



UI STYLEGUIDE

Last revised February 2021

THIS STYLEGUIDE IS A RESOURCE FOR DESIGNERS, PRODUCT MANAGERS, AND DEVELOPERS PROVIDING A COMMON LANGUAGE AROUND EVA'S UI PATTERNS. WE USE IT TO MAINTAIN MODULAR FRONT-END CODE AND VISUAL CONSISTENCY ACROSS ALL ITS WEBSITE PAGES.

AS THE EVA SERVICE AND PRODUCT OFFERINGS EXPAND TO MEET THE NEEDS OF CONSUMERS, IT IS IMPORTANT THAT THE EVA BRAND, INCLUDING ALL THE ELEMENTS THAT MAKE UP THE COMPANY'S VISUAL IDENTITY SYSTEM , REMAIN CONSTANT.

WE APPRECIATE YOUR COMMITMENT TO THESE STANDARDS. ALL PARTNER LED CREATIVES MUST BE PRE-APPROVED BY THE EVA BRAND CREATIVE TEAM.

CONTENTS

- 01 Identity
- 02 Color palette
- 03 Typography
- 07 Icons
- 08 Buttons
- 09 Navigation
- 10 Forms
- 11 Graphics
- 12 Elements

WORDMARK



PRIMARY
Light background



SECONDARY
Dark background

LOGO



PRIMARY
Light background



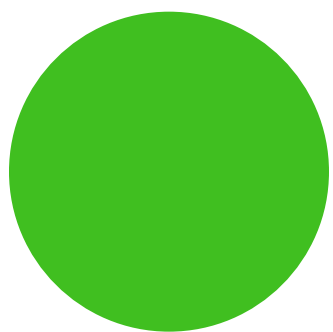
SECONDARY
Dark background



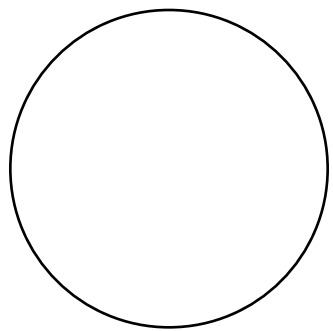
OPTIONAL
Dark background

02 COLOR PALETTE

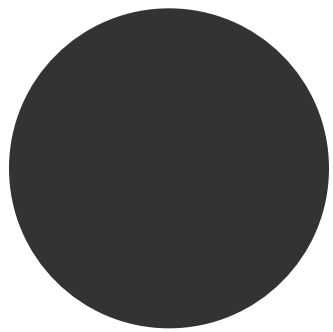
PRIMARY



#40BF20
RGB (64, 191, 32)

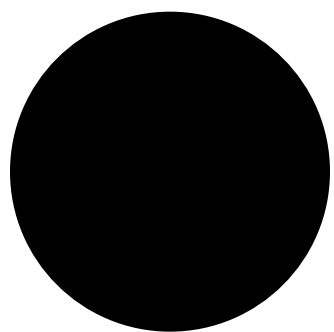


#FFFFFF
RGB (255, 255, 255)

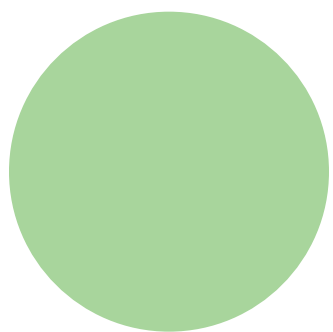


#333333
RGB (51, 51, 51)

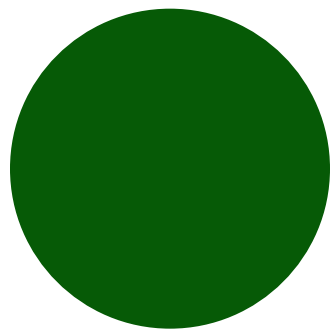
SECONDARY



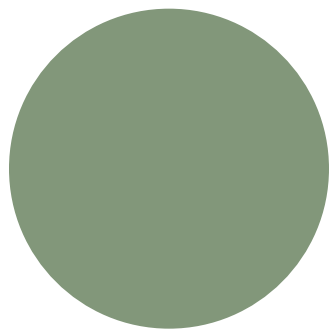
#000000
RGB (0, 0, 0)



#A8D59C
RGB (168,213,156)

