



VERSION 1.0

evnt
BRAND GUIDELINES

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A COMPREHENSIVE USAGE MANUAL FOR THE EVVNT BRAND



EVVNT. BRAND GUIDE - VERSION 1.0

NOVERMBER 2018

This brand guide was compiled to ensure that all media produced for the Evvnt brand are of unified quality and message, resulting in a cohesive brand image that acts as a promise of consistent experience to our customers.

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SECTION 1

BRAND OVERVIEW

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BRAND OVERVIEW

MISSION STATEMENT

Evvnt connects the world through events. Our mission is to provide the easiest technology available to market local events to a wide audience.

TAGLINE

Invite the world to your events.

**“TO ACHIEVE GREAT THINGS, TWO THINGS ARE NEEDED: A PLAN AND NOT
QUITE ENOUGH TIME.” - LEONARD BERNSTEIN**

BRAND PERSONALITY

Our personality establishes the foundation of Evvnt's brand. We live and breathe events. We're passionate about experiences and bringing an idea to life. We love the buzz of crowds and the feeling of an event gone well. We're the technology behind the party that allows event professionals to create successful experiences.

SOCIAL

Sure, we're a software company, but that doesn't mean we don't know how to have a good time. We're the social butterfly of our friend group—we know where the "it" places are and show up on every attendee list. We laugh, network, take selfies, and make friends easily, and that shows through in our brand.

We're friendly and matey, but not sickeningly so. We're in the know, but not arrogant. We're helpful but not desperate.

ASPIRATIONAL BUT APPROACHABLE

We provide event organizers with the tools to bring their vision to life. Relationships are at the heart of our brand and we know that event success is just an attendee list away. We're confident in our core competency—event marketing—

We're confident in our expertise, but never cocky. We promote events with an attendee list, but everyone's invited.

PRAGMATIC WITH A WINK

We provide the easiest technology to market local events to a wide audience. Our solutions and our marketing are simple, to the point, and straightforward. We know that the experience is just as important as the product. Our processes are scalable, repeatable, and fun. We're planners, just like our users.

We can be a bit cheeky, but are always trustworthy. While we don't take ourselves too seriously, we hold our customers' events in the highest regard.

We're Evvnt. It's nice to meet you.





SECTION 2

LOGOS

COLOURS

PHOTOGRAPHY

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COMPANY LOGOS

All Evvnt company logos should never be recreated manually or altered in any way. All logos are available on our website here <https://evvnt.com/brand-guidelines/>

Whenever possible, the full logomark should be used. However, when space is limited, use the icon.



LOGOMARK



ICON

LOGO COLOURS

When using our logo, contrast is important. Use a white logo on any dark color or use the pink logo on any white surface or lighter imagery. A gray-scale logo is also acceptable if color is not available.

The word "evunt" is written in a white, cursive script font, centered within a solid red rectangular background.

evunt

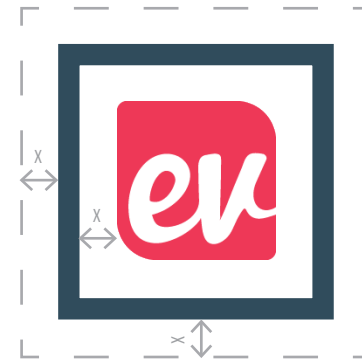
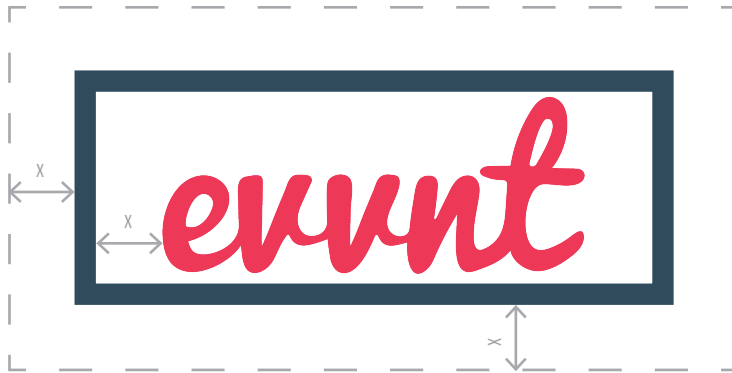
The word "evunt" is written in a pink, cursive script font, centered on a plain white background.

evunt

LOGO SIZING & CLEAR SPACE

The minimum size for the logomark is 1.25" (or 175px) wide, and .4" (or 20px) wide for the icon. In order to maintain their legibility, the logos should never be displayed smaller than the indicated measurements.

