



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.

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



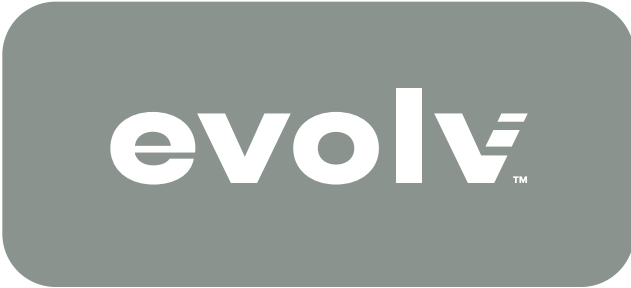
Logo #8A938E
Background #F8F8F8



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



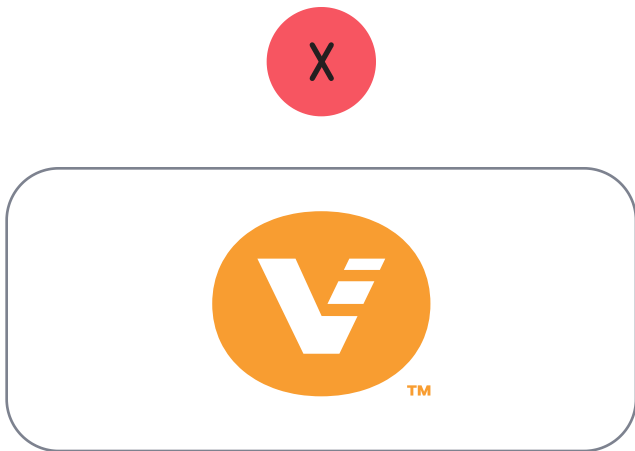
Logo ■ #25272F
Background ■ #7CF755

LOGO USAGE

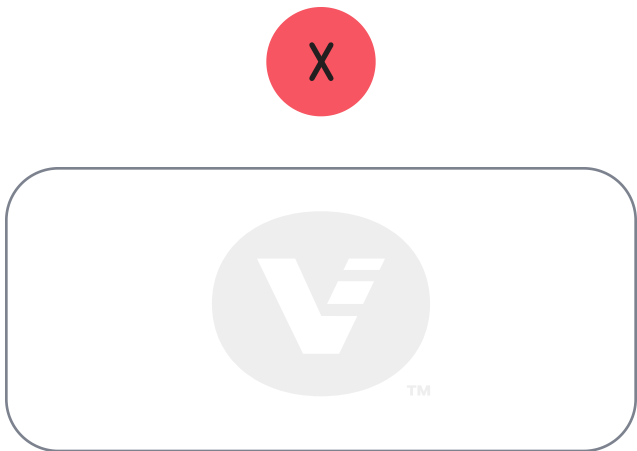
Companion Mark

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

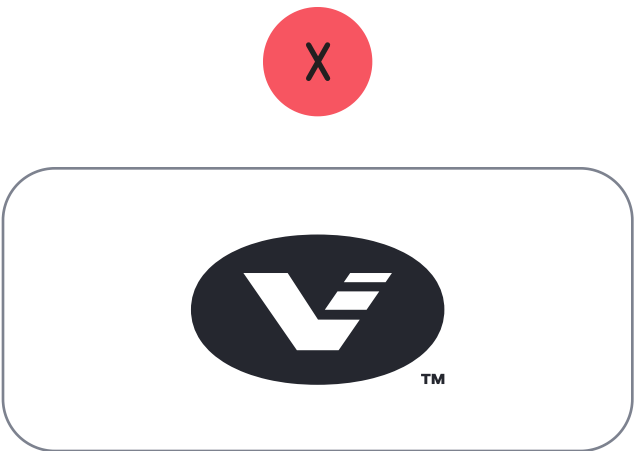
- Use the approved colors listed on the previous page.
- Use appropriate clearspace and sizing.
- Do not stretch or manipulate the logo.
- Do not alter or remove parts of the logo.
- Do not change the opacity of the logo.
- Make sure that the logo image is not low resolution or blurry.