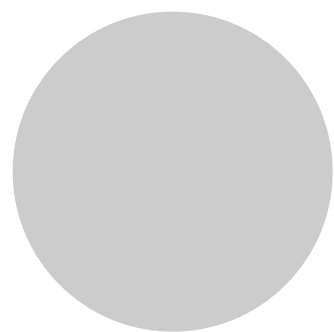


#065A06
RGB (6,90,6)



#82977A
RGB (130,151,122)

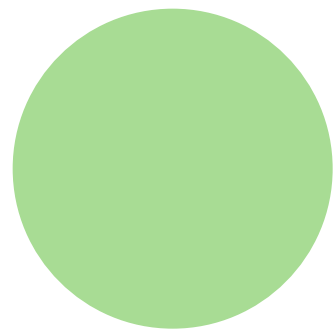
BACKGROUNDS



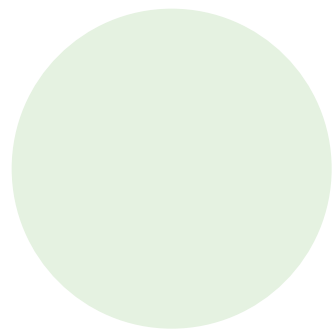
#CCCCCC
RGB (204,204,204)



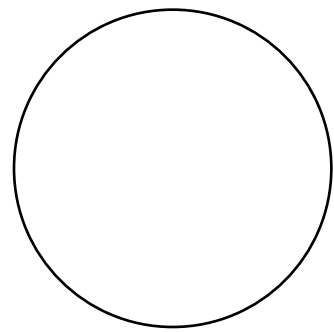
#F5F5F5
RGB (245,245,245)



#A8DC94
RGB (168,220,148)



#E5F2E1
RGB (229,242,225)



#FFFFFF
RGB (255, 255, 255)

FONT	FONT WEIGHTS			
Roboto Sans	Black	Bold	Regular	Light
Roboto Slab	Black	Bold	Regular	Light
	900	700	400	300

DEFINED STYLES

Title

Headline 1

Headline 2

Headline 3

Headline 4

Digit

Digit medium

Digit small

Title intro

Title deck

Title intro small

Body text

Body text bold

Body text small

Form

Form regular

Form light

Form active

Legal

Legal bold

	WIDTH 1200PX +		MAX. WIDTH 1199PX		MAX. WIDTH 991PX		MAX. WIDTH 767PX
	Aa Title Roboto Sans Black / 900 Size: 96px Line height: 100% Letter spacing: 0		Size: 80px Line height: 100% Letter spacing: 0		Size: 68px Line height: 100% Letter spacing: 0		Size: 56px Line height: 100% Letter spacing: 0
	Aa H1 Roboto Sans Black / 900 Size: 72px Line height: 100% Letter spacing: 0		Size: 64px Line height: 100% Letter spacing: 0		Size: 56px Line height: 100% Letter spacing: 0		Size: 40px Line height: 100% Letter spacing: 0
	Aa H2 Roboto Sans Black / 900 Size: 32px Line height: 170px / 100% Letter spacing: 0						Size: 32px Line height: 1115% Letter spacing: 0
	Aa H3 Roboto Slab Bold / 700 Size: 32px Line height: 110% Letter spacing: 0						
	Aa H4 Roboto Sans Bold / 700 Size: 24px Line height: 115% Letter spacing: 0						
	Aa Title deck Roboto Sans Light / 300 Size: 32px Line height: 100% Letter spacing: 0		Size: 32px Line height: 100% Letter spacing: 0		Size: 28px Line height: 100% Letter spacing: 0		Size: 28px Line height: 115% Letter spacing: 0
	Aa Title intro Roboto Slab Regular / 400 Size: 36px Line height: 115% Letter spacing: 0		Size: 32px Line height: 115% Letter spacing: 0		Size: 28px Line height: 115% Letter spacing: 0		Size: 24px Line height: 120% Letter spacing: 0
	Aa Title intro_sm Roboto Slab Regular / 400 Size: 18px Line height: 115% Letter spacing: 0						

	WIDTH 1200PX +		MAX. WIDTH 1199PX	MAX. WIDTH 991PX	MAX. WIDTH 767PX
Aa	Digit Roboto Slab Black / 900	Size: 64px Line height: 100% Letter spacing: 0	●	●	●
Aa	Digit_mid Roboto Sans Black / 900	Size: 56px Line height: 100% Letter spacing: 0	Size: 56px Line height: 100% Letter spacing: 0	Size: 48px Line height: 100% Letter spacing: 0	Size: 48px Line height: 100% Letter spacing: 0
Aa	Digit_sm Roboto Sans Black / 900	Size: 48px Line height: 100% Letter spacing: 0	●	Size: 40px Line height: 100% Letter spacing: 0	Size: 32px Line height: 100% Letter spacing: 0
Aa	Digit deck Roboto Sans Regular / 400	Size: 24px Line height: 110% Letter spacing: 0	Size: 24px Line height: 110% Letter spacing: 0	Size: 20px Line height: 110% Letter spacing: 0	Size: 20px Line height: 110% Letter spacing: 0
Aa	Body text Roboto Sans Light / 300	Size: 18px Line height: 135% Letter spacing: 0	●	●	●
Aa	Body text_bold Roboto Sans Bold / 700	Size: 18px Line height: 135% Letter spacing: 0	●	●	●
Aa	Body text_tight Roboto Sans Light / 300	Size: 18px Line height: 110% Letter spacing: 0	●	●	●
Aa	Body text_sm Roboto Sans Light / 300	Size: 15px Line height: 130% Letter spacing: 0	●	●	●

	WIDTH 1200PX +		MAX. WIDTH 1199PX	MAX. WIDTH 991PX	MAX. WIDTH 767PX
Aa	Form	Size: 15px Line height: 100% Letter spacing: 0	●	●	●
Aa	Form_reg	Size: 15px Line height: 100% Letter spacing: 0	●	●	●
Aa	Form_light	Size: 15px Line height: 100% Letter spacing: 0	●	●	●
Aa	Form_active	Size: 12px Line height: 100% Letter spacing: 0	●	●	●
Aa	Legal	Size: 12px Line height: 150% Letter spacing: 0	●	●	●
Aa	Legal_bold	Size: 12px Line height: 150% Letter spacing: 0	●	●	●

CLOSE		MENU		ARROW		DROPDOWN		
								– Default
								– Hover

08 BUTTONS

BUTTON 01

BUTTON 02

BUTTON 03

BUTTON 03

BUTTON 04

RADIO / SELECT

Button 01

Button 02

Button 03

Button 04 >

Button 05 >

– Default

Button 01

Button 02

Button 03

Button 04 >

Button 05 >

– Hover

Button 01

Button 02

Button 03

Button 04 >

Button 05 >

– Press

Button 01

Button 02

Button 03

Button 04 >

Button 05 >

– Active

DARK BACKGROUND

BUTTON 01

BUTTON 02

BUTTON 03

SOCIAL MEDIA

Button 01

Button 02

Button 04 >

– Default –

f

in

Button 01

Button 02

Button 04 >

– Hover –

f

in

DESKTOP

COMPANY ▾

PLATFORM ▾

INVESTORS ▾

CONTACT ▾

Request demo

ABOUT EVA

PURPOSE

LEADERSHIP

NEWS

ABOUT EVA

PURPOSE

LEADERSHIP

NEWS

ABOUT EVA

PURPOSE

LEADERSHIP

NEWS

MOBILE



PRIMARY



SECONDARY

MOBILE

COMPANY

ABOUT EVA

PURPOSE

LEADERSHIP

NEWS

PLATFORM

TECHNOLOGY

FRAUD FENCE

OMNICHANNEL DSP

DATA MANAGEMENT PLATFORM

INVENTORY

CASE STUDIES

INVESTORS

WHY INVEST?

DOWNLOAD INVESTORS KIT

STOCK CHARTS

FILINGS

PRESS RELEASES

CONTACT

Request demo

X

THE EVA CHALLENGE

Active —

Form title_active

|

Default —

Last name

Job title

Company name

Email

Phone number

Pulldown menu —

Country

▼

Default —

Company size

1-100

Hover —

100-500

Press —

500-1000

Active —

1000+

All fields are required

Submit

SUBSCRIBE

Your email address

Subscribe >

— Static

Your email address

Subscribe >

— Hover

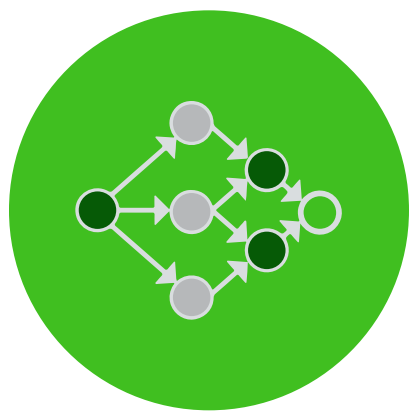
|Your email address

Subscribe >

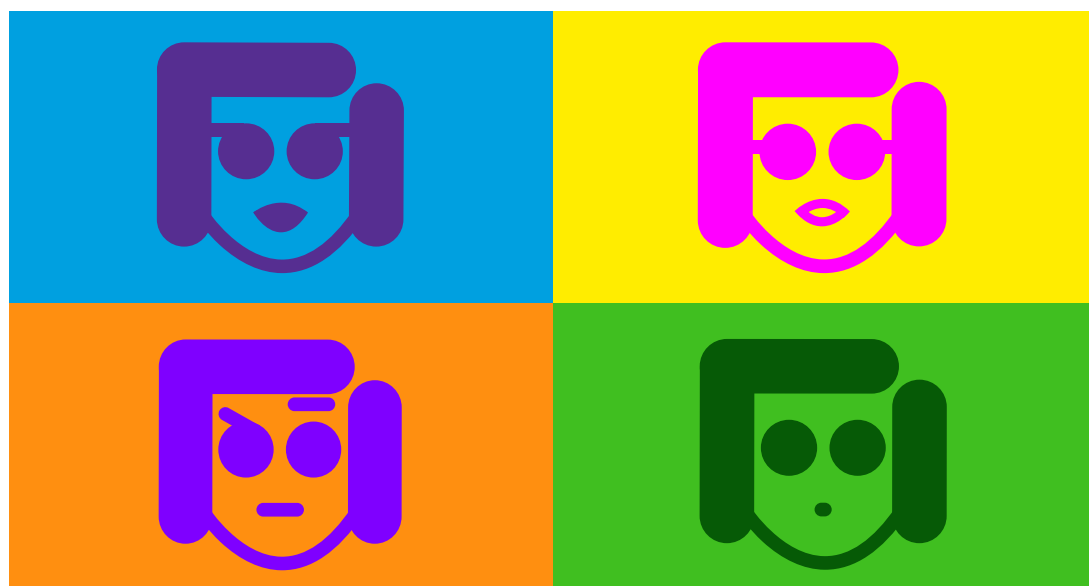
— Active

11 GRAPHICS

ADVANTAGES



VIDEO



EVA GENIE



FRAUD FENCE / HACKER



INTRO + TITLE + DECK + BODY TEXT

This is title deck. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

This is a main title

This is title deck. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mattis ultrices blandit sit nisl non eleifend fringilla ornare pharetra. Magna nulla quam ac sed bibendum blandit proin.

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Eget vestibulum, lectus sed dapibus tempor tellus. Placerat odio interdum enim massa lectus et ipsum. Eget id lorem sem tortor. Enim, tortor, eu, non volutpat odio bibendum quis aliquet elementum. Semper nibh eu, quam lacus nisl at vestibulum odio.

HEADER + BODY

This is a two-line H1 header

This body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur vitae diam turpis porttitor tortor. Viverra bibendum viverra purus, odio bibendum quis aliquet elementum. Auctor massa vitae, ultricies. Ultricies nec massa tristique a malesuada libero risus.

Button 04 >

LISTICLE

01

This is an H2 title

This is body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur vitae diam turpis porttitor tortor. Viverra bibendum viverra purus, auctor massa vitae, ultricies. Ultricies libero proin risus.

Button 04 >

LEGAL

This is legal text. Dolor sit amet, consectetur adipiscing elit. Consectetur habitant convallis ornare tristique felis, sit non. Risus, egestas nec pellentesque libero blandit non.

Lectus augue amet, congue ultricies in porttitor gravida sit iaculis. amet egestas. Lectus tellus felis dolor convallis etiam. Sodales mauris eu ut eu. **Legal text bold:** eu diam tristique commodo fringilla. Elementum enim diam magna elit ultrices sed semper morbi. Sodales lorem volutpat pharetra nunc tincidunt orci. Vivamus dolor.

INFOGRAPHIC

100%

This is a Digit
deck ipsum
dolor diam

PRIMARY

100%

This is a Digit
deck ipsum
dolor diam

SECONDARY

\$100M

Lorem ipsum
dolor diam
amet elit

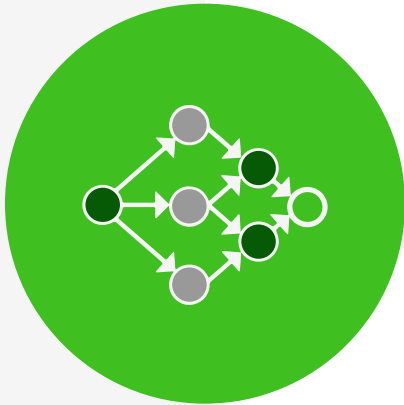
BUTTON

CARD

TWO-COLUMN

This is a H3 title

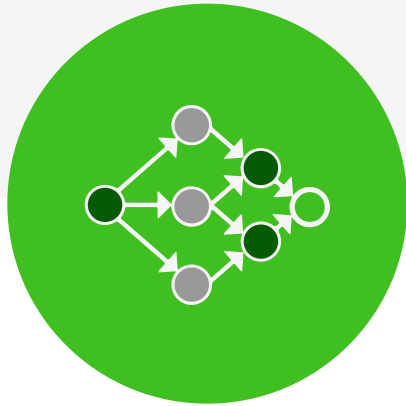
This is body text. Lorem ipsum dolor sit
amet, consectetur adipiscing elit.
Consectetur vitae diam turpis purus, auctor
massa vitae, lectus amet, massa nunc.
Egestas malesuada libero proin risus.



ONE-COLUMN

This is a H3 title

This is body text. Lorem ipsum
dolor sit amet, consectetur
adipiscing elit. Consectetur vitae
diam turpis purus, auctor massa
vitae, ultricies. Ultricies nec massa
tristique a lectus amet, massa
proin risus.



