EVGA

Brand Identity Guidelines

These guidelines describe the basic rules of designing with/reproducing the EVGA Inc. brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of the EVGA brand identity.

The EVGA logo consists of four specially drawn letter forms and a symbol. These letter forms/symbol and their relationships must never be altered or modified in any way. The EVGA logo is most effective when positioned in clear space, which helps to protect its integrity. The logo must always be reproduced in Pantone color (Black C) unless the application requires a four-color process or single color black.

PANTON Black C
C:0 M:13 Y:49 K:98

x

x

The logo height = 2x

The logo width = 9x

The EVGA logo should always be used in full, i.e. never separate the symbol and logotype. The logotype should never be moved or adjusted. The logotype has been created with specific letter spacing and the logotype letter forms have been customised for the EVGA Inc. brand. Always use approved products when productions the EVGA identity.

Using the Logo as a unit of measure

The value of x shown above should be used when applying the logo to all EVGA Inc. products. X is defined by dividing the width of the logo into nine equal units:
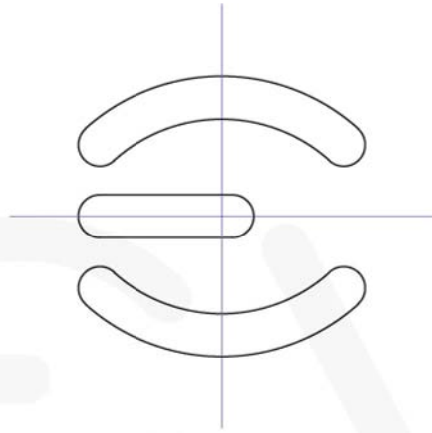
X

Therefore X = 1 the area of the logo.

Clear space is the area surrounding the logo type that must be kept free of other graphic elements. the minimum required clear space is defined by the measurement "X" , as shown.

Therefore X = 1 the area of the logo.

Why are visual graphics standards necessary?

A strong and consistent visual presence is essential in today's competitive, global marketplace. Without standards, people tend to make their own modifications and unintentionally create new brand marks that weaken the impact and familiarity of the message. THE EVGA LOGO represents our entire company, externally and internally.
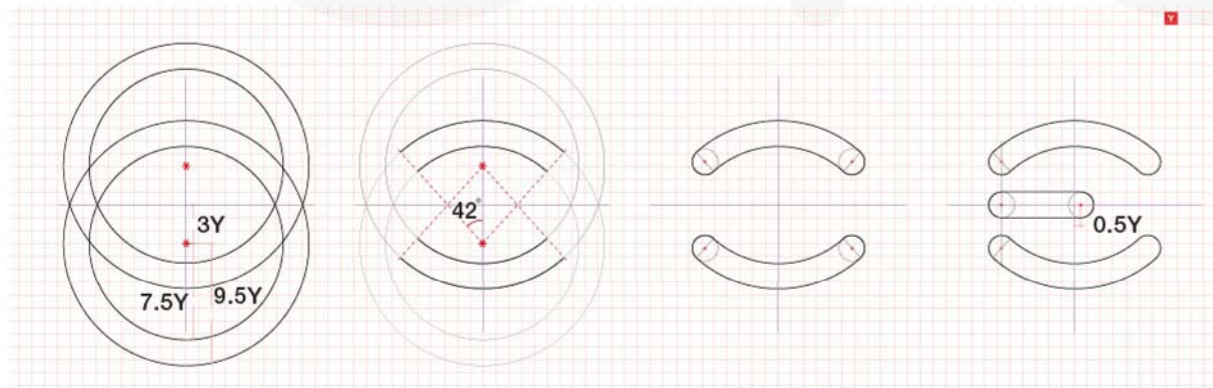
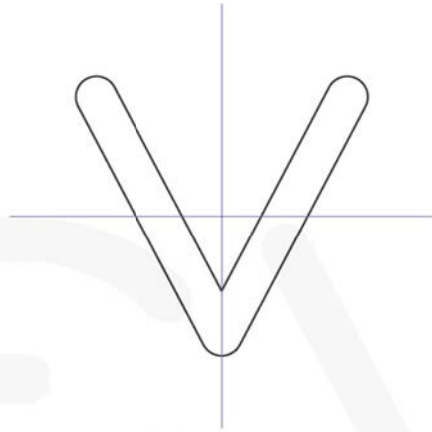Y   Therefore Y = 1 the area of the logo.

3Y

42°

7.5Y   9.5Y

0.5Y

Why are visual graphics standards necessary?
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Therefore Y = 1 the area of the logo.

