



Evernote

Brand Guidelines: Public

AUGUST 2019
VERSION 1.1

OVERVIEW

The Evernote design system was born from our DNA:
It is **optimistic, clever, confident**, and **clear**.

Everything we create should be crafted with care in order to reflect our purpose of helping people **focus on what matters most**.

These brand guidelines provide the guidance you need to accurately represent Evernote's brand identity.



LOGO

Primary Lockup

The logo lockup is made up of two parts: the logomark (a.k.a. Mads the Elephant) and the wordmark.

The following pages outline the principles behind both elements, and how to use them to represent Evernote in the most effective way.



LOGO

Primary Lockup

The primary logo in black and green should be used on a white background whenever possible. When using a color background the white logo should be used.



Primary Color Lockup



Primary White Lockup



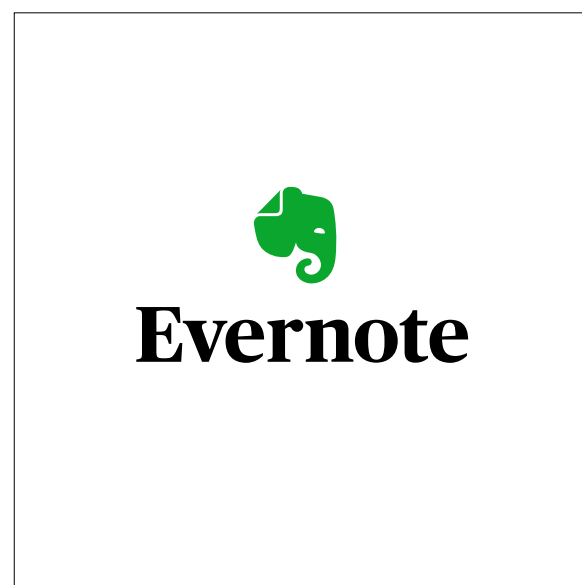
Primary White Lockup

Green

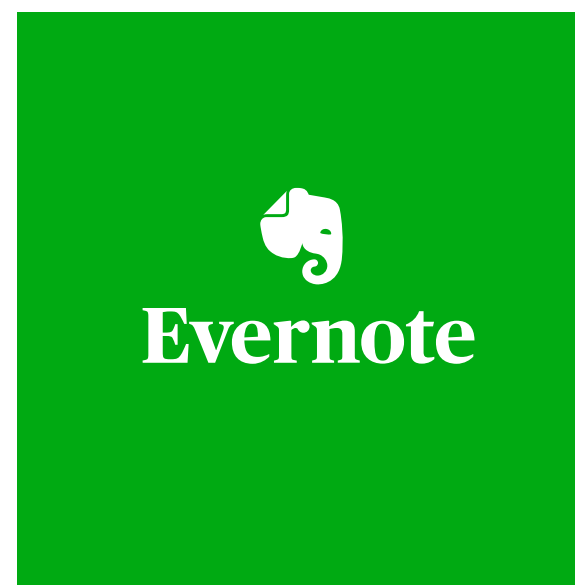
PANTONE 2422
CMYK 80/0/100/0
RGB 0/168/45
HEX #00A82D

