



The definitive search engine for financial services

Style Guide



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LOGO - ACCEPTABLE USE

The only acceptable examples of logo usage are listed below:



BLACK LOGO

Use on white or light backgrounds. Proper contrast is required.



WHITE LOGO

Use on colored background. Proper contrast is required.



COLOR LOGO

Use on white or light backgrounds. Proper contrast is required.



GRAY LOGO

Use on white or light backgrounds. Proper contrast is required.



GLOW ICON

Use on black or dark backgrounds. Proper contrast is required.



FAVICON

These icons are used in any scenario requiring a 1:1 aspect ratio, like social handles, favicons, avatars, email link, etc.

TIPS

Make sure to use a high resolution PNG or EPS file.

Use **300dpi** for **print**.

Use **72dpi** for **digital**.

LOGO - UNACCEPTABLE USE

Here are some examples of logo uses that should be **avoided** at all costs to ensure a consistent perception of the Even Financial brand by your audiences.



DON'T SQUISH OR STRETCH THE LOGO



DON'T USE OTHER COLORS



DON'T DECORATE THE LOGO



DON'T INVADE LOGO'S CLEAR SPACE ZONE



DON'T PUT LOGO ON BAD BACKGROUNDS

EVEN lorem ipsum dolor sit
amet, consectetur adipiscing elit, sed
do eiusmod tempor.

DON'T TEXT WRAP ON LOGO

COLOR PALETTE - PRIMARY

The following palette has been selected for use in both print and digital communications.

Lighter tints of these colors are also allowed, but the logo may only be used at 100% opacity.

Please note Primary Even Blue is for digital use only.

CMYK
75, 68, 67, 90

RGB
0, 0, 0

HEX
#00000

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#FFFFFFF

CMYK
75, 50, 0, 20

RGB
51, 102, 204

HEX
#3366CC

CMYK
67, 60, 59, 44

RGB
67, 67, 67

HEX
#434343

CMYK
57, 48, 48, 15

RGB
112, 112, 112

HEX
#707070

CMYK
3, 2, 2, 0

RGB
243, 243, 243

HEX
#F3F3F3

COLOR PALETTE - SECONDARY

These shades of blue are meant to support the primary color palette and to be **used sparingly** when it is not possible to use Primary Even Blue. Lighter tints of these colors are also allowed.

CMYK 53, 27, 0, 0	CMYK 91, 34, 0, 22	CMYK 80, 56, 0, 40
RGB 119, 187, 255	RGB 17, 131, 198	RGB 31, 68, 153
HEX #77BBFF	HEX #1183c6	HEX #1F4499

These colors are meant to be used to indicate **states/statuses** and to support the design of **diagrams**. Lighter tints of these colors are also allowed.

DO NOT use them for background colors or large graphical shapes.

CMYK 33, 54, 0, 38	CMYK 0, 66, 42, 10	CMYK 0, 40, 100, 0	CMYK 0, 22, 76, 0	CMYK 94, 0, 16, 28
RGB 105, 72, 157	RGB 230, 79, 134	RGB 255, 153, 0	RGB 255, 198, 62	RGB 11, 184, 155
HEX #69489d	HEX #e64f86	HEX #ff9900	HEX #ffc63e	HEX #0bb89b

TYPOGRAPHY - FONTS

Roboto Condensed and **Opens Sans** are Google Fonts that are downloadable in the links below:

Roboto Condensed

LIGHT
REGULAR
BOLD

DOWNLOAD FONT

Open Sans

Light
Regular
Semi Bold
Bold
Extra Bold

DOWNLOAD FONT

TIPS

Even is generally employed as part of white label services.

Even adapts to partner site/brand fonts as necessary.

TYPOGRAPHY - HIERARCHY

For **print** and **digital**, please consider the following treatments for creating typographic hierarchy using brand fonts and colors.

TIPS

Bold or *Italic* paragraph text for emphasis. Use italic sparingly!

Left-align text. Right-align and center text sparingly. Never justify!

Never hyphenate breaking lines.

HEADLINE LEVEL 1

Roboto Condensed | Light | Uppercase | 30pt | #434343

Headline Level 2

Open Sans | Semibold | Title Case | 18pt | #434343

HEADLINE LEVEL 3

Open Sans | Semibold | Uppercase | 11pt/16 line spacing | #434343

Paragraph style

Open Sans | Regular | Sentence Case | 11pt/16 line spacing | #434343

TYPOGRAPHY - NUMBERS & LABELS

Numbers, especially for callout statics/data, should be in **Roboto Condensed Bold**.

60M+

Customer
Profiles to Date

1M+

New Profiles
/ Month

733%

CAGR
(Application Volumes,
since 2016)

Labels and titles for icons should be **Open Sans Semi-bold, all cap**.



LOANS



MORTGAGE



INSURANCE



SAVINGS



CREDIT CARDS



FINANCIAL HEALTH
& WELLNESS

ICONS

Black



LOANS



INSURANCE



SAVINGS ACCOUNTS



MORTGAGE



CREDIT CARDS



FINANCIAL HEALTH &
WELLNESS

White



LOANS



INSURANCE



SAVINGS



MORTGAGE



CREDIT CARDS



FINANCIAL HEALTH &
WELLNESS

ICONS

Full Glow



LOANS



INSURANCE



SAVINGS ACCOUNTS



MORTGAGE



CREDIT CARDS



FINANCIAL HEALTH &
WELLNESS

Idle Glow



LOANS



INSURANCE



SAVINGS



MORTGAGE



CREDIT CARDS



FINANCIAL HEALTH &
WELLNESS

MESSAGING - OUR MISSION

Our mission is to provide the definitive search, comparison and recommendation engine for financial services.

Even is the
ultimate platform
for embedded finance

MESSAGING - USAGE & TERMINOLOGY

Even should always be **written and referred to as** “Even” not “EVEN” or “Even Financial.”

Exceptions are made for “Even Financial” or “Even Financial, Inc.” in **legal documents or fine print.**

Within legal documents, Even must be referred to as “Even Financial, Inc.” on the first instance, then may be referred to as simply “Even.”

THANK YOU