5Y

2Y

27.8°

1Y

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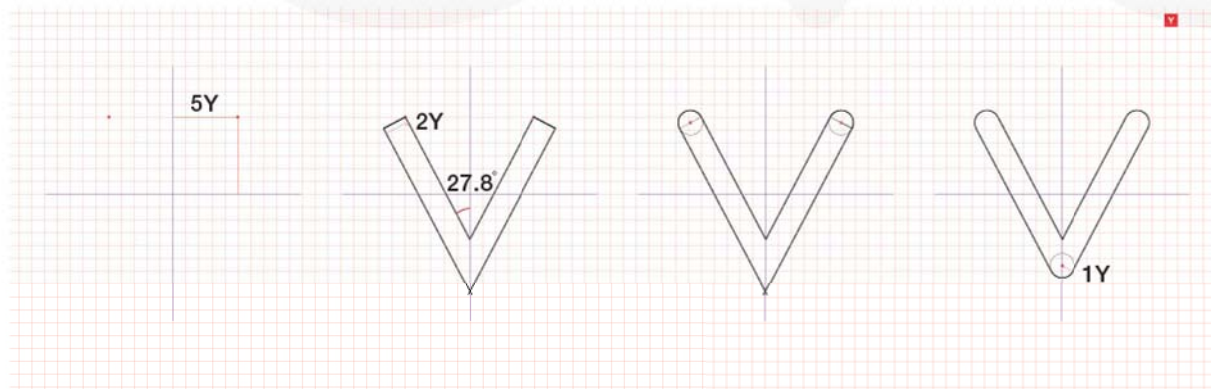
Y Therefore Y = 1 the area of the logo.
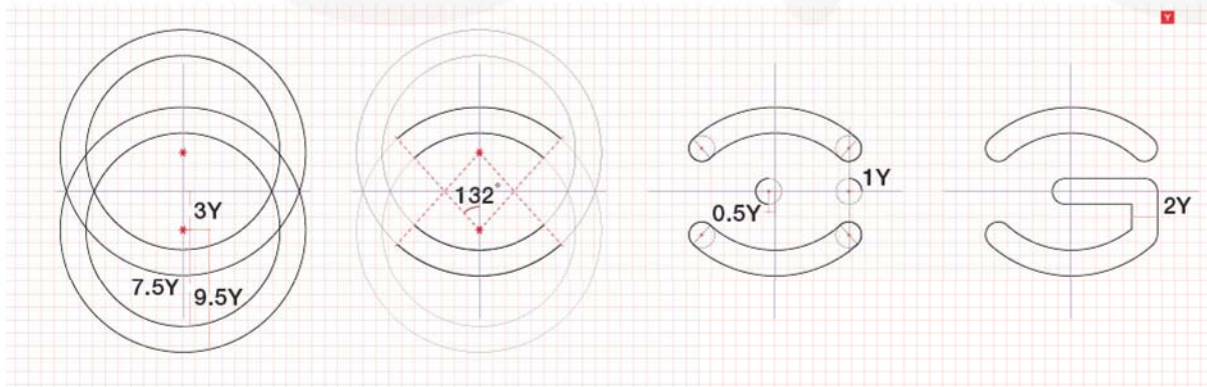
3Y

7.5Y 9.5Y

132°

0.5Y 1Y

2Y

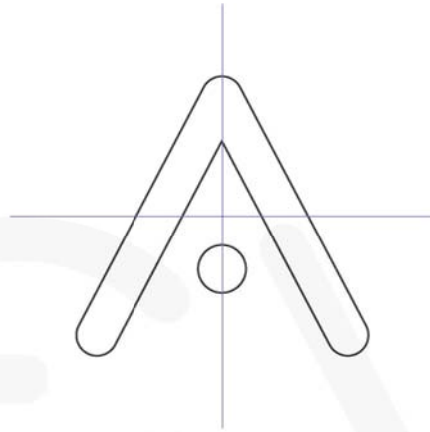Why are visual graphics standards necessary?

