

EV Spot Network Brand Guide



Logo Family

Logo Family

EV Spot Network acts as the umbrella brand for both service brands. It is mostly used internally and is less public-facing.



EV Spot Charging and Evie are the public-facing service brands.

The family of logos are united by shape, color, line-weight, and custom wordmark.



Logo Family



Full-color logo

ev
spot
charging



1-color logo

Logo Family



Full-color logo



1-color logo

Logo Exceptions

The EV Spot Charging logo can be used without “charging” only when placed on a charger.

The Evie logo can be used without “Operated by HOURCAR” when it is located on the HOURCAR website or app, on certain marketing materials where space or legibility is a concern, and/or when it is placed next to an additional sponsor or logo.



**ev
spot**



evie

Color

EV Spot

Primary Navy

PANTONE 7685 C
RGB: 44 86 151
HEX/HTML: 2C5697
CMYK: 90 66 0 0

PANTONE 2226 C
RGB: 60 203 218
HEX/HTML: 3CCBDA
CMYK: 59 0 12 0

PANTONE 317 C
RGB: 181 234 235
HEX: B5EAEB
CMYK: 22 0 7 0

PANTONE 877 C
RGB: 128 130 133
HEX: 808285
CMYK: 0 0 0 60

Blue

Pale Blue

Gray

Evie

Primary Navy

PANTONE 7685 C
RGB: 44 86 151
HEX/HTML: 2C5697
CMYK: 90 66 0 0

PANTONE 2413 C
RGB: 52 183 143
HEX/HTML: 34B78F
CMYK: 71 0 55 0

Green

PANTONE 7478 C
RGB: 182 228 198
HEX: B6E4C6
CMYK: 24 0 22 0

Pale Green

PANTONE 877 C
RGB: 128 130 133
HEX: 808285
CMYK: 0 0 0 60

Gray

Typeface

Typeface

**Campton is our hero typeface.
It's friendly & relates to our
logos' custom wordmarks.**

Campton **SemiBold** is great for **emphasis** or headers, like up there. Campton **Book** is great for body text like this. When writing our brand names in copy make sure to use sentence case, like this: **EV Spot Charging** and **Evie**.

Arial may be used only when Campton is not provided or available.

Logo Usage

Logo Color Usage

Over white, use the full-color logo.



Over secondary colors, use the inverted logo.



Over any other brand or off-brand color, use the 1-color white, black, or gray logo.



Logo Spacing

.5X			.5X
1X		ev spot charging	
.5X			.5X

.5X			.5X
1X		evie Operated by HOURCAR	
.5X			.5X

Logos should maintain a minimum of .5X clear space around them at all times.

(1X = height of logo)

Logo Spacing

When placed next to another logo, maintain a minimum of 1X clear space around the logo.

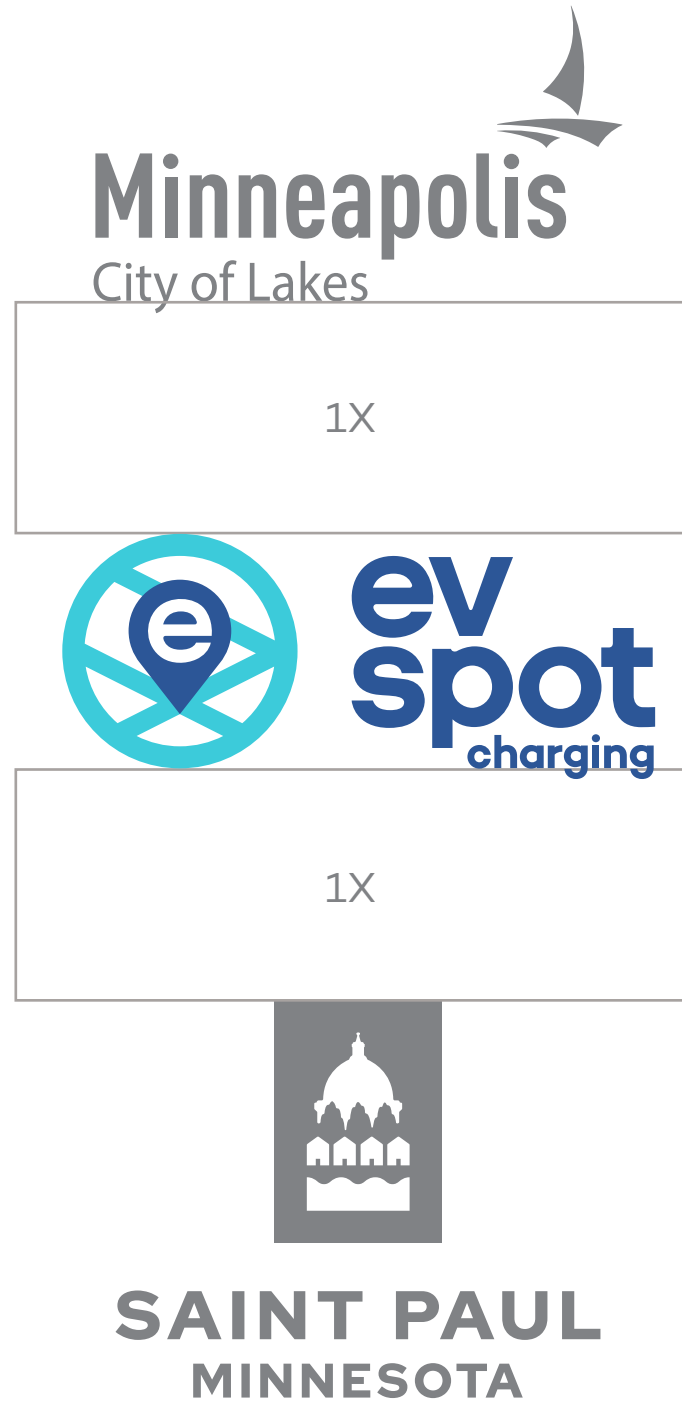
Make sure logos are equally weighted in sizing.



Logo Spacing

When placed above or below another logo, maintain a minimum of 1X clear space around the logo.

Make sure logos are equally weighted in sizing.



Logo Don'ts



DO NOT stretch the logo.



DO NOT rotate the logo or any part of the logo.



DO NOT scale individual parts of the logo.



DO NOT change the color(s) of the logo.



DO NOT place the full-color logo over any color other than white.

DO NOT place the logo close to an edge.



DO NOT place full-color logo over a photograph.

Application

Car Decals



Car decal application.



Charger Design

Public charger



(Street-facing)

(Sidewalk-facing)

Evie charger



(Street-facing)

(Sidewalk-facing)

App Icons



In this instance, app icons are placed on their unique secondary colors, using white lines and a navy center.