Black

PANTONE Black 6 C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



Secondary Color Lockup



Secondary White Lockup



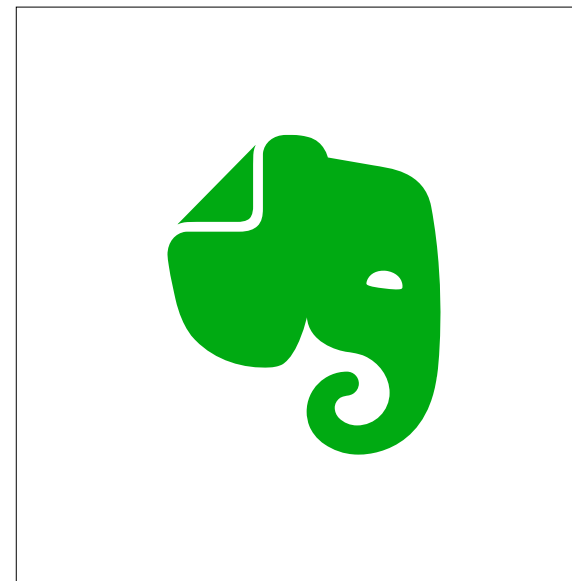
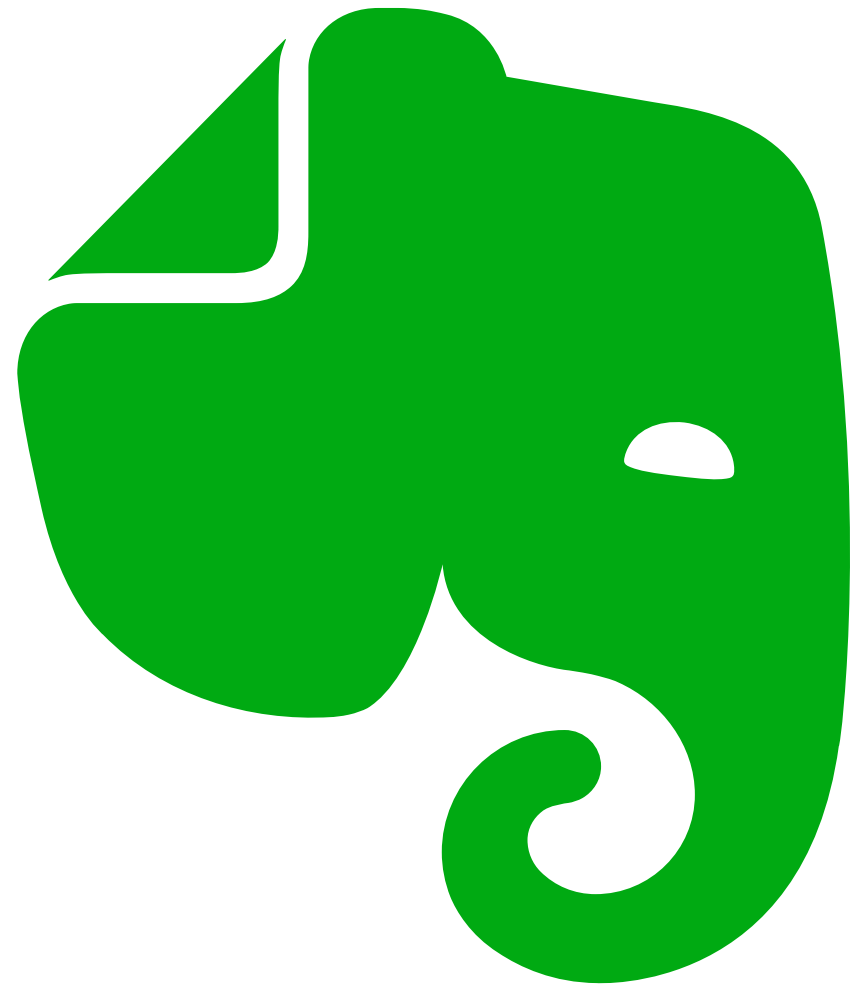
Secondary White Lockup

LOGO

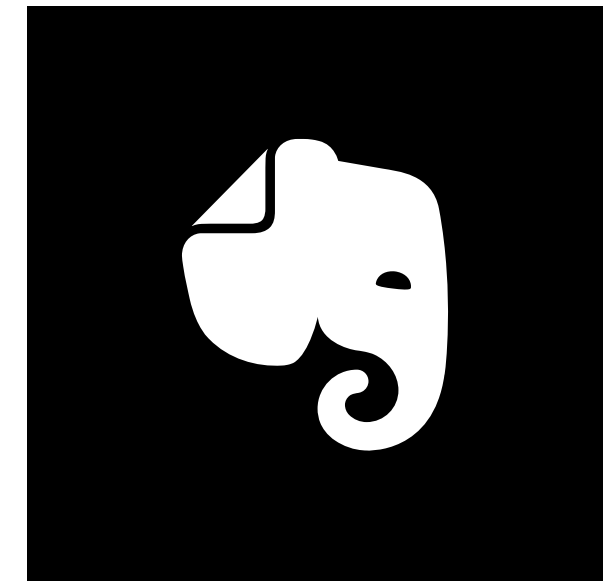
Logomark (Mads the Elephant)

