

BRAND GUIDELINES ÉVOQUE

BRAND OVERVIEW

Évoque is a bold, high-performance beauty brand built on precision and luxury. Every product is crafted to enhance natural beauty with the highest quality ingredients, backed by the latest in beauty innovation. Our line fuses cutting-edge science with sleek design, creating more than just beauty products — it's a revolution in self-expression.

We believe in delivering results, not just promises. Évoque is for those who demand more — more from their skincare, more from their makeup, and more from the experience. The packaging exudes refined minimalism, while inside, each formula is meticulously engineered to deliver visible transformations.

The image shows the 'Évoque' brand logo in a large, white, serif typeface. The logo is centered on a textured, burnt-orange background. In the lower-left corner, there is a close-up of a piece of jewelry, possibly a ring or a bracelet, with a smooth, rounded, golden-brown finish. The lighting is soft, creating subtle highlights and shadows that emphasize the textures of the background and the jewelry.

Évoque

LOGO OVERVIEW

The Évoque logo strikes a balance between modernity and strength. While it maintains a sophisticated feel, we intentionally avoided an overly elegant design to keep the brand’s bold, charismatic, and straightforward character at the forefront. The sleek, minimalist lines and strong typography reflect our modern twist, ensuring that the logo stands out without compromising our unapologetic approach to luxury and innovation. It’s a design that conveys both sophistication and strength, embodying Évoque’s commitment to high performance and uncompromising quality.



