

evocaBANK

BRANDBOOK

Evoca brand is one of the Bank's most important assets. Evoca brand guide is a collection of all the rules and methods of use that, when followed, allow for the best possible presentation and preservation of the brand's core concept. The guide clearly defines the logo's size adaptations, its correct and incorrect usage, its combination with other logos, the corporate typeface and color palette, the visual identity, and the corporate standards.

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PART 1

Verbal Identity

Logo

Colors

Typography

Graphics

Look & Feel

Social Media Appearance

Brand In Use

This section defines the brand’s verbal foundation—its mission and vision, core values, approach to corporate social responsibility, and key messaging elements such as the tagline and tone of voice.

Together, these components shape how the brand speaks and is perceived, ensuring that every message aligns with its identity: modern, transparent, and forward-thinking.

VERBAL IDENTITY

Evocabank provides fast, simple, innovative services and stands out by active use of the latest information technologies.

Our focus is on developing mobile services.

We work in mobile-first format, taking into account the convenience of using it via app first when designing a new service.

The world is becoming digital, and we are ready to lead it.

ABOUT EVOCA

To be the most innovative and progressive commercial bank in Armenia whose services will be available online without visiting the Bank.

VISION

To deliver financial services with extensive application of the latest technology in fast, simple and convenient way operating in mobile-first format. We continuously improve our services, making lives of people more comfortable.

MISSION STATEMENT

HONESTY

We build honest relationships with everyone.

INNOVATIVENESS

We are continuously introducing and applying innovations to offer customers the best solutions of the latest technologies.

RELIABILITY

We are stable and reliable for both our customers and partners.

TRANSPARENCY

We are open and transparent to public, at the same time we keep confidential the information on clients banking and trade secrets.

CUSTOMER CONFIDENCE

We place customers at the center of our activities; we appreciate and take care of our customers' trust.

COMFORT

We strive to improve the lives of our customers making them more comfortable.

BUSINESS IMAGE

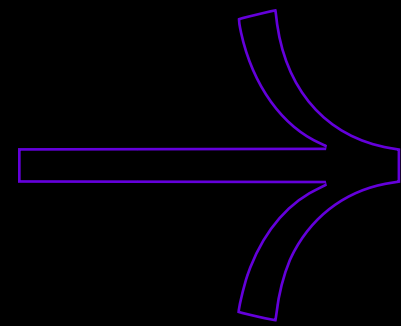
Impeccable reputation is our most valuable and irreplaceable asset.

TEAM SPIRIT

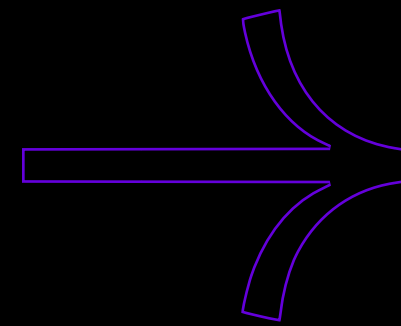
We have formed the best team to ensure the best services for our customers.

MAIN VALUES

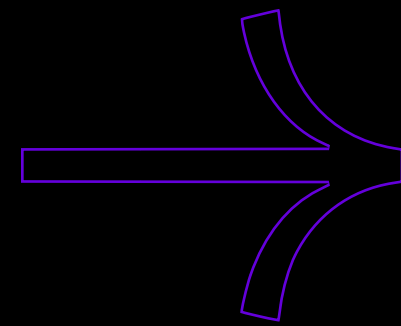
The Bank will provide ongoing support to various groups and public initiatives in the following areas:



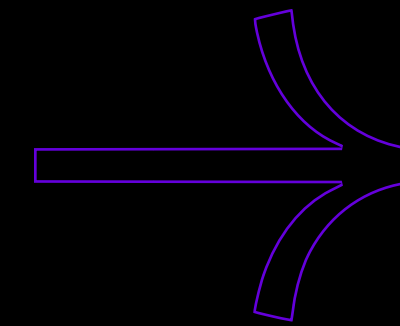
Development of the latest technology, innovative initiatives, startups,



Educational, scientific and cultural initiatives of the youth,



Initiatives of major public importance,



Most vulnerable groups of the society, in particular, children without parental care or kids with special needs.

CORPORATE SOCIAL RESPONSIBILITY

The brand's tagline is a concise expression of its identity, values, and promise. It serves as a memorable phrase that captures the essence of the brand and communicates it in a clear, impactful way.

Used consistently across communication channels, the tagline reinforces the brand's positioning and strengthens its emotional connection with the audience.

**TOWARDS A
NEW REALITY**

**TOWARDS A
NEW REALITY**

**ԴԵՊԻ ՆՈՐ
ԻՐԱԿԱՆՈՒԹՅՈՒՆ**

**ԴԵՊԻ ՆՈՐ
ԻՐԱԿԱՆՈՒԹՅՈՒՆ**

**BRAND
TAGLINE**

PART 2

Verbal Identity

Logo

Colors

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Brand In Use

LOGO TYPE

The word "evoca" in a lowercase, sans-serif font, with the letter 'v' highlighted in a vibrant purple color.The word "evoca" in a lowercase, sans-serif font, rendered in white against a solid black background.

Understanding the logo's anatomy ensures consistency and accuracy in its application across all brand touchpoints.

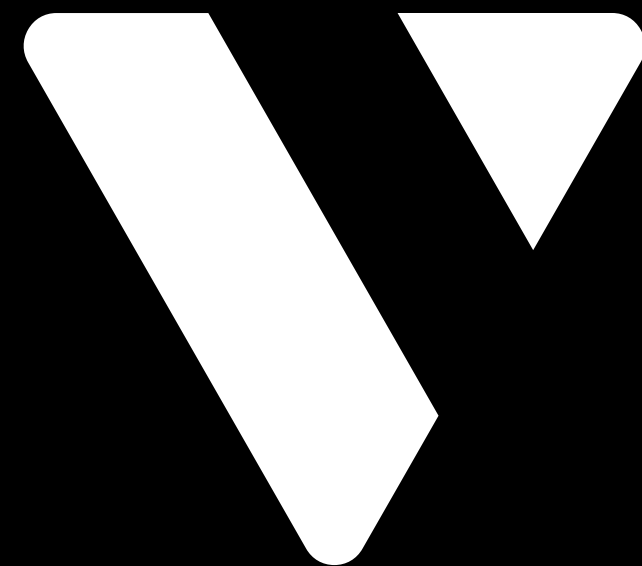
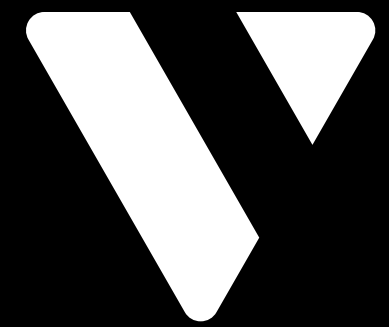
The Bank's logo is comprised of the word "evolution" and is likened to the word "evoke".



