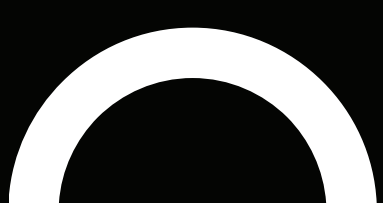
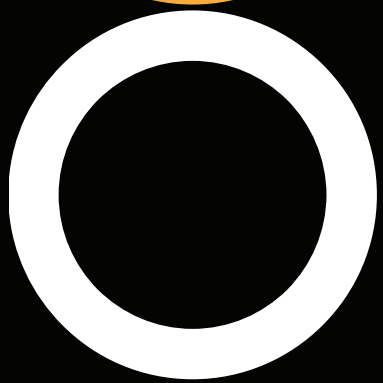
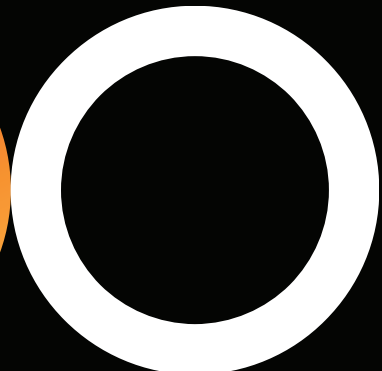
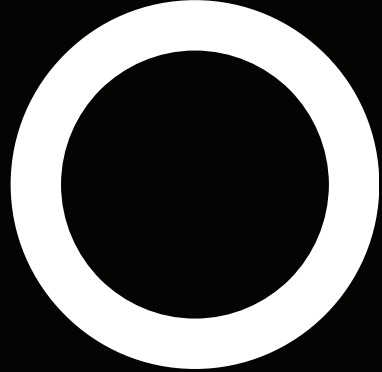
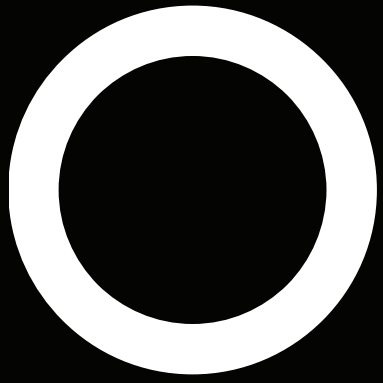


# Eavor™



Eavor Brand Guide  
Version 2.00  
March 2020

## Secondary Logo

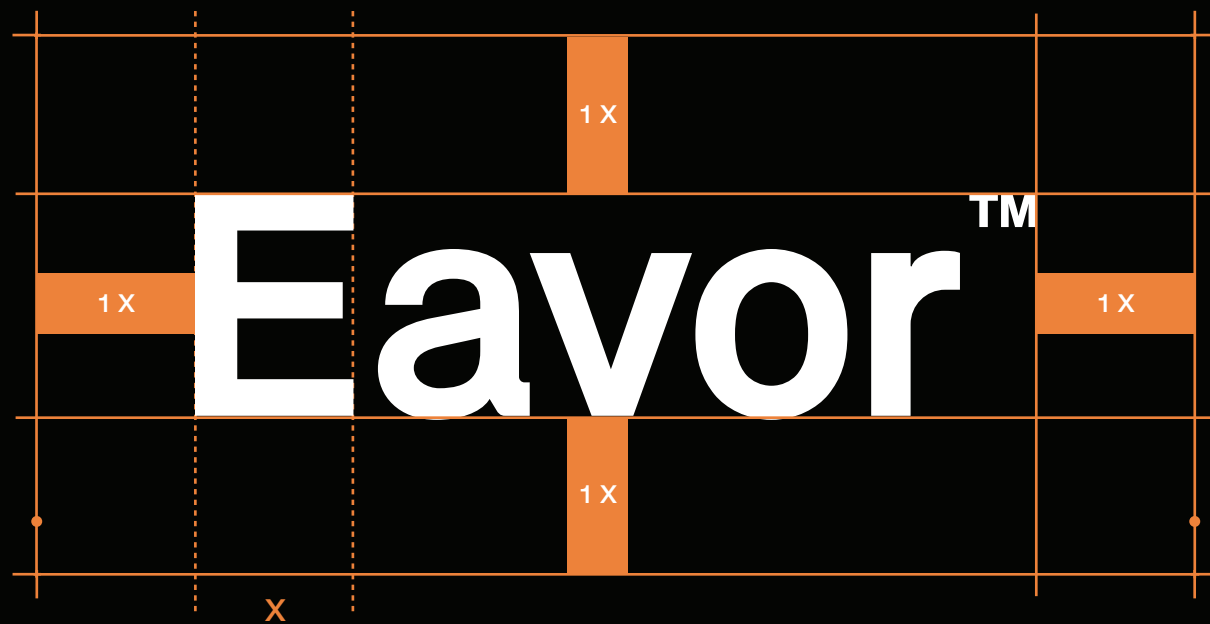
This logo is to be used as a secondary logo for print and online materials.

