EVO® Snap✳

How we Snap*

BRAND
GUIDELINES

EVO Snap*

SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION.

- Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Contents

Who is EVO Snap*

Snap* Simplifies In-Store, Online and Mobile Payments with Developer-Friendly Payment APIs and Toolkits.

What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace. This brand identity usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and how a brand should be depicted across various different visual media.

Why use these guidelines

Our branding is essential to the Snap* experience. The focus of our identity is fun simplicity. We created this document to help communicate our branding guidelines to partners seeking to feature EVO Snap*. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This guide is provided to keep the brand focused and unique.

This document is available to download at: evosnap.com/brand-guide

OUR LOGO IS VERY VALUABLE TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND, SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and playful. It is a distinctive mark and brand that seeks to present our company as a forward-thinking, fun but professional organization.

Construction

The graphic element is constructed using links around a central hub, representing pieces 'snapping' into place. It is also representative of an asterisk and abstractly indicates the sound you might hear when something snaps.

The typographic element is designed to complement and enhance the logo graphic. Existing in harmony with our Parent company EVO Payments International.

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

Color Treatment

There is one preferred full-color option for the variations shown here and should be used whenever possible.

THE LOGO, *fun, cool, and unique... Like us..*

01

02

03
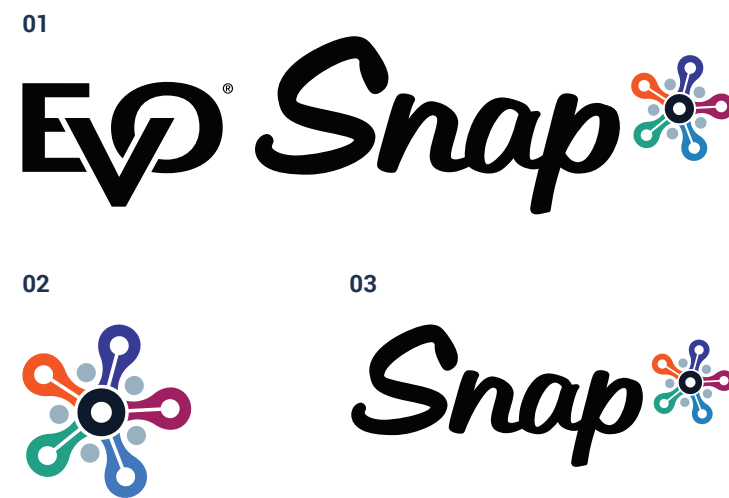
01 This is the landscape version of the logo and is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

02 In some cases it may be relevant to use only our icon. For instance, on tshirts, stickers or other special marketing pieces.

03 In **special cases only** you may remove the EVO branding from the logo. Please contact us if you want to use this logo.

EXCLUSION ZONE, *a little elbow room to help us stand out.*

The minimum exclusion zone margin for the main logos are based on the height from the bottom of the 'E' to the base of the 'V' in the logo graphic. With all logos, a clear-space equal to that height must be maintained on all sides. When an approved background color is used behind the logo it must extend to a minimum of the same dimensions as one circle on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.
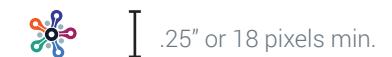

MINIMUM SIZE, *bigger is better.*

Landscape logos should not be reproduced at a size smaller than .5 inches (36 pixels) in height.

The Snap* Icon should not be smaller than .25 inches (18 pixels) in height.

.5" or 36 pixels min.

.25" or 18 pixels min.

EVO Snap*

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to…
If it's unavoidable to sit the logo on a dark color, or a photo, use the negative logo.

