



EV Style Guidelines 2021

Please read through the latest guidelines for the new EV rebranding.

Although our new logo features a lowercase EV, when writing the company name please use capitalised these letters. This will replace any use of EValue going forward.

Examples:

EV's latest financial planning tools are powered by an underlying stochastic forecasting ESG.

At EV, we're always striving to do better for our customers.

A more extensive guidelines document will be coming through in the coming weeks so please contact marketing@ev.uk if you have any questions in the meantime

Mission statements

Simplifying the complex. Together, empowering a world of financial clarity

Empower. Connect. Engage.

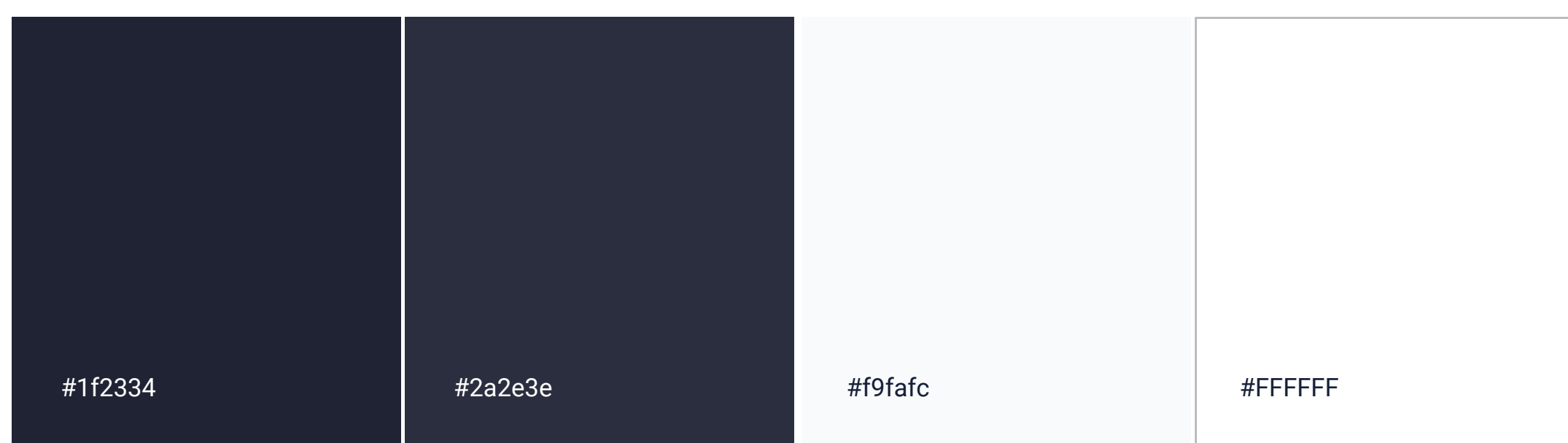
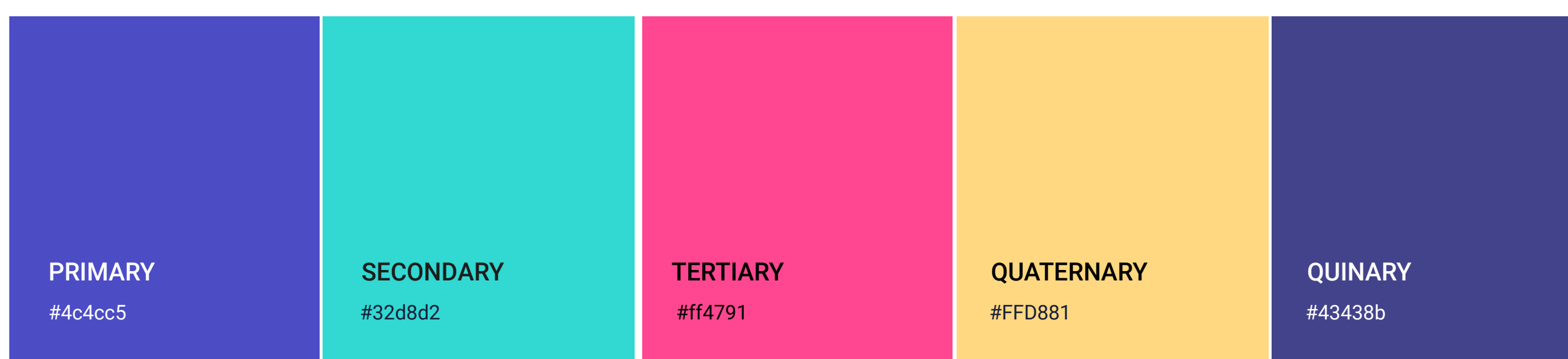
Logo usage



