**  
RGB: **162 • 151 • 180**  
CMYK: **37 • 38 • 13 • 1**



### *Pink*

Hex: **#f288ac**  
RGB: **243 • 136 • 172**  
CMYK: **0 • 59 • 7 • 0**



### *Pink*

Hex: **#993684**  
RGB: **153 • 54 • 132**  
CMYK: **44 • 93 • 12 • 2**



### *Light Gray*

Hex: **#d6d6d6**  
RGB: **214 • 214 • 214**  
CMYK: **15 • 11 • 12 • 0**



### *Off White*

Hex: **#f1f1f1**  
RGB: **241 • 241 • 241**  
CMYK: **3.97 • 2.8 • 2.8 • 0**

# 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.



# 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.





# 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.



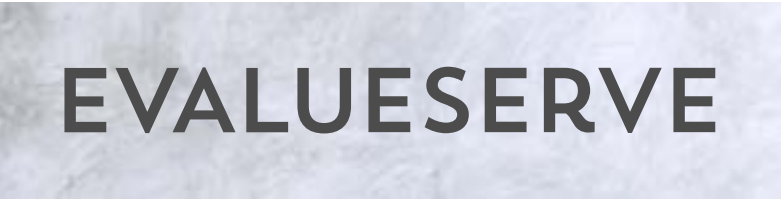
White logo on purple background.



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.

The Evalueserve logo is shown in a lighter shade of purple than the brand's primary color.	The Evalueserve logo is shown with extra space between the letters, making it look like "E VALUESERVE".	The Evalueserve logo is shown tilted at an angle.	The Evalueserve logo is shown horizontally stretched.	The Evalueserve logo is shown distorted, with the letters being wider than they are tall.
The Evalueserve logo is shown with a thin black outline around the letters.	The Evalueserve logo is shown with a 3D bevel effect.	The Evalueserve logo is shown with a soft drop shadow.	The Evalueserve logo is shown inside a dark purple oval shape.	The Evalueserve logo is shown cropped on the right side.
The Evalueserve logo is shown on a background of colorful, abstract digital patterns.	The Evalueserve logo is shown inside a white rectangular box.	The Evalueserve logo is shown with a dark blue gradient fill.	The Evalueserve logo is shown with a small red icon to its left.	The Evalueserve logo is shown in a different, more rounded sans-serif font.

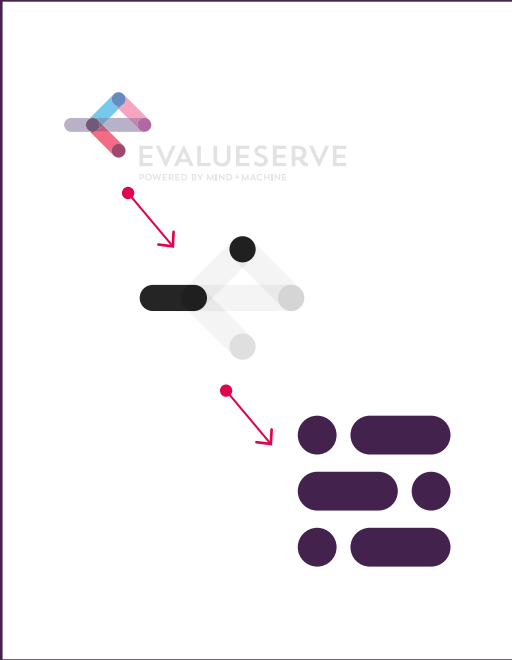
# The AI Icon.

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.

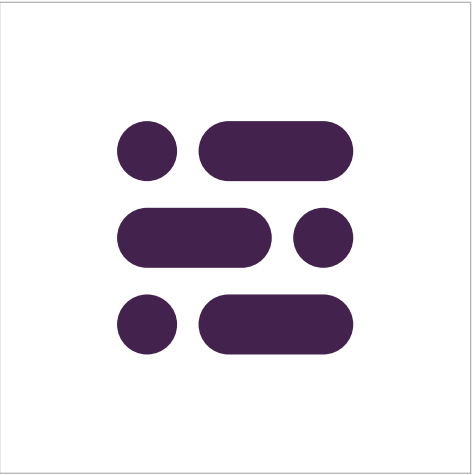


# Acceptable AI Icon color combinations.

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.



