EVERNOTE BRAND IDENTITY
A quick guideline

LAST UPDATED: 12.3.07
LOGO

HORIZONTAL LOCK-UP

LOCK-UP
The horizontal lock-up should be used in most cases. An alternate centered lock-up is available for use on narrow form factors.

CLEARSPACE
The clearspace is equal to the height of the “E” around all sides.

COLOR
The elephant should be reproduced as PMS Cool Gray 10. The logotype should be reproduced as PMS 368. Please see color section for CMYK and RGB equivalents. Alternative logos are available for 1 color and black and white printing.
LOGO VERSIONS

<table>
<thead>
<tr>
<th>2 COLOR SPOT</th>
<th>4 COLOR PROCESS</th>
<th>1 COLOR SPOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVERNOTE_LOGO_2C.EPS</td>
<td>EVERNOTE_LOGO_4C.EPS</td>
<td>EVERNOTE_LOGO_1C.EPS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK + WHITE</th>
<th>REVERSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVERNOTE_LOGO_B+W.EPS</td>
<td>EVERNOTE_LOGO REVERSE.EPS</td>
</tr>
</tbody>
</table>
COLORS

PRIMARY BRAND COLORS

These are the colors used in the Evernote logo and represent the core color expression of the brand. Materials that might use these colors exclusively are: business cards, letterhead, folders, report covers etc.

SECONDARY PALETTE
CAECILIA

45 LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”

55 ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”

75 BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”

55 ROMAN SMALL CAPS & OLDSTYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”

56 ITALIC

abcdefghijklmnopqrstuvwxyz
0 1 2 3 % : + “”

GOTHAM

BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”

MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 % : + “”