



EVOLV TECHNOLOGY

Brand Guidelines

July 2024 v.8

BRAND PRINCIPLES

Strategic Foundation



Strategic Foundation

Brand Promise

Evolv is dedicated to building trusted and proven technology that enables security professionals and venue operators to protect citizens, visitors, and guests in a better, safer, and more efficient manner.



Strategic Foundation

Vision

We were founded with a vision to keep people safe where they gather.

Mission

To make places safer and more enjoyable to live, learn, work, and play.

Strategic Idea

Make everywhere safer.

Company Descriptor

Evolv is the modern security technology company transforming threat and weapons detection to create safer experiences.



Strategic Foundation Tone

Professional, balanced, and expert voice that embodies trust.

While our target audience is focused on safety and security decision making, we also need to be able to connect to the experience of the end-user (i.e., students, parents, nurses, patrons, etc.), to not be overly corporate or technical.

Innovative and authoritative, but not definitive.

Examples

-  **Do not say:** Evolv keeps people safe.
-  **Do say:** Evolv helps create safer experiences.
-  **Do not say:** Evolv eliminates lines.
-  **Do say:** Evolv provides free-flow entry.

VISUAL IDENTITY

Logomark



Primary Logo

The primary logomark is the core of the Evolv brand and should be prominent across all touchpoints. The logomark combines bold, custom typography with a graphic element that can be used as a visual shorthand.





CLEARSPACE

Primary Logo

To ensure that the nameplate is used consistently, the space around the logomark must remain uninterrupted.

The clear space unit is defined by using the triangular counter-space of the extractable peelable embedded in the logomark as seen in the diagram on the right.





APPROVED COLORS

Primary Logo

Refer to the following color combinations when using the Primary Logo on collateral.



Logo #25272F
Background #FFFFFF



Logo #7D828F
Background #FFFFFF



Logo #8A938E
Background #FFFFFF



Logo #25272F
Background #F8F8F8



Logo #7D828F
Background #F8F8F8



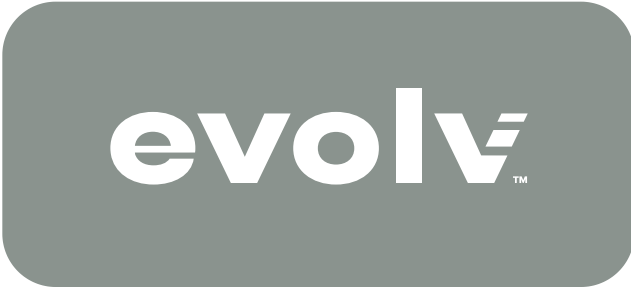
Logo #8A938E
Background #F8F8F8



Logo #FFFFFF
Background #25272F



Logo #FFFFFF
Background #7D828F



Logo #FFFFFF
Background #8A938E



Logo #7CF755
Background #25272F



Logo #25272F
Background #7CF755



LOGO USAGE

Primary Logo

Building consistency with logo usage is important for brand recognition. Follow these rules when using the primary logo:

- Use the approved colors listed on the previous page.
- Use appropriate clearspace and sizing.
- Do not stretch or manipulate the logo.
- Do not alter or remove parts of the logo.
- Do not change the opacity of the logo.
- Make sure that the logo image is not low resolution or blurry.



Do not use non-approved colors.



Do not change the opacity.



Do not stretch or manipulate.



Do not add a stroke.



Do not use low-resolution images.



Do not add non-approved words or objects.



Companion Mark

The Evolv peelable is a reduction of the logomark. It can be used as a standalone element.

To establish brand equity, the logomark should be the default choice whenever possible. Over time, the peelable will be as recognizable as the primary nameplate.





CLEARSPACE

Companion Mark

To ensure the peelable is used consistently, the space around the peelable must remain uninterrupted.

The clear space unit is defined by using the triangular counter-space of the peelable as seen in the diagram on the right.





APPROVED COLORS

Companion Mark

Refer to the following color combinations when using the Companion Mark on collateral.



Logo #25272F
Background #FFFFFF



Logo #7D828F
Background #FFFFFF



Logo #8A938E
Background #FFFFFF



Logo #25272F
Background #F8F8F8



Logo #7D828F
Background #F8F8F8



Logo #8A938E
Background #F8F8F8



Logo #FFFFFF
Background #25272F



Logo #FFFFFF
Background #7D828F



Logo #FFFFFF
Background #8A938E



Logo #7CF755
Background #25272F



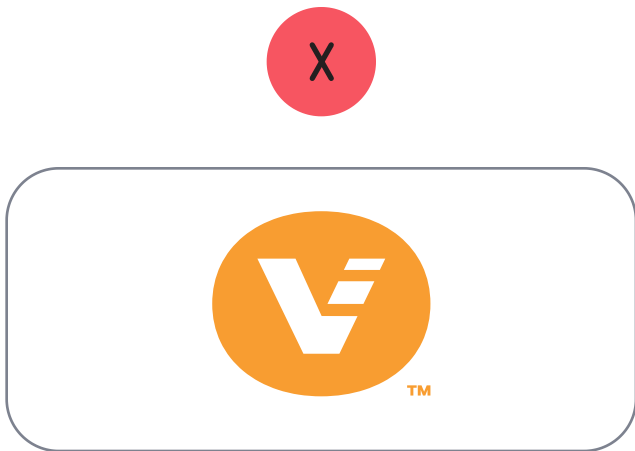
Logo #25272F
Background #7CF755

LOGO USAGE

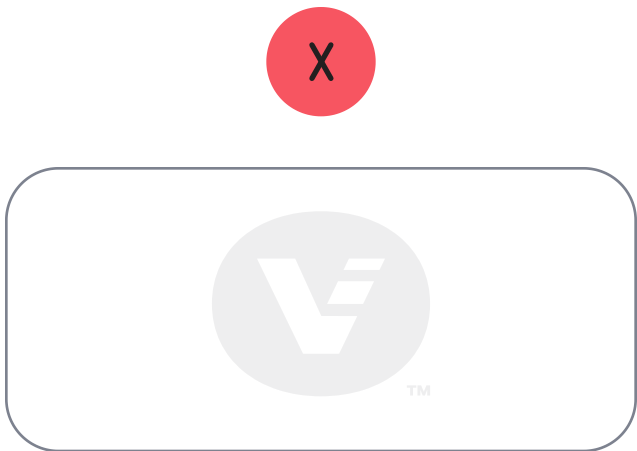
Companion Mark

Building consistency with logo usage is important for brand recognition. Follow these rules when using the Companion Mark:

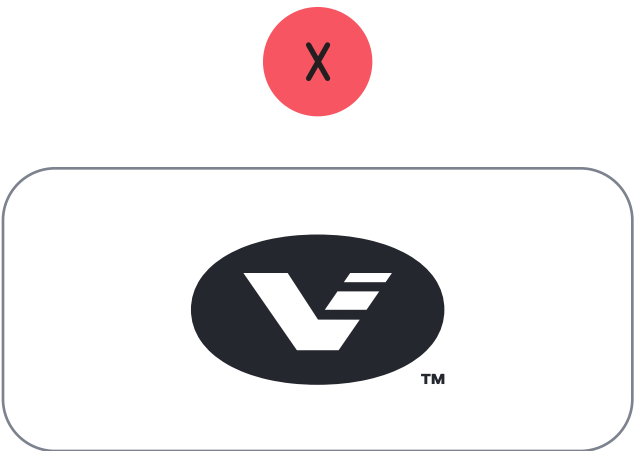
- Use the approved colors listed on the previous page.
- Use appropriate clearspace and sizing.
- Do not stretch or manipulate the logo.
- Do not alter or remove parts of the logo.
- Do not change the opacity of the logo.
- Make sure that the logo image is not low resolution or blurry.