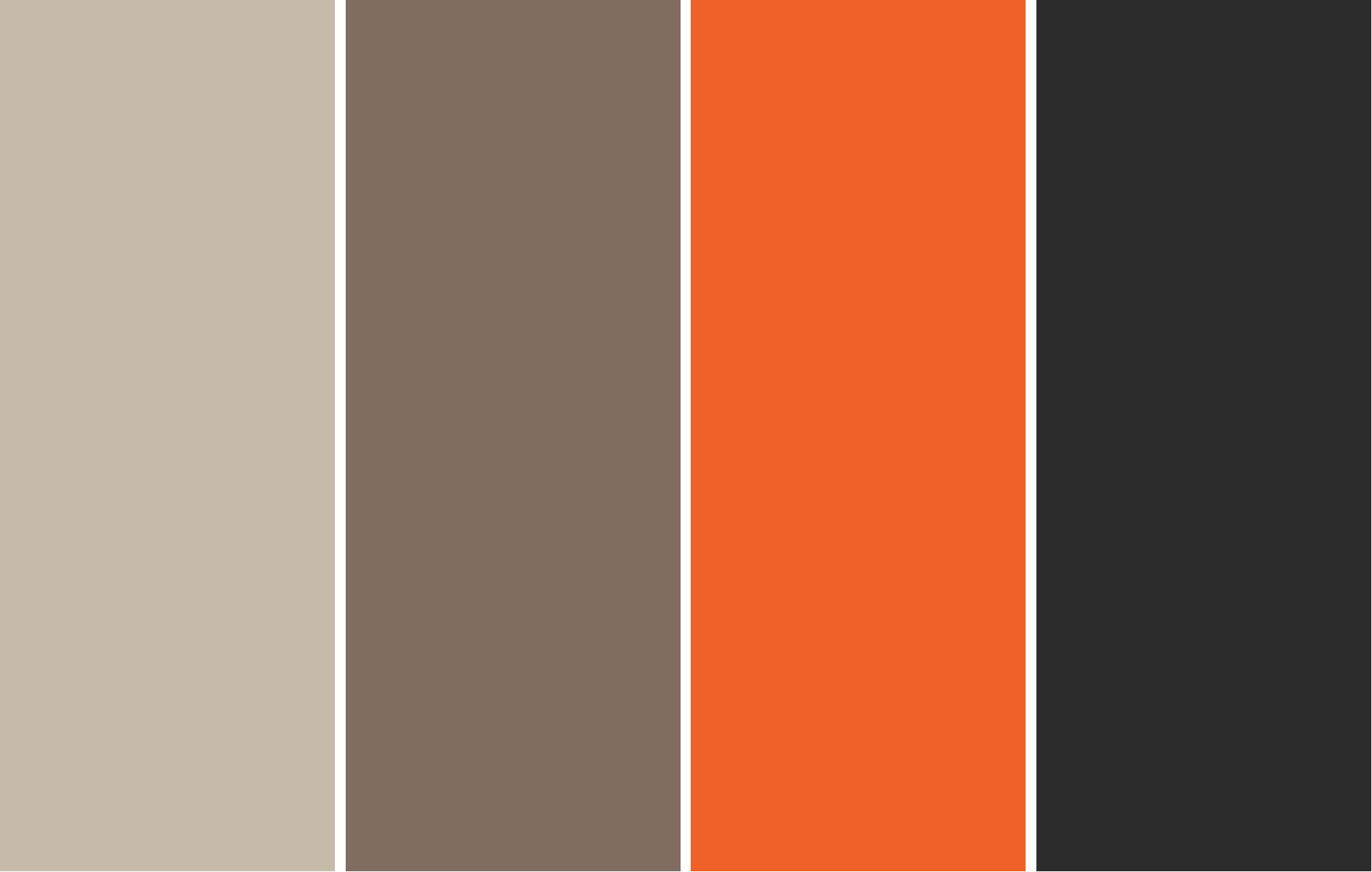
évoque

SECONDARY LOGO

The stylized "é" logo embodies Évoque's essence in a bold, minimalist form. Clean and modern, it reflects the brand's strong, charismatic spirit. While sleek and understated, this logo exudes the same sophistication and confidence as the full brand logo. Ideal for smaller spaces or a more subtle representation, the "é" logo aligns with Évoque's commitment to high performance, innovation, and uncompromising quality.



é



Color 1	Color 2	Color 3	Color 4
HEX	HEX	HEX	HEX
RGB	RGB	RGB	RGB
CMYK	CMYK	CMYK	CMYK
LAB	LAB	LAB	LAB
NAME	NAME	NAME	NAME

BRAND COLORS

Évoque’s color palette is a blend of sophistication and youthful energy, perfectly reflecting the brand’s bold, modern spirit. The deep, luxe orange is warm and inviting — serious enough to feel high-end, yet playful and fresh, making it a color that stands out without shouting. It’s a hue that speaks to confidence and aspiration, capturing the essence of Évoque’s vibrant energy.

The timeless black adds a touch of authority, while the rich mocha grounds the palette in elegance. To keep things feeling light and approachable, we chose a soft mocha beige instead of a typical white — creating a warm, welcoming balance. Together, these colors evoke a sense of dynamic luxury — bold, fresh, and full of life.

TYPOGRAPHY

Évoque’s typography reflects modern elegance and bold sophistication. The primary typeface features clean lines and subtle details that highlight the brand's high-end character. Contemporary yet timeless, it captures Évoque’s balance of cutting-edge beauty and classic luxury.

The secondary typeface complements the main font with its simple, sans-serif design, enhancing readability and modernity while maintaining the brand's strong, charismatic vibe.

