

EVERNOTE BRAND IDENTITY

A quick guideline

LAST UPDATED: 12.3.07

LOGO

HORIZONTAL LOCK-UP



LOCK-UP

The horizontal lock-up should be used in most cases. An alternate centered lock-up is available for use on narrow form factors.

CLEARSPACE

The clearspace is equal to the height of the "E" around all sides.

COLOR

The elephant should be reproduced as PMS Cool Gray 10. The logotype should be reproduced as PMS 368. Please see color section for CMYK and RGB equivalents. Alternative logos are available for 1 color and black and white printing.

LOGO VERSIONS

2 COLOR SPOT

EVERNOTE_LOGO_2C.EPS



4 COLOR PROCESS

EVERNOTE_LOGO_4C.EPS



1 COLOR SPOT

EVERNOTE_LOGO_1C.EPS



BLACK + WHITE

EVERNOTE_LOGO_B+W.EPS



REVERSE

EVERNOTE_LOGO_REVERSE.EPS



LOGO VERSIONS

2 COLOR SPOT

EVERNOTE_LOGO_CENTER_2C.EPS



4 COLOR PROCESS

EVERNOTE_LOGO_CENTER_4C.EPS



1 COLOR SPOT

EVERNOTE_LOGO_CENTER_1C.EPS



BLACK + WHITE

EVERNOTE_LOGO_CENTER__B+W.EPS



REVERSE

EVERNOTE_LOGO_CENTER_REVERSE.EPS



COLORS

PRIMARY BRAND COLORS

PMS COOL GREY 10 U
CMYK: 0 0 0 60
RGB: 105 105 105



PMS 368 U
CMYK: 57 0 100 0
RGB: 111 181 54



PRIMARY BRAND COLORS

These are the colors used in the Evernote logo and represent the core color expression of the brand. Materials that might use these colors exclusively are: business cards, letterhead, folders, report covers etc.

SECONDARY PALETTE

PMS COOL 304 U
CMYK: 30 0 8 0
RGB: 163 217 228



PMS 1815 U
CMYK: 0 90 10 51
RGB: 85 15 8



PMS 362 U
CMYK: 70 0 100 9
RGB: 54 114 46



PMS 365 U
CMYK: 12 0 29 0
RGB: 190 223 140



TYPEFACES AND STYLES

CAECILIA

45 LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0 1 2 3 % ? : + “”

55 ROMAN

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0 1 2 3 % ? : + “”

75 BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0 1 2 3 % ? : + “”

55 ROMAN SMALL CAPS & OLDSTYLE FIGURES

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
O I 2 3 % ? : + “”

56 ITALIC

abcdefghijklmnopqrstvwxyz
0 1 2 3 % ? : + “”

GOTHAM

BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0 1 2 3 % ? : + “”

MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0 1 2 3 % ? : + “”