

EverCharge Logo

Logo Usage

STANDARD LOGO: TEXT

Standard logo should be in EverCharge Teal whenever color is an option.

Horizontal logo is default orientation of brand.

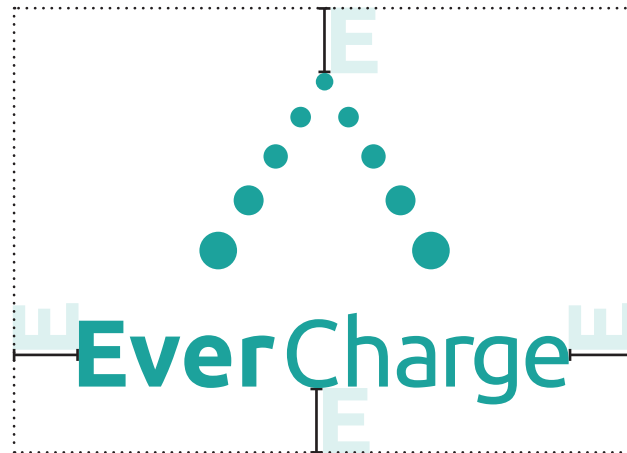
Vertical logo should only be used when there is not enough horizontal space.



Horizontal logo in EverCharge Teal



Black



Vertical logo in EverCharge Teal



Black

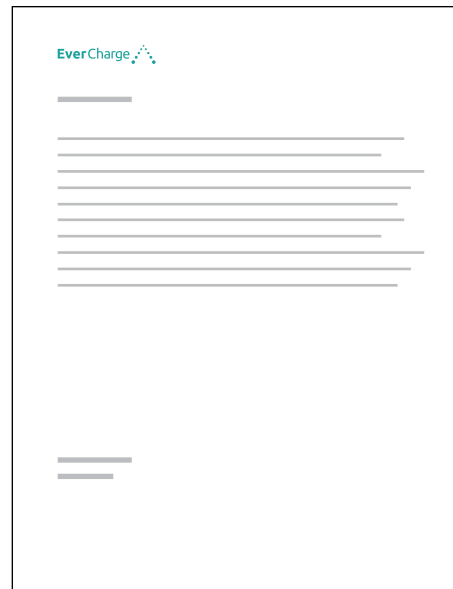
STANDARD LOGO: TEXT

RULES

- Minimum clear space for EverCharge logo must be respected. The space ensures logo has enough breathing room and is readable.

USAGE EXAMPLES

- Sponsorships
- Printed documents (that are not printed with full-bleed)
- Next to partner logos



Example — letterhead



Example — horizontal EverCharge logo with generic horizontal partner logo



Example — vertical EverCharge logo with generic vertical partner logo

DOMINANT LOGO: TAG

When EverCharge brand is dominant, use the Tag version of logo.



EverCharge Teal



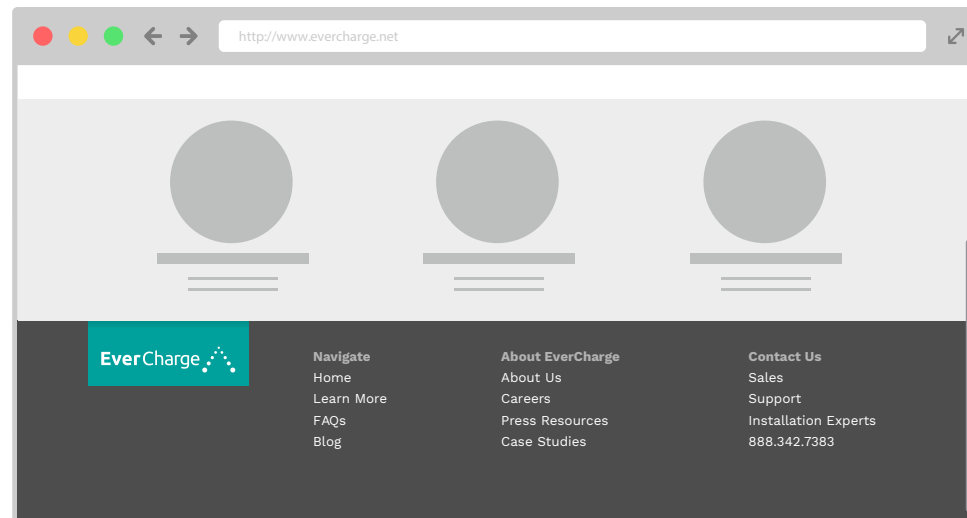
Black

RULES

- Tag **must** be flush to top of a blocky parent object (see web example)

USAGE EXAMPLES

- Web header/footer block
- Document header (if it's printed with full-bleed or digital only)



Example — web footer

MINI LOGO: BADGE

Icon only version.



