evTs & Firefly ESV Brand Specifications / Typography Usage

v1 091620

Typography
Both evTS's and Firefly ESV's primary typeface is Open Sans. Modern, flexible, easy to read, and accessible, Open Sans is suited for a wide range of visual communications. Multiple levels of typographic hierarchy are used for impact and clarity of our communications.

When to use
Use Open Sans for all evTS and Firefly ESV printed and online communications where possible.

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Regular Italic
Open Sans SemiBold
Open Sans SemiBold Italic
Open Sans Bold
Open Sans Bold Italic

Placing imagery with typography
Use these samples as guidelines. Use solid black, FireflyESV Green (RGB or CMYK), or white with Open Sans typography to create maximum contract and legibility.

Headline sets here and aligns flush left.

Sample shown with a black section for reversing Open Sans Regular type for legibilty.

Headline sets here and aligns flush left.

Sample shown with a Firefly ESV Green section for reversing Open Sans Regular type for legibilty.

Headline sets here and aligns flush left.

Sample shown with a white section and evTS Gray Open Sans Regular type for legibilty.

evTS logo lock-up
Use the complete evTS lock-up when applying the mark to corporate marketing communications.

This is the preferred lock-up for most applications. The lock-up includes the lighting bolt icon and evTS logotype.

CMYK (positive)
Use this version when CMYK printing is available.

RGB (positive)
This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc..

evTS 2/color logo lock-up
Use this version for 2/color applications where a PMS color is required.

evTS 1/color logo lock-up
Use this version for 1/color applications where a PMS color is required.

evTS reversed logo lock-up
Use this version for reversed applications. All white areas are the color of the paper or background.

evTS badge application
The badge can be used for certain applications. The preferred badge is the CMYK or RGB positive. Alternate 1/color and reversed options can be used for certain applications.

Green
PMS 348
86C/22M/96Y/8K
R21/G137/B71
#138846

Gray
70K
R109/G110/B113
#6D6E71

Firefly ESV logo lock-up
Use the full color Firefly ESV logo when applying the mark to corporate marketing communications.

This is the preferred logo for most applications.
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CMYK (positive)
Use this version when CMYK printing is available.

RGB (positive)
This is the preferred version for internet, video, TV, email signatures, Microsoft applications, etc..

Firefly ESV 2/color logo lock-up
Use this version for 2/color applications where a PMS color is required.

Firefly ESV 1/color logo lock-up
Use this version for 1/color applications where a PMS color is required.

Firefly ESV reversed logo lock-up
Use this version for reversed applications. All white areas are the color of the paper or background.

Green
PMS 348
86C/22M/96Y/8K
R21/G137/B71
#138846

Gray
70K
R109/G110/B113
#6D6E71