Brand Guidelines
Core Brand Assets

Evernote's brand consists of the following core assets.

PRIMARY LOCKUP

Evernote

PRIMARY COLORS

**Evernote Green**
- CMYK: 73/0/85/0
- HEX: #2DBD60
- RGB: 45/189/96
- PANTONE: 7481 U/C

**Evernote Gray**
- CMYK: 49/41/41/5
- HEX: #888888
- RGB: 136/136/136
- PANTONE: Cool Gray 8 U/C

PRIMARY TYPEFACE

- Gotham - Black
- Gotham - Bold
- Gotham - Medium
- Gotham - Book
- Gotham - Light
Logo Clear Space and Sizing

When using our logo make sure to provide adequate spacing around the mark.

Clear Space

Minimum Sizing
Brand Guidelines

Logo Crimes

When using our logo, take care to avoid these common crimes. Only use official assets. Do not recreate our logo or lockups.

- Don’t invert within our lockups.
- Don’t stretch our logo or lockups vertically or horizontally.
- Don’t use the icon in place of a logo.
- Don’t place our logo or lockups on busy backgrounds.
- Don’t use alternative colors for the lockup or the logomark.
- Don’t rotate the lockup or the logomark.
- Don’t scale the logo within a lockup.
- Don’t add treatments on top or around our logo or lockups.
- Don’t use only our wordmark.
- Don’t add elements that makeup our logo or lockups.
- Don’t duplicate or make a pattern with our logo or lockups.
- Don’t add elements to or manipulate the logomark.
App Icon

The Evernote icon should be used only in the context of the app. The app icon is not our logo and should not be used in marketing in place of our logo.

Across Clients

iOS
Android
Mac
Windows
Web Favicon
App Icon Crimes

When using our app icon, take care to avoid these common crimes.

Don’t use older Evernote app icons.

Don’t create a custom app icon.

Don’t place the app icon on top of color backgrounds, only use on white background.

Don’t scale our app icon when next to others.

Don’t add text close to the app icon.
Co-Branded Logos

It’s important that co-branded work clearly communicates the relationship between Evernote and our partners. Use these guidelines to determine which lockup to use. Do not use the logomark, icon, or wordmark on their own when co-branding.

**Partnerships**

![Evernote](image1)

![Google Drive](image2)

**Vendors**

![Talkdesk](image3)

![Evernote](image4)

**Partnership Clear Space**

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<table>
<thead>
<tr>
<th>EVERNOTE</th>
<th>Google Drive</th>
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Additional Resources

Brand Inquires
brand@evernote.com

Press Inquires
press@evernote.com

Trademark Guidelines
www.evernote.com/trademark

Download Logos