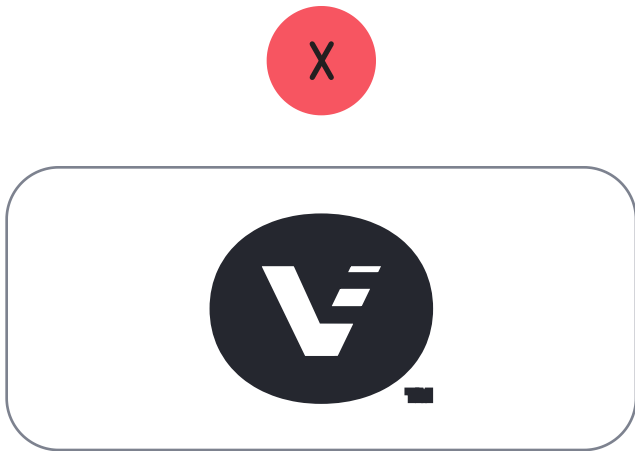
Do not use non-approved colors.



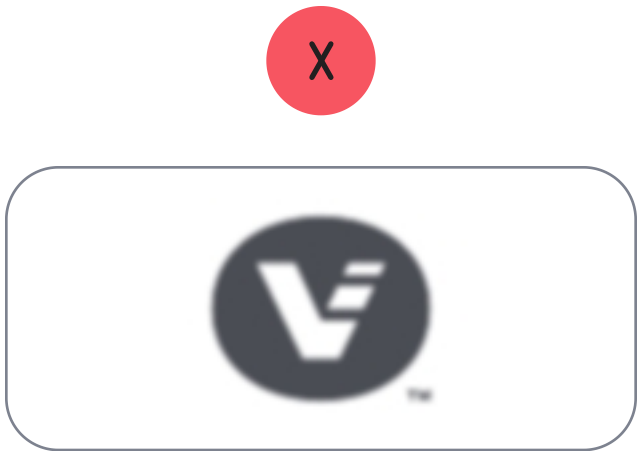
Do not change the opacity.



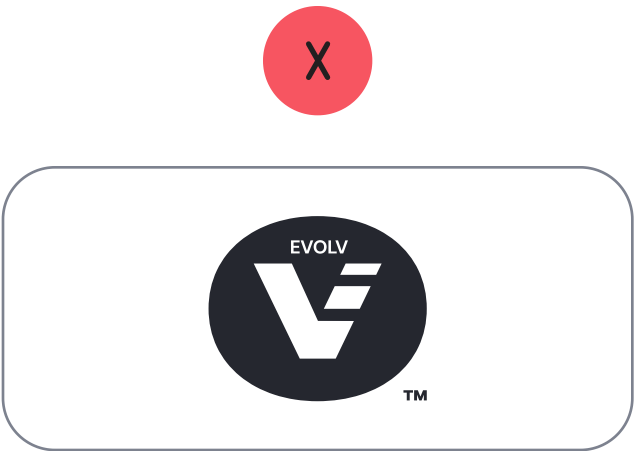
Do not stretch or manipulate.



Do not add a stroke.



Do not use low-resolution images.



Do not add words or objects.



LOGO USAGE

Logomark System

The Evolv logomark system consists of a primary logomark, a “Powered by” logomark, and a “Secured by” logomark and a companion mark.

Primary Logomark: The primary logomark should be used in most cases. Optically balanced, it is the preferred way for the brand to be represented. This is the default.

“Powered by” Logomark: These are a verification of the use of Evolv technology, and should be showcased on Evolv’s product and other products or initiatives that Evolv technology makes possible.

Companion Mark: The companion mark should be used in special cases where the primary logomark will not fit, resulting in poor legibility, or where they may seem ungainly. For example, the companion mark might be used as a social profile avatar.



PRIMARY NAMEPLATE



POWERED BY LOCK-UP



COMPANION MARK



MINIMUM SIZES

Logomark System

To ensure readability and clarity of brand, there are minimum sizes for the Evolv logomarks as shown to the right.

DIGITAL USES



PRINT USES



VISUAL IDENTITY

Typography



Typeface

The main typeface of the Evolv brand is DM Sans.

Headlines should be in Light or Bold. For body, subheads, and labels either Light or Regular can be used.

HEADLINES

DM Sans Bold

BODY, SUBHEADS, AND LABELS

DM Sans Light

DM Sans Reg

VISUAL IDENTITY

Color Palette



Primary Colors

The primary color palette focuses mainly on blacks, grays, and the Evolv Safe Green.