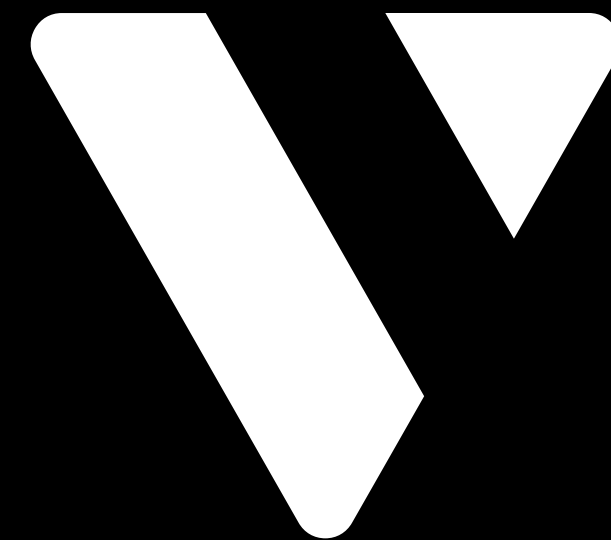
The second -«V»- letter is portrayed from an equilateral triangle with curved angles and is similar to an arrow pointing rightwards and upwards, symbolizing the Bank's aspiration to move forward.

evoca

evocaBANK



evocaBANK



evoca

Evocabank logo mandatory is used in financial, formal publications. In other ordinary, non-formal, day-to-day publications Evoca logo is used.

Minimum allowable
size for digital:

Width 72 px
Height 54 px

72px

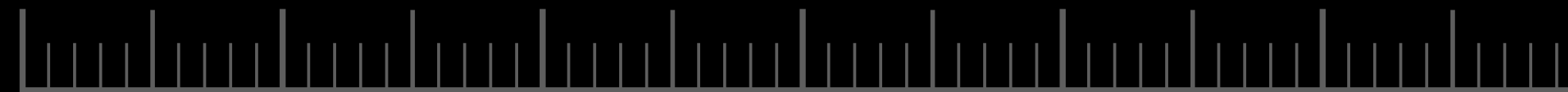
evoca

Minimum allowable
size for print:

Width 0.5 in
Height 0.375 in

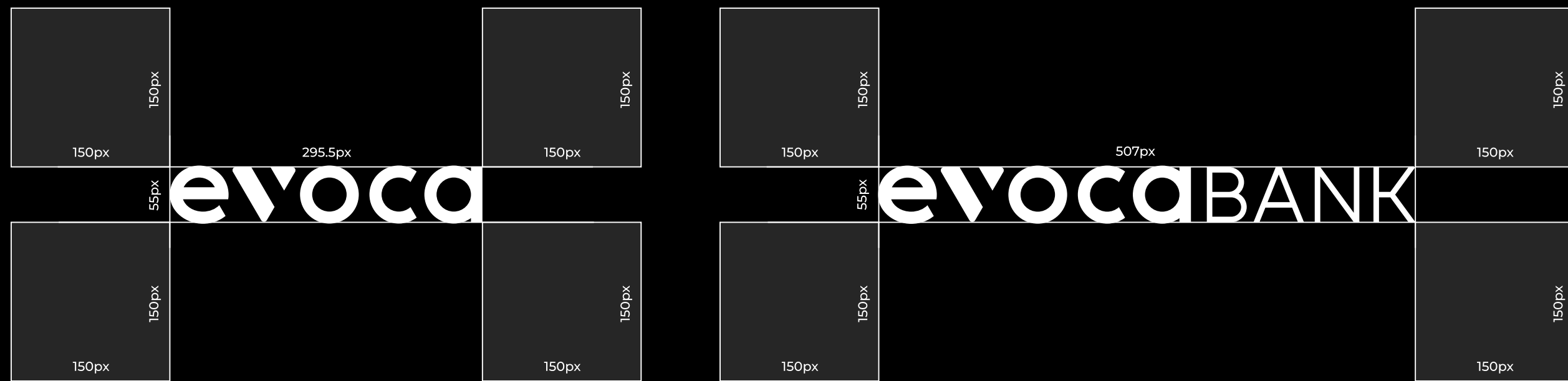
evoca

evoca

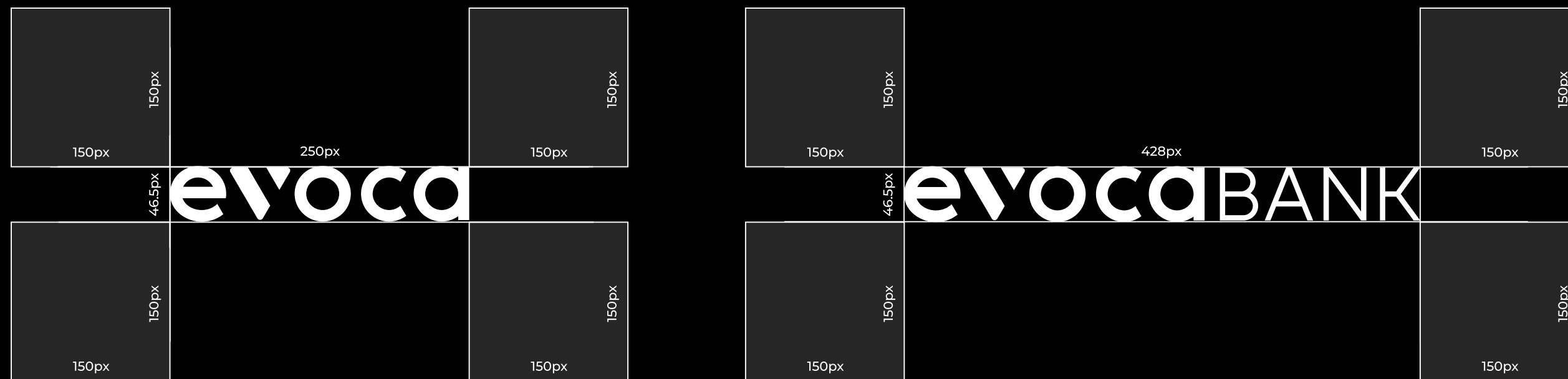


A minimum size is determined to ensure the logo will produce accurately, retaining sufficient detail and legibility.