The logomark is affectionately named Mads, after Evernote's first paying customer. Using the logomark on its own is an exception and requires approval.

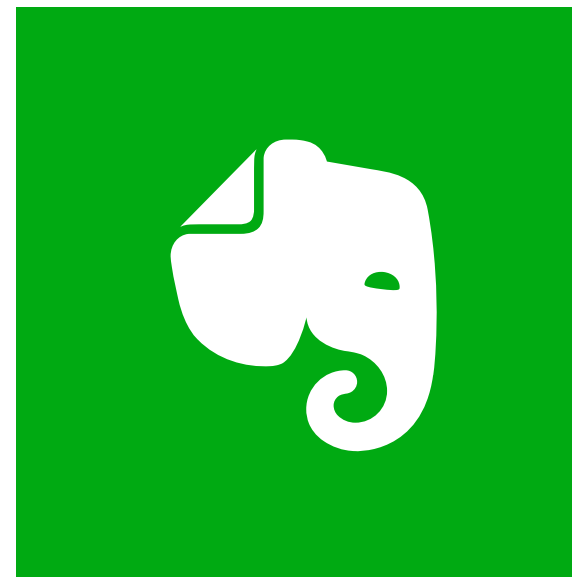
The black logomark is generally reserved for our Beta Program but may be applied in special cases where white and green are impractical.



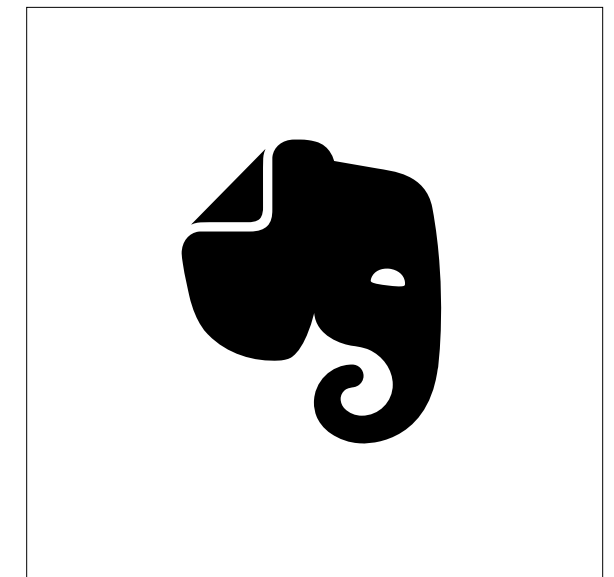
Color Logomark



White Logomark



White Logomark



Black Logomark

LOGO

Minimum Size

Our logos and logomark should always be legible whenever they're used. The minimum size is the smallest the logo may appear without compromising legibility.

The exhibits shown on this page indicate the recommended minimum sizes for print and digital use.

Logomark

Print: .1875" (3/16")
Screen: 24x24px



Primary Lockup

Print: 1"
Screen: 72px



Secondary Lockup

Print: .75" (3/4")
Screen: 54px



LOGO

Clear Space

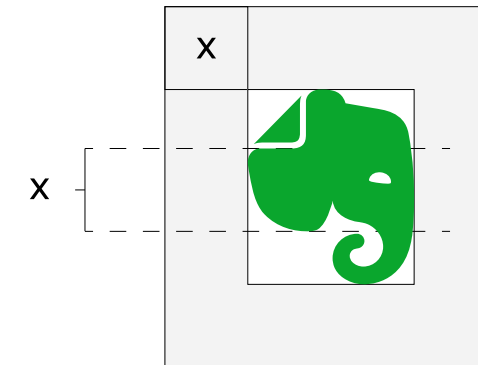
To give our logos the breathing room they deserve, we've defined specific parameters for their clear space.