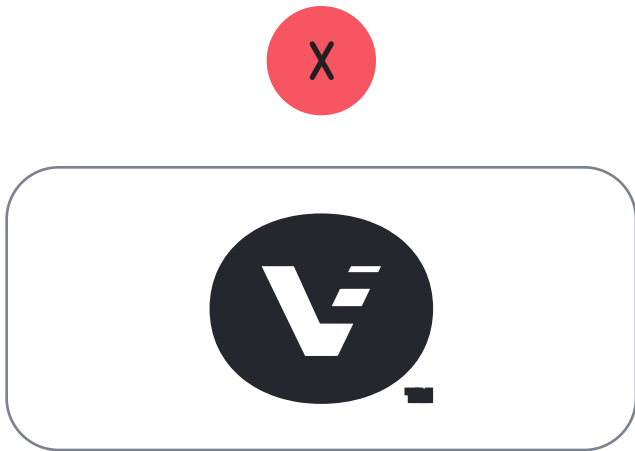
Do not use non-approved colors.



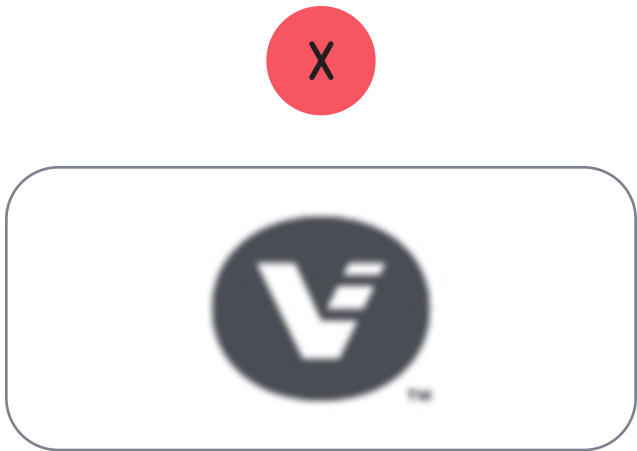
Do not change the opacity.



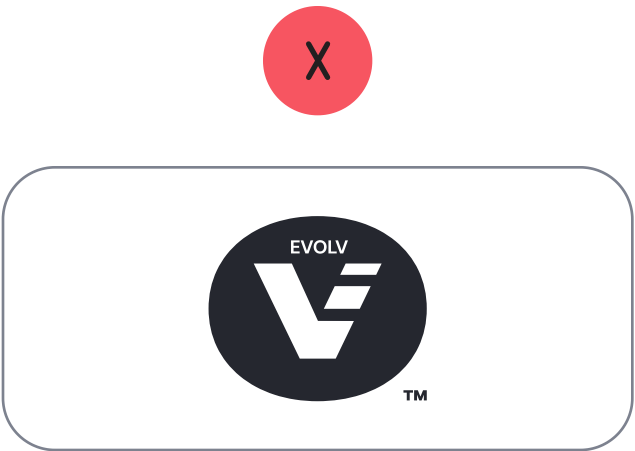
Do not stretch or manipulate.



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.

