

# ELUSIV

Brand Guidelines

# ELUSIVE adj.

difficult to find, catch

## **The Elusive Are About to be Caught.**

So often cases across America are left unsolved because of the amount of cases with lack of man-power. We're calling on the true crime lover, the crime junkie who watches documentaries on a Saturday night before bed. We're calling those who want to make a difference for real families looking for real answers about their loved ones.

We are putting the spotlight back on the victims and their families to find them resolution and justice. With the true crime phenomenon growing, more at home detectives are finding themselves fascinated with true crime. Each month we send out all we know about an open or cold case in hopes of finding the right tips to lead us to an answer. The more detectives, the more tips, the closer we get to solving a crime.

Because the elusive can't stay hidden forever, and they're about to be caught.

# Logo Treatment

The Elusiv logo should be recognizable and visible on all brand materials. To insure proper contrast and visibility, use black and white versions of logo when necessary. Only use logo in approved brand colors.

Do not stretch or compress logo. Make sure the complete logo is always used.

When applied on patterned background, logo may be at an opacity lower than 100%, but must always be above 75% to ensure proper visibility.

ELUSIV

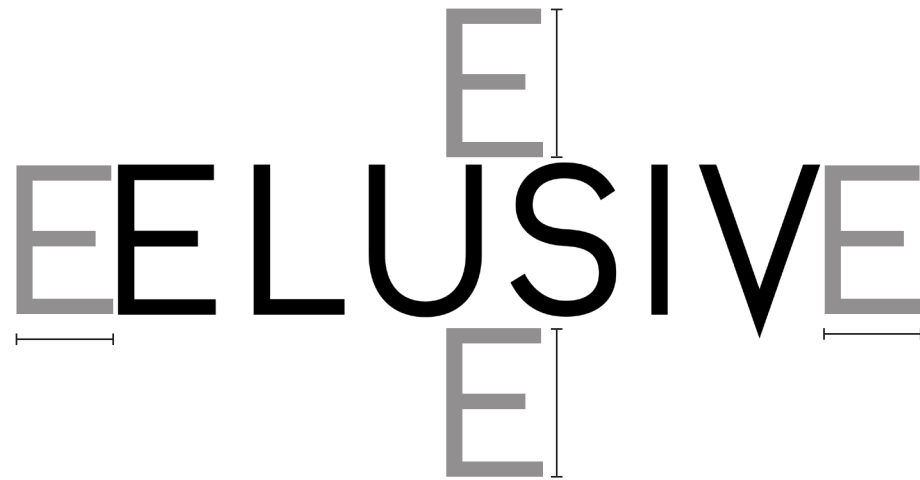
ELUSIV

ELUSIV

ELUSIV



Safe zone around logo mark is the width of E. No design element or typography should impede this safe area. At least this amount of space should be left between the logo and the edge of a page.



Never add effect to logo mark. Do not add drop shadow or outline to brandmark.

Consider choosing a different color logo to improve visibility and contrast against background.



Never allow opacity to be below 75% due to lack of visibility. Only use lower than 100% when on top of pattern.

Make sure logo is always visible against background, between 75%-100% opacity.



Never stretch or compress logo mark. Always make sure logo is used in the proper proportions.

If logo looks stretched or compressed, consider re-inserting the image into your document.

# Color Palette

The primary color palette is a set of icy cool blues. We want this palette to evoke a feeling of cold, evoking the cold cases we are focusing on.

Cold and Prints are the two main colors used in the brand. Others should be used to emphasize contrast.

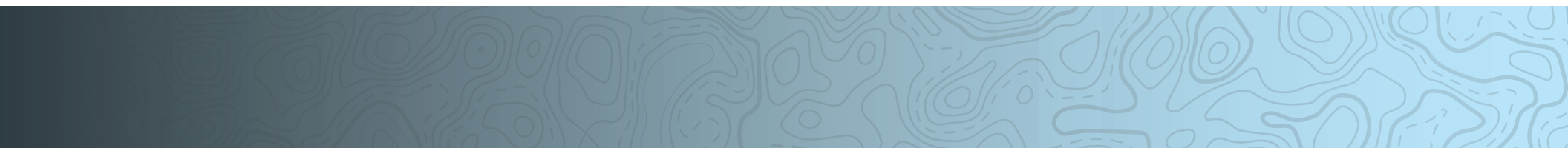
The secondary color palette is to be used sparingly throughout the brand assets. These colors are used to resemble case files and folders.



Gradient is used with the brand pattern only. No other colors should be combined to create a gradient. Cold and Prints are approved for use in gradient for background and other design elements.

<b>Cold</b> RGB 185, 229, 251 CMYK 25, 0, 0, 0 HEX #b9e5fa	<b>Prints</b> RGB 43, 58, 65 CMYK 80, 63, 56, 49 HEX #2b3a41	<b>Doe</b> RGB 83, 106, 119 CMYK 71, 50, 42, 15 HEX #536a77	<b>Vintage Black</b> RGB 38, 38, 38 CMYK 71, 65, 64, 69 HEX #262626
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<b>Manilla</b> RGB 242, 222, 166 CMYK 5, 10, 40, 0 HEX #f2dea6	<b>Dusty</b> RGB 190, 168, 133 CMYK 27, 31, 51, 0 HEX #bea885	<b>Evidence</b> RGB 90, 74, 51 CMYK 52, 57, 78, 43 HEX #5a4a33	<b>Paper</b> RGB 243, 241, 239 CMYK 3, 3, 4, 0 HEX #f3f1ef
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# Typography

Main titles should be in all caps, while headers and body copy should be in case caps.