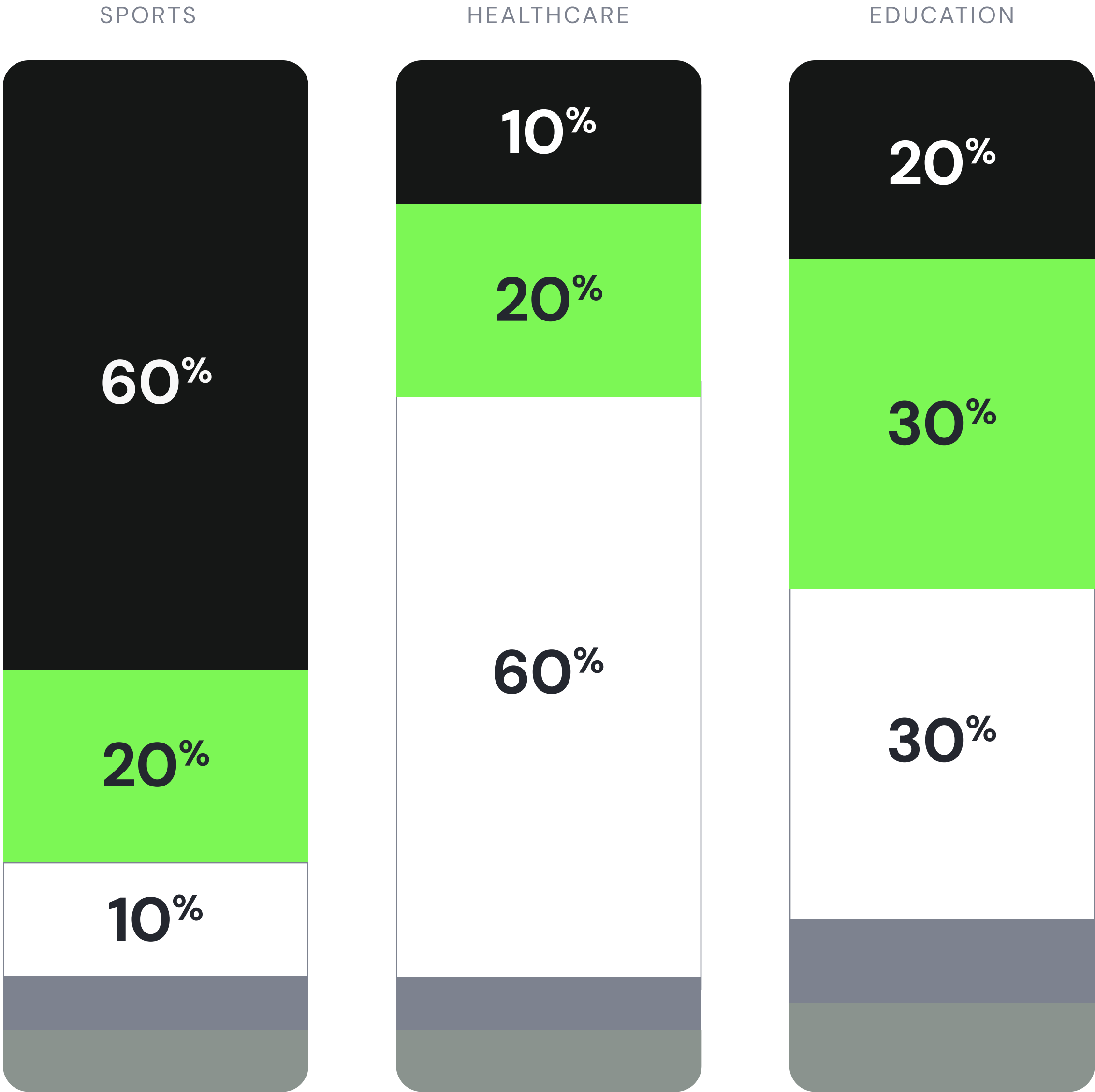
Note: CMYK is a little tricky because CMYK and RGB are fundamentally different color models. As a result, there isn't a perfect one-to-one conversion, and this is the match we have decided on for all printed materials.

Evolv Black	HEX #151716	RGB 21 23 22	CMYK 74 66 66 80
Evolv Middle Green-Gray	HEX #8A938E	RGB 138 147 142	CMYK 49 35 41 3
Evolv Light Gray	HEX #F8F8F8	RGB 248 248 248	CMYK 2 1 1 0
Evolv Middle Blue-Gray	HEX #7D828F	RGB 138 147 142	CMYK 49 35 41 3
Evolv Safe Green	HEX #7CF755 PANTONE 360 C	RGB 124 247 85	CMYK 60 0 96 0



Verticals

Our approach to differentiating Evolv’s industry verticals will involve using designated ratios of primary colors for Sports, Healthcare, and Education.





In-App Colors

With the evolution of the app design, we wanted to consider how the color palette would look in future app updates.

By expanding the color palette into tints, we allow more flexibility in the app design.