Logo use is currently limited to powerpoint, website navigation and business cards.

The clear zone is defined to ensure the brand logotype is prominent on all applications.

No other graphic elements should exist with this area.

The clear zone values are based on the width of the counter of the letter 'E'.



Eavor Website Black

Eavor<sup>TM</sup>

The negative all white version of the logo should only live on black or dark backgrounds



Examples of logo on light coloured backgrounds

## Primary Logo

This logo is to be used as the primary logo for print and online materials.

The primary logo integrates Eavor text and the loop.

The clear zone is defined to ensure the brand logo is prominent on all applications.

No other graphic elements should exist with this area or within the loop.

The clear zone values are based on the width of the counter of the letter 'E'.



The negative all white version of the logo should only live on black or dark backgrounds



Examples of logo on light coloured backgrounds



# Master Colours

The Eavor brand colours use a combination of dark black and orange. These colours are representative of the sub-surface earth and ever present heat.

Eavor black is the predominant colour and can be used in different grey tints.

Eavor orange is used as an accent colour.

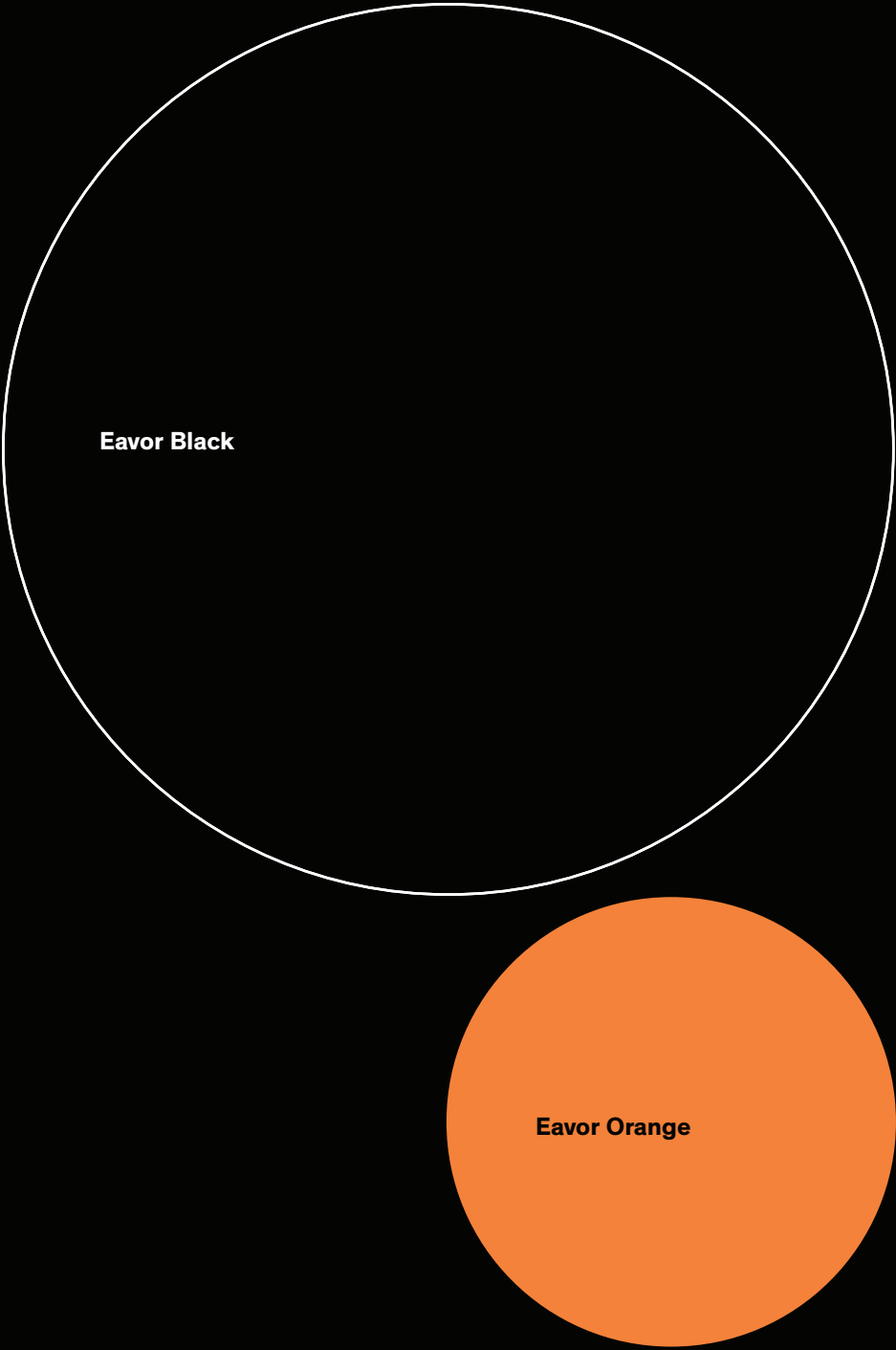
White is used to create space and clarity.