FB (2388x2000)



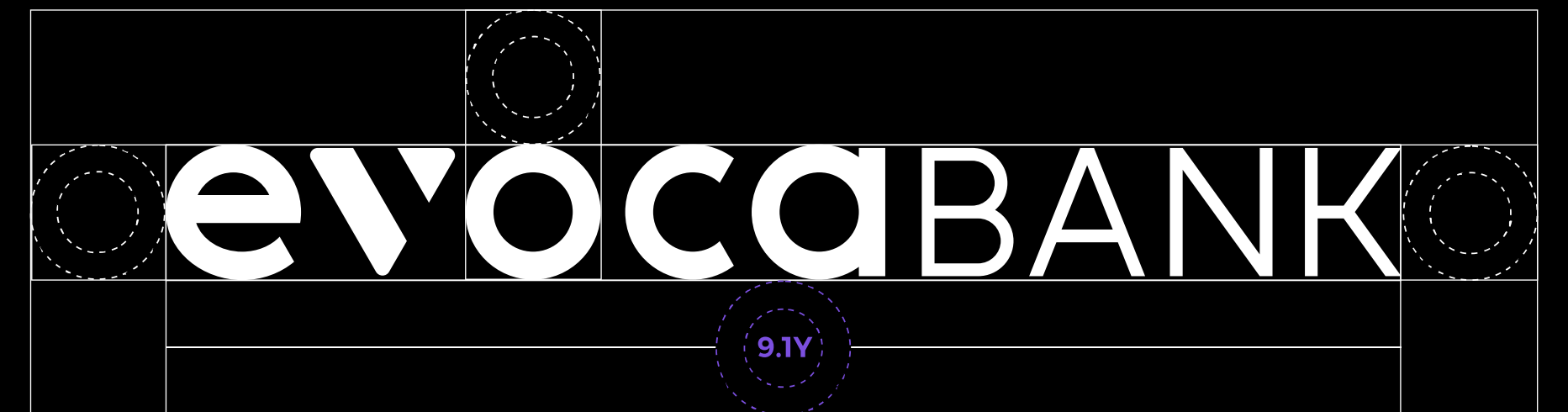
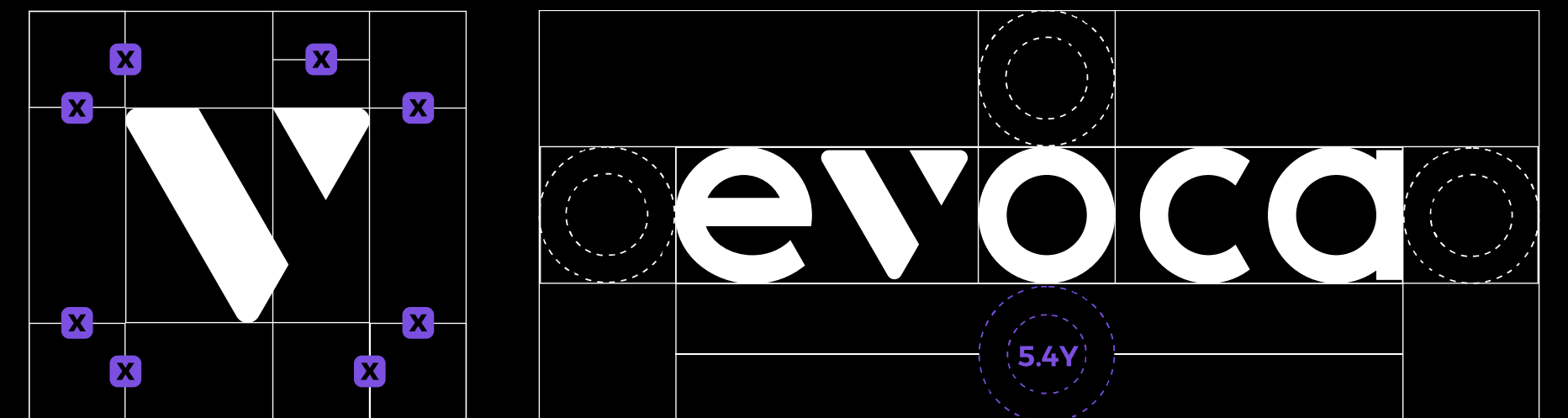
INSTA (2500x2000)



