

EValue

Style Guide 2019

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Introduction

These guidelines contain the essence of what makes us EValue.

It also provides insights about our brand, who we are, what we do
and how we bring it to life.



Brand Attributes

Flexibility

No two clients are the same, so we built our calculation engine to stay exceptionally flexible, for easy integration and consistency – whatever the channel.

Experience

In 1993, we became the first UK company to harness the predictive power of stochastic modelling. This early innovation has helped us to grow for over 20 years – 12% per year in the last five alone.

Reliability

Our forecasts are realistic and robust; renowned for their reliable outcomes. We've never had our accuracy successfully challenged and have only experienced three outages in the last 10 years.

Agility

Meeting our clients' needs means moving fast, especially when things change. By working as a tightly-knit team with short lines of communication, we managed to be the first to market with the technology that enabled our clients to meet the tight pension freedoms deadline.

Attitude

We've always balanced ambition and realism, developing strong beliefs about what works and what doesn't. We bring these beliefs to each client partnership and always work hard to live up to them.

Tagline and mission statement

To help consumers understand and meet their financial life goals
through better financial planning

Better Financial Planning

EValue

Better Financial Planning

About EValue

EValue (ev.uk) uses technology and a pioneering asset model to help end-consumers make better informed decisions about their finances. Its products combine expert actuarial knowledge, pioneering asset modelling and risk management. They are primarily used by banks, product providers, advisers and employers to help people understand their finances and make complex, individual, personal financial decisions.

EValue's technology solutions help businesses enable change and transform how they serve their customers. They also allow businesses to deliver personal and engaging digital advice, as well as driving informed investment decisions. From powerful APIs and smart solutions to full digital advice and guidance platforms, EValue helps businesses achieve their digital transformation potential.

Overview

We have a collection of visual brand elements that we use to create a unique and consistent brand for EValue. It has been developed with digital communications in mind.

Imagery

Stock available on the K-drive (Marketing/ stock images)

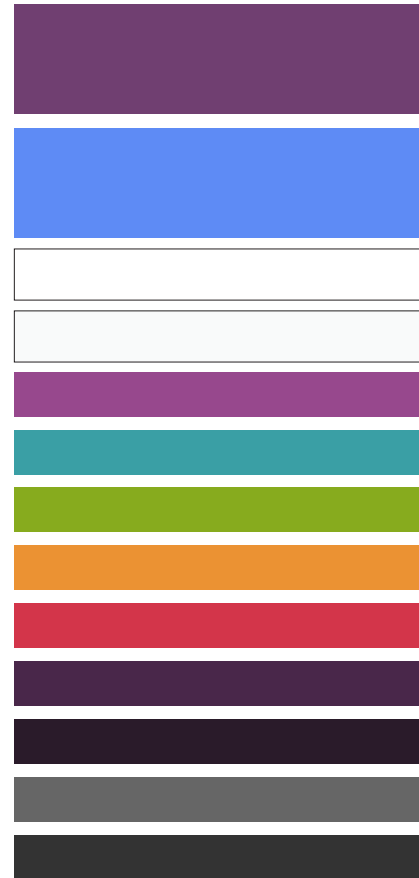


Logo



Colours

Primary and secondary



Web

Web style-guide link:

<http://www.evalueproduction.com/prototypes/evStyle/>

Type

Heading Text

Nunito Sans

Extra-light **or**

Bold

Sub-heading in Bold

Body copy in light

Call to action in bold

Iconography



Logo

Logo

It is one of our most important brand elements. We use it across our applications to build familiarity with the EValue name.

The 'EV' hints at a forward motion helps our clients progress. It suggests a service that is premium, seamless and innovative.

Motif

We can separate the 'EV' from the rest of the logo when there are restrictions such as pixel dimensions, physical size or shape. This "motif" can also be used as a website favicon or a shortcut icon for an app. It can also be used elsewhere in situations where the main logo has already been presented and the motif is considered a more subtle reminder of the EValue brand. It must be featured clearly and prominently at all times.

The full EValue logo, featuring the letters 'E' and 'V' in a bold, stylized, sans-serif font, followed by the word 'Value' in a lighter, lowercase, sans-serif font.The 'EV' motif, consisting of the letters 'E' and 'V' in the same bold, stylized, sans-serif font as the main logo, but without the word 'Value'.

Logo variants and clear space

The logo can be shown as white on 'grape' or reversed with 'plum', 'grape' or 'violet' as well as greyscale as shown.

Clear areas

When you use the logo, it is important to give it some breathing space – this is called clear space. Always leave a clear space area equal to or greater than .5 of 'X' – the height of EV. Whenever possible, we leave more space around the logo.