Evolv Digital Black

#24272F



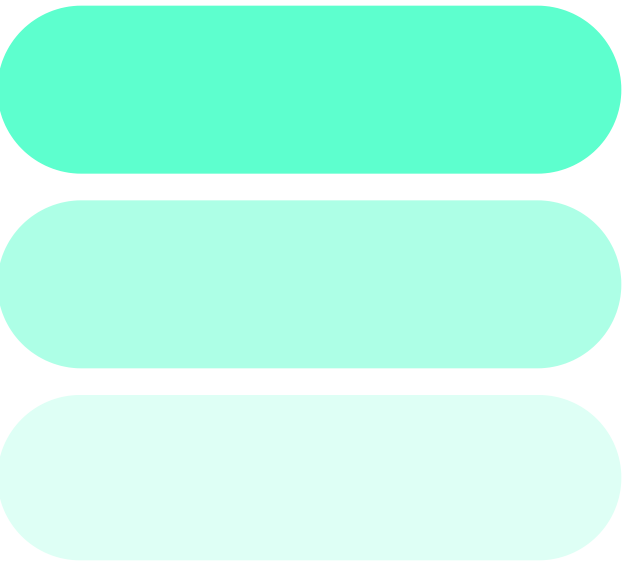
Evolv Gray

#8A938E



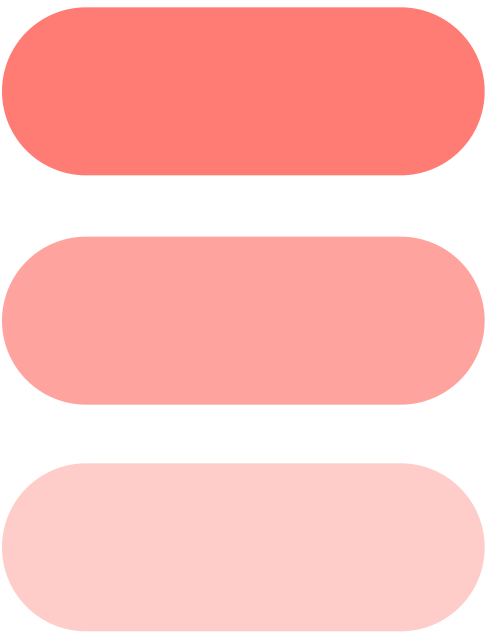
Digital Green

#FF8810

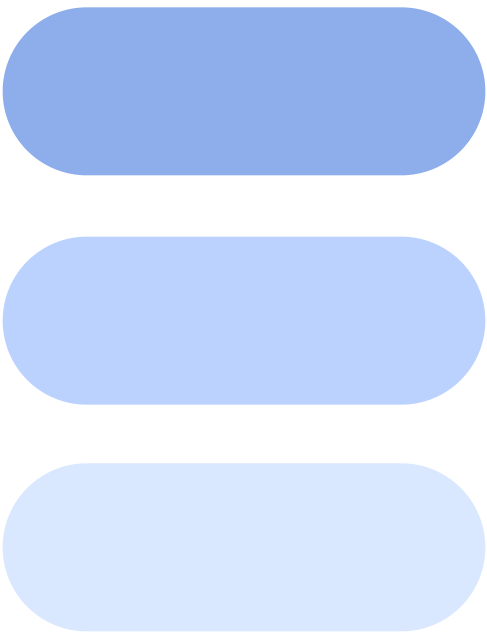


Infographic Colors

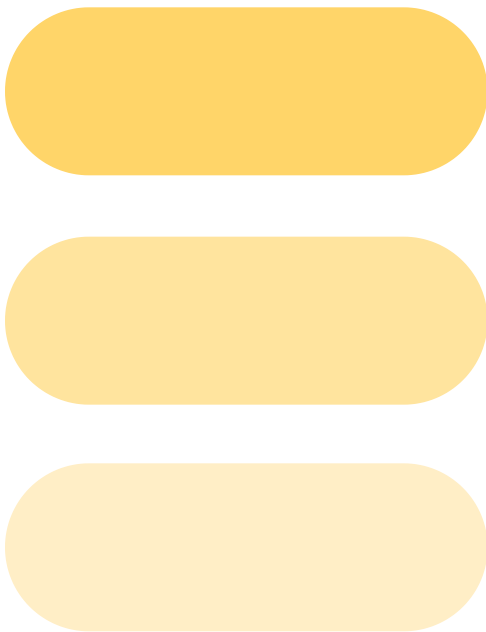
#FF7C74



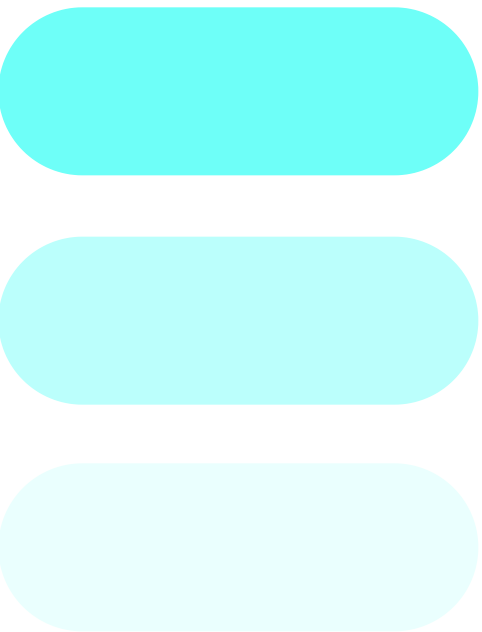
#8EAEEB



#FFD569

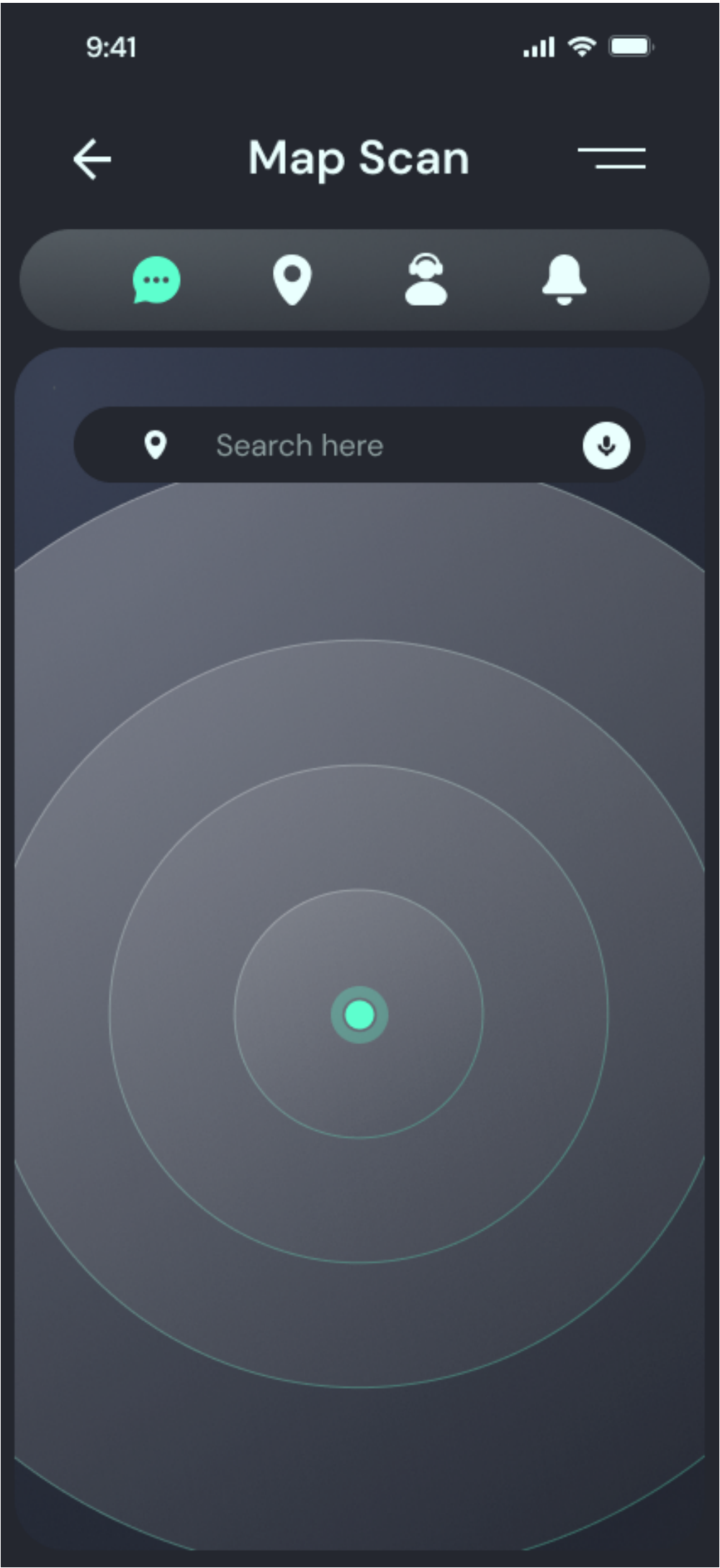
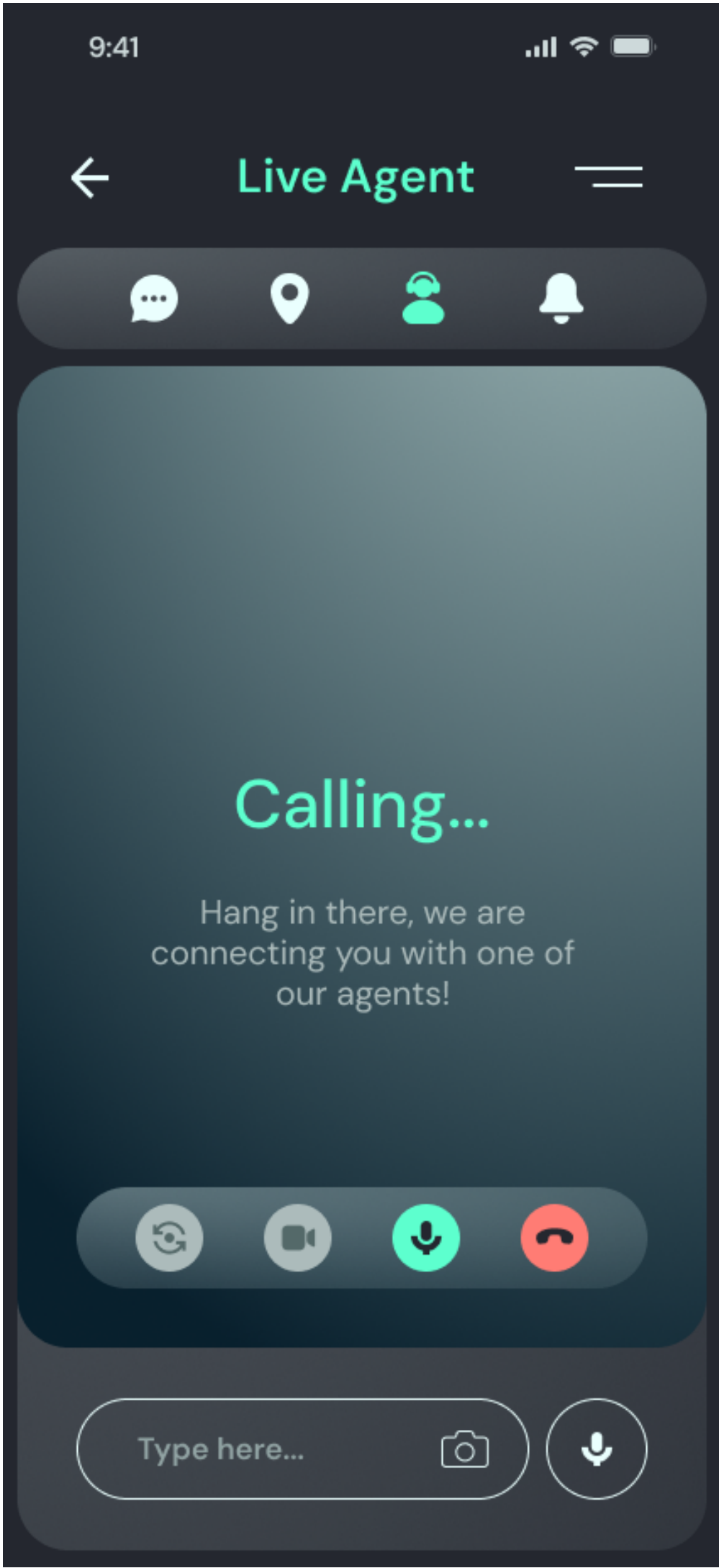
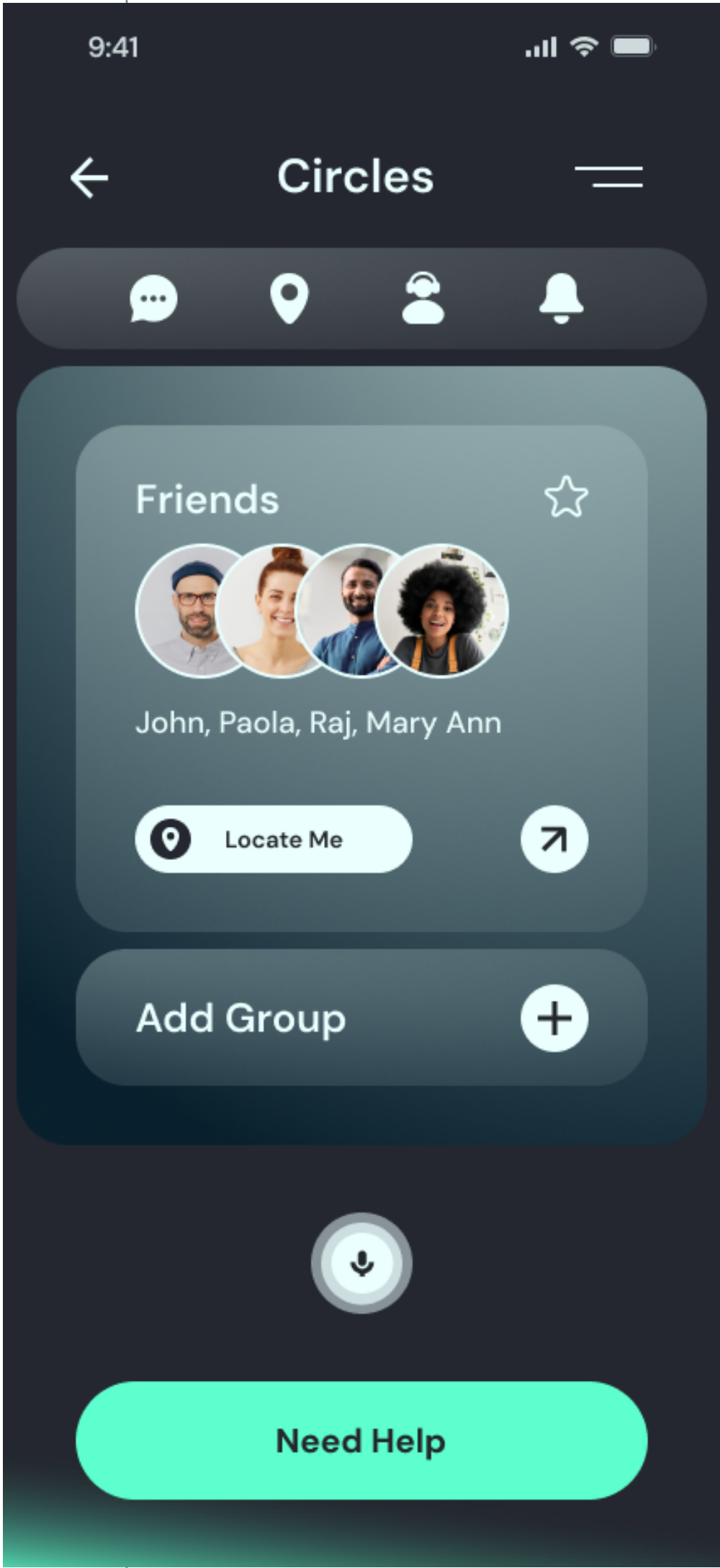