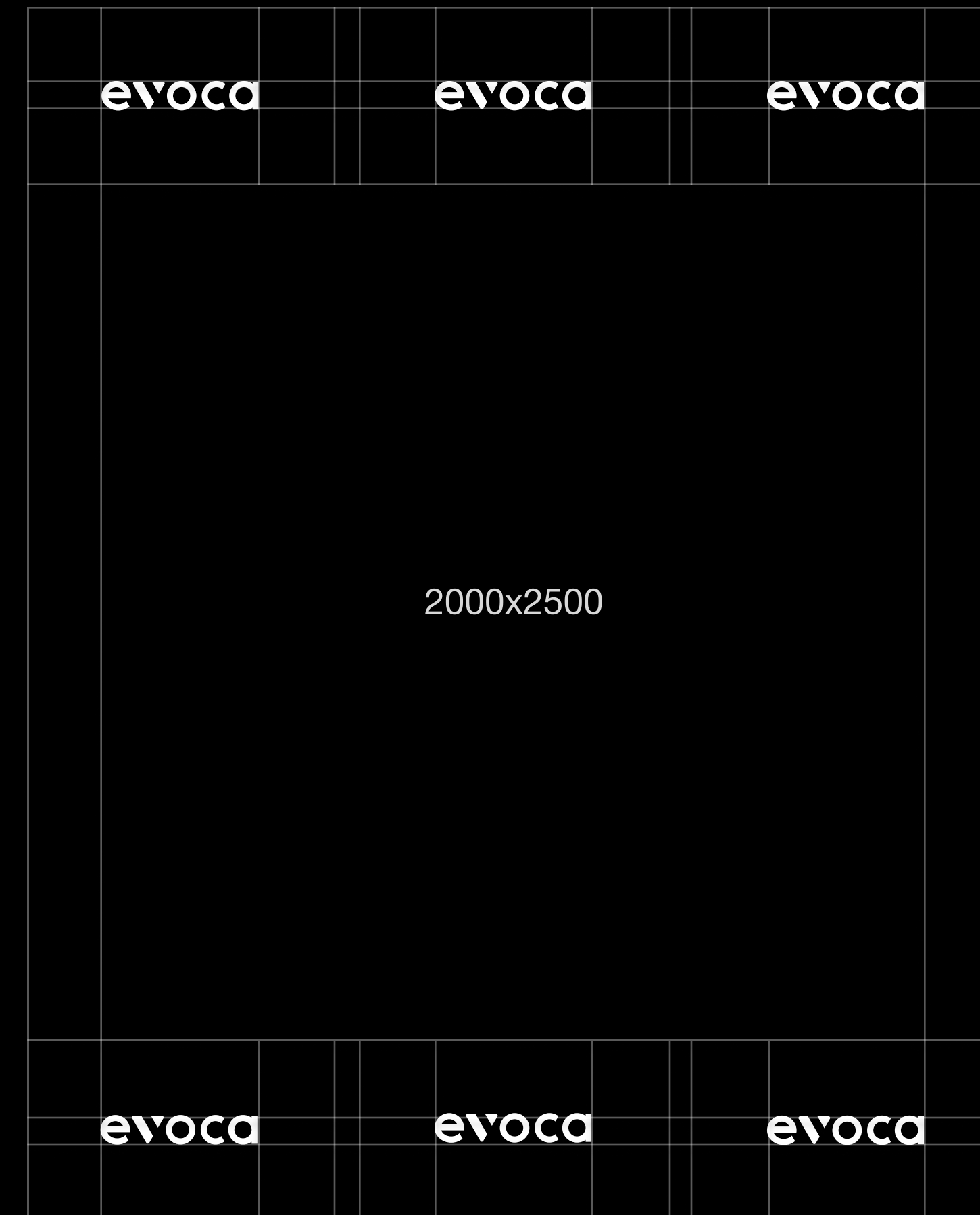
Other cases

Below is presented the dimensions placement ratio of the logo elements expressed by **X**. **X** is the width of the correct logo particle "V". "V" logo distance must be X from the edges of any object.

For the Evoca and Evoca bank logos, we use the **Y** unit of measurement, which is the diameter of the circle of the letter "O". In this case, the distance of the logo from the edges of any object must be Y.



The clear space defines the absolute minimum amount of white space around the logo. The clear space surrounding our logo must be 63% the scale of the logo. In most cases, the logo should be given more room to breathe.



All logos should look visually equal in size. If the co-brand logo has a different aspect ratio to the Evoca logo, it should be scaled up or down so that the two logos feel optically balanced.

evocaTOUCH

With EvocaTOUCH, users can have 24/7 access to their finances, get a loan, make investments, and perform fast and secure transactions from anywhere in the world, at any time. Use the EvocaTOUCH app with the latest mobile technologies currently available!

evocaINVEST

Evocabank's new digital product, the EvocaINVEST investment app, enables our clients to buy and sell securities, shares, fund shares (ETFs), and bonds in the financial markets of more than 20 countries (USA, Europe, Asia) without visiting the bank. With Evoca, you can generate new income!

evocaTEAM

EvocaTEAM is the communication platform for Evocabank's management and employees, where everyone has the opportunity to share their work achievements, get to know new teammates, and follow the Bank's news. Working at Evoca is fun, and every day is filled with innovation!

evocaDIBRARY

EvocaDIBRARY is a coworking space featuring over 300 books, both classic and contemporary. Here you can read, work, and enjoy free hospitality. At EvocaDIBRARY, books, articles, publications, and electronic resources are continuously added, including exclusive resources from the world's best universities. And what's the most interesting thing? Everything is free. Why a Dibrary instead of a Library? See the meaning: Dibrary – a digital library!

evocaHUB

Located at Aram Street 74, EvocaHUB is the dynamic back-office center of Evocabank. But EvocaHUB is more than just a hub of operations, it's a hub of innovation. Here, ideas are born, solutions are crafted, and boundaries are pushed. Our team of forward-thinkers is constantly exploring new ways to enhance our services, improve our processes, and anticipate the evolving needs of our partners. EvocaHUB: where precision meets innovation, and the future of banking begins.

evocaTEENZ

The application is intended for children and teens aged 8-14. It provides educational resources on financial literacy, including videos, articles, and interactive games. The app also enables them to save and manage their money while making fast and secure transactions. To understand this app, just imagine EvocaTOUCH adapted for younger users. Start managing your money right from a young age!

evocaONLINE

With EvocaONLINE, banking has never been easier or more accessible. Whether you're on your computer, tablet, or smartphone, our intuitive online platform puts the power of banking in your hands, allowing you to manage your finances with ease and convenience. But EvocaONLINE is more than just a digital banking platform, it's a reflection of our commitment to innovation and customer-centricity. At Evocabank, security is our top priority. That's why EvocaONLINE employs state-of-the-art encryption and authentication technologies to safeguard your personal and financial information, providing you with peace of mind knowing that your transactions are secure.

evocaLEASING

Introducing EvocaLEASING, your gateway to flexible and tailored leasing solutions designed to fuel your business growth. With EvocaLEASING, we empower entrepreneurs and enterprises alike to acquire essential assets without the burden of upfront costs, unlocking new opportunities and driving success. At Evocabank, we understand that every business is unique, which is why we take a personalized approach to leasing. Our dedicated team of experts works closely with you to understand your goals, assess your needs, and tailor a leasing solution that aligns perfectly with your objectives. Unlock the power of leasing with EvocaLEASING and take your business to new heights of success.

evocaBRIDGE

EvocaLAB is a two-month program created as part of the Bank's corporate social responsibility initiative. It encourages and motivates young people by providing practical knowledge, experience, and work skills. Start the first important step of your career with us!

PART 3

- Verbal Identity
- Logo
- Colors**
- Typography
- Graphics
- Look & Feel
- Social Media Appearance
- Brand In Use

Color plays a central role in defining the Evocabank brand.

The Evoca color palette is designed to be bold, modern, and balanced - led by our signature Evoca Violet and supported by a carefully selected range of secondary and neutral tones.

COLORS

EVOCA VIOLET

Evoca Violet is mandatory. Every visual representation of the brand - whether digital or print - must include Evoca Violet. As the primary brand color, it ensures consistency, recognition, and a unified visual identity. No asset should be created without it.

RGB
R:100 G:0 B:220

CMYK
C:88 M:100 Y:0 K:0

HEX
#6400DC

Pantone
Violet C

EVOCA GRAY

Gray reflects our embrace of new technologies and our continuous pursuit of innovation, simplicity, and comfort.