Primary colours  
These four colours are to be used as primary colours within design.

<b>Eavor Black</b> C 75 M 68 Y 67 K 90 R 0 G 0 B 0
<b>Eavor Website Black</b> WEBSITE ONLY R 35 G 31 B 32

<b>Eavor Orange</b> C 00 M 60 Y 86 K 00 R 245 G 131 B 58
--

<b>White</b> C 00 M 00 Y 00 K 00 R 255 G 255 B 255
--



Colour usage proportions as guide.

# Typography Print

Theinhardt is the Eavor brand typeface.

For a consistent look Theinhardt should be applied to all Eavor printed materials.

Theinhardt is an elegant, modern, geometric typeface with different weights for flexibility.

**Theinhardt**  
**Bold**

**Theinhardt**  
**Regular**

**AaAa**

Theinhardt Bold  
Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Theinhardt Bold  
Lowercase

abcdefghijklmnopqrstuvwxyz

Theinhardt Bold  
Other characters

1234567890<>(!:~?@£\$%\*)

Theinhardt Regular  
Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Theinhardt Regular  
Lowercase

abcdefghijklmnopqrstuvwxyz

Theinhardt Regular  
Other characters

1234567890<>(!:~?@£\$%\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890  
<>(!:~?@£\$%\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
RSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890  
<>(!:~?@£\$%\*)

Theinhardt Medium

---

**Big  
heading  
for impact**

Theinhardt Bold

---

**H1 is large and bold**

Theinhardt Medium

---

**H2 is for sub heads and it's orange**

Theinhardt Regular

---

Body copy and it's orange Adit acepuditatur aspedit atenimus, offic tem. Bore, quia doluptate dolorestis venduci isimenia sae vendaerumSumquibus qui quo iume plabor alitatur, sequissentia vid el expliquis a si ut dunt estius.

Puda verferemped ut autae conserum solorerate et re quatur ad mo qui ut facerspид mi, sequi dolore prent eos maionem faccullit et es moste laboribus unt fuga. Modissi sequide sedit odis aut alictur andem aut qui berrovi debitibus erum dist aliquam exerum alicimi lluptatenis eos dolum rest liquid mi, natur, cus magnat labora quiatem eos ellor reius aut qui ipsam

# Typography Digital

Helvetica Neue is the Eavor brand's digital typeface.

Helvetica Neue should be applied to powerpoint documents, the Eavor website, or additional online materials where appropriate.

The Eavor orange is limited online to H1, H2 and links. It is important that website users recognize links from colour styling.

**Helvetica Neue  
Bold**

**Helvetica Neue  
Regular**

**AaAa**

Helvetica Neue Bold  
Uppercase

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

Helvetica Neue Bold  
Lowercase

abcdefghijklmnopqrstuvwxy

Helvetica Neue Bold  
Other characters

1234567890<>(!:~?@£\$%\*)

Helvetica Neue Regular  
Uppercase

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

Helvetica Neue Regular  
Lowercase

abcdefghijklmnopqrstuvwxy

Helvetica Neue Regular  
Other characters

1234567890<>(!:~?@£\$%\*)

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890  
<>(!:~?@£\$%\*)

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

1234567890  
<>(!:~?@£\$%\*)

Helvetica Neue Bold

---

# Big heading for impact

Helvetica Neue Bold

---

## H1 is large and bold

Helvetica Neue Medium

---

## H2 is for sub heads with **minimal orange**

Helvetica Neue Regular

---

Body copy Adit acepuditatur aspedit atenimus, offic tem. Bore, quia doluptate dolorestis venduci isimenia sae vendaerumSumquibus qui quo iume plabor alitatur, sequissentia vid el expliquis a si ut dunt estius.

Puda verferemped ut autae conserum solorerate et re quatur ad mo qui ut facerspid mi, sequi dolore prent eos maionem faccullit et es moste laboribus unt fuga. Modissi sequide sedit odis aut alictur andem aut qui berrovi debitibus erum dist aliquam exerum alicimi lluptatenis eos dolum rest liquid mi, natur, cus magnat labora quiatem eos ellor reius aut qui ipsam

Helvetica Neue Regular

---

[Link copy and it's orange Adit acepuditatur aspedit atenimus, offic tem. Bore, quia doluptate dolorestis venduci isimenia](#)