All other graphic elements must remain the specified distances from our logos. Use the height of the "v" in the "Evernote" wordmark to measure the minimum clear space.

Primary Lockup



Logomark



Secondary Lockup



LOGO

Examples of Misuse

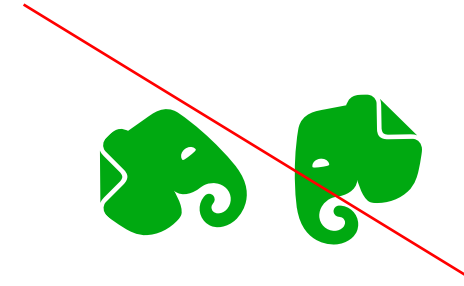
Below are examples of what not to do with the logo.



DO NOT reposition elements within lockups



DO NOT scale marks disproportionately



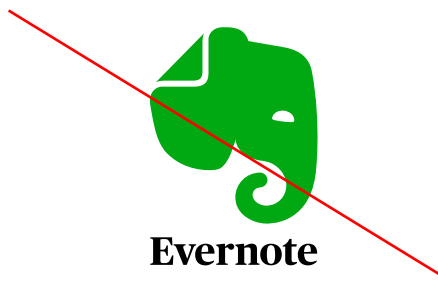
DO NOT rotate or flip marks



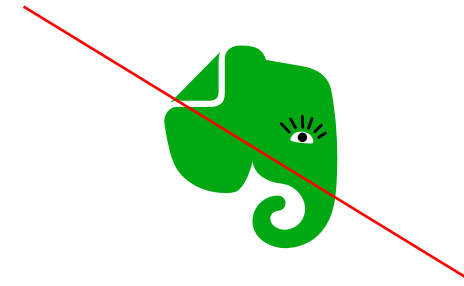
DO NOT alter the color of marks



DO NOT use the wordmark alone



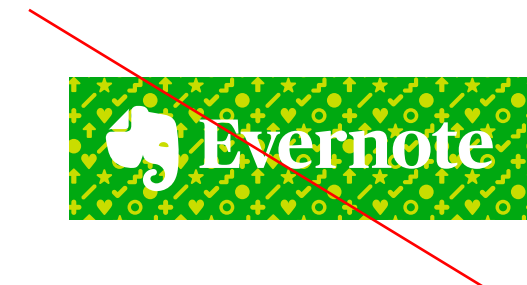
DO NOT resize elements individually within lockups



DO NOT add elements to the marks



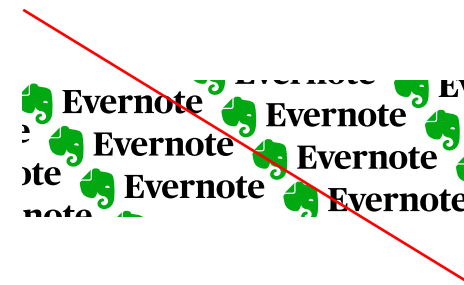
DO NOT add effects to the marks



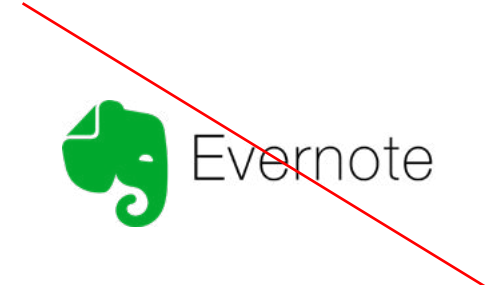
DO NOT place marks on a pattern or any busy background



