



Brand Guidelines

Essential guidelines for external partners

Welcome to EV's brand guidelines

At EV, our brand is more than just a visual or verbal representation - it's the living, breathing essence of who we are. These comprehensive guidelines are our strategic blueprint, designed to ensure that every interaction, whether visual or verbal, consistently reflects our core identity, values, and mission,

About this guide

This guide provides the essential standards for using the EV brand across all materials which include the EV company or product names, or the EV logos. Whether you're designing marketing collateral, writing copy, or developing digital experiences, these guidelines ensure consistency, clarity and recognition. The EV brand represents our commitment to re-engineering the financial advice experience. When you use our brand correctly, you reinforce that promise.

Company name

EValue Limited is our legal company name. EV is our brand name. In all communications, use 'EV' to refer to the company, except in legal contracts or official documents where the registered company name 'EValue Limited' is required. When writing 'EV', always use capital letters regardless of its appearance in our logo.

Product lines

Here are examples of how our product are written out, please note, there is no space between the words.

- EVPro
- EVDigital
- EVDirect

Logos

Logo usage

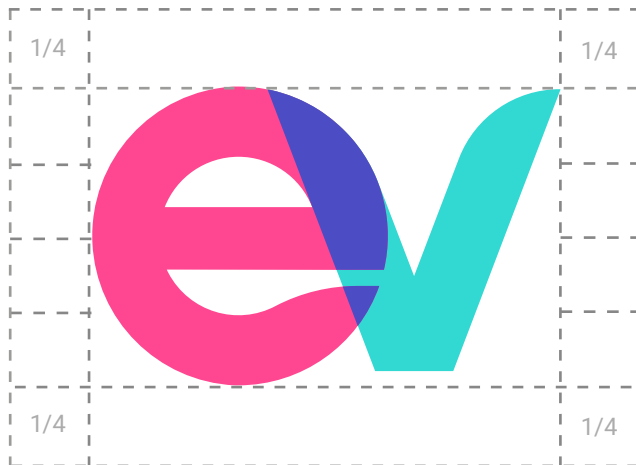
Always use the official EV logo. The brand name is written as 'EV' with capital letters. Maintain clear space around the logo (minimum 1/4 of logo height on all sides). Never distort, rotate, or alter the logo in any way. Use the dark version on light backgrounds and the light version on dark backgrounds.

Logo files available in the [brand pack](#). Contact marketing@ev.uk if you can't find what you're looking for.

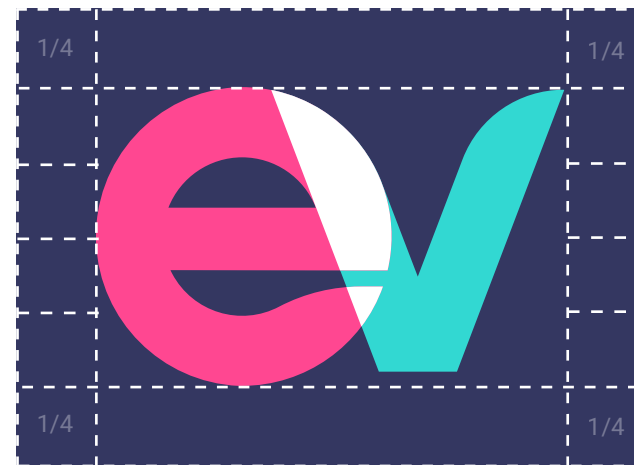
Primary logo

Whenever we use a logo anywhere, it needs to have a little space around it to protect the visual impact from other factors, and we call this clear space. The minimum space around the logo should be 1/4 the height of the logo.

Minimum
clear space
1/4 height



Light background EV logo



Dark background EV logo

Logos

EV brand logos

Light and dark options of these logos are available in the brand pack.
Whenever we use a logo anywhere, it needs to have a little space around it to protect the visual impact from other factors, and we call this clear space. The minimum space around the logo should be 1/2 the height of the the logo.

Minimum
clear space
1/2 height



Brand colour palette

Primary colours

EV purple HEX #4c4cc5 RGB 76 76 197 CMYK 83 73 0 0	EV dark purple HEX #43438b RGB 67 67 139 CMYK 87 80 10 1	EV turquoise HEX #32d8d2 RGB 50 216 210 CMYK 62 0 27 0	EV pink HEX #ff4791 RGB 255 71 145 CMYK 0 82 6 0
EV black HEX #1f2334 RGB 31 35 52 CMYK 91 80 49 62 Use EV Black for body copy	EV dark blue HEX #343761 RGB 52 55 97 CMYK 90 82 33 25	EV gradient EV dark purple HEX #43438b RGB 67 67 139 CMYK 87 80 10 1 EV dark blue HEX #2a2e3e RGB 42 46 62 CMYK 85 73 48 55	

Pink when used for headings

Pink headings on white backgrounds should use this colour pink. HEX #de217f RGB 222 33 127 CMYK 5 94 7 0
Pink headings on dark backgrounds should use this colour pink. HEX #fd599e RGB 253 89 158 CMYK 0 77 0 0

Supporting colours can be used in graphs and UI along with tints of the primary colours above.

EV green HEX #428383 RGB 66 131 131 CMYK 74 30 45 12	EV violet HEX #994795 RGB 153 71 149 CMYK 48 82 0 0	EV light grey HEX #eeeeee RGB 238 239 238 CMYK 8 5 7 0
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- ✓ For improved accessibility only use these pinks for headings.
- ✗ Pinks shouldn't be used for body copy or small type.

Fonts

Brand font

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ!
12345678910

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ!
12345678910

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ!
12345678910

This font can be downloaded from: fonts.google.com/specimen/Roboto.
When Roboto isn't available, please use Arial as the replacement font.

Font colours

Heading colours

EV dark blue
EV dark purple
EV purple
EV teal

Body copy colour

EV black
HEX #1f2334
RGB 31 35 52
CMYK 91 80 49 62

Pink when used for headings

Heading pink 1
Pink headings on light backgrounds should use this colour pink.
HEX #de217f
RGB 222 33 127
CMYK 5 94 7 0
Heading pink 2
Pink headings on dark backgrounds should use this colour pink.
HEX #fd599e
RGB 253 89 158
CMYK 0 77 0 0

- ✓ For improved accessibility only use these pinks for headings.
- ✗ Pinks shouldn't be used for body copy unless the text is at a reasonable size.

Questions about the brand?

Contact the marketing team at marketing@ev.uk.