A strong and consistent visual presence is essential in today's competitive, global marketplace. Without standards, people tend to make their own modifications and unintentionally create new brand marks that weaken the impact and familiarity of the message. THE EVGA LOGO represents our entire company, externally and internally.
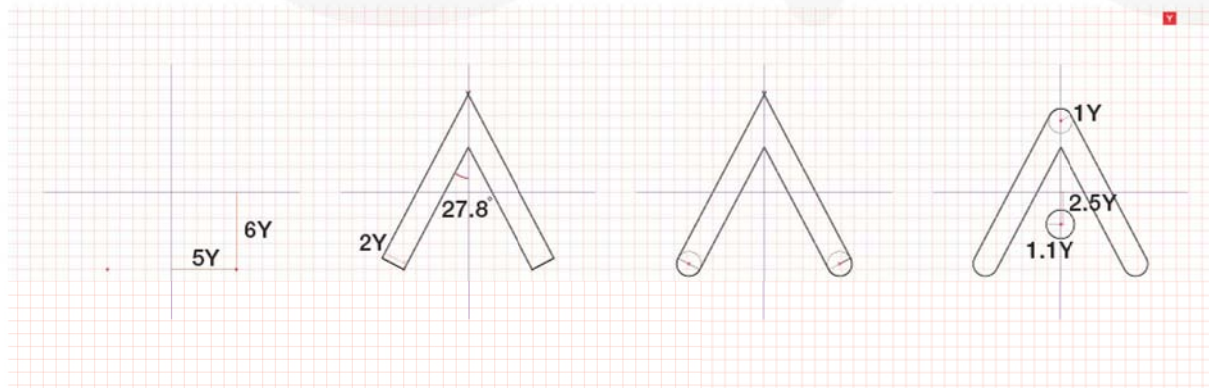
Y   Therefore Y = 1 the area of the logo.

6Y

5Y

2Y   27.8°

1Y

2.5Y

1.1Y

ƎVGA

ƎVGA

ƎVGA

Minimum Size

We have established various minimum sizes for the Citola logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that the logo is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes

ƎVGA

10 mm

The EVGA logo should not be reproduced smaller than 10mm in width.
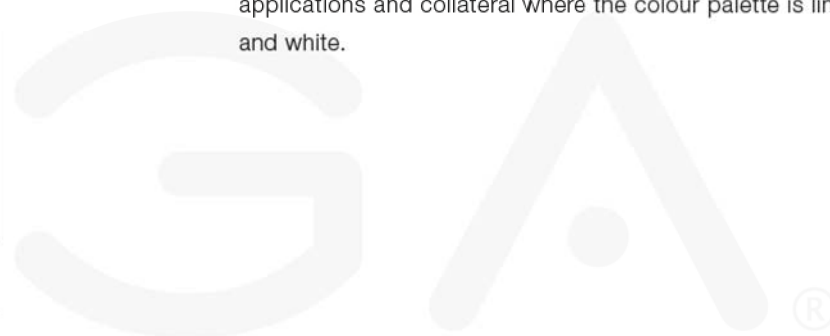
EVGA Logo sizes smaller than 30mm wide do not require the R symbol. Simply delete it from the EVGA artwork.

120 mm

60 mm

30 mm

The black and reverse "white" version of the EVGA logo is used for applications and collateral where the colour palette is limited to black and white.

ƎVGA	ƎVGA	ƎVGA	ƎVGA	ƎVGA
100%	90%	80%	70%	60%

ƎVGA	ƎVGA	ƎVGA	ƎVGA	ƎVGA
50%	40%	30%	20%	10%

ƎVGA	ƎVGA	ƎVGA	ƎVGA	ƎVGA
100 ~ 60%	90 ~ 50%	80 ~ 40%	70 ~ 30%	60 ~ 20%

ƎVGA	ƎVGA	ƎVGA	ƎVGA	ƎVGA
50 ~ 10%	40 ~ 10%	30 ~ 5%	20 ~ 50%	10 ~ 0%

Although it's always preferable to place the logo on a black or white background, there are times when it will need to appear over a colour. In these cases, make sure that the logo elements are as visible as possible. the exhibits show which logos to use over various colours to enhance visibility.

EVGA Black

EVGA Black Gradient

EVGA Gray Gradient

The colour palette is divided into three distinct areas. the bulk of applications will use the Primary palette. EVGA primary colours are strong and straightforward. this represent the EVGA brand at its most basic level—the logo. In fact, This is the only colours that may be used to reproduce the logo.

EVGA Colour	PANTON	CMYK	RGB	HEX/WEB
EVGA Black	Black C	C:0 M:13 Y:49 K:98	R:39 G:24 B:0	#271800

EVGA Colour	CMYK
EVGA Black Gradient	

K:100   K:75

EVGA Gray Gradient

K:64   K:22   K:0

EVGA Black

EVGA Black Gradient

EVGA Gray Gradient

EVGA Black Metal

EVGA Black Plastic

EVGA Silver Metal

EVGA Aluminum

Brand colours - special applications
In certain special cases, such as signage or prestige applications, the logo may be painted into metal, etched in aluminum, stainless steel or glass. For prestige applications, glow, silver foil stamping and blind embossing may also be used.