Primary logo's



EVvalue

Logo variants

EVvalue

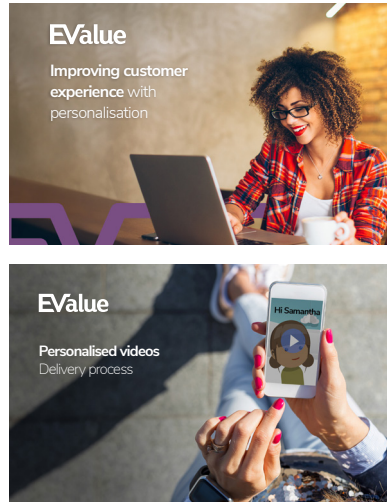
EVvalue

EVvalue

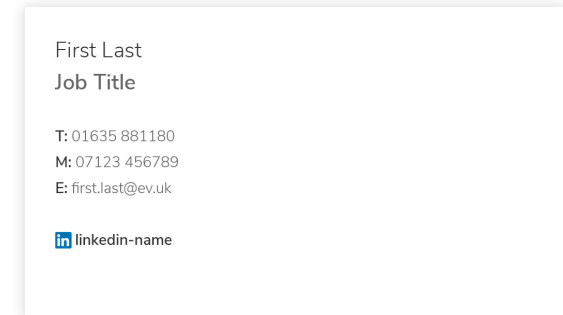
Logo Positioning

The preferred position is at the top left but there are exceptions such as video where the logo should be centred on start and end frames, and be in the centre of the screen at a good size with or without the tagline.

Covers



Business Card



Colour palette

Primary colours

Our primary palette has been designed to work harmoniously with our logo. Please follow the colour breakdowns to keep our brand consistent.

Secondary colours

Our secondary palette complements our primary palette. Use sparingly so they don't overpower our primary colours. Use them within charts, icons, and buttons only.

Copy

We use 80% black instead of 100% black to avoid looking too aggressive and dark.

Tints

We use tints to support our brand online and in print. We apply tints to texts, backgrounds, infographics, icons, data, charts and graphics to create more depth with our colours and help differentiate content.

#703F71 R112 G63 B113 C1 M44 Y0 K56 Pantone 2622 C	#97488D R151 G72 B141 C0 M52 Y7 K41 Pantone 7656 C	#5E8BF5 R94 G139 B245 C62 M43 Y0 K4 Pantone 2718 C	#3a9fa5 R58 G159 B165 C65 M4 Y0 K35 Pantone 7697 C	#87ab1e R135 G171 B30 C21 M0 Y62 K33 Pantone 377 C	#eb9233 R235 G146 B51 C0 M38 Y78 K8 Pantone 715 C	#d3354a R211 G53 B74 C0 M75 Y65 K17 Pantone 711 C
#49274a R73 G39 B74 C1 M47 Y0 K71	#2a1b2a R42 G27 B42 C0 M36 Y0 K84		#666666 R102 G102 B102 C0 M0 Y0 K60	#333333 R51 G51 B51 C0 M0 Y0 K80		
Cornflower	Spearmint	Guacamole	Mango	Tomato	Grape	Violet
#83b3fd	#59c1c7	#a4cc2f	#fba74e	#ff6a6a	#975d98	#c169b6
#6fa1ff	#40b0b7	#95bb25	#f79d3f	#f95555	#854d86	#a7539c
#5e8bf5	#3a9fa5	#87ab1e	#eb9233	#f14444	#703f71	#97488d
#517ce0	#348d92	#7d9c21	#e08626	#dc3737	#6b306c	#913685
#4570d6	#308084	#74911c	#d27c21	#cc3232	#632a64	#862d7a

Colour palette - Gradients (not for print)



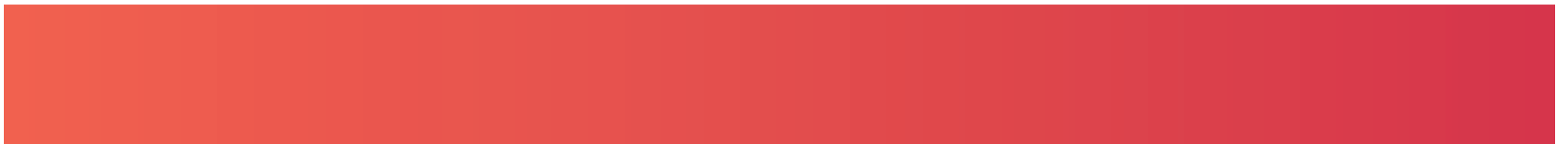
#3D335D + #803449



#87AB1E + #54A378



#58B1D0 + #5891D0

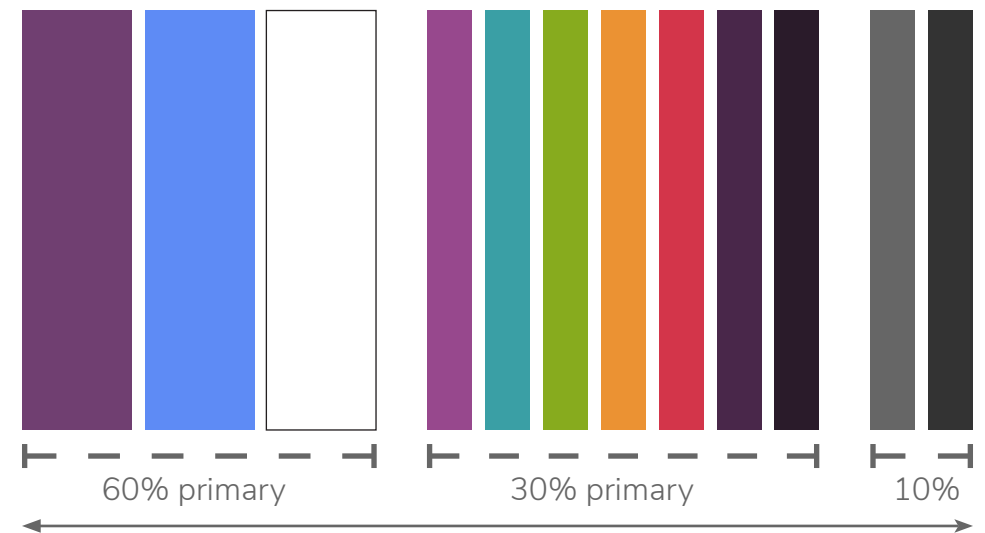


#D4364A + #F9614F

Colour usage

Colour weighting

Try to inject white space to help balance our colours. It will allow our communications to feel lighter and airier.