DM SANS

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DM SANS

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BAHNSCHRIFT

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HEADER

REGULAR

SUBHEADER

Italic

BODY TEXT

Extra Light

BRAND COLLATERALS





ÉVOQUE

BRAND GUIDELINES

STRONG
MOISTURE BOOST SERUM
90 ml / 3 OZ NET WT

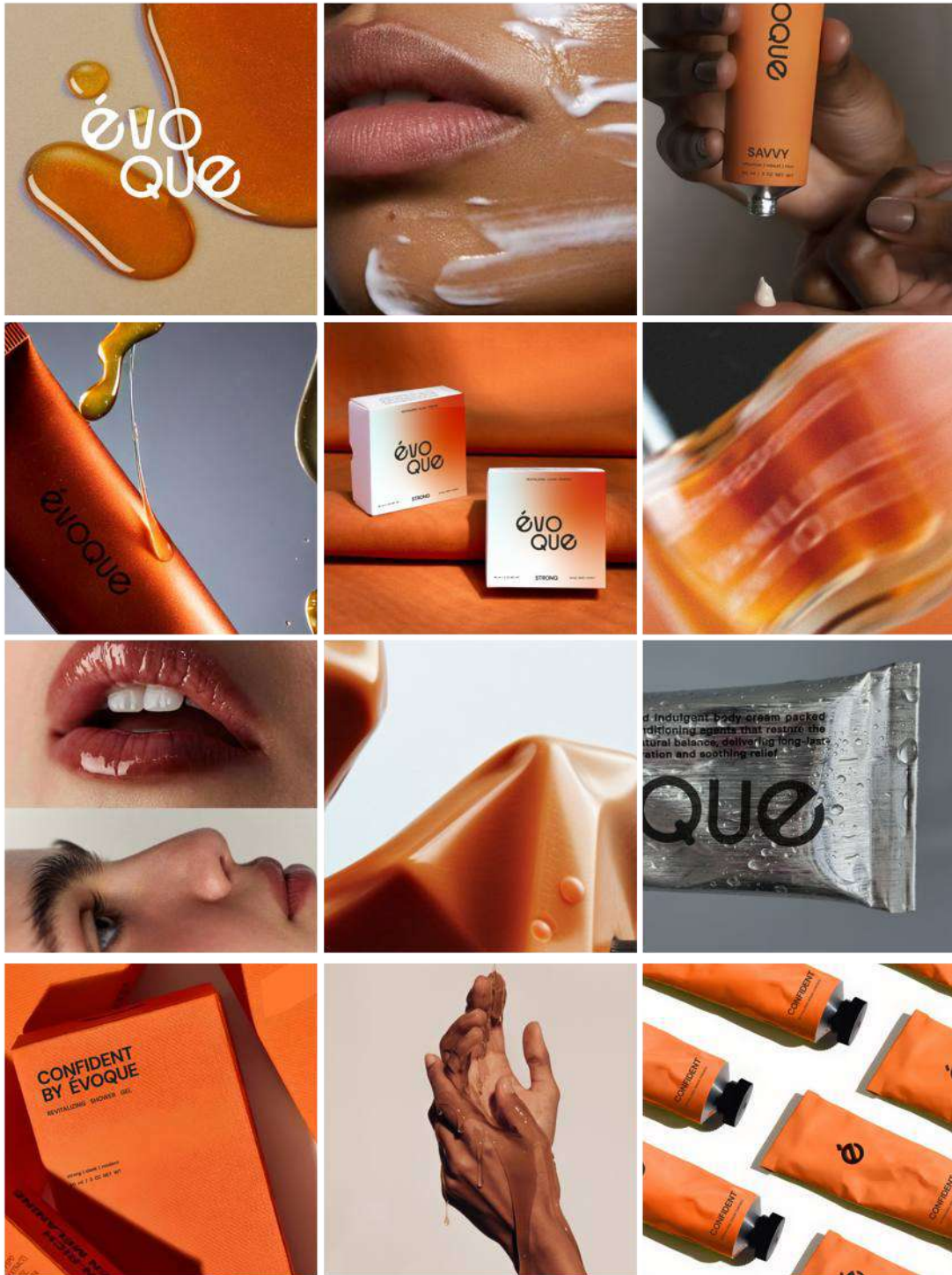
BEAUTY LINE

BRAND IDENTITY









DIGITAL PRESENCE

Our approach ensures a seamless and cohesive digital presence across all platforms. By aligning Évoque’s branding with social media, website, and other digital touchpoints, we create a unified identity that amplifies brand’s message and strengthens recognition. From visuals and tone to user experience, every detail will reflect brand's essence, ensuring consistency and impact at every digital interaction.

PREMIUM BEAUTY BRAND ÉVOQUE