03 No turns allowed
Do not rotate or skew the logo.

04 No stacking
Do not separate the Icon from the word "Snap"or stack the logo in any way.

05 Not good
Do not use the normal logo on backgrounds that are too dark or cluttered.

06 No thanks
Do not add embellishments like drop-shadows, embossings, etc. to the logo.

07 Don't change our colors
Do not change the color of the typeface, EVO logo, or the icon in any way.
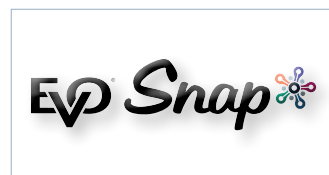
01

02

03

04

05

06

07

SAY HELLO TO OUR LOGO FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our Company logo should mostly be used only in its landscape version. While the landscape option is the preferred logo, use of the Snap* Icon should be determined according to the suitability for the layout.

The use of the asterisk (*) Icon in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the asterisk graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo. There are also options available for two color and single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the asterisk graphic, for example, when a square icon is needed for online applications.

Landscape *Version*

Icon *Version*

OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes and dark blue theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references when the logo is to be used digitally.

COLOR PALETTE // Primary

Corporate primary colors for text and headers.

	pantone	2746 C
	cmyk	94 : 94 : 2 : 0
	rgb	57 : 56 : 148
Snap* Purple	hex #	#393894

	pantone	1655 C
	cmyk	0 : 82 : 100 : 0
	rgb	255 : 83 : 0
Snap* Orange	hex #	#003142

	pantone	533 C
	cmyk	93 : 79 : 43 : 38
	rgb	31 : 51 : 80
Snap* Steel	hex #	#1f3350

	pantone	536 C
	cmyk	41 : 22 : 17 : 0
	rgb	152 : 176 : 193
Snap* Silver	hex #	#98b0c1

COLOR PALETTE // Secondary

Colors for backgrounds, icons, and supporting graphics.

	pantone	2727 C
	cmyk	77 : 50 : 0 : 0
	rgb	43 : 124 : 227
Snap* Sky	hex #	2b7ce3

	pantone	7473 C
	cmyk	80 : 13 : 59 : 1
	rgb	22 : 160 : 133
Snap* Green	hex #	16a085

	pantone	676 C
	cmyk	35 : 100 : 37 : 10
	rgb	158 : 32 : 97
Snap* Red	hex #	9e2061

	pantone	538 C
	cmyk	19 : 9 : 7 : 0
	rgb	203 : 215 : 224
Snap* Light Gray	hex #	cbd7e0

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

TYPEFACES // Print

Our corporate typeface is Roboto & Roboto Slab. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

TYPEFACES // Online

When technology allows for it, Roboto & Roboto Slab should be used in any web applications. The default fall-back corporate font is Open Sans or Arial, which should be utilized to ensure acceptable degradation.

TYPOGRAPHY // Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// *Roboto Slab Light*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// *Roboto Bold*

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// *Roboto Light*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£$&@*) 0123456789

// *Roboto Regular*

EVO Snap✳

THAT'S JUST FOR STARTERS... HERE ARE A FEW MORE THINGS YOU SHOULD KNOW.

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasize and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, modern typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black or gray body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message.

Support Graphics

Graphic elements derived from the logo are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as support graphics but rather simple "flat" style graphics or illustrations so as not to detract from other layout elements.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.

Photographic Style

If unavoidable, for the photographic style of our brand, we suggest that photographs be medium contrast black/gray and white, so as to strengthen a classic, emotive approach to supporting visuals. As an alternative, a single color can be used from within the corporate palette as a replacement for white within the image, creating an understated duotone look.

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Website

It is suggested that website or online elements for Snap* use a light gray or white background, with purple and orange supporting graphics, black text, and generous amounts of white space. Doing so will ensure consistency across our company brand online.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo
Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds
The logo should not appear on dark or cluttered images without being reversed out.

03 Graphics
Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our company logo.

04 Typography
Check that our corporate typefaces have been used appropriately where applicable.

05 Design
Be sure to provide these guidelines to third parties or collaborating partners.

A Final Thought.

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot...

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR MARKETING DEPARTMENT FOR FURTHER DETAILS.

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