#6EFFF8



IN USE

In-App Colors



Philanthropic Efforts

We will have designated colors to represent certain monthly awareness movements.

Mental Health

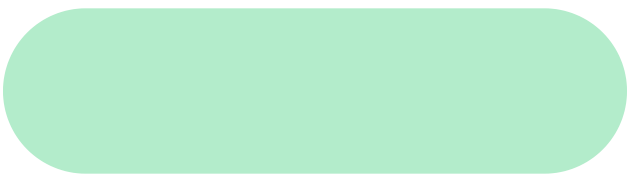
#00BF51



30% SHADE



MAIN



30% TINT

Gun Violence

#FF6800



30% SHADE



MAIN



30% TINT

VISUAL IDENTITY

Photography

Photographic Principles

Comforting

Look for photography that feels natural and utilizes warm lighting. Avoid artificial and cold lighting.

Human

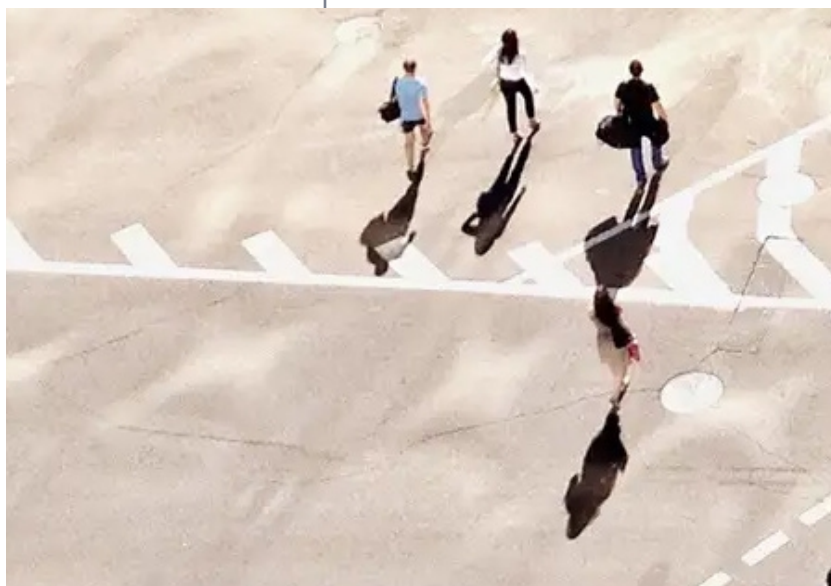
Look for opportunities to capture authentic candid interactions that evoke the freedom that Evolv affords.