DO NOT fill the logo with patterns



DO NOT create patterns with the marks



DO NOT typeset the wordmark

LOGO

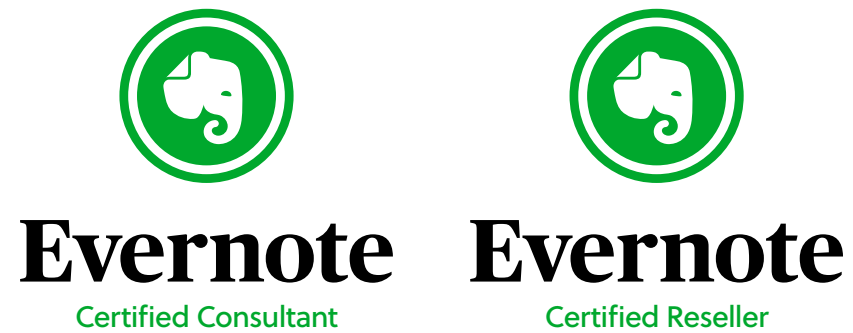
Brand Architecture

The following treatments are used to identify Evernote's endorsement programs and product SKUs. Please note that Evernote does NOT have logos for sub-brands or individual features and functions.

Master Brand



Strong Endorsement



Beta / Legacy Logos



SKUs

(SKUs do not have logos or lockups, but should use Soleil in marketing)

Evernote Basic**Evernote Premium****Evernote Business**

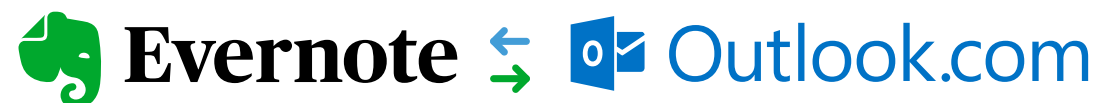
LOGO

Integrations

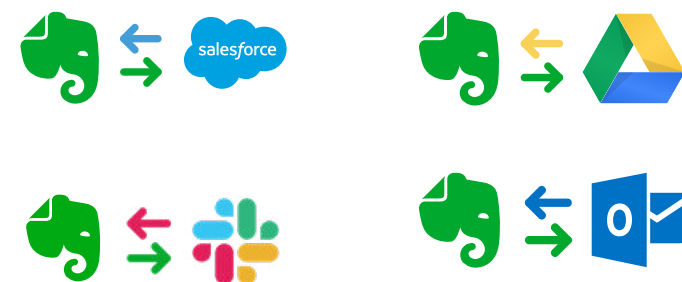
When an integration lockup is required, please follow the instructions below.

Whenever possible and when space allows use the long-form lockups, unless the full name of the integration partner has previously been displayed.

Long-Form Examples

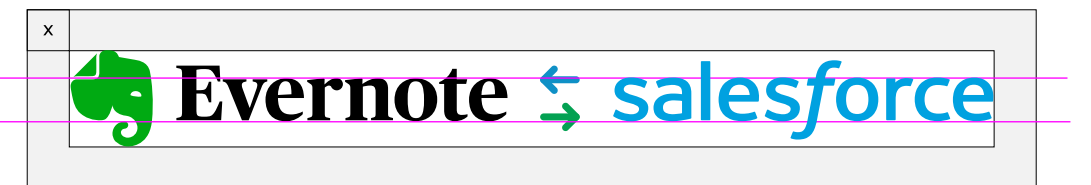


Short-Form Examples



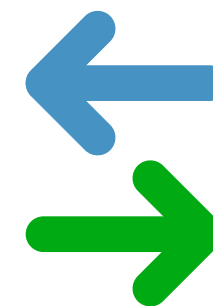
Alignment

The Evernote and Integration logos should have equal visual weight. In most instances, making each wordmark the same height will achieve this equal balance.



Color of the Integration arrow lockup

The bottom arrow should always be Evernote primary green. For the Integration arrow, please select the dominant color of the Partnership logo. (Salesforce is the example).