Additionally, no elements should ever run into the logos. The clear space for both the logomark and the icon is the space between the letterforms and the surrounding box.



UNACCEPTABLE USAGE

To maintain the integrity of the Evvnt logo, and to promote the consistency of the brand, it is important to use the logo as described in this guide. The examples shown illustrate possible misuses of the Evvnt logo that should be avoided.

The word "evvnt" is written in a cursive script, but the color is green, which is not an approved color for the logo.

X DO NOT use unapproved colours.

The word "evvnt" is written in the correct red cursive script, but it has a dark red drop shadow behind it, which is not allowed.

X DO NOT add drop shadows.

The word "evvnt" is written in the correct red cursive script, but it is stretched horizontally, making the letters wider than they should be.

X DO NOT stretch logo.

The word "evvnt" is written in the correct red cursive script, but it is outlined with a thin red line, which is not allowed.

X DO NOT outline logo.

COLOURS

The colour palette for the EVVNT brand is a mixture of warm & cool hues. This combination was chosen for its modern look and ability to stand out in the marketplace. additional colours can be used in designs but all or some of the main colours must be used in any design.



PARTY PINK
#F53855
CMYK - 0, 91, 58, 0
RGB - 245, 56, 85



RUBY
#DC1F3C
CMYK - 7, 100, 79, 1
RGB - 220, 31, 60



COOL AZUL
#324D5C
CMYK - 83, 61, 47, 30
RGB - 50, 77, 92



MIDNIGHT GRAY
#253944
CMYK - 84, 65, 53, 47
RGB - 37, 57, 68



WHITE
#005495
CMYK - 100, 75, 15, 0
RGB - 0, 84, 149

PHOTOGRAPHY STYLE

Evvnt is an image-led brand. We utilize engaging photography that showcases people being part of an amazing moment in time. Photos should make people want to be part of the events we portray. Use photos that are bright, happy, and aspirational.

Images can be tweaked for different event types, but keep within the aspirational and bright theme.

The image shows a screenshot of the Evvnt website. At the top, there is a red navigation bar with the Evvnt logo on the left and a menu of links on the right: LIST AN EVENT, HOW IT WORKS, SUCCESS, PARTNERS, BLOG, and LOG IN / SIGN UP. The main content area features a large background image of two women celebrating with confetti. On the left, the text reads "THE BEST PLACE TO PROMOTE YOUR EVENTS ONLINE" followed by a sub-headline: "Post your events and find the right people at the right time. You can reach a greater target audience than ever before with filters optimized to hit specific categories and cities all around the world." On the right, there is a "PROMOTE YOUR EVENTS NOW" section with a form containing three input fields: "Title of Event", "Category Search", and "Venue Location". Below the form, a small note states: "By signing up, you'll be agreeing to our terms of services and privacy policy." At the bottom of the page, there are three red buttons labeled "1. POST", "2. TARGET", and "3. BOOST".

“LIVE COLORFULLY” - KATE SPADE





SECTION 3

TYPOGRAPHY



PRIMARY TYPEFACE

The primary typeface for use in the Evvnt brand is Bebas Neue. This typeface was selected for its clean, modern geometry and available selection of weights. This typeface should be used in all Evvnt materials. The use cases can be determined by the designer but typically Bebas should be used for headlines and dynamic text.

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

SECONDARY TYPEFACE

The secondary Evvnt brand typeface is Arimo. Arimo was chosen for its classical qualities and pairing ability with Bebas Neue. This typeface should primarily be used in body copy text.

Arimo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()



“MARKETING IS NO LONGER ABOUT THE STUFF YOU MAKE, BUT ABOUT THE STORIES YOU TELL.” - SETH GODIN