RGB
R:130 G:130 B:130

CMYK
C:0 M:0 Y:0 K:50

HEX
#7F7F7F

Pantone
Cool Gray 8 C

3.2 Main Color Shadings

		
RGB R:132 G:72 B:255	RGB R:189 G:131 B:255	RGB R:195 G:178 B:255
HEX #8448FF	HEX #BD83FF	HEX #C3B2FF
CMYK C:48 M:72 Y:0 K:0	CMYK C:26 M:49 Y:0 K:0	CMYK C:24 M:30 Y:0 K:0
Pantone 2665 C	Pantone 2645 C	Pantone 2706 C

Evoca Violet communicates stability, innovation, and distinction. Consistent use of this color across all brand communications ensures visual cohesion and strengthens brand recognition.

EVOCA LIME

Evoca Lime draws attention to key elements without overpowering the core brand color. It is best applied in highlights, accents, and supporting graphics across digital and print communications.

RGB
R:196 G:255 B:0

CMYK
C:23 M:0 Y:100 K:0

HEX
#C4FF00

Pantone
388 C

RGB
R:228 G:255 B:144

CMYK
C:11 M:0 Y:44 K:0

HEX
#E4FF90

Pantone
372 C

EVOCA CORAL

Evoca Coral works best when used to emphasize content, create visual interest, or support user interaction elements. It should complement—rather than compete with—the primary color, ensuring a cohesive and balanced brand presence across all mediums.

RGB
R:255 G:45 B:97

HEX
#FF2D61

CMYK
C:0 M:82 Y:62 K:0

Pantone
1915 C

RGB
R:254 G:121 B:68

HEX
#FE7944

CMYK
C:0 M:52 Y:73 K:0

Pantone
172 C

RGB
R:255 G:222 B:184

HEX
#FFDEB8

CMYK
C:0 M:13 Y:28 K:0

Pantone
468 C

EVOCA TURQUOISE

Evoca Turquoise enhances visual compositions by adding depth and contrast. It is suitable for supporting graphics, infographics, and interactive elements.

RGB
R:50 G:187 B:197

HEX
#32BBC5

CMYK
C:75 M:5 Y:23 K:0

Pantone
319 C

RGB
R:40 G:231 B:197

HEX
#28E7C5

CMYK
C:83 M:0 Y:35 K:0

Pantone
3242 C

RGB
R:156 G:255 B:221

HEX
#9CFFDD

CMYK
C:39 M:0 Y:13 K:0

Pantone
337 C

NEUTRALS

Black and White are essential neutrals within Evoca Bank's color system. They provide contrast, support readability, and help structure visual layouts. These colors are not to be used as dominant brand tones but as functional components that support the overall identity.

RGB
R:0 G:0 B:0

CMYK
C:0 M:0 Y:0 K:100

HEX
#000000

Pantone
Black C

RGB
R:244 G:234 B:246

CMYK
C:1 M:5 Y:0 K:4

HEX
#F4EAF6

Pantone
7436 C

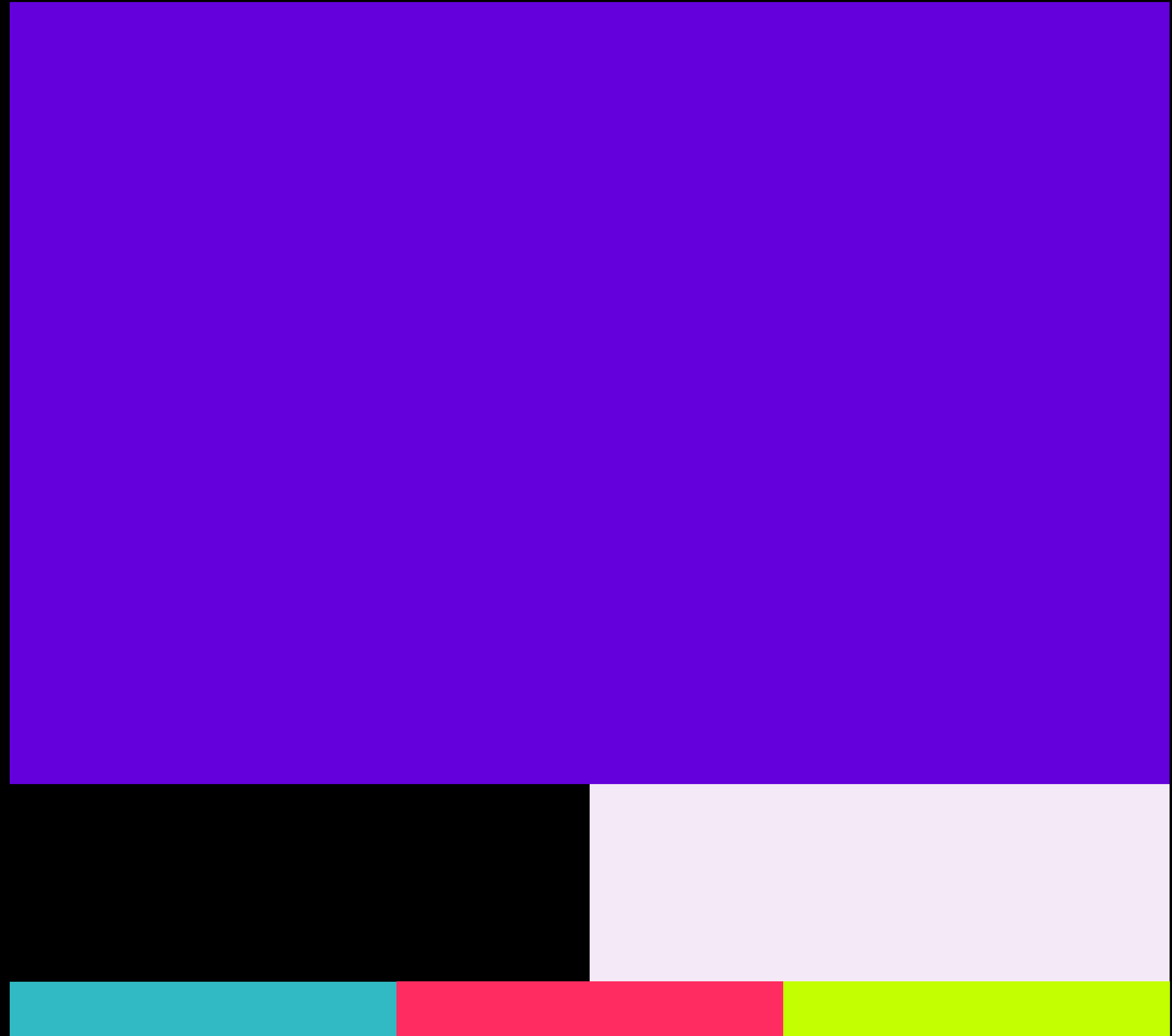
80/20 HIERARCHY

On Neutral Backgrounds (White or Black)

Evoca Violet must be the dominant color, used in approximately 80% of the composition. Secondary or accent colors (Evoca Lime, Coral, Turquoise) should not exceed 20%. This ensures Evoca Violet leads the visual and reinforces brand presence.