Movement

Capture the Evolv experience by showing the ease, flow, and security Evolv affords at favorite locations and events.

Photography People

Look for photos that embody the positivity reflected in our mission. People should feel candid and comfortable. The lighting should feel warm and optimistic. Framing should offer varied perspectives, and utilize depth of field to bring attention to subjects in crowded places. Be sure to show diversity in age, gender, and ethnicity.



evolv

Photography Cultural

Contextualized imagery shows the product being used in real-life environments.

Compositions are asymmetrical, feature clean lines, and emphasize the functionality of the product as well as how the customer interacts with it.

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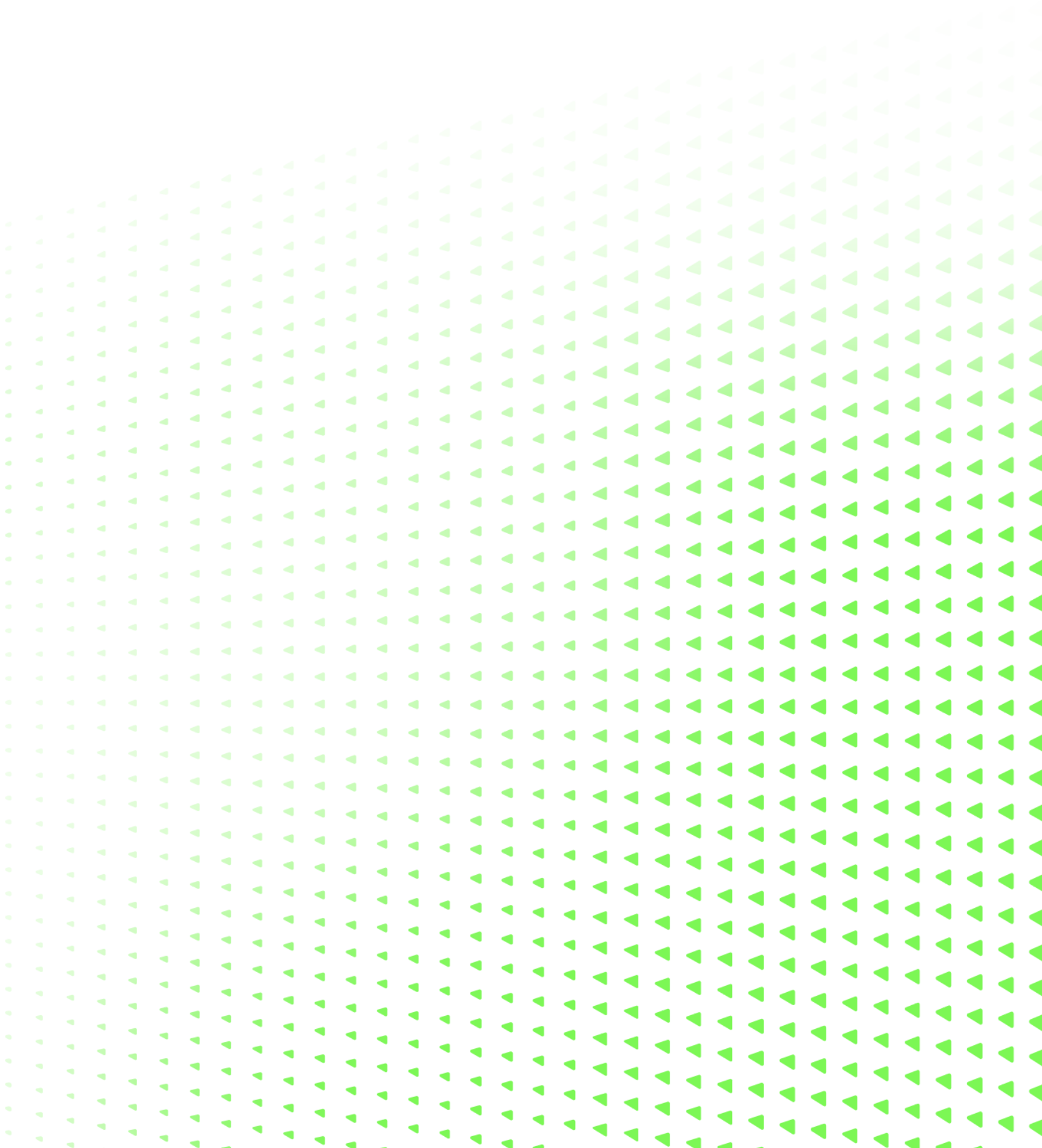
VISUAL IDENTITY

Patterns



Threshold Pattern

The Threshold Pattern represents the seamless flow of guests through the Evolv Express® systems.