Main headers are a rare occurrence, usually only in titles that have more importance than a headline ex. article title and logo

Klima - Regular

**Klima - Bold**

Sofia Pro - Regular

MAIN TITLES

## Headers

Body Copy Illatis molest, samet eossequ atestioreium quo is ut hario. Ciant Body Copy Illatis molest, samet eossequ atestioreium quo is ut hario. Faccusdaerrum ullabor umento consent et rerchitamet et qui ut omnim iligend igent, que maxim fugitas explabo rporporatur simus aut ipit enimus adissunt qui sa cum autamus, officiet facessum que dolecea quodiscil magnimin cuptatur rae.



# Case & Alignment

Generally, typography in the Elusiv brand is seen in case caps. The only exception to this is the logo and overarching titles or accent typography.

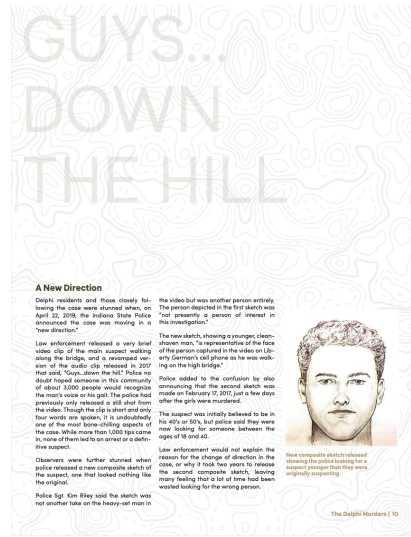
The logo should always be represented in all caps (see logo treatment). Accent text like quotes introducing an article can also be seen in all caps as can the title of the main publication of each edition. Body text and smaller titles should never be all caps in order to retain readability.

In pieces that contain a large amount of body copy, they should remain justified. This keeps the page clean and organized.

Titles should be positioned centered horizontally and just above centered vertically. Do not place titles at the very top or very bottom of the page.

Generally, typography in the Elusiv brand is seen in case caps. The only exception to this is the logo and overarching titles or accent typography.

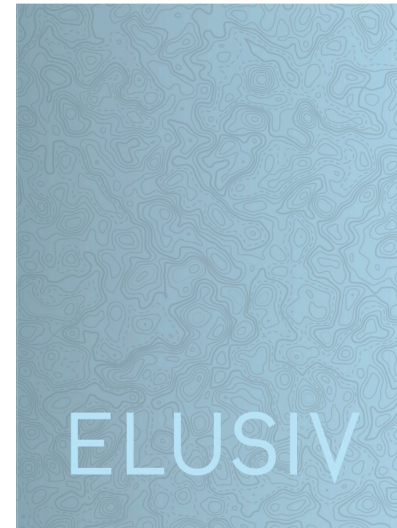
⊗ Avoid large gaps between words.



✓ Large accent type shown in all caps.

GENERALLY, TYPOGRAPHY IN THE ELUSIV BRAND IS SEEN IN CASE CAPS. THE ONLY EXCEPTION TO THIS IS THE LOGO AND OVERARCHING TITLES OR ACCENT TYPOGRAPHY.

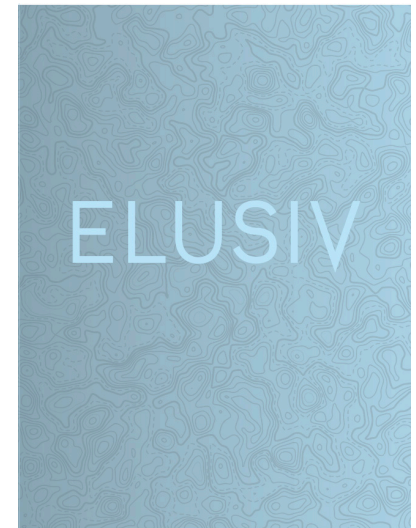
⊗ Body copy should not be displayed in all caps.



⊗ Titles should not be placed at the bottom of a page.

Generally, typography in the Elusiv brand is seen in case caps. The only exception to this is the logo and overarching titles or accent typography.

⊗ Body copy should be justified and avoid drastic ragged edges.



✓ Titles should be placed in the center horizontally and just above center vertically.

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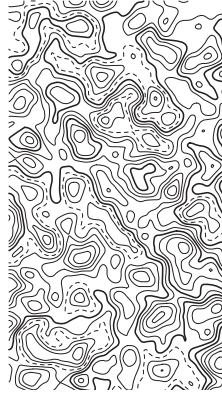
✓ Body copy is justified, case caps and evenly spaced.