Example



Case study

UCLA published a study showing how to persuade people to double their retirement fund allocations. The research team discovered that behaviours changed when a group of young students were exposed to a digital manipulation of themselves at age 70.

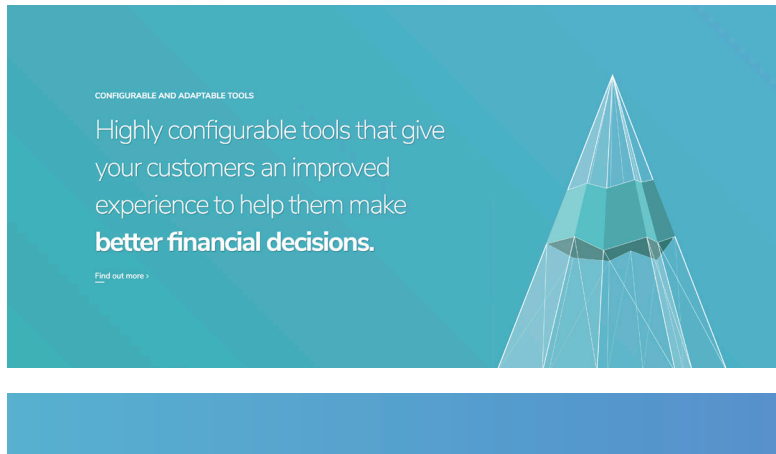
Access to modellers

Part of using Insight to test and develop investment pathways includes using our modellers. You can give retirees access to the modellers, so they can check the progress of their plans.

Colour usage - propositions

Each proposition uses an EValue secondary colour scheme. When talking about a certain proposition you may use the colour associated (e.g. Tomato used for digital transformation).

Software and APIs



Spearmint

#59c1c7

#40b0b7

#3a9fa5

#348d92

#308084

Insight



Guacamole

#a4cc2f

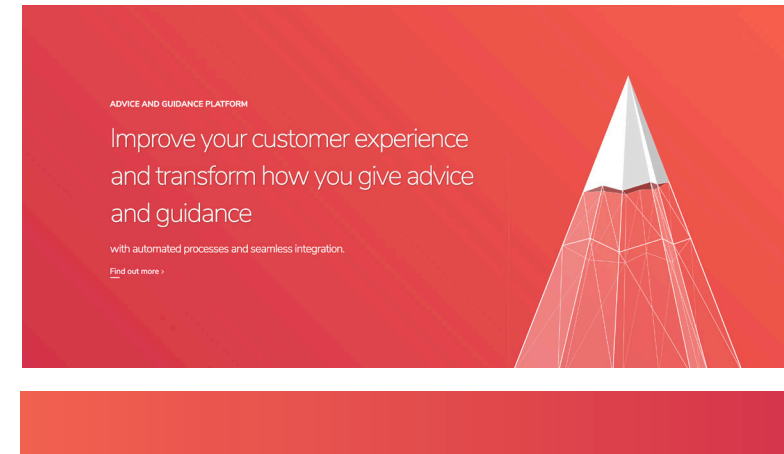
#95bb25

#87ab1e

#7d9c21

#74911c

Digital transformation



Tomato

#ff6a6a

#f95555

#f14444

#dc3737

#cc3232

Type

We use Nunito Sans from Google fonts in various ways for our online and print communications.

Headline text: Nunito Sans Extra-light **or Bold** (-40 tracking/leading)

Sub Headings: **Nunito Sans Semi-bold**

Copy: Nunito Sans light or Regular

Call to action: Regular or **Bold**

Font download link:

<https://fonts.google.com/specimen/Nunito+Sans>
or on K:/ marketing/ fonts/ EV 2019

You may also use mixed font weights to make it easier to skim read or emphasise key phrases and words.

Example:

Highly configurable tools that give your customers an improved experience to help them make **better financial decisions.**

Heading Text Nunito
Sans Extra-light and/ **or**

Bold

Sub-heading in Semi-bold

Body copy in light

Call to action in bold

Type

Line spacing

Leading will always depend on size and line length. We set leading at around 130% to allow a little more space between lines online.

Leave 75% of leading spacing between paragraphs and turn off hyphenation setting so words are not broken.