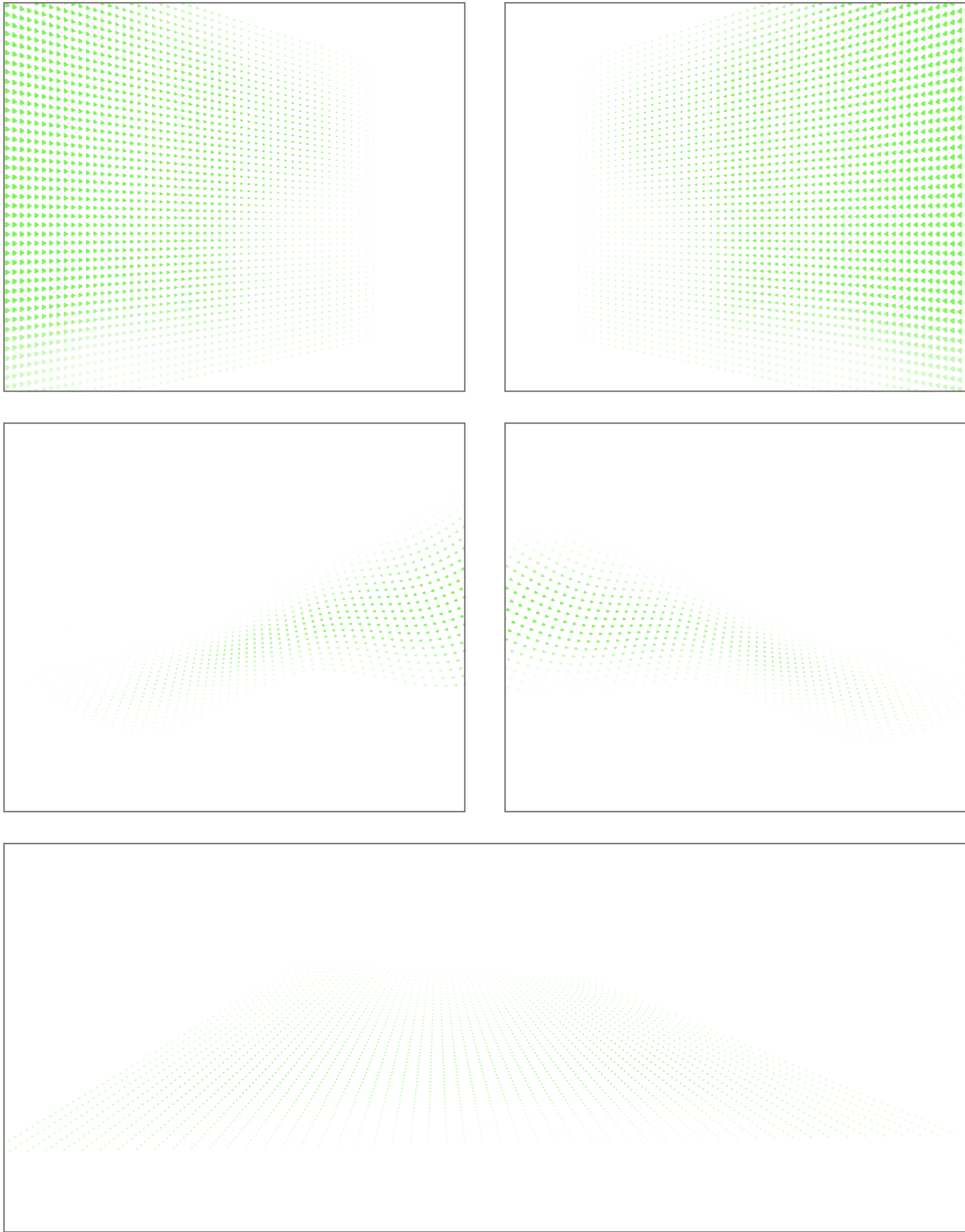




LIBRARY

Threshold Pattern

Here is a library of approved Threshold crops.





USAGE RULES

Threshold Pattern

There's a few rules to abide by when using the Threshold Pattern.

- Only use with an image of the Evolv Express to indicate flow or in place of people walking through the system. Do not use as isolated decorative elements.
- Do not separate or modify the existing approved crops.
- Do not layer with the Ion Pattern.
- Do not use the Threshold Pattern on an Evolv Express system panel if there is already a Threshold Pattern or Ion Pattern in the background or behind the system image.
- It should always be flowing off the edge or a corner of the page. There should be no visibly hard lines on the pattern.
- The Threshold pattern should flow in the direction people would be walking.
- The Threshold pattern should look like it is flowing through the lanes, so the pattern should be on top of the further away parts of the machine.
- The Threshold pattern should feel fluid.
- When there is a logo on the panels, have the pattern be lower down, and tad smaller. That way the logo is not covered up.
- When using a dual-lane system, the pattern should be flowing through both lanes .





Ion Pattern

The Ion Pattern is a halftone-style field of dots with gradation in dot size and spacing to provide more depth. It can be used with or without system images.

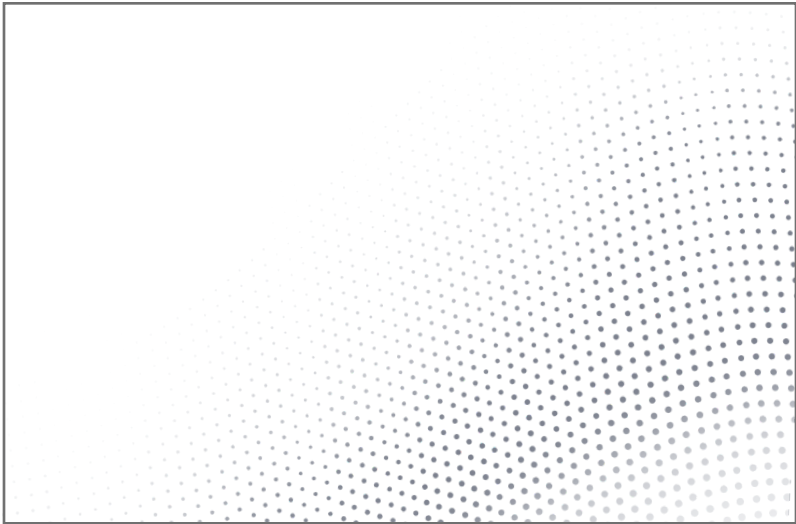




LIBRARY

Ion Pattern

Here is a library of approved Ion crops.





USAGE RULES

Ion Pattern

Overall, the Ion Pattern has less rules and more flexibility since it can be used separately from the Express system.

- It can be used with or without Evolv Express system images, but it should not overlap the Threshold pattern.
- Do not separate or modify the existing approved crops.
- Do not layer with the Ion Pattern.
- Do not use the Ion Pattern on an Evolv Express system panel if there is already a Threshold Pattern or Ion Pattern in the background or behind the system image.
- It should always be flowing off the edge or a corner of the page. There should be no visibly hard lines on the pattern.



VISUAL IDENTITY

Icons



BUILDING SYSTEM

Icons

The new icon style has a thinner line stroke, rounded corners, and rounded end caps. They are based around the new brand direction of clarity and minimalism.

ELEMENTS PRESENT IN EACH ICON



90° CORNERS



RADIUS /
CIRCLES



ANGLE ELEMENT
FROM PEELER



ROUNDED
END CAPS



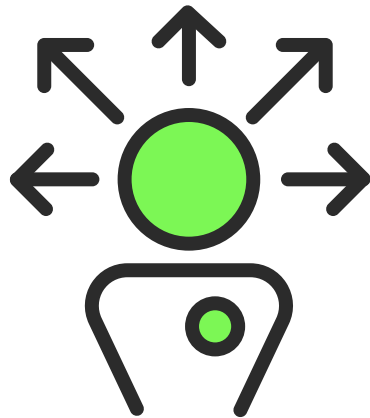
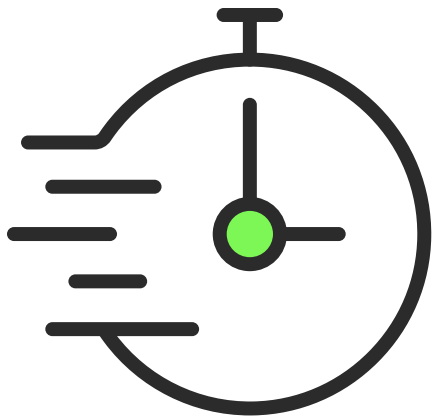
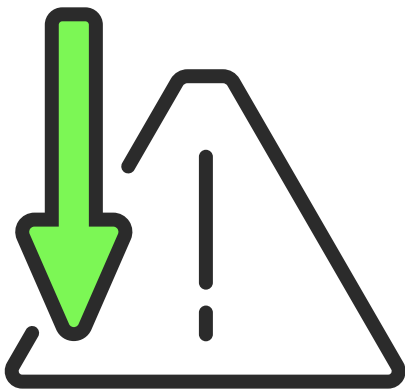
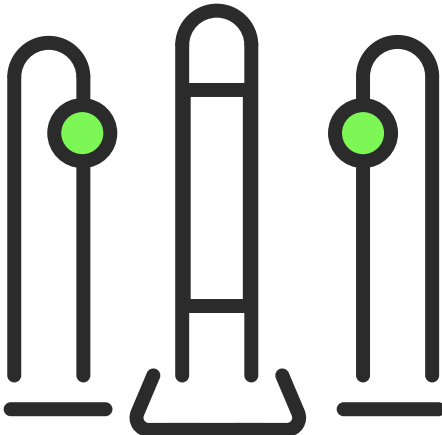
COLOR
FILL



STYLE

Icons

Here's a sample of the Evolv icons.