Upper arrow should adopt the dominant color of the partnership logo (Salesforce is the example).

Lower arrow is always Evernote primary green.

LOGO

Partnerships

When a partnership lockup is required, please follow the instructions below.

Whenever possible and when space allows use the long-form lockups, unless the full name of the partner has previously been displayed.

Long-Form Examples

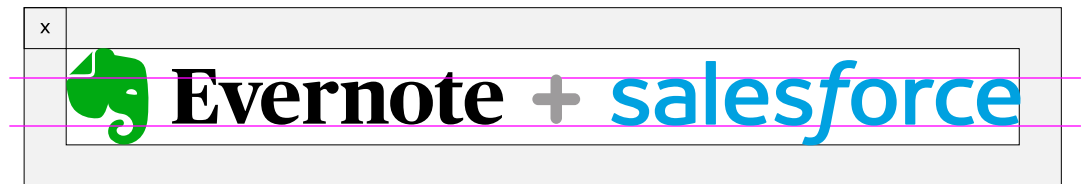


Short-Form Examples

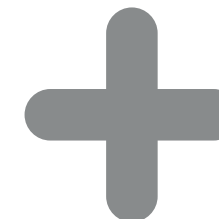


Alignment

The Evernote and Partner logos should have equal visual weight. In most instances, making each wordmark the same height will achieve this equal balance.