General type sizes

20–26 pixels for headlines (tracking -40)

14–18 pixels for sub-headings (tracking -40)

12 pixels for body copy

Line spacing (leading) 20

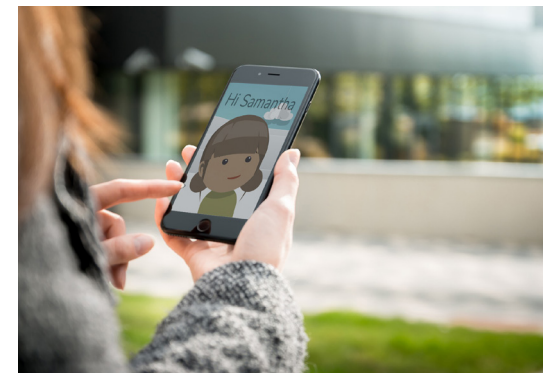
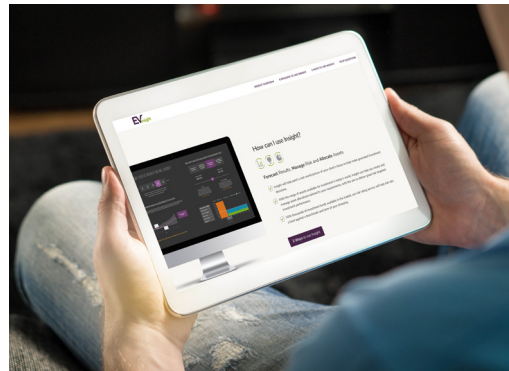
Type examples



Imagery

Our imagery should express our brand personality, values and behaviours. Images should either show branding or our products.

Imagery should showcase technology or end consumers who benefit from our technology.



Graphic device

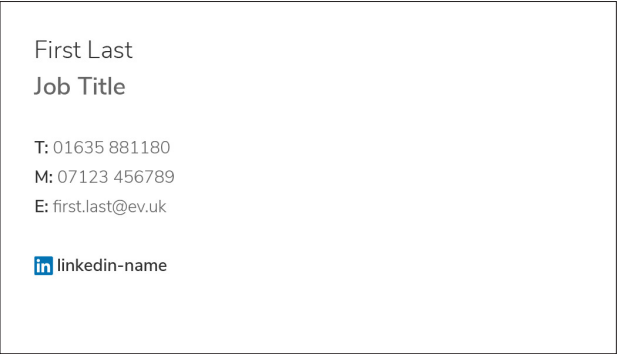
Our logo is made up a joined 'EV'. We use the angular forms within as our graphic device to create interest and graphic backgrounds and crops along with an extension of the 'V' to create customised imagery and call to action banners.

Examples:



Stationery

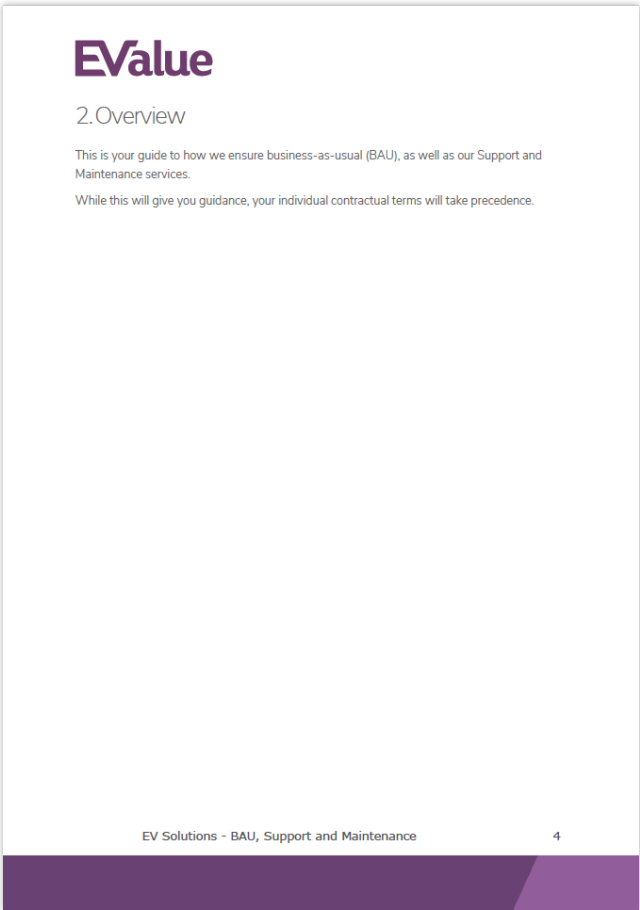
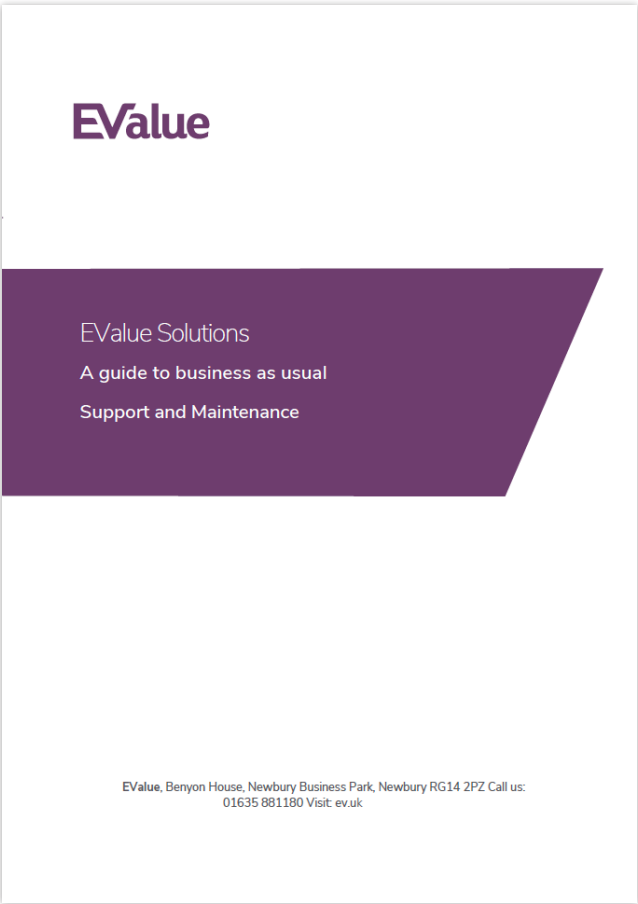
Business card front



