EVEN

The definitive search engine for financial services

Style Guide

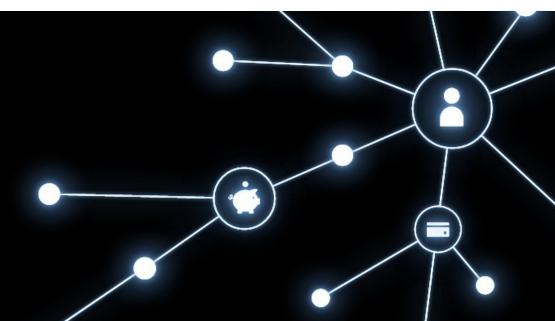


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LOGO - ACCEPTABLE USE

The only acceptable examples of logo usage are listed below:









BLACK LOGO

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



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 PUT LOGO ON BAD BACKGROUNDS



DON'T DECORATE THE LOGO

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.

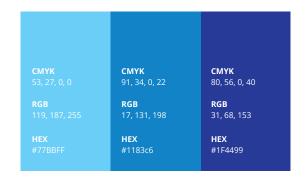
Please note Primary Even Blue is for digital use only.

CMYK СМҮК CMYK **CMYK CMYK** CMYK 75, 68, 67, 90 0, 0, 0, 0 57, 48, 48, 15 3, 2, 2, 0 75, 50, 0, 20 67, 60, 59, 44 RGB RGB RGB RGB RGB RGB 0, 0, 0 255, 255, 255 51, 102, 204 67, 67, 67 243, 243, 243 HEX HEX HEX HEX HEX HEX #00000 #FFFFFF #434343 #F3F3F3

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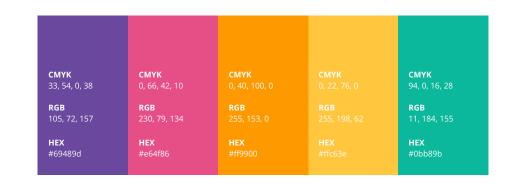
COLOR PALETTE - SECONDARY

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



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.



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

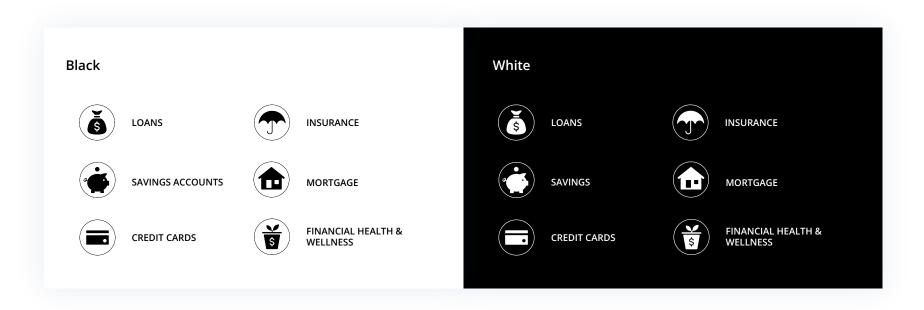


CREDIT CARDS



FINANCIAL HEALTH & WELLNESS

ICONS



ICONS



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

