



## **Core Elements**

Corporate Identity Manual



1

Master Artwork  
Evoke Learning Logotype

**EVOKE**  **LEARNING**™

2

Evoked Learning  
Descriptor and Clear Zone



Clear Zone



Expand your world.

Descriptor

3

## Evoke Learning Colour Swatches



Full Colour



Monotone (Evoke Purple)



Monotone (Black)



RGB  
CMYK

102 51 153  
75 95 0 0



RGB  
CMYK

255 0 51  
0 99 80 0



RGB  
CMYK

255 153 0  
0 47 100 0



RGB  
CMYK

0 0 0  
100% K

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345

Frutiger 45 Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz12345**

Frutiger 65 Bold

5

## Evoke Learning Dimensions and Orientation

**EVOKE** LEARNING™

**EVOKE** LEARNING™

**EVOKE** LEARNING™

**EVOKE** LEARNING™

Orientation

**EVOKE** LEARNING™



30 mm

Minimum Width

# Evoke Learning Corporate Stationery