EVGA Black Acrylic

EVGA Gray Acrylic

EVGA Glow

EVGA Gray Glass

EVGA Colour	CMYK

EVGA Black Metal

K:90   K:100   K:75   K:20   K:98   K:95

EVGA Black Plastic

K:100   K:80   K:100   K:80

EVGA Silver Metal

K:10   K:0   K:25   K:80   K:2   K:5

EVGA Black Metal

EVGA Black Acrylic

EVGA Black Plastic

EVGA Glow

EVGA Silver Metal

EVGA Gray Glass

EVGA Aluminum

EVGA Gray Acrylic

Do not change the space between the letters.

Do not change the Primary Color

Do not create an outline version.

Do not condense or alter the Logotype in any way.

Do not add a rule, dropshadow or any other graphic
device to the Logotype

Do not alter the EVGA font.

The logo must not be altered, distorted or reproduced incorrectly. Only use the approved logo format shown in

• Do not scan the Logotype from hard copy, as the resolution would be poor.

• Do not generate the Logotype on a printer with less than 300 dpi (dots-per-inch).

• Display of the Logotype as a 3D image is allowed in electronic media only.

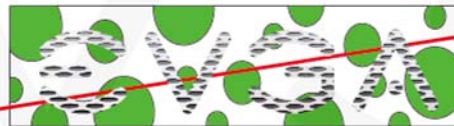The examples here demonstrate incorrect use of the logo.

Do not rotate the mark

Do not reproduce the Logotype on a background that does not provide adequate contrast.

Pick up one of these ƎVꟻA mouse surfaces and you will be pwning in no time!

Do not use the Logotype in copy text.

Do not reproduce the Logotype on a textured or otherwise visually distracting background.
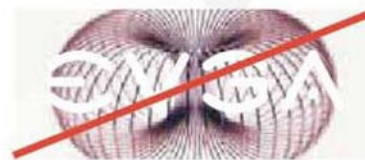
Do not increase the white keyline.

Do not use 3D effects and shadows on the mark

Do not enclose the Logotype within a shape.

Do not arbitrarly increase the light and shine.

Basic Brand Identity Guideline & Applications EVGA Inc.

IMAGES

On the rare occasion when the signature needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the signature elements. The signature should be reproduced in black or white when possible. The two-color signature is only permissible when there is sufficient contrast between all the elements. Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the signature resides will help you achieve that goal.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

There are several reasons why "ARIAL" was chosen for the EVGA primary typeface. Strong yet friendly, it helps communicate ideas in a straightforward,confident manner. Its openness and geometry make it highly legible. And it' s available in book and italic, and in several weights, allowing maximum flexibility. So please refrain from using other versions of the font. Note that Gotham is to be used mainly for print materials; for internal documents such as Microsoft® Office applications.

35 Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()

95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz 1234567890":!@#$%^&*()**

The EVGA alternate typeface is "Helvetica Nene" and is strictly for internal use. Helvetica Nene references the clean look of our primary typeface and should be used whenever possible within Microsoft Office applications such as Word, PowerPoint, Excel, etc.

SUPPORT ELEMENTS

A flag texture graphic treatment has been chosen for all external/public materials. This style should be used for materials going out to the artworks, such as brochures, ads, posters and product,etc.

The support graphic should always be EVGA Black or a tint of black for black and white materials;don't substitute any other color.

Fan Mylar

Mylar for VGA Card

UV19

EVGA E-LEET

heatsink for X58 Classified

CD Driver

1.

2.
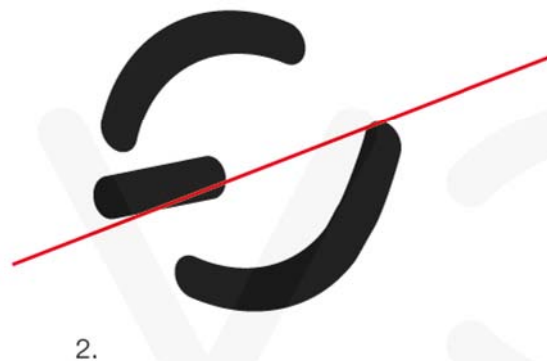
1. The support graphic should never be used in a size similar to that of the EVGA Logo in the page.

2. Do not change the space between the stripes in the support graphic, and never distort or change the angle of the stripes. Always use the correct artwork for the support graphic.

3. Do not place an image in the area and change the color of the icon elements.

4. Do not crop out any part 40% larger than in the graphic.

3.

4.