EverCharge Teal



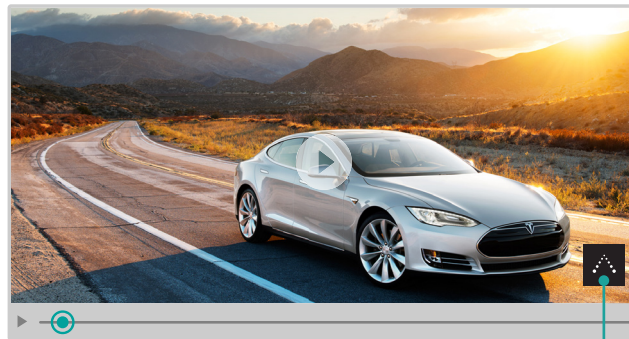
Black

RULES

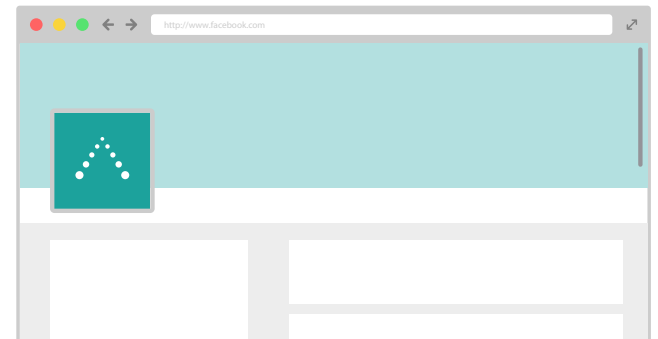
- Use when EverCharge brand needs to be portrayed throughout a moving piece

USAGE EXAMPLES

- Social media
- Video footer
- Slide deck footer
- Multi-page document



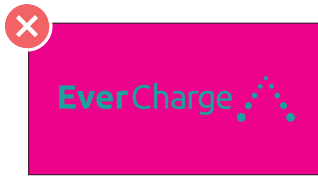
Example — video footer



Example — social media profile photo

INCORRECT USAGES OF ALL VERSIONS OF LOGO

Email press@evercharge.net if you have any questions.



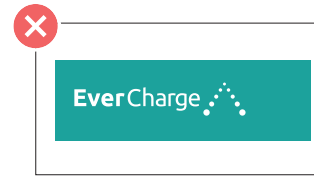
DO NOT use a clashing background color with any EverCharge Teal logo



DO NOT use a color besides black, white, and EverCharge Teal for any logo



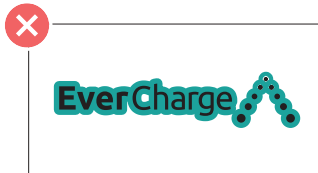
DO NOT change the proportions or reposition the text + icon in any way



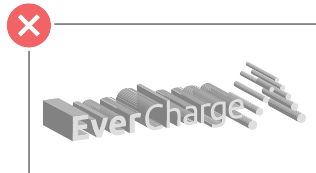
DO NOT change the proportions or reposition the logo for the tab logo



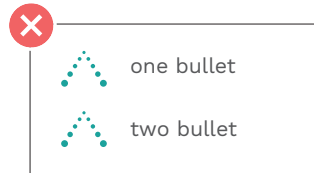
DO NOT change the perspective of any logo



DO NOT add a stroke around any logo



DO NOT add any 3D effects to any logo



DO NOT use the icon part of logo as a bullet



DO NOT rotate any logo



DO NOT change the capitalization or font of the EverCharge text in any logo