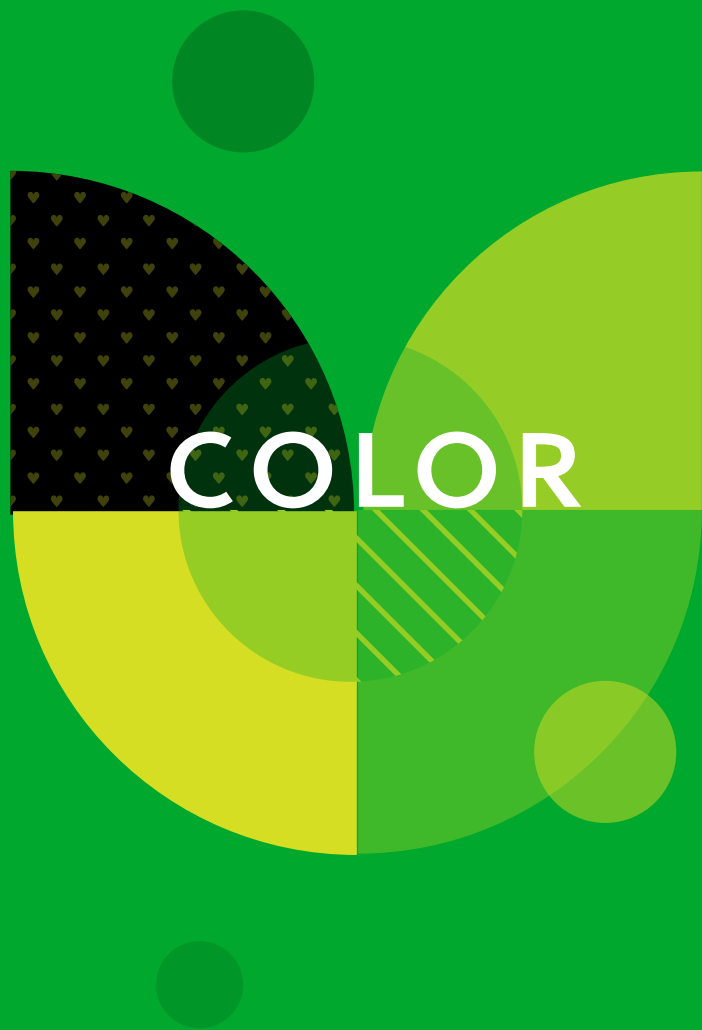


Color of the Partnership plus sign



Gray

PANTONE Cool Gray 8
CMYK 0/0/0/43
RGB 136/139/141
HEX #888B8D



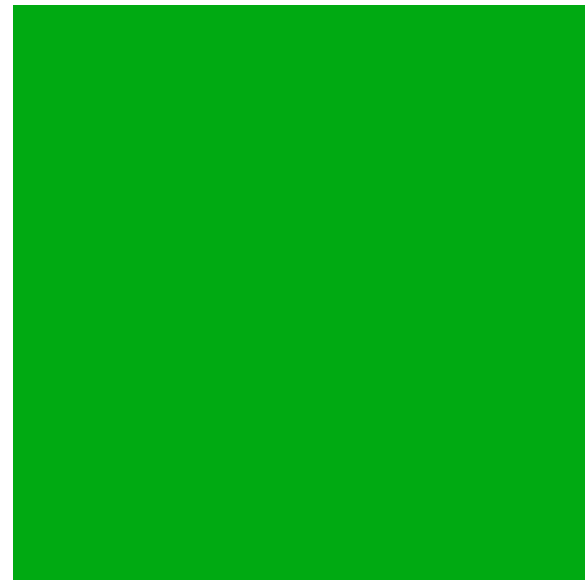
COLOR

Brand Colors

Our primary palette is made up of two colors. They are derived from the logo and symbolic of the Evernote brand. A secondary palette is used as accent colors to help bring vibrancy to the visual system.

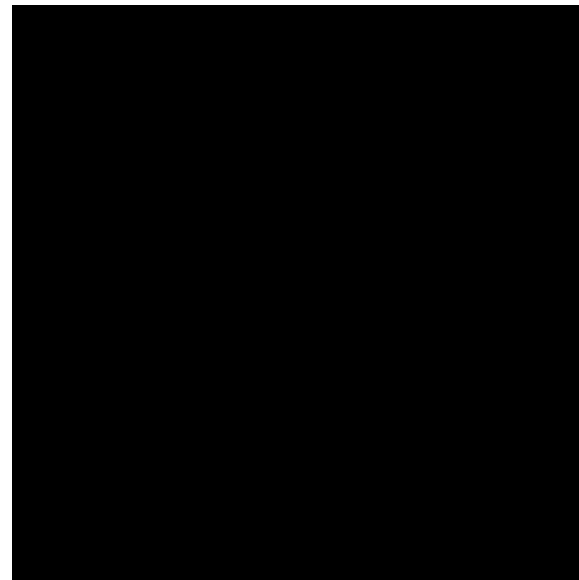
Make sure to use the color values for our brand as shown below. The Pantone colors should be used for print.

Primary palette



Green

Pantone 2422
CMYK 80/0/100/0
RGB 0/168/45
HEX #00A82D



Black

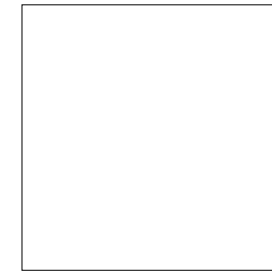
Pantone Black 6 C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