VISUAL IDENTITY

Customer Logo Usage

USAGE RULES

Customer Logos

Brands are important. Representing another company’s brand in ads, PPT slides, in videos, on the website, and more is a privilege and one that Evolv does not take for granted. Using customer logos without written permission constitutes trademark infringement and can result in the loss of those customers, or even a lawsuit. For this reason, it is important that these rules are followed no matter what the use case:

- Logo MUST be approved per official contract (see spreadsheet for approved logo usage)
- Logo must not be altered
- Logo cannot be placed on top of an image
- If using an NFL team logo, it cannot appear in conjunction with ANY other team logo (no matter the league)

For further questions about customer logo usage, please contact the Evolv Marketing team at info@evolvtechnology.com.



VISUAL IDENTITY

Brand in Use



PRINT

Solution Brief



Touchless Screening

Evolv Express®

The days of invasive weapons screening are over.

Screening procedures that rely on metal detectors, hand wands, and invasive bag checks are slow and manual, resulting in uncomfortable, and unsafe, crowding.

Only Evolv Express

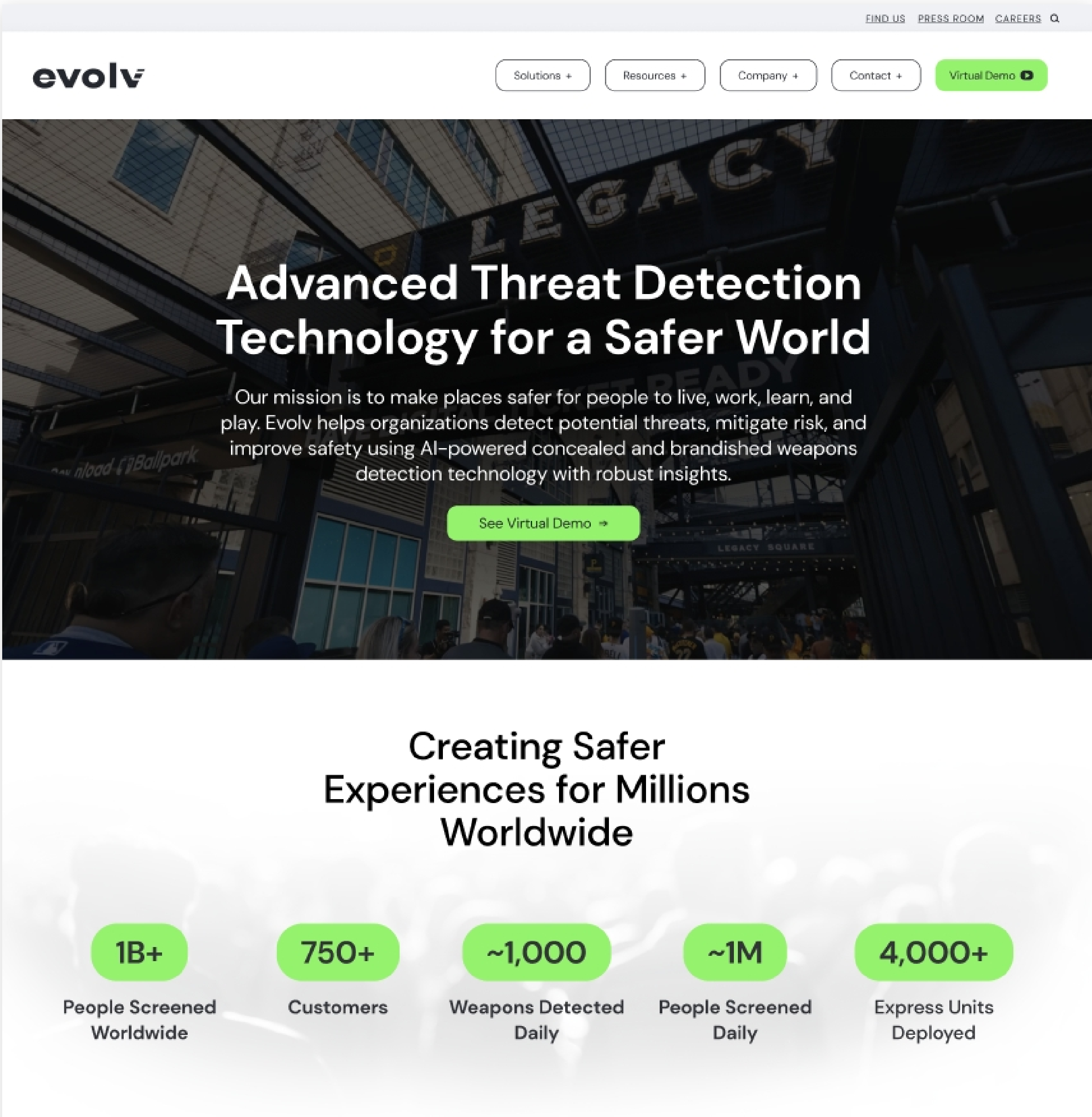
-  **Fast and Efficient:** Screen 4,000 people per hour, 10X faster than metal detectors.
-  **Easy to Operate:** See where the threat is located, reducing search time and fatigue.
-  **Flexible and Portable:** Easy to setup indoors and outdoors; outdoor systems ruggedized for portability
-  **Integration:** Communicate alerts to other security technologies across a venue.
-  **Analytics:** Support post-event analysis and a proactive security posture with the Web-based and Mobile-enabled app.





WEB

Homepage Hero





SPORTS

Example Ad

Use Safe Green or white for patterns on Sports collateral.
All buttons should be green.

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Visit learn.evolvetechnology.com/demo-od

**Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.**

Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolore
eu fugiat nulla pariatur. Excepteur sint
occaecat cupidatat non proident,
sunt in culpa qui officia deserunt
mollit anim id est laborum.

Trusted by:

Logo

Logo

Logo

Logo

Logo

Logo

Logo

Logo



HEALTHCARE

Example Ad

Evolv System CAN have a green pattern on the system itself, but elsewhere on the page it needs to be the grey.

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Visit learn.evolvetechnology.com/demo-od

**Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.**

Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolore
eu fugiat nulla pariatur. Excepteur
sint occaecat cupidatat non
proident, sunt in culpa qui officia
deserunt mollit anim id est laborum.



Trusted by:

Logo

Logo

Logo

Logo

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Logo



EDUCATION

Example Ad

CTA buttons should be green on education and we should always use the green pattern as a first option, unless there is too much green on the page, then we can defer to the other patterns.



Visit learn.evolvtechnology.com/demo-od

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Trusted by:

Logo

Logo

Logo

Logo