# Pattern & Iconography

The pattern is meant to represent a topographical map while also hinting at a finger print.

The map can be utilized across all media in the brand, but should not saturate items too much. It is meant to be an accent to help tie things together.

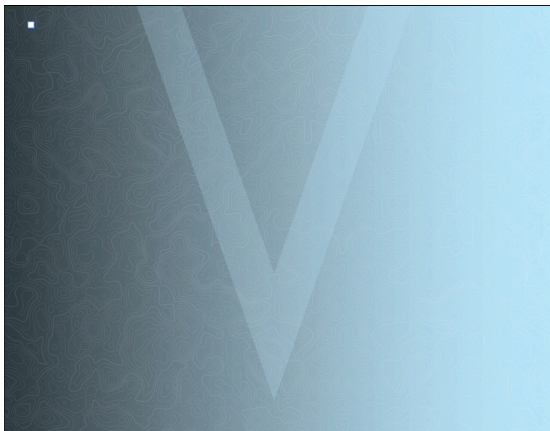
The V is the alternate to the brand mark. It should not be used layered with the main brand mark.



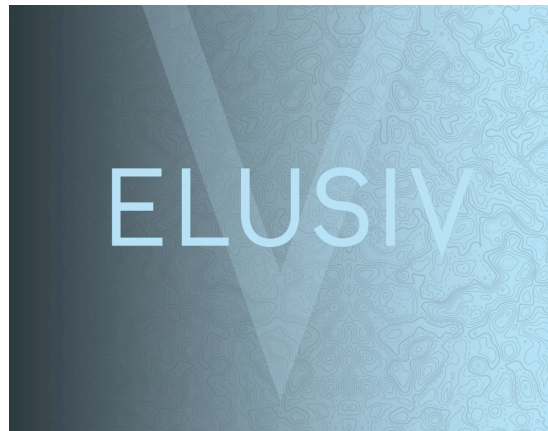
When possible, the stroke of the pattern should be in a darker color than the background, but no darker color is available in the brand, it is ok to use a lighter one, however it should never be in black or white.



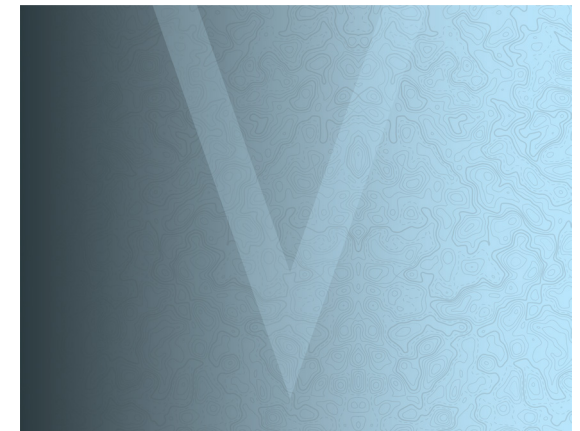
The V is most commonly seen on the back of various print pieces. It can be utilized in any of the brand colors, but should always be used at 25% opacity.



When placing the pattern over blue gradient and light blue colors make sure to use a dark stroke color.



Do not use the V element layered with the logo. These elements should always be shown separately.



Using the darker stroke color on the gradient background, with the V at a proper opacity.





# Brand Voice

The Elusiv brand is a resource dedicated to finding real families and victims the resolution they have been searching for. The voice of the brand should reflect this in a sophisticated and respectful way.

While it is fun for a lot of subscribers to receive this package and look for clues, it is important to keep in mind that real people are effected by the content of each edition.

The voice of the brand should be authentic and real, due to the factual nature of the stories involved, yet still fun and interesting for those subscribing. Finding a balance here is where the Evasiv brand is most successful and true to it's values.

resource

INTERACTIVE

factual

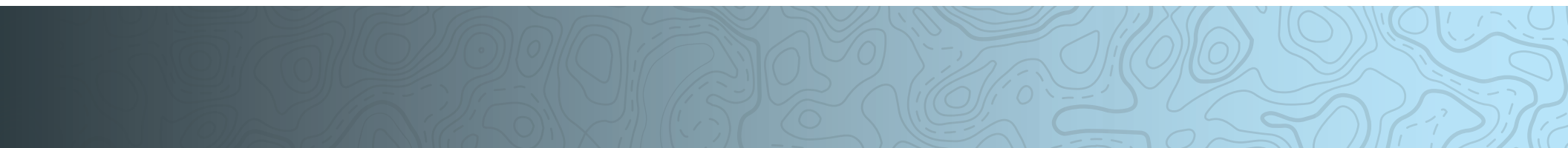
interesting

REAL

authentic

SOPHISTICATED

RESPECTFUL dedicated



# Usage Examples



**Packaging**





# WELCOME TO ELUSIV

**The Elusive Are About to be Caught.**  
So often cases across America are left unsolved because of the amount of cases with lack of man-power.

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THE ELUSIVE MATTERS INTO  
THEIR OWN HANDS  
The Elusiv app to connect, submit tips,  
and communicate with other users.



Welcome Card



## Publication Cover & Spread



**Victim Card**



**Map**