Secondary palette



Light Green

Pantone 381
CMYK 25/0/100/0
RGB 206/220/0
HEX #CEDC00



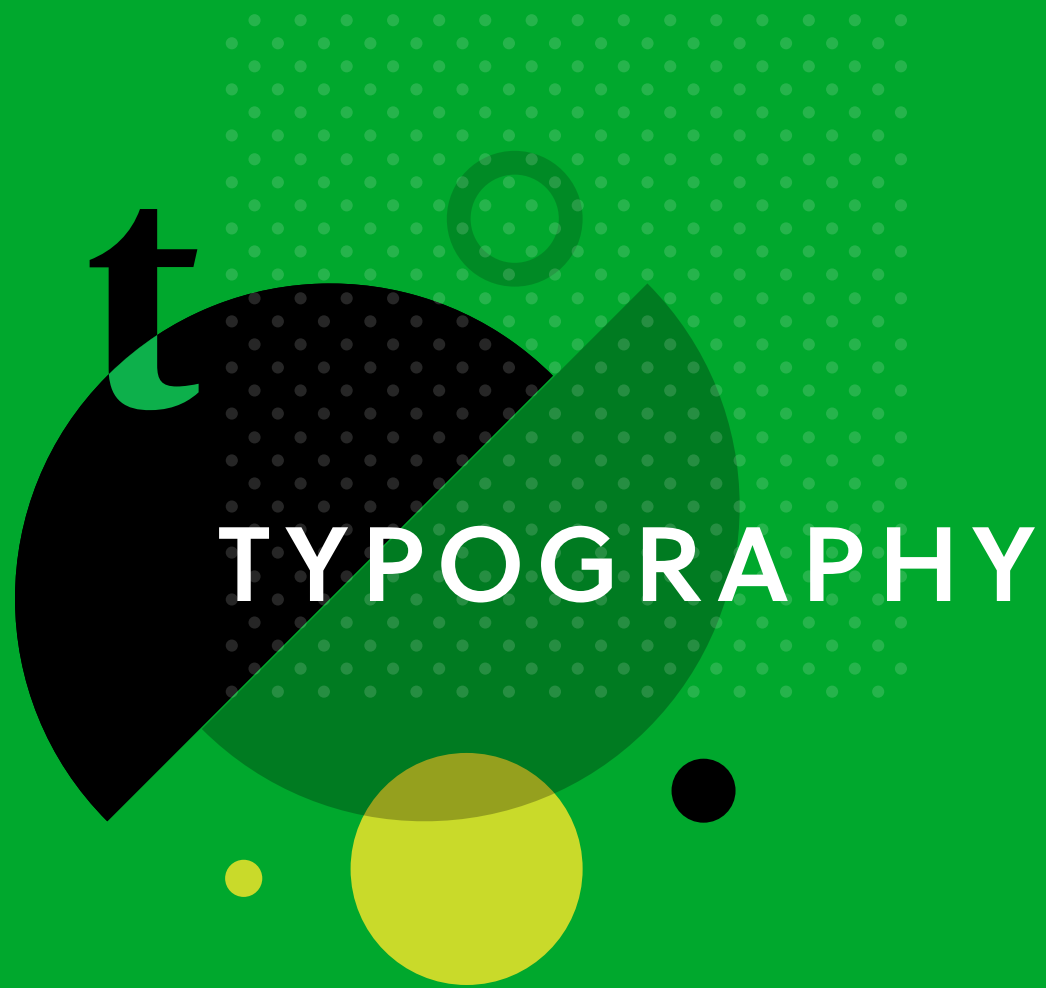
White

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF



Gray

Pantone Cool Gray 8
CMYK 0/0/0/43
RGB 136/139/141
HEX #888B8D



TYPOGRAPHY

Primary Typeface

Our primary typeface is **Soleil**, a modern sans-serif with a number of subtly interesting letter forms. It strikes the perfect balance between well-crafted and instantly recognizable, but also friendly and welcoming.

The default text color is black. Green can be used for headings, emphasis, or links. Light Green should not be used for text. In general, we use Soleil Regular, Bold, and Light.

Soleil

Soleil Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Soleil Light Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Soleil Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Soleil Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Soleil Book

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Soleil Book Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Soleil SemiBold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Soleil SemiBold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Soleil Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Soleil Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Soleil ExtraBold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Soleil ExtraBold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

TYPOGRAPHY

Alternative Typeface

In applications where Soleil is not available, please use **Helvetica Neue**.

The default text color is black. Green can be used for headings, emphasis, or links in some cases. Light Green should not be used for text. In general, we use Regular, Bold, and Light weights.

Helvetica Neue

Helvetica Neue Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Neue Light Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Helvetica Neue Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Neue Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Helvetica Neue Medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Helvetica Neue Medium Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***

Helvetica Neue Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Helvetica Neue Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789***



CONTACT

For inquiries, please reach out to brand@evernote.com