Business card back



Document



Email signature

Standard signature

New Message — ↗ ✕

Recipients

Subject

Name
Job Titile


E: name@ev.uk
T: +44 7123 456789|


ev.uk

EValue

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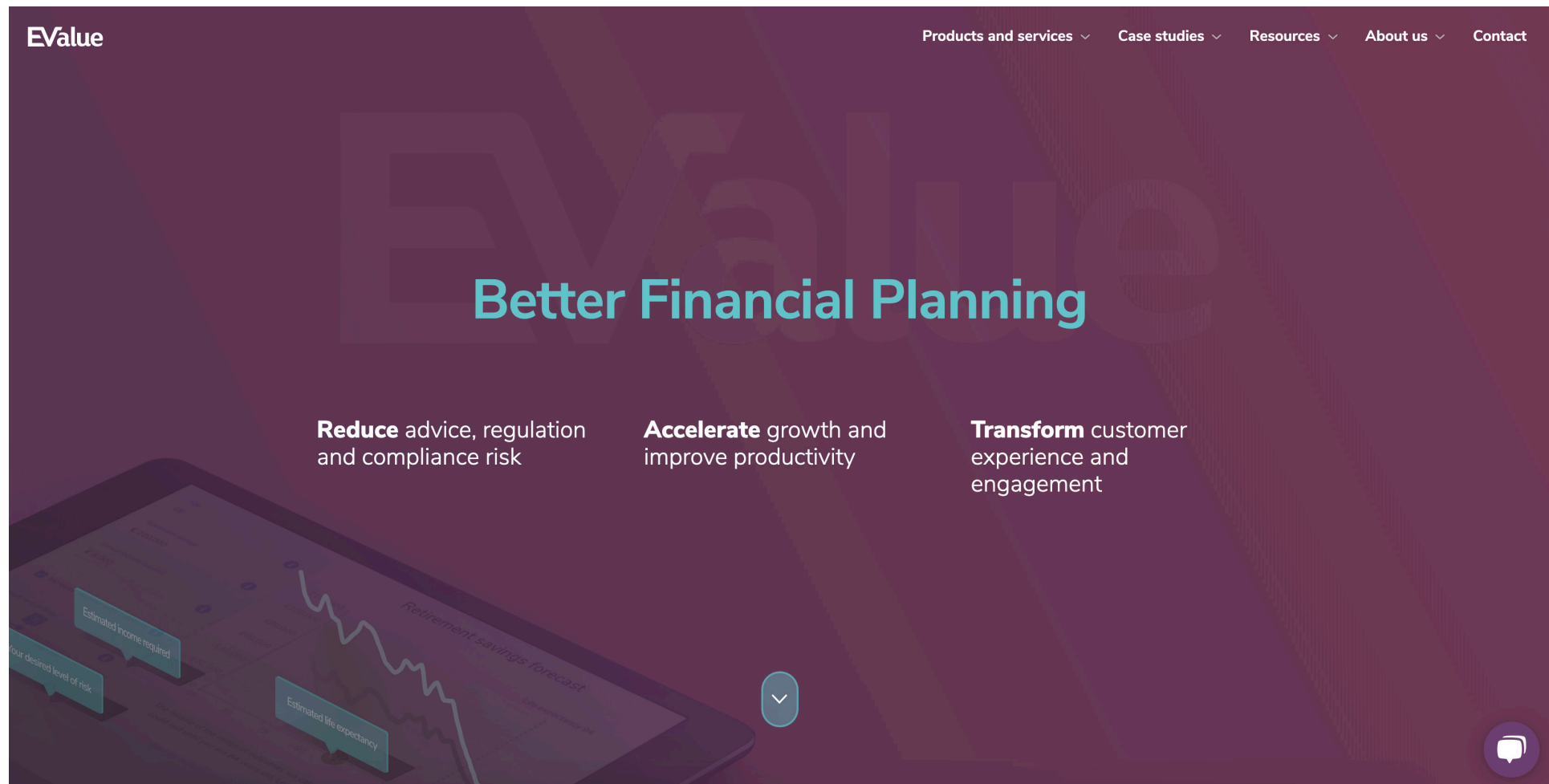