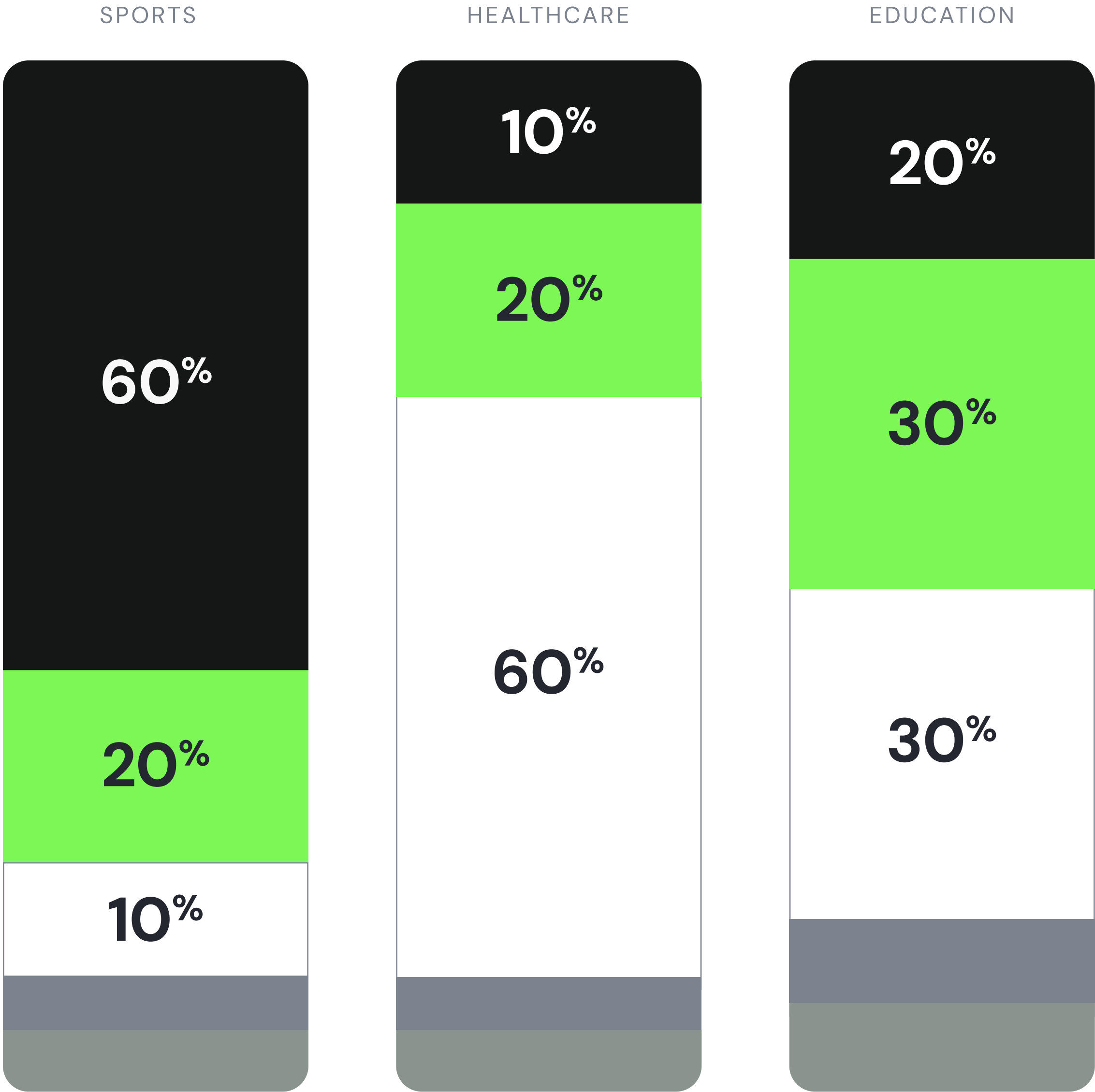
Note: CMYK is a little tricky because CMYK and RGB are fundamentally different color models. As a result, there isn't a perfect one-to-one conversion, and this is the match we have decided on for all printed materials.

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.



Philanthropic Efforts

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

Mental Health

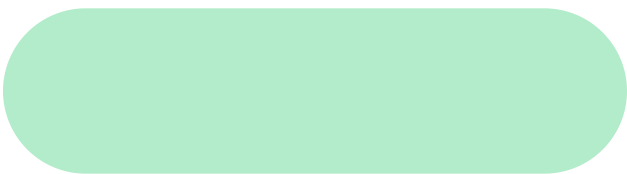
#00BF51



30% SHADE



MAIN



30% TINT

Gun Violence

#FF6800



30% SHADE



MAIN



30% TINT