On Colored Backgrounds (Lime, Coral, Turquoise)

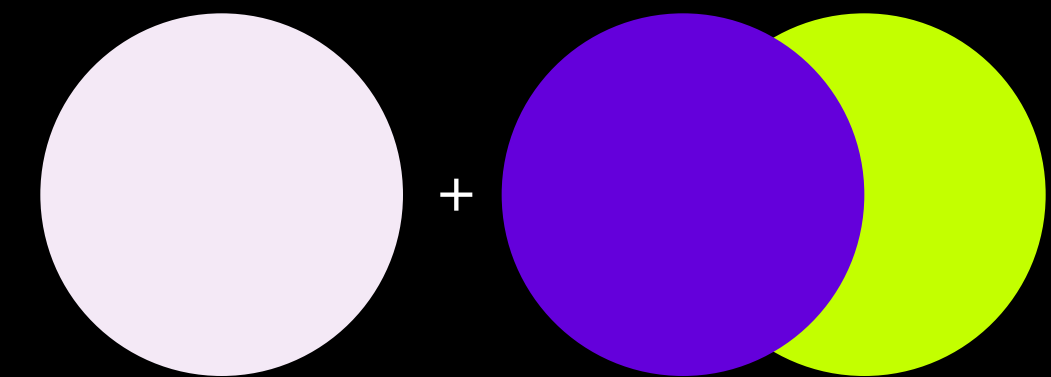
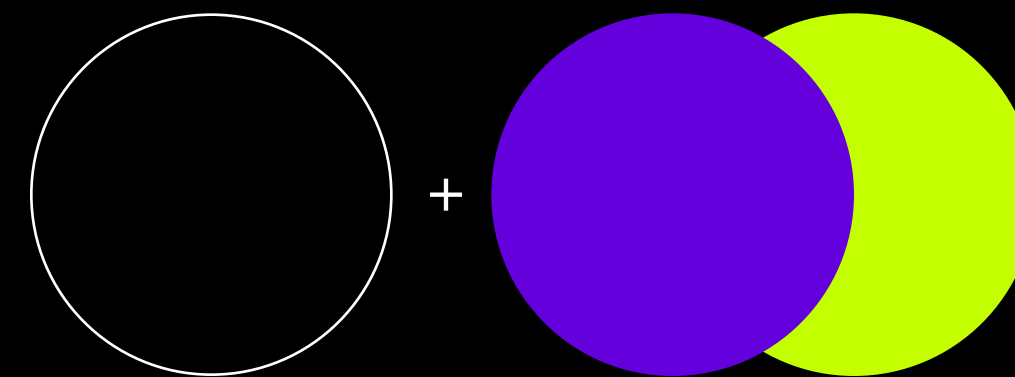
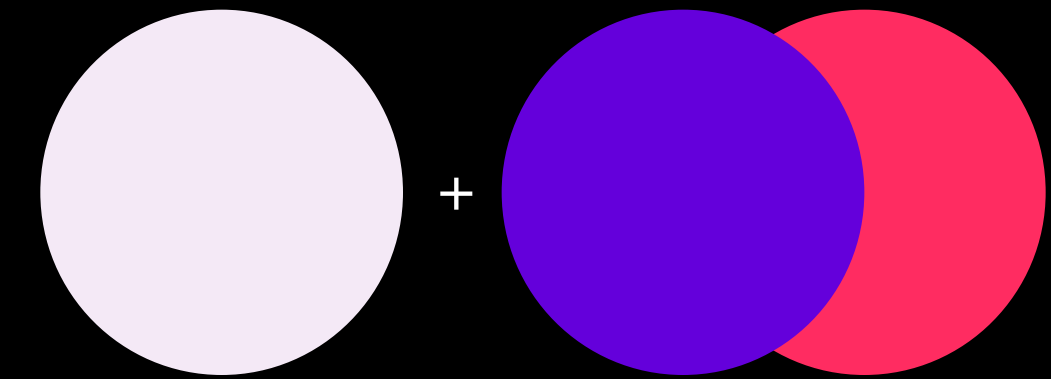
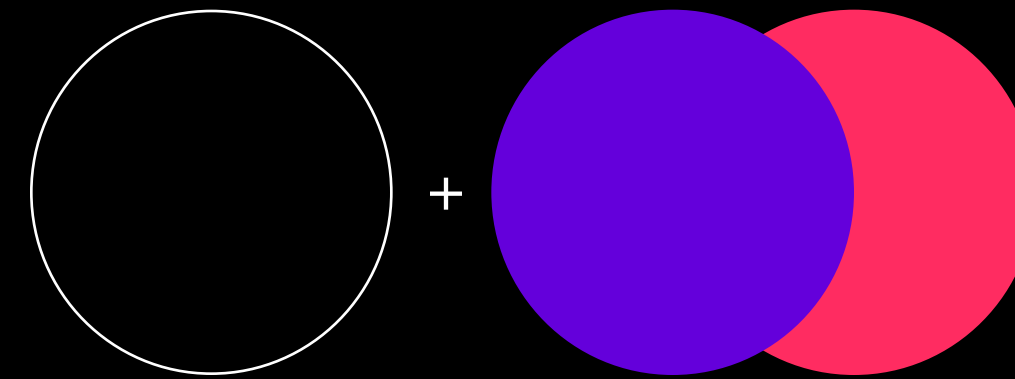
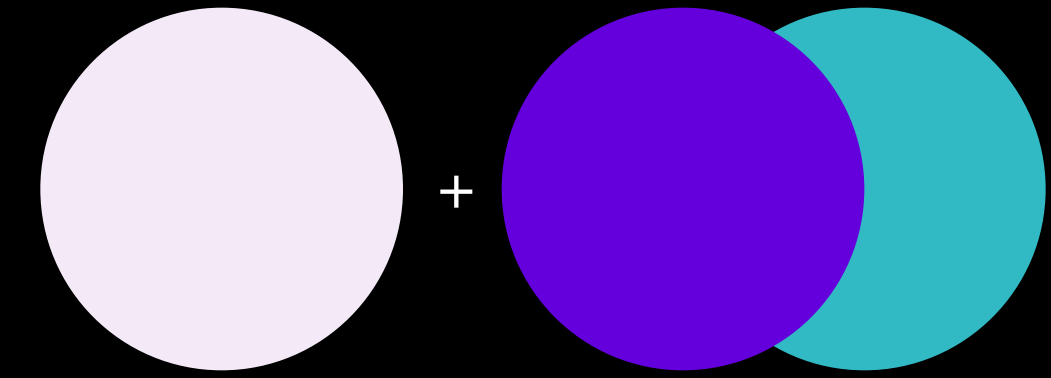
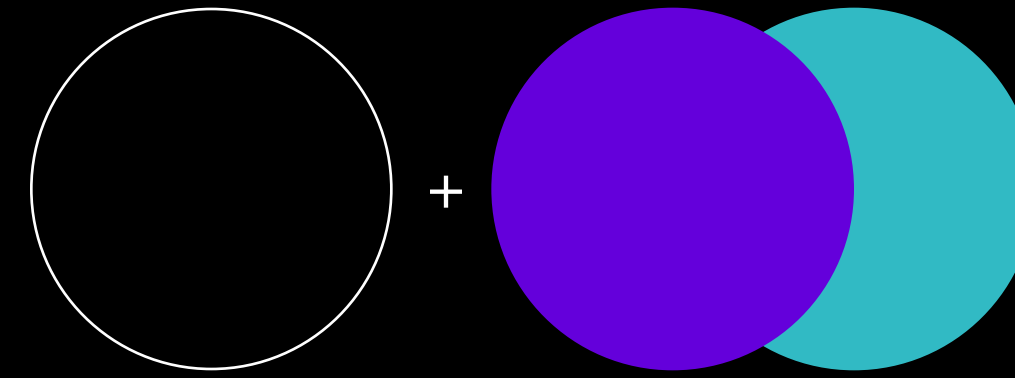
Evoca Violet must remain visually dominant, even if it takes up a smaller portion of space. It should be the main focal element — such as the logo, title, or primary call to action — while the background and supporting elements may use secondary colors.