 Please consider the environment
before printing this email

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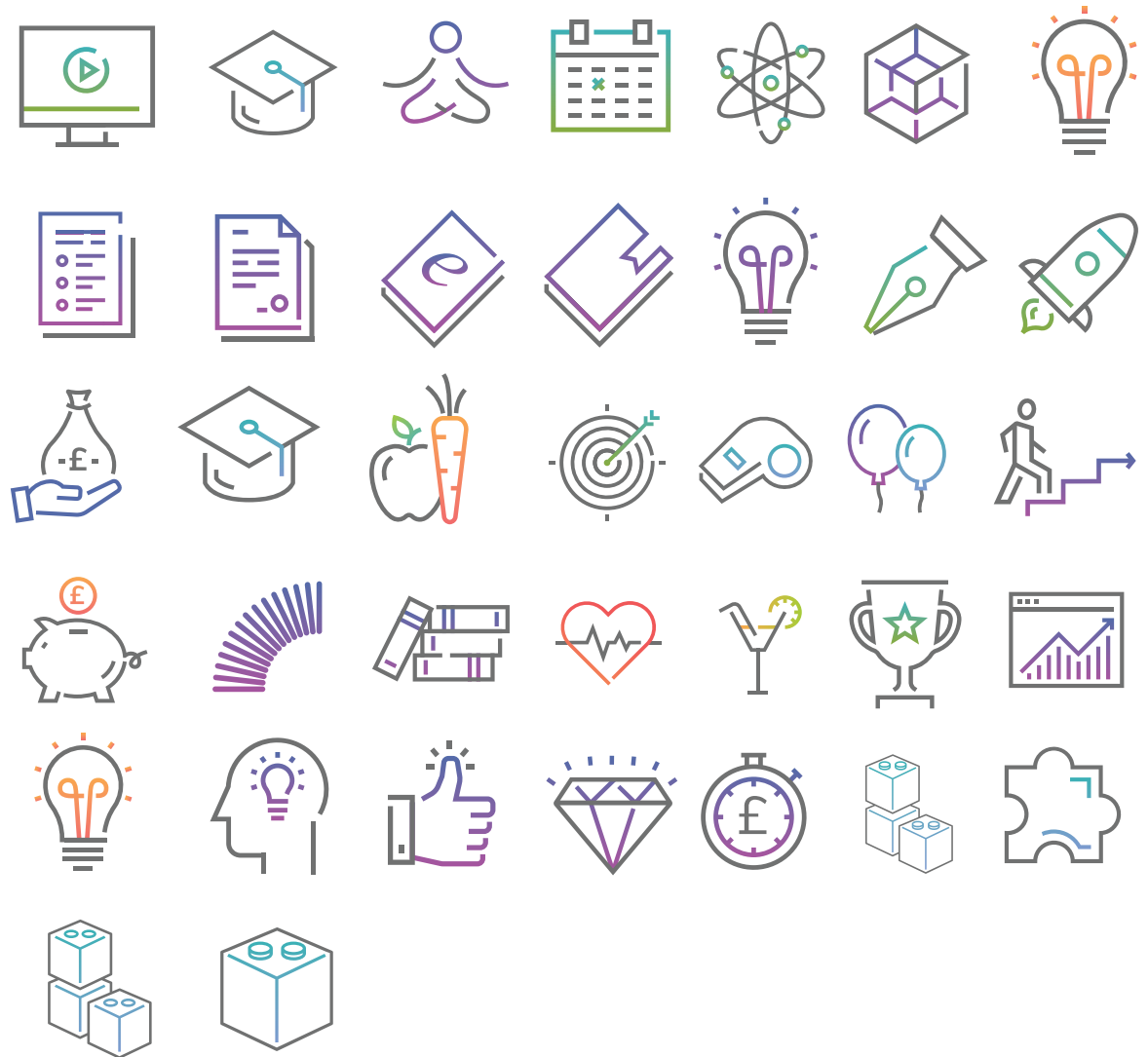
Website



Iconography

We use icons in our communications to aid understanding our offerings and propositions. They complement our colour scheme and aid text where possible.