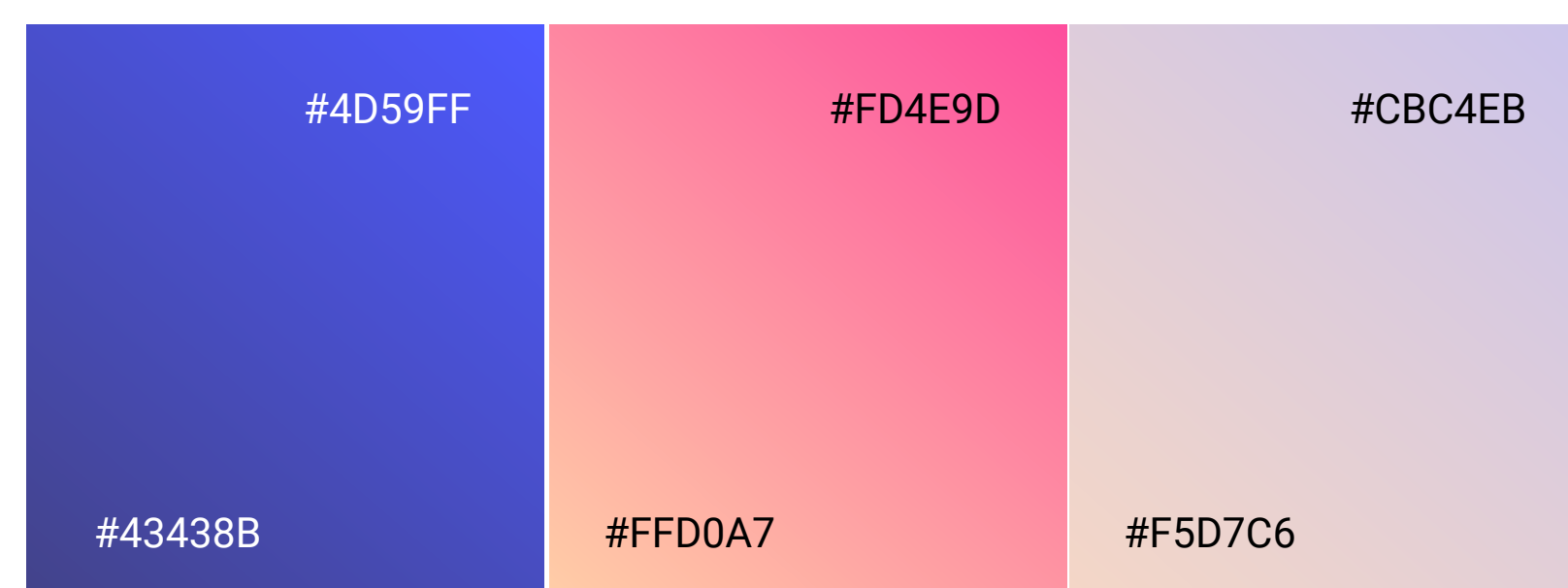
Light Background EV Logo

Dark Background EV Logo

Brand palette



GRADIENTS



Typography & Font

Our new font is Roboto and can be found in the brand pack or downloaded here:

https://fonts.google.com/specimen/Roboto?preview.text_type=custom

Please contact marketing@ev.uk if you need more info or support.

Heading 1 - Roboto Bold 20px

Heading 2 - Roboto Medium 16px

Body - Roboto Regular 12px

EV Marketing

marketing@ev.uk