EVINANCE BRAND GUIDELINES

Essential guidelines to help you create communications in the style of Interfacing.

TABLE OF CONTENTS

INTRODUCTION

Evinance is a newly established healthcare solutions provider.
To communicate effectively, Evinance has established a unified institutional brand and integrated marketing program.

WHY A UNIFIED IDENTITY?

The goal of a unified branding effort, as described in this manual and operationalized through the integrated marketing program, is to represent our shared identity through an easily-remembered positive public image.This approach reduces the fragmenting impact of competing messages and logos coming from different units within our company, echoed and reinterpreted by external entities. A unified brand significantly enhances the consistency and coordination of Evinance communications efforts, conveying a professional and positive image. A unified brand that is attractive and well represents Interfacing is more effective at competing in a crowded marketplace.

BENEFITS OF A SINGLE REFERENCE

The Evinance Identity Standards Manual, developed by Suzana Shash, provides a single unambiguous reference for all departments and units. It is intended to help anyone who writes, edits or designs printed, electronic, or other publications and materials for and about Interfacing. Using the manual will ensure that Interfacing policies and trademarks are being properly applied to ads, flyers, signage, web communications, and collateral materials.

WHERE TO GO FOR MORE HELP

This manual is intended for use as a handy reference to help you incorporate identity elements as you create, reproduce and order Evinance branded materials. This manual, more information and the Evinance identity downloads can be found on our Web site: www.evinance.com.

If you have questions or need help, please contact:

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logo on black background

logo on white background

MAIN LOGO & COLORS

The Evinance logo contains two colors, in addition to white. Below are the required color-matching formulas.

Process		Web		Hex
C	47%	R	127	7FB8E4
M	15%	G	184	
Y	0%	B	228	
K	0%			

Process		Web		Hex
C	69%	R	77	4D5159
M	59%	G	81	
Y	50%	B	89	
K	30%			

QUICK REFErENCE

7FB8E4	4D5159	FFFFFF

logo mini icons on white & black backgrounds

MINI ICONS
These are mini icons that can be used for applications, favicons and other branding purposes that require small spaces.

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SIGNATURE
This will the standard for email signatures.

TYPOGRAPHY

TYPE

Type can be a powerful brand tool when used carefully and consistently. To help us establish a consistent and credible brand style, a single family of typefaces has been chosen for most applications – Helvetica. It has been chosen because it is contemporary, simple and readable. For simplicity and ease of use, we only use select weights of Helvetica.

For internal word-processed communications and presentations, such as PowerPoint, Arial, a system font may be substituted. No other typefaces, no matter how similar they appear, may be used. Font naming conventions may vary depending on the computer operating system (Macintosh or PC).

ITC Avant GUARDE GOTHIC DEMI

This is the font to use for titles, large headlines and words that need to be emphasized.

ITC Avant GUARDE GOTHIC DEMI

This is the font to use for body text when available and accessible.

Century Gothic

This is the font that should be used when the previous fonts are not available. The pros of using this font is that it is available on every machine.