You can find the current icon set on the K-drive under Marketing/ Icons



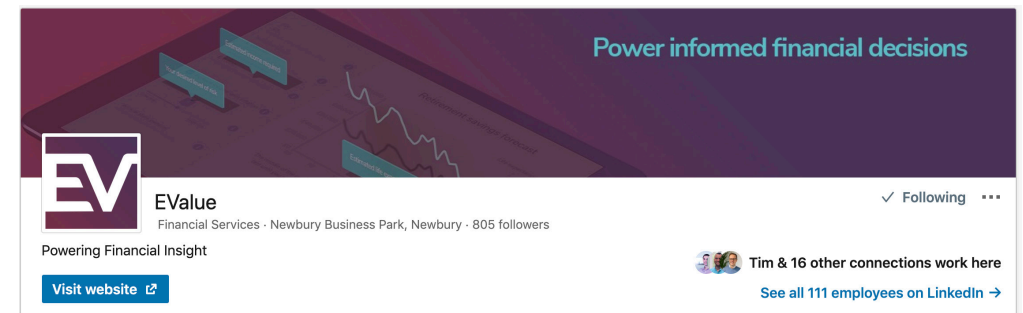
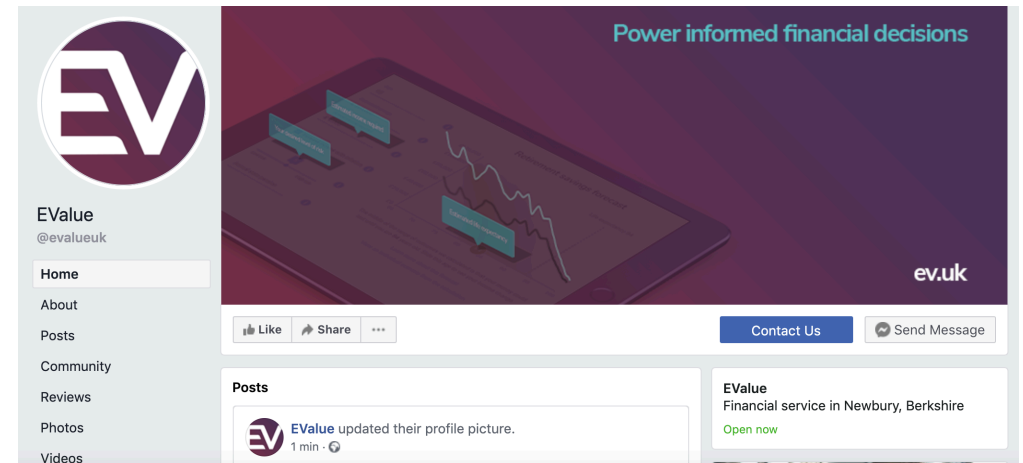
Social Media

Our primary social channels are Twitter, LinkedIn and Facebook.

Twitter: <https://twitter.com/evaluateuk>

LinkedIn: <https://www.linkedin.com/company/evaluateuk/>

Facebook: <https://www.facebook.com/evaluateuk/>



Fact sheet



UK Capital Market Assumptions April 2019

16 April 2019

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White paper

EValue

Tone of Voice guidelines

Why is Tone of Voice important?

B2B consumers engage with 11.4 pieces of content prior to making a purchase¹

B2B consumers are 5x more dependent on content than they were five years ago²

70-90% of the B2B buyer journey is complete before prospects make contact with suppliers³

So, putting out great content is vital for attracting new customers. We can engage with them, earn their trust and hopefully start working together.

But this can only happen if we present the company in the right way.

When it comes down to content, every single word counts. Every word creates an impression of EValue, whether we intend it to or not. And to stay on top of what perception people have of us, we need to use the right tone.

What Tone of Voice isn't:

These aren't strict guidelines.

We shouldn't all sound the same: our differences make us great.

Instead, we should all stick to these values. And in doing that, we'll sound like we come from one family and guarantee consistency across all communications.

Where does Tone of Voice fit into our marketing objectives?

It touches on all our objectives, but the key areas it affects are:

- To be clear, compelling, consistent across all stakeholders
- To clearly and boldly articulate EV propositions
- To stand out amongst the competition

