

# BRAND: CORE VALUES AND EXPECTATIONS

## THE EVERYWHERE BRAND

To bring the EVERYWHERE brand to life, we need to understand what it is like, what it cares about and the experience that consumers have when they engage with it.

What is the most important thing to the EVERYWHERE brand?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus.

What will we never compromise?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus. Lorem ipsum dolor sit amet.

What are the tangible components of our products?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus. Lorem ipsum dolor sit amet.

What should our customers expect from our products?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus. Lorem ipsum dolor sit amet.

What do our customers have in common?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus. Lorem ipsum dolor sit amet.



# EVER

LOGO: GUIDELINES



**PRIMARY LOGO**  
The primary logo



**EXCLUSION ZONE**  
The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the width of the 'E' in the logotype.



**COMBINED LOGO**  
The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the width of the 'E' in the logotype.

LOGO: GUIDELINES



**MONOCHROME**  
When monochrome is used, then all elements are to be 100% black.

All rules of white out also apply when the EVERYWHERE is used alone.

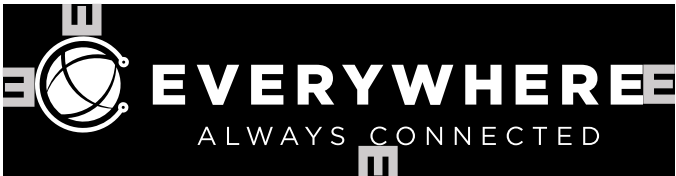


**WHITE OUT**  
This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

All rules of white out also apply when the EVERYWHERE is used alone.



**MONOCHROME/WHITE OUT COMBINED LOGO**  
The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the width of the 'E' in the logotype.



# LOGO COLOR: GUIDELINES



BLACK

PROCESS	C	M	Y	K
	0	0	0	100
	R	G	B	
	0	0	0	
HEX				
#000000				



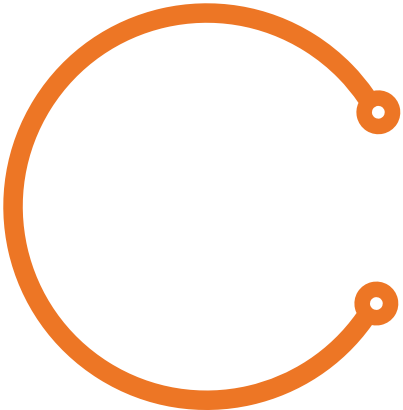
PANTONE BLUE 7469 C

PROCESS	C	M	Y	K
	100	58.03	30.07	9.67
	R	G	B	
	0	94	133	
HEX				
#005E85				



PANTONE ORANGE 158 C

PROCESS	C	M	Y	K
	3	66	99	0
	R	G	B	
	238	118	35	
HEX				
#EE7623				



# LOGO: MINIMUM SIZE

Minimum width



**PRIMARY LOGO**  
The minimum size for the primary logo is 1 in (25mm) (72px).  
  
There is no maximum width.

Minimum width



**COMBINED LOGO**  
The minimum size for the primary logo is 1 in (25mm) (72px).  
  
There is no maximum width.

# FONT: GUIDELINES

ABCD

## GOTHAM BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus.

## GOTHAM

The primary font used is Gotham. It is available in a variety of weights. These three are the most commonly used.

ABCD

## GOTHAM BOOK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus

ABCD

## GOTHAM LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus