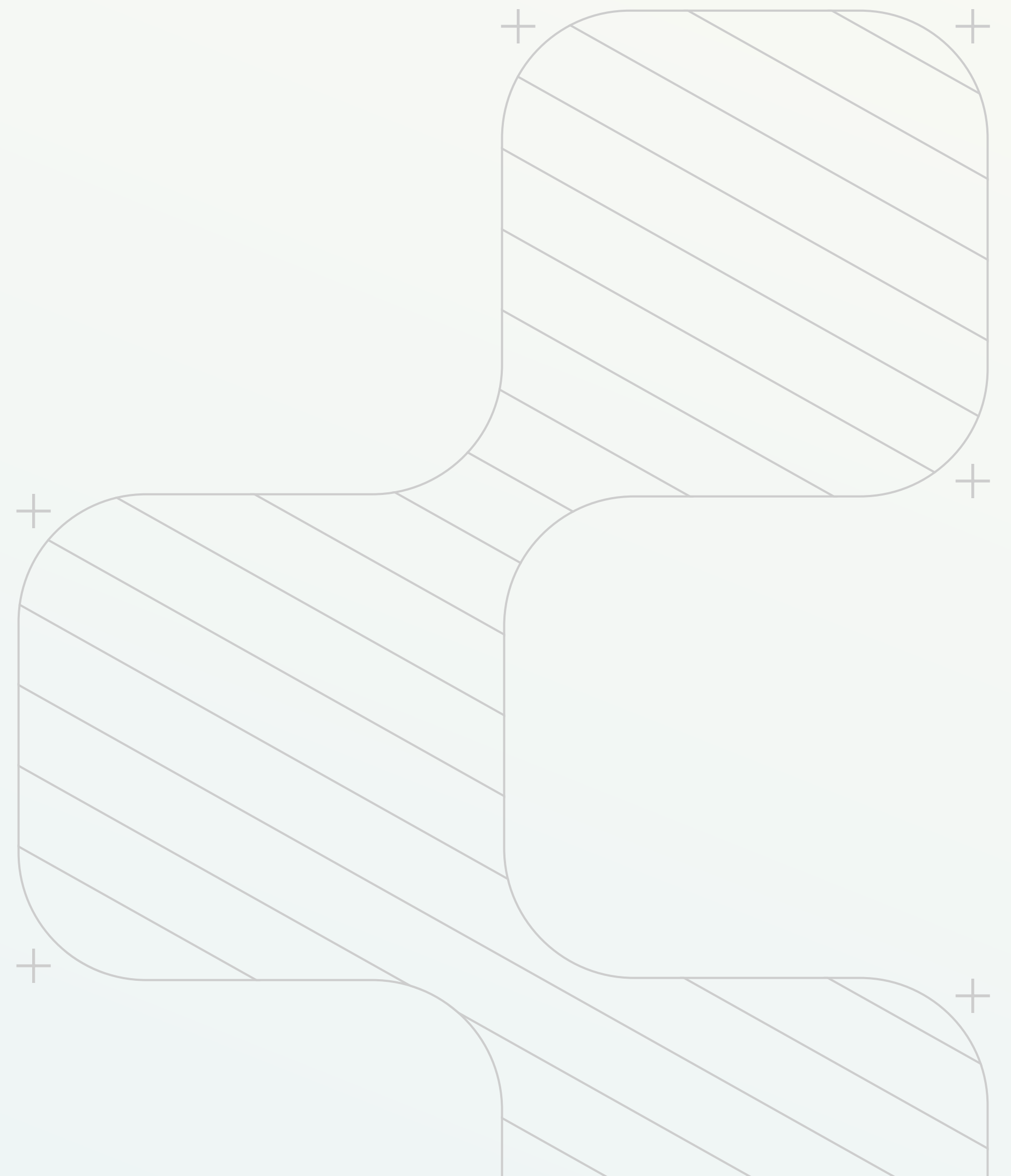


Press Kit



eve.legal

Brand Guidelines



- 1. The Brand
 - Introduction
- 2. Design Elements
 - Wordmark and symbol
 - Typography
 - Colors



Introduction

Welcome to Eve’s Brand Guidelines. These guidelines serve as our true north, ensuring consistency and clarity across all brand expressions. Adhering to them helps maintain a cohesive and recognizable identity.

Tagline

The only legal AI that works
your whole case with you

Eve works with plaintiff firms like yours for the full case lifecycle, taking care of the tasks that slow you down so you can operate at your highest potential.



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Wordmark & Symbol

Introducing Eve’s Wordmark



You can download the font here

[Download Logo](#)

Clearspace is the area surrounding the logo that should be kept clear at all times in order to ensure the logo is always distinguishable from any surrounding graphics.

The X in the following diagrams indicates the minimum Clearspace for each logo.



You can download the font here

[Download Logo](#)

Our primary color usage should always feature our primary color, Sea, along with black on a light-colored background. Secondary applications may include white on Sea, white on black, and black on white.



You can download the font here

[Download Logo](#)

Our primary color usage should always feature our primary color, Sea, along with black on a light-colored background. Secondary applications may include white on Sea, white on black, and black on white.



✗ Only use the official primary and secondary color scheme.



✗ The logo must never be skewed or rotated in any way.



✗ Don't alter the build / dimensions of the logo.



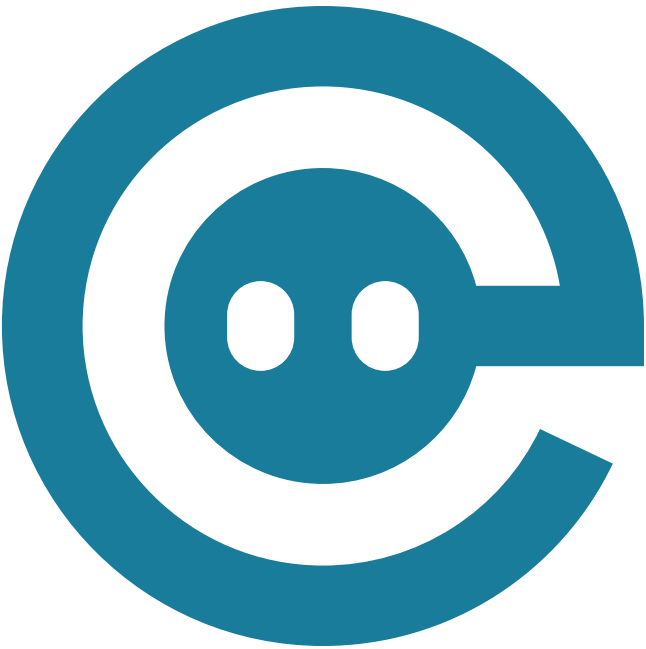
✗ Never use any effect that can alter the readability of the mark.



You can download the font here

[Download Logo](#)

Introducing Eve’s Mark

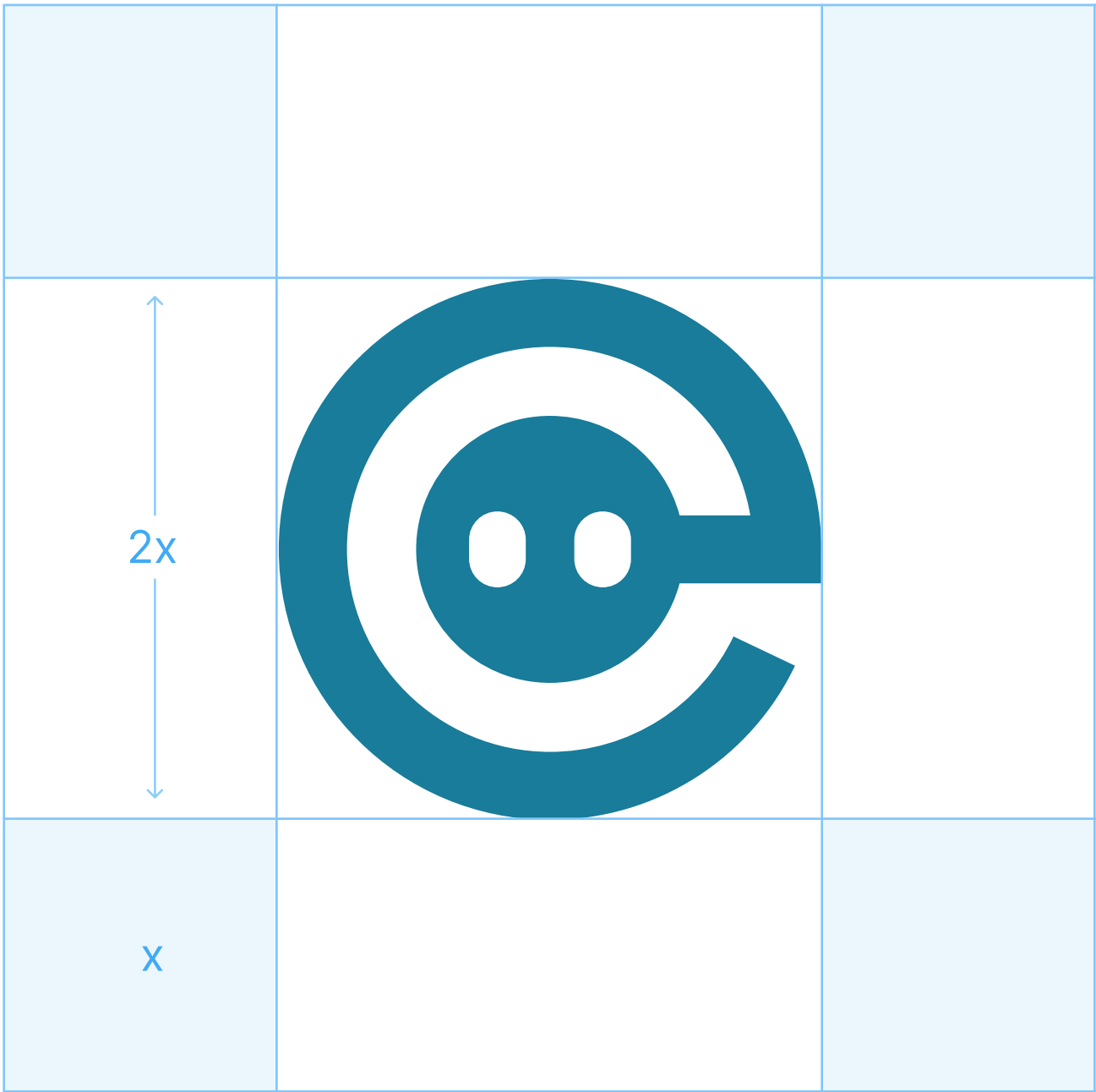


You can download the font here

[Download Logo](#)

Clearspace is the area surrounding the logo that should be kept clear at all times in order to ensure the logo is always distinguishable from any surrounding graphics.

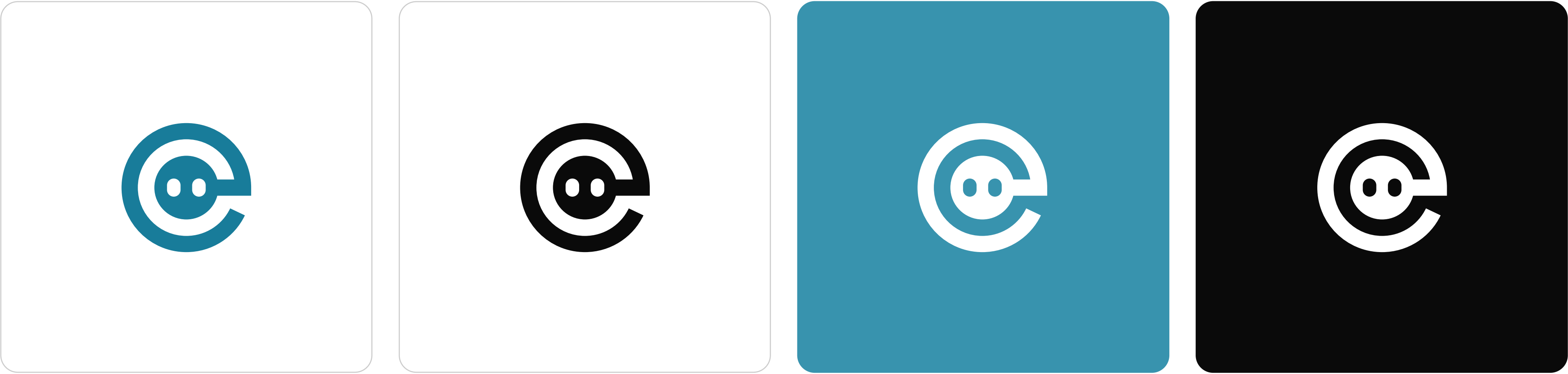
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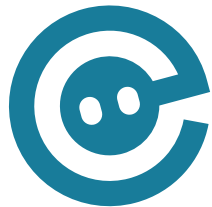
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You can download the font here

[Download Logo](#)

1. The Brand

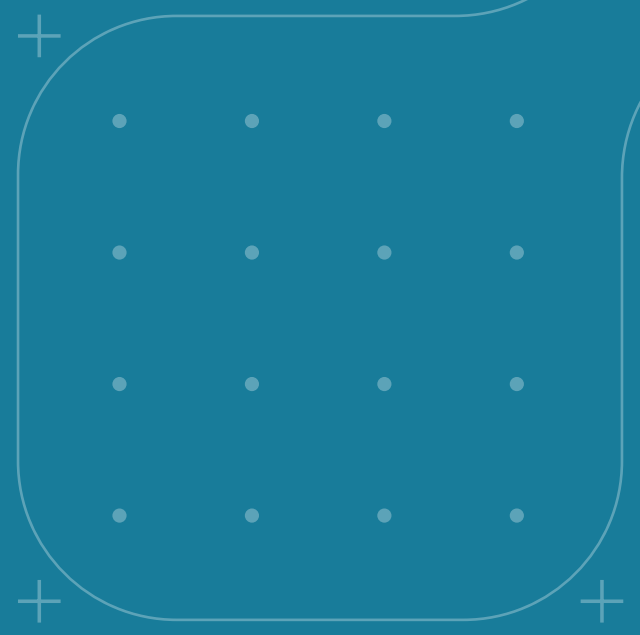
Introduction

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Typography

Manrope

Titles

We have your back
the whole way

Inter

Body

Whether you're handling Labor and Employment or Personal Injury cases, Eve supports you from intake to litigation, helping you achieve better results for your clients.

Source Serif 4

Editorial

Whether you're handling Labor and Employment or Personal Injury cases, Eve supports you from intake to litigation, helping you achieve better results for your clients.



Manrope

We use Manrope as our primary headline font across our website and marketing materials. While it can also be used within the product, its application should be reserved for select, impactful use cases.

Why Use Manrope in These Cases:

These screens are touchpoints where branding and emotion matter most, and using a headline font like Manrope reinforces the product's identity while creating a polished, user-friendly experience.

We use:

- 110% line height
- 3% Letter Spacing
- Ligatures off

Example cases

1. Login Screens
 - Purpose: Make the product’s entry point welcoming and on-brand.
 - Use: Highlight the product name, tagline, or call-to-action (e.g., "Welcome to Eve" or "Streamline Your Practice").
2. Success Screens
 - Purpose: Celebrate user achievements or completed actions.
 - Use: Display messages like "Case Added Successfully" or "Your Practice is Ready to Streamline."
3. Error Screens
 - Purpose: Provide clear, empathetic messaging for errors.
 - Use: Headline for errors such as "Oops! Something Went Wrong" or "Action Required."
4. Empty States
 - Purpose: Guide users when no data is available.
 - Use: Messages like "No Cases Yet" or "Start Building Your Practice Today."
5. Onboarding Screens
 - Purpose: Engage new users and explain key features.
 - Use: Headline for steps like "Welcome to Eve" or "Let’s Get Started."
6. Announcements/Updates
 - Purpose: Notify users of new features, updates, or changes.
 - Use: Headline like "New Feature Alert!" or "Discover What’s New."
7. Landing Pages (Inside Product)
 - Purpose: Highlight specific features or workflows.
 - Use: Headline for sections like "Manage Cases Seamlessly" or "Automate Your Workflow."
8. Confirmation Modals
 - Purpose: Confirm significant user actions.
 - Use: Headline like "Are You Sure?" or "Action Confirmed!"
9. Dashboard Highlights (Occasional Use)
 - Purpose: Draw attention to key metrics or insights.
 - Use: Header for a prominent callout, e.g., "This Month’s Wins."
10. Celebratory Screens
 - Purpose: Reward milestones or key achievements.
 - Use: Messages like "Congratulations!" or "You’ve Reached a Milestone."



You can download the font here

[Download Font](#)

1. The Brand

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To maintain the integrity of your brand, it is essential to adhere closely to the guidelines for typography usage. Consistent typography strengthens brand recognition, reinforces brand personality, and helps convey your message with clarity. By following these guidelines—such as using the correct typefaces, font sizes, weights, and alignments—you ensure that all brand communications appear cohesive and professional. This attention to detail not only enhances readability but also builds trust with your audience, reflecting the brand's commitment to quality and consistency across all platforms.

Typography - Primary

From intake to litigation
– and everything
in between

✔ The max weighting should be Medium for headline usage

From intake to litigation
– and everything
in between

✘ We should not use bold and stick to the style-guide recommendation. Never mix two weights together for the headline.



Inter

Inter serves as our primary secondary font and the cornerstone of our product typography. Known for its versatility and readability, Inter ensures a seamless and intuitive user experience, maintaining a clean and professional aesthetic across all product interfaces. This font strikes the perfect balance between functionality and modern design, embodying our brand’s commitment to clarity and accessibility.

We use:

140% line height
-1% Letter Spacing
Regular, Medium preferred while bold can be used if needed

You can download the font here

[Download Font](#)



Source Serif 4

Source Serif 4 is our go-to serif typeface, bringing warmth, structure, and refinement to our brand communications. Designed for legibility and elegance, it pairs historical inspiration with contemporary clarity, making it ideal for editorial content, long-form reading, and moments where a touch of tradition is needed. With its range of optical sizes and weights, Source Serif 4 adds depth and sophistication while maintaining consistency across mediums.

We use:

160% line height
0% Letter Spacing
Regular, Medium preferred while bold can be used if needed



You can download the font here

[Download Font](#)

1. The Brand

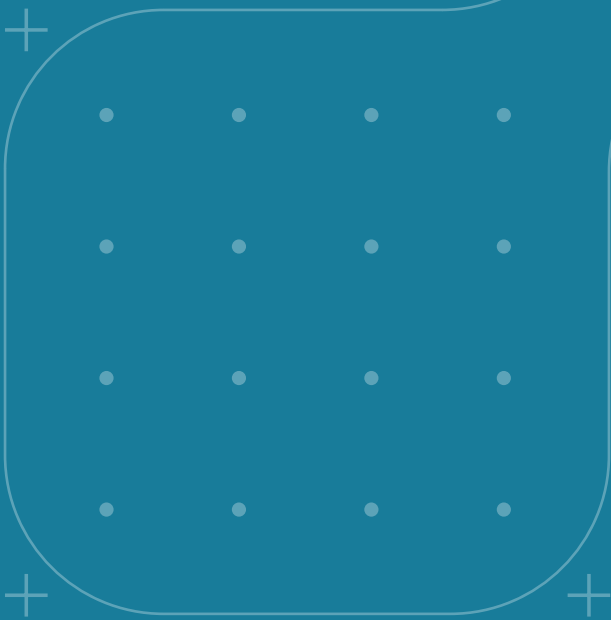
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Primary Colors

The following colors represent the core color palette for all our communications.

White

#FFFFFF

Black

#0A0A0A
CMYK: (0, 0, 0, 96)

Sea

#187C9B
CMYK (67, 8, 14, 7)
PANTONE 632 CP

Salmon

#FB977C

Mint

#B5E3D8

Lilac

#A98BC5

Navy

#2F3A56

Sand

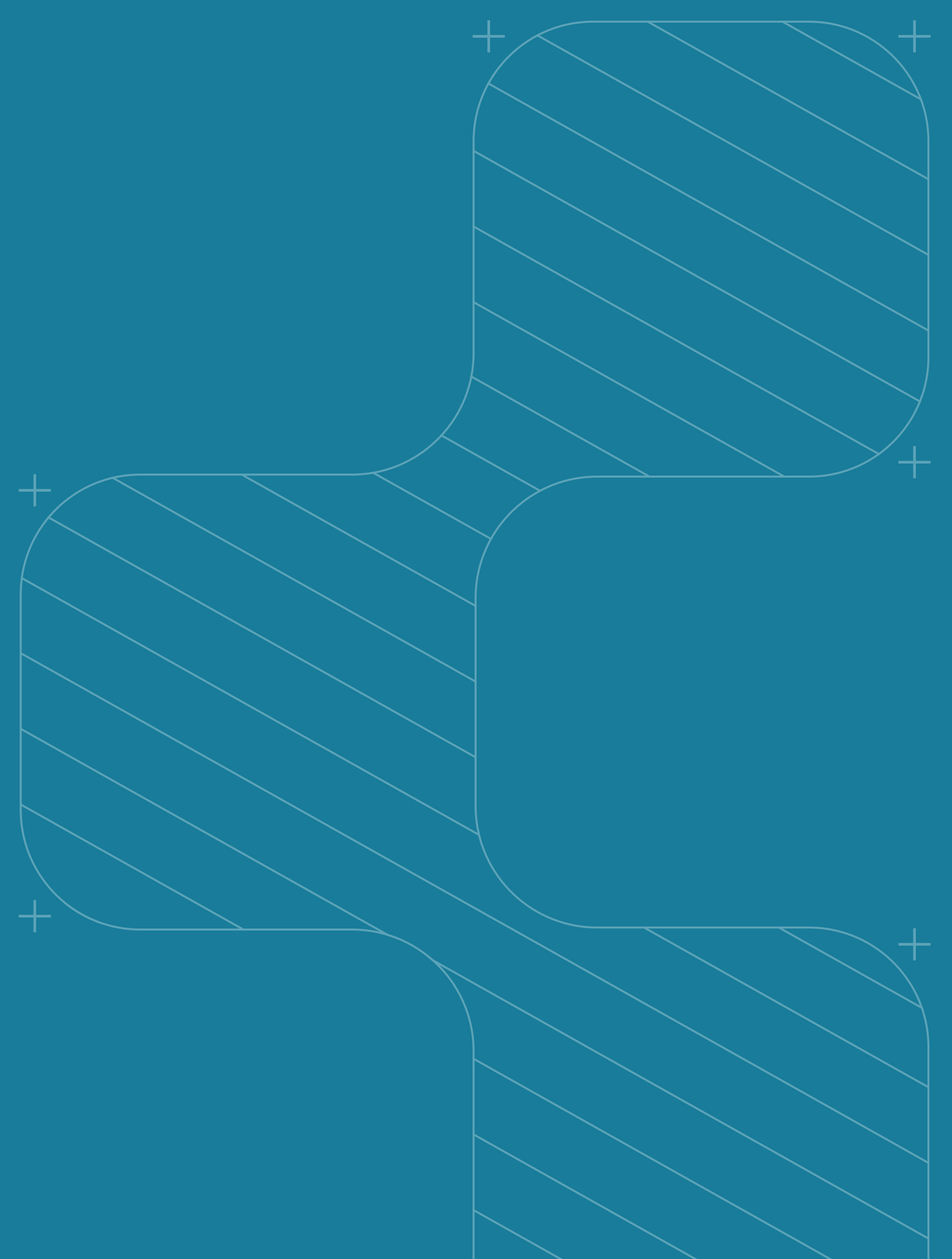
#F5EDE2

Our primary colors embody the core essence of our brand. We use Sea to emphasize key highlights and calls to action, while the others serve as complementary accents to capture attention.

Black and white form the foundational elements that structure and ground the brand's visual identity.



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Secondary Colors

Secondary Colors

#1C2A39

#E6D9C8

Sea

#187C9B

Mint

#B5E3D8

Salmon

#FB977C

Lilac

#A98BC5

Navy

#2F3A56

Sand

#F5EDE2

Black

#0A0A0A

#6DB1C1

#D5F0E9

#FBBFA7

#CBB1DD

#55637B

#EDE6DA

#333333

#C7E3EB

#E0EBE3

#FDE2D8

#EDE3F4

#7A8CA0

#F1EFE8

White

#FFFFFF

Our secondary palette extends from our 8 primary colors, creating a harmonious spectrum that provides flexibility while maintaining brand consistency. These colors are derived directly from our primaries, ensuring visual cohesion across all applications. Use secondary colors for accents and supporting elements to add depth and variety without straying from our core identity.



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Background Colors

1. The Brand

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Wordmark & Symbol

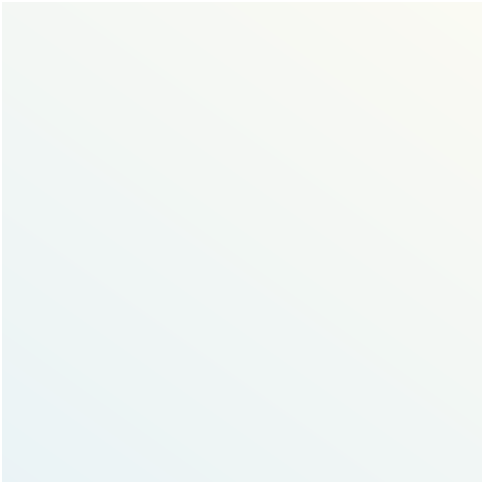
Typography

Colors

Background Colors



Signature Gradient # 1C2A39 to # 187C9B



Limited Gradient # EBF4F6 to # FFFCF2

Alongside white, our color system incorporates two gradients designed to enhance both the primary and secondary palettes. These gradients serve a dual purpose: they provide a cohesive backdrop that highlights key content while reducing visual fatigue.

By applying these colors strategically to large-format areas, such as background sections or containers, we create a sense of structure and balance within the layout. This approach introduces subtle contrast, guiding the eye naturally across the page without overwhelming the viewer.



Thank you