1. <https://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/#75ffe3a585d>

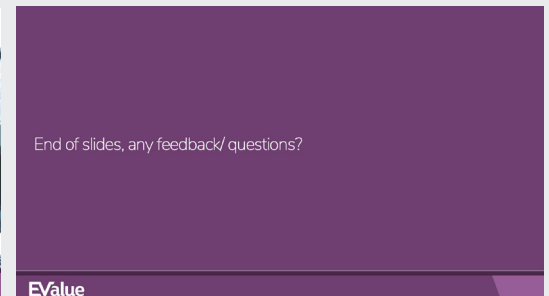
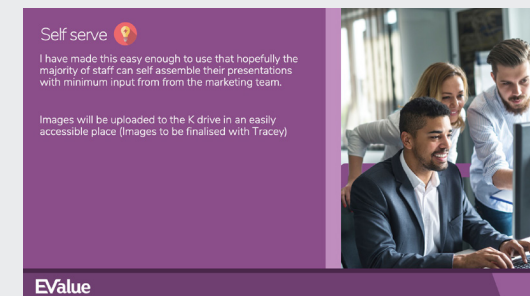
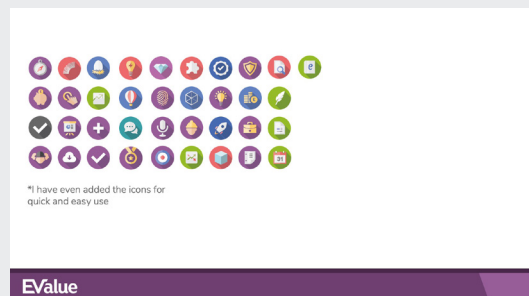
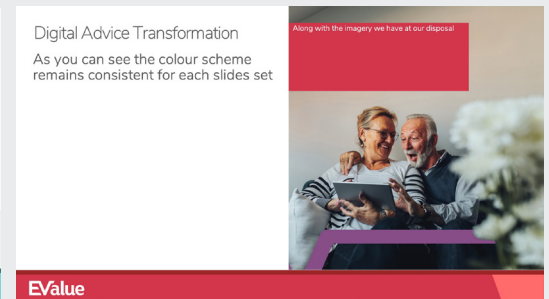
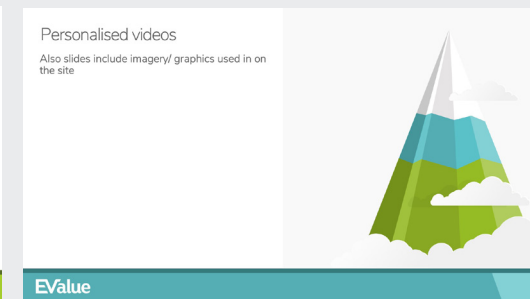
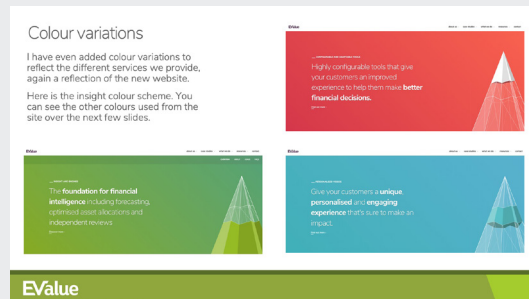
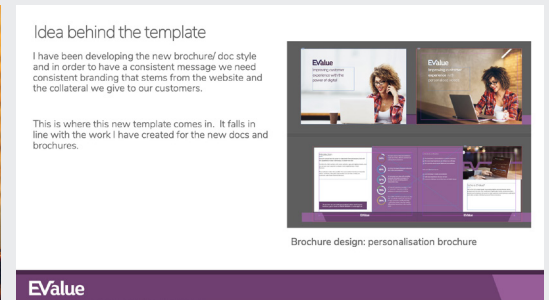
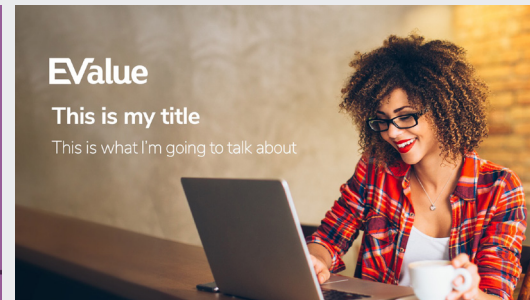
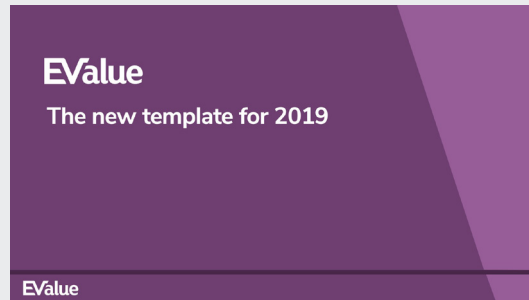
2. <https://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/#75ffe3a585d>

3. <https://www.forbes.com/sites/danielnewman/2014/04/10/the-role-of-influence-in-the-new-buyers-journey/#75ffe3a585d>

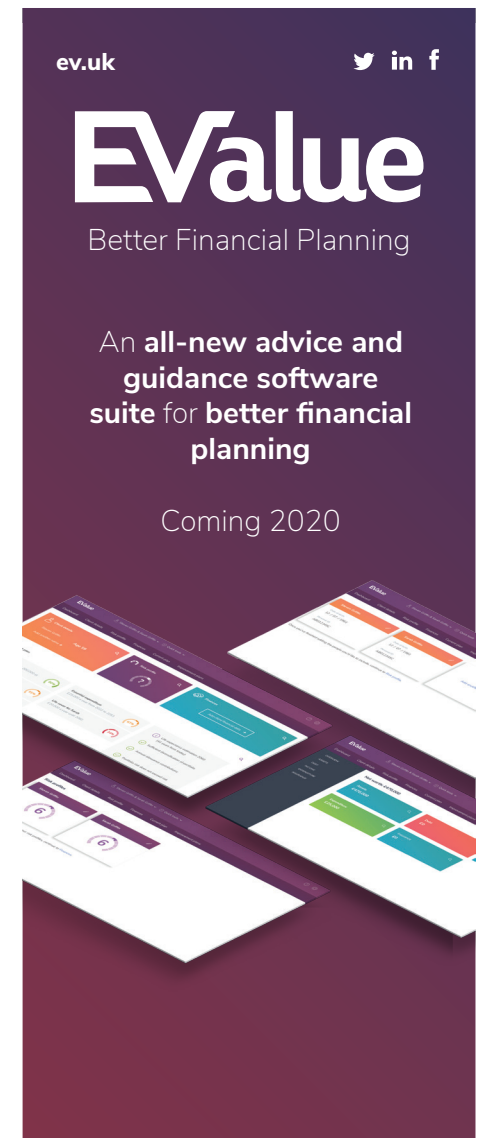
Powerpoint

The new Powerpoint template follows our brochure and eBook designs. You can find the template document on the K-drive in Marketing/ EV Templates if not on your default.

*Note: please do not edit this document on the K-drive



Event graphics/ banners



More information

Paper and finishes

Please use smooth coated paper for all printed applications.

Paper colour should be bright white. Print photography in full colour.

If you need help or advice on the EValue branding and tone of voice, please contact our marketing team:

EValue Marketing

E: marketing@ev.uk

T: 01635 881180