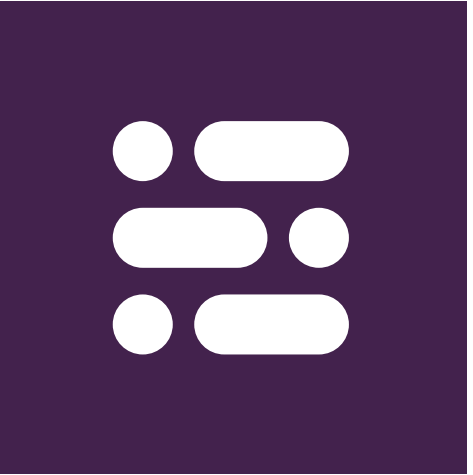
### **Red on Purple Background**

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.



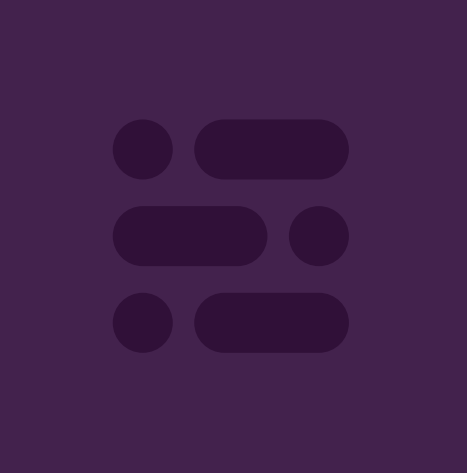
### **White on Purple Background**

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



### **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.



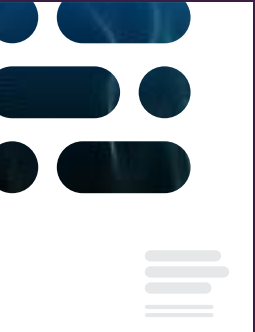
# Using the AI Icon.

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.

## Placement.



Large top left



Large bottom right



Large middle left



# Image Masking

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

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.

### Photography

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



### 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 photography within the image.





# Image layering.

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



**Placement**  
AI Icon should be use in the front or the back depending on the image in the composition.



**Colors**  
If it's used in the background of an image, it should be white only.



**Size**  
You can experiment with the AI Icon size but it should not be a main object in the composition.



# Image masking with layering.

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.

The goal is to represent humans and technology at work, so stick to people doing business/corporate-type work. We want to focus on the people not the AI seal when masking.



### Masking area

The masked image or graphic should stay inside the canvas of AI Icon. Do not extend masked area outside of the AI Icon shape.



### Masking subject

Make sure to use a photo of a human mostly front facing and the background should be relatively simple.



### Spacing

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





# Supporting element.

In most cases, The AI Icon is 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.

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



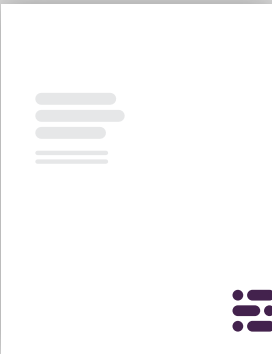
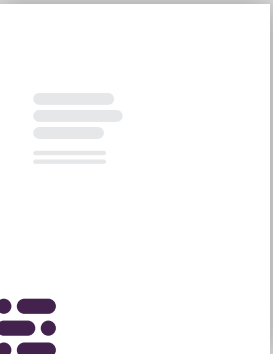
## Contrast

Be mindful of contrast when determining the ideal color pairing for the AI Icon and the background image. Change the opacity to 30-70% (depending on the background) to make it more transparent.



## 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).



## 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 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.

# What not to do.

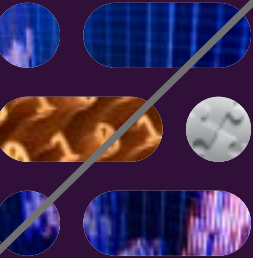
The AI Icon introduces vast flexibility to our visual vocabulary – but understanding what to avoid is perhaps even more important for the integrity of our designs. The following treatments should not be used.



**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.



**Do not** use purple color for the AI Icon masking layering. The icon color should only be white.



**Do not** place AI Icon randomly on the design. Remember this should be a supporting not distracting element.

**Do not** use AI Icon as part of the headline, kicker or to replace any character.

# 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.