COLOR PAIRING RULES

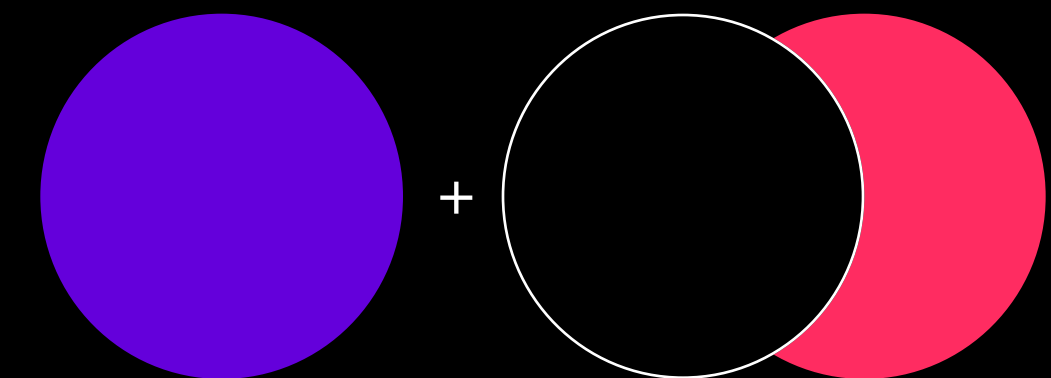
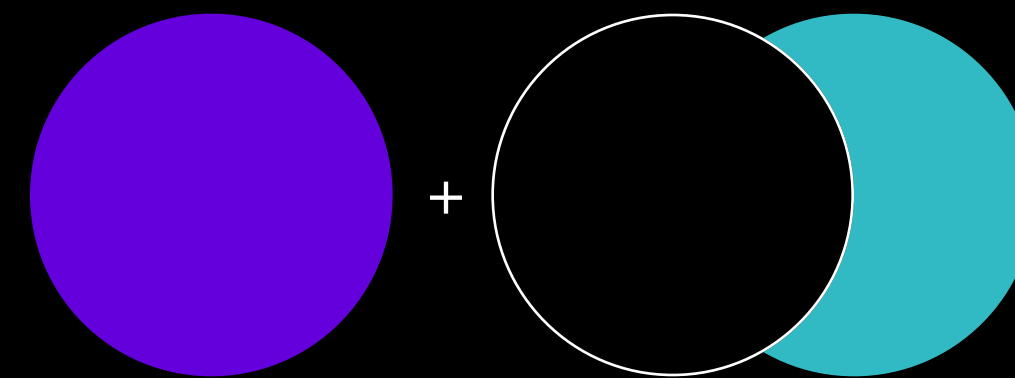
1. Primary + Secondary

- Evoca Violet must be the dominant color in all combinations.
- Pair it with one secondary color (Evoca Lime, Coral, or Turquoise) to introduce contrast or highlight specific elements.



2. One Secondary at a Time

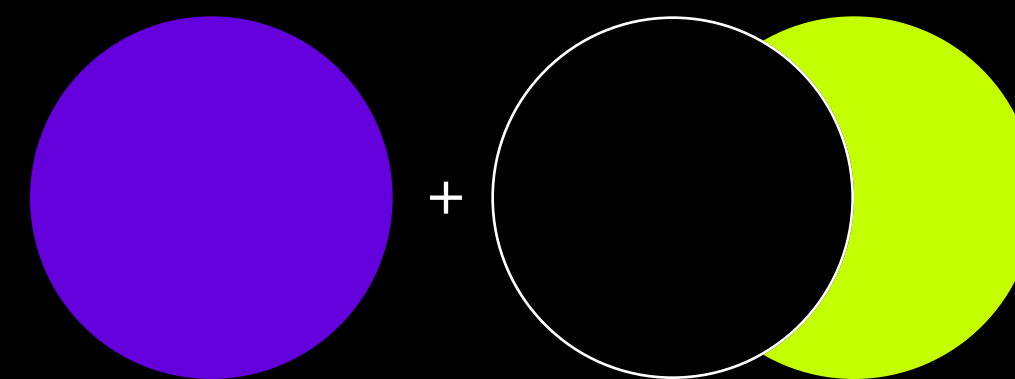
- To avoid visual noise, avoid combining more than one secondary color in a single visual.
- Secondary colors should be used in moderation and not layered over each other.



