

**EVEN <sup>EAT
GIVE</sup> STEVENS**



SANDWICHES

STYLE GUIDE // **Meet the Logos**

Even Stevens PeaceGlove

The peaceglove is always displayed in white.



STYLE GUIDE // Meet the Logos

Even Stevens One-Liner

For horizontal applications.

EVEN STEVENS SANDWICHES

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STYLE GUIDE // Meet the Logos

Even Stevens Wordmark

For global brand use.



STYLE GUIDE // Meet the Logos

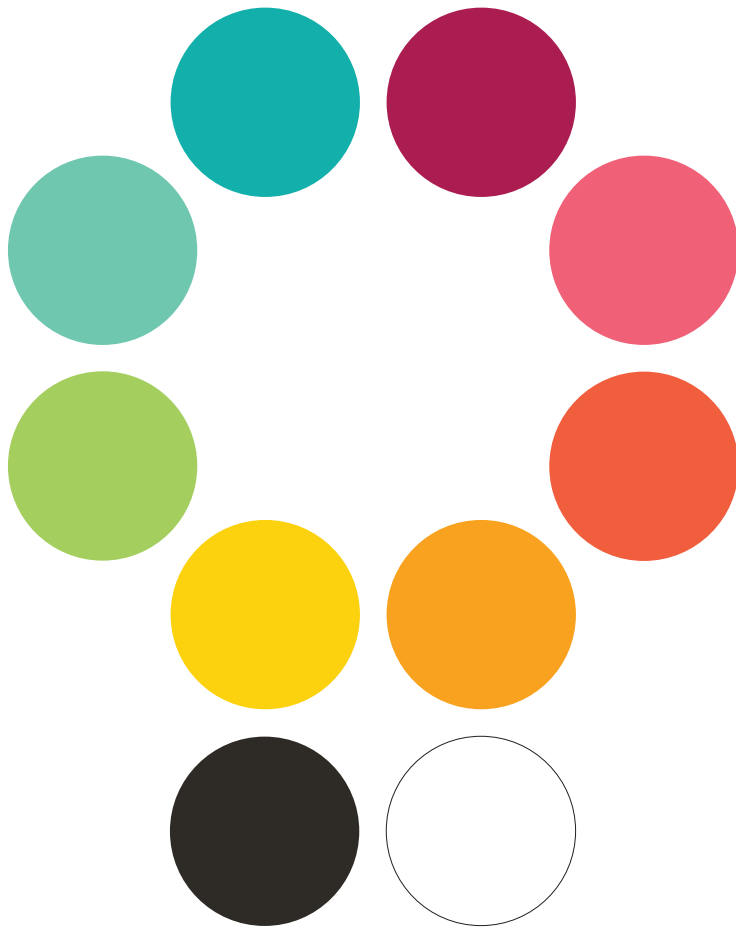
Even Stevens round 'Teeth'

The 'Teeth' Logo represents our lifestyle branding.



STYLE GUIDE // Color Palette

The color palette for Even Stevens is a bit more liquid, open to the whims of the people who use it. All we ask is that you begin from one or two of these colors, reflect on the overall tone and use good judgement as you expand outward.



ES Blue
326C
#00AFAA

ES Purple
220C
#AB004F

ES Pink
709C
#F16278

ES Red
171C
#F15E3E

ES Orange
137C
#FAA21B

ES Yellow
109C
#FFD200

ES Green
367C
#A4CF5F

ES Teal
571C
#73C8AF

ES BLACK
PTN BLACK C
#2E2A25

ES WHITE
#FFFFFF

STYLE GUIDE // **Typography**

Even Stevens has several voices and requires several typefaces to get these messages across appropriately.

Heading & Display face: EvenScript

Even Stevens uses a house-made display typeface (just like our sauce) known as ‘EvenScript’. It is based on a sign painters’ casual script, and makes it’s best impact at large sizes above 18pt, EvenScript was not developed for long-form reading and should not be used in paragraphs or at sizes below 18pt.

Brand Text face: Freight Superfamily

Copy in official branding is often friendly and energetic. For these, we use the Freight superfamily. Freight captures the energy of Even Stevens, while maintaining it’s purpose: to be read. It was designed with optical sizes as follows: Display, and Big for gigantic and large settings, Text and Micro for reading and fine-print respectively. Documentation on this face is thorough and best practices will be left to the individual designer’s judgement. Freight is available through Adobe TypeKit for use in all Adobe applications.

Official Language face: Lato family

When things get serious, and freight would seem inappropriate, a humanist sans is a reasonable choice. For this, we use *Lato*, an open-source font available through Google. *Lato* can be paired with *EvenScript*, but should not be paired with *Freight*, as they serve the same purpose, and clash.