



EVANOVICH & ASSOCIATES BRAND IDENTITY MANUAL

SECONDARY IDENTITY



COLOR

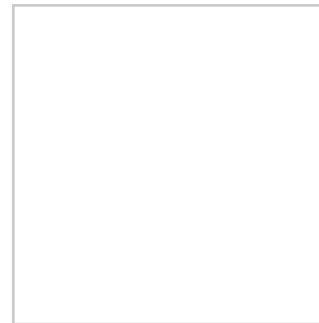
PRIMARY PALETTE



HEX #05668d
RGB 5 | 102 | 141
CMYK 92 | 56 | 27 | 6



HEX #0b3954
RGB 11 | 57 | 84
CMYK 98 | 75 | 43 | 36

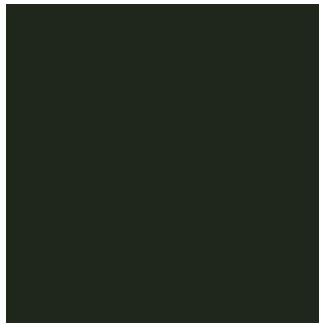


HEX #ffffff
RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0

SECONDARY PALETTE



HEX #0a54a5
RGB 10 | 84 | 165
CMYK 96 | 75 | 1 | 0



HEX #1f271b
RGB 31 | 39 | 27
CMYK 72 | 58 | 76 | 73

Primary Typefaces

Lato

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyVv

Hairline Light Regular **Bold** **Black**

Playfair Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyVv

Regular **Bold** **Black**

FORMAL IDENTITY

EVANOVICH
— & Associates —

EVANOVICH
— & Associates —

EVANOVICH
— & Associates —

SAMPLE LETTERHEAD



SAMPLE REPORT



SAMPLE LETTERHEAD

EVANOVICH — & Associates —

To

Mark Jokowow

Director

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Date : 28 March, 2020

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John Watson
Manager



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