

Brand Identity & Style guide

May 2020

e v e r e s t



Logo

Master Logo

This is the everest primary logo. Always apply on a white or clean background without clashing colours or complex imagery.

On very few occasions, the logo can appear in white. One such occasion is for the video watermark.

Size & Positioning

Always ensure a minimum spacing of the logo height is the width of the e in everest.



Avoid

Logo Avoid

Do not use the everest logo in any way that damages the brand.



Avoid using white logo on a colored background.



Avoid changing the color of the logo.



Avoid rotating the logo.



Avoid adding effects like shadows to the logo.



Avoid using the logo in a sentence.



Avoid replacing the logo with letters.



Avoid stretching or compressing the logo.



Avoid placing the logo in a shape or container.

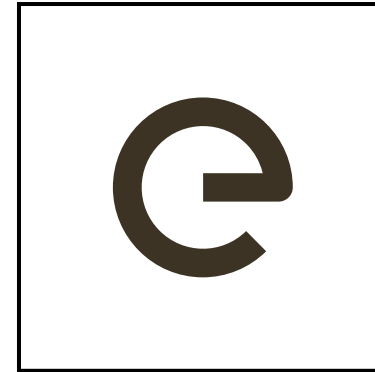


Avoid using the logo on busy backgrounds.

Symbol

Master Symbol

This is the everest primary symbol. Always apply on a white or clean background without clashing colours or complex imagery.



Size & Positioning

Always ensure a minimum spacing of the logo height is half the width of the e.



Avoid

Symbol Avoid

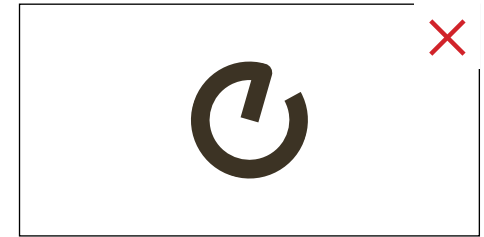
Do not use the everest symbol in any way that damages the brand.



Avoid changing the color of the logo.



Avoid using the symbol with the logo.



Avoid rotating the symbol.



Avoid adding effects like shadows to symbol.



Avoid using the symbol to replace a letter form.



Avoid replacing the symbol with a letter.



Avoid stretching or compressing the symbol.

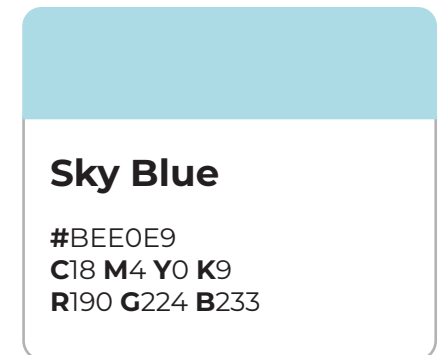
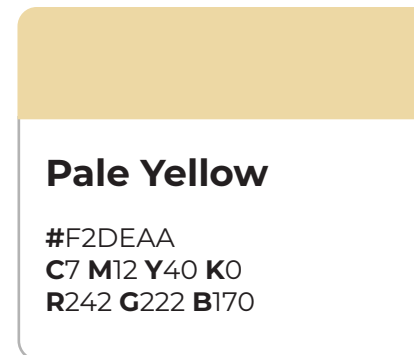
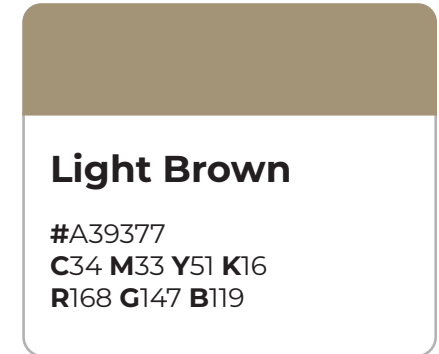
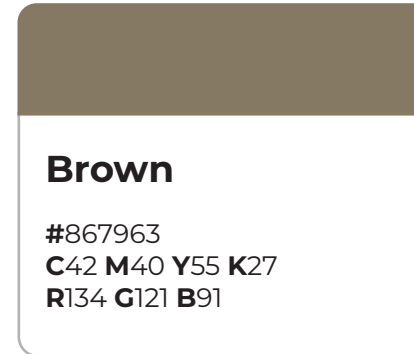
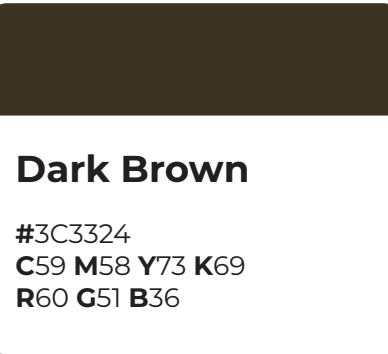


Avoid placing the symbol in a shape or container.



Avoid using the symbol on busy backgrounds.

Colors



Typography

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:?!\$&*)

Montserrat Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:?!\$&*)

Montserrat Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:?!\$&*)

Montserrat Light

Assets

Photos



Web Icons



Everest Cards

