EVERYSIGHT

Brand ID

Design
Style Guide

2023

Logo & symbol

Overview /

The logo should be applied to all branded
materials – digital and print surfaces alike.

In situations where the logo appears over image,
use the most contrasting color lockup to make the logo
stand out

Color /

The visual identity has been designed such
that the logo only needs to be set in one of
the brand colors

The design templates include vector versions of the logo
lockups, but for your convenience, PNG files of the logo
lockupshave been added to the brand assets folder.

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Logo

symbol / icon

EVERYSIGHT

E

Logo

symbol / icon

EVERYSIGHT

E

Logo

EVERYSIGHT

E

Logo Guidelines

Space & Sizing

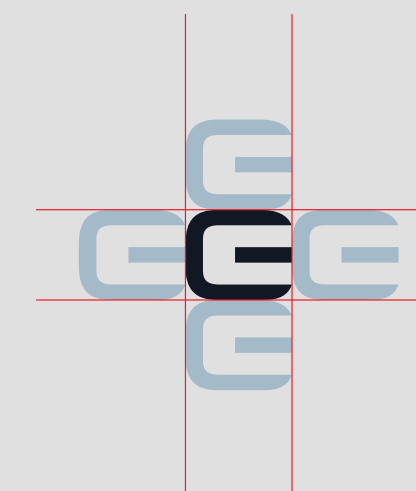The clear space is defined by the width
and height of the 'E'.
Remember, that's the minimum, give it some
extra space to breath, it's always better.

When applying the logo to printed media,
the height of the logo should be no smaller
than a quarter of an inch in order to maintain
legibility.

Logo

EVERYSIGHT

Symbol /
icon

Logo guidelines / do's & don't

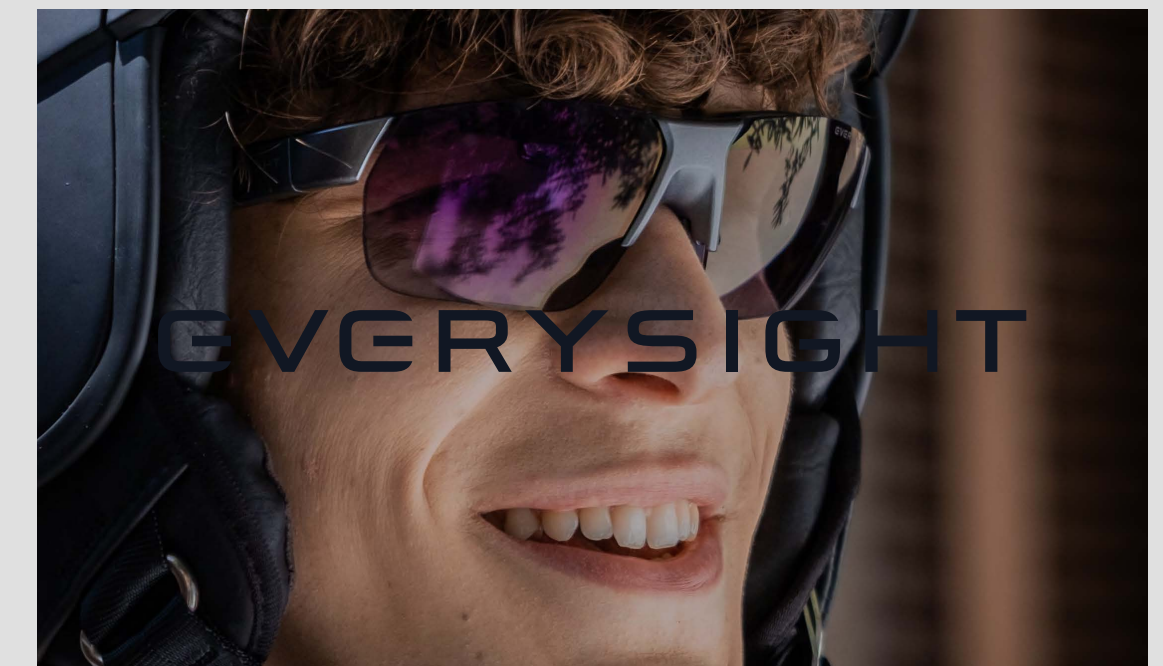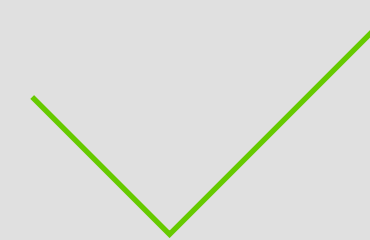|			
EVERYSIGHT	**EVERYSIGHT** (diagonal)	**EVERY SIGHT**	**EVERYSIGHT** (with drop shadow)
✕ Do not use the logo on any background color that is not part of this brand guidelines.	✕ No diagonals. Please.	✕ Pretty please, don't change the logo composition.	✕ Please don't drop shadows like it's hot
E V E R Y S I G H T	**EVERYSIGHT** (green)	**EVERYSIGHT** (narrowed)	**EVERYSIGHT** (over photo)
✕ Do not change the logo letters or words spacing.	✕ Don't use colors that are not part of this brand guidelines.	✕ Do not narrow/stretch the logo in any way.	✕ Make sure logo is visible when placed over a background

Logo guidelines / do's & don't

Use colors that are in our color palette. Please use these combinations only.

Make sure logo is visible when placed over a background. Choose the right logo color for the right image to create maximum contrast.

As you can see – We are light but you can't miss us.
Please be short with main messages, people don't have time
for long story – make it short and impactful

Fonts &
typography

For long text and
messages
use the SemiBold
& the Regular version

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Plus Jakarta Sans (Google Font)

Extra Light

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

SemiBold

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

Regular

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

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"Here comes the sun".
Our main color is yellow, a special one.
Please treat it in a special way and use
the secondary colors to support it
from time to time

Colors

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Primary Colors

YELLOW
#EBEB70

DARK BLUE
#111723

LIGHT GREY
#E7E7E7

Primary
Supportive Colors

YELLOW 2
#D7D161

DARK BLUE 2
#1C2233

DARK GREY
#D7D7D7

Secondary
& Supportive
Colors

BLUE GREY
#8B9DAE

LIGHT BLUE
#A6BBCA

BLACK
#000000

WHITE
#FFFFFF

EVERYSIGHT

Thank you

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