FLIPCARD 01

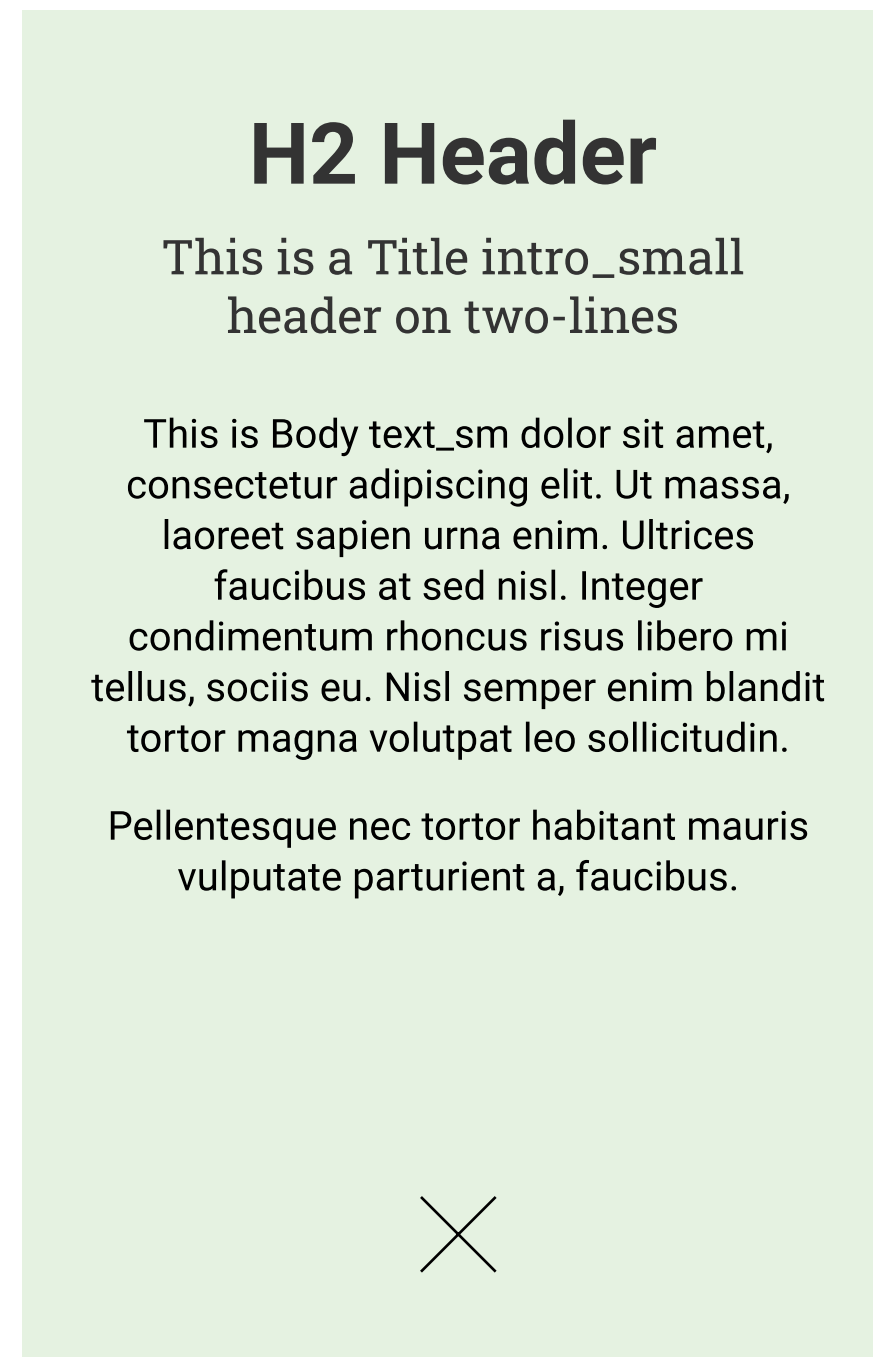


H2 Header

This is a Title intro_small
header on two-lines

Button 04 >

FRONT



H2 Header

This is a Title intro_small
header on two-lines

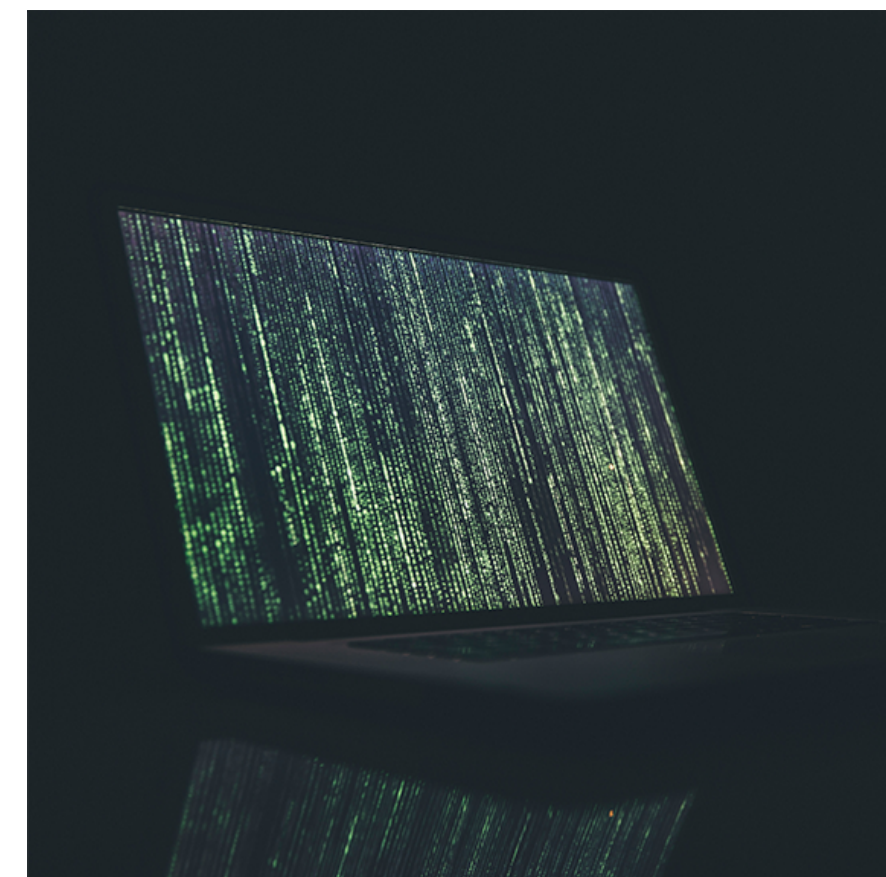
This is Body text_sm dolor sit amet,
consectetur adipiscing elit. Ut massa,
laoreet sapien urna enim. Ultrices
faucibus at sed nisl. Integer
condimentum rhoncus risus libero mi
tellus, sociis eu. Nisl semper enim blandit
tortor magna volutpat leo sollicitudin.

Pellentesque nec tortor habitant mauris
vulputate parturient a, faucibus.



BACK

FLIPCARD 02



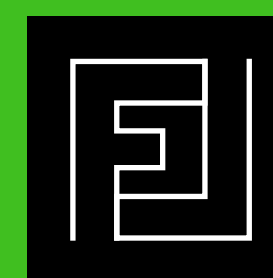
This is an H4 header dolor sit
amet, consectetur adipiscing
elit. Et pellentesque amet leo
suspendisse malesuada.

Button 04 >

FRONT

BACK IS COMMON TO FLIPCARD 01

THANK YOU.



FILIP JANSKY /
METHOD 09 DESIGN