3. Background Color Balance

In any colored background, Evoca Violet must cover at least 40% of the total area.

4. Ensure sufficient contrast between text and background.



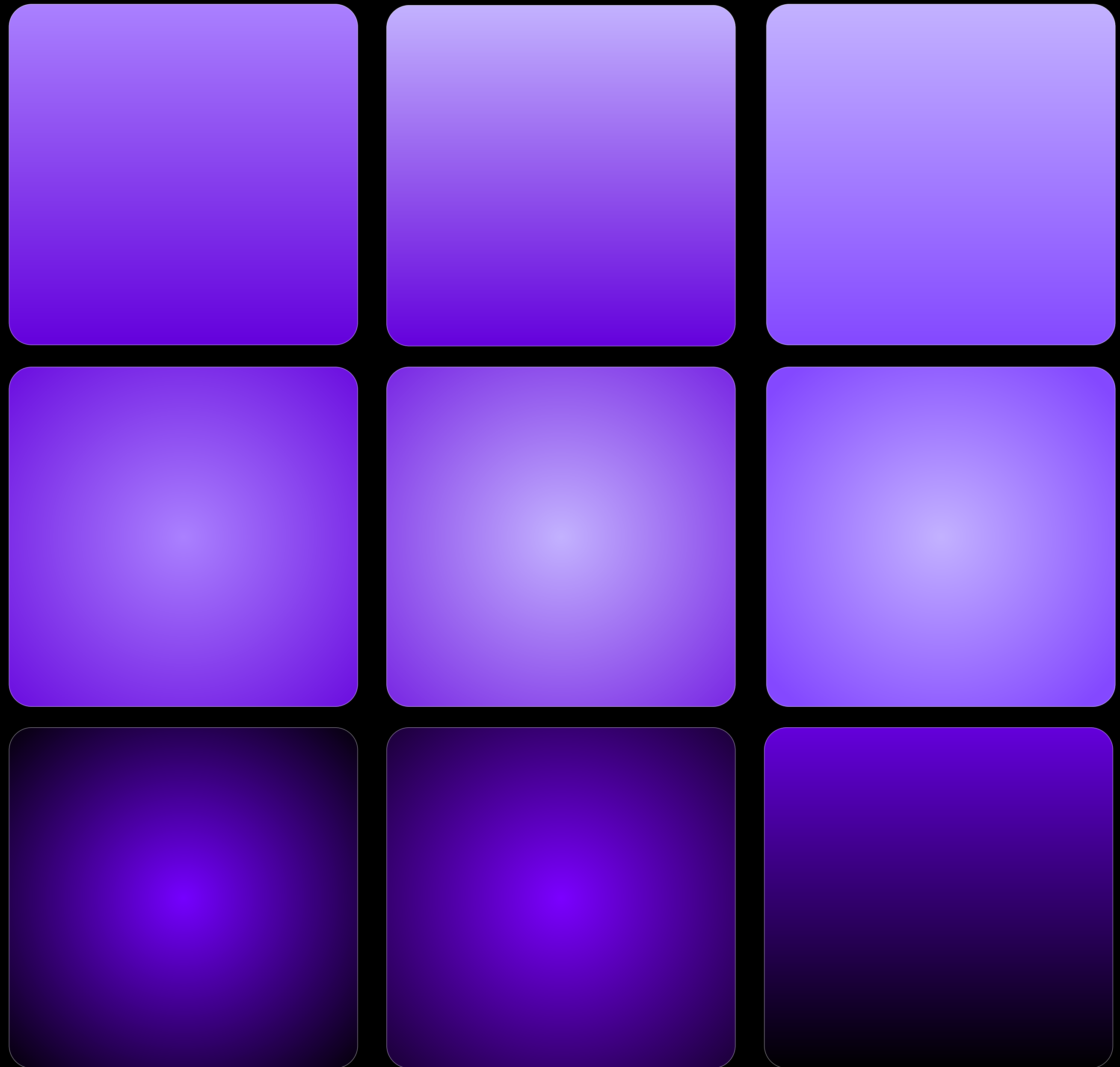
5. Always test combinations for legibility across screen and print.

GRADIENTS

Gradients are used to add depth, dimension, and a dynamic feel to Evoca Bank's visual identity. They should always be derived from the core color palette and applied with restraint to maintain clarity and professionalism.

Guidelines for Use:

- Gradients must include Evoca Violet as the dominant color.
- Secondary colors may be used in combination with Evoca Violet to create smooth, tonal transitions.



PART 4

Verbal Identity
Logo
Colors
Typography
Graphics
Look & Feel
Social Media Appearance
Brand In Use

Typography is a key component of Evoca's visual identity. It communicates the brand's tone, builds recognition, and creates structure across all touchpoints.

Our type system combines clarity with character — balancing modern precision with expressive detail.

TYP OGRAPHY

NOMIXA

NOMIXA

Nomixa is Evoca's main typeface, used primarily for headlines and titles. Its clean, modern form reflects the brand's confident and professional tone.

Use Venus to lead visual hierarchy, ensuring clarity and impact. Avoid using it for long body text or dense content.

REGULAR

REGULAR
MEDIUM
SEMIBOLD
BOLD
EXTRABOLD
BLACK

ITALIC

REGULAR
MEDIUM
SEMIBOLD
BOLD
EXTRABOLD
BLACK

80px

HEADLINE

50px

Subheading

30px

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Suspendisse eget aliquet lacus, ac
cursus nibh.

80px

ՎԵՐՆԱԳԻՐ

50px

Վերնագիր 2

30px

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Suspendisse eget aliquet lacus, ac
cursus nibh.

MONTERRAT

Montserrat is used for body text, captions, and supporting content. It complements Venus with a clean, neutral tone that ensures readability across all formats. Use Montserrat for paragraphs, UI elements, and detailed information where clarity and consistency are key.

Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Thin Italic
ExtraLight Italic
Light Italic
Italic
Medium Italic
SemiBold Italic
Bold Italic
ExtraBold Italic
Black Italic

80px

վերնագիր

50px

վերնագիր 2

30px

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Suspendisse eget aliquet lacus, ac
cursus nibh.

EVOCA SCRIPT

Evoca Script brings a human, expressive layer to Evoca's visual system. Used only for Headline 1 and Headline 2, it adds character and contrast when emphasis is needed. It should be applied selectively and never used for body content. Its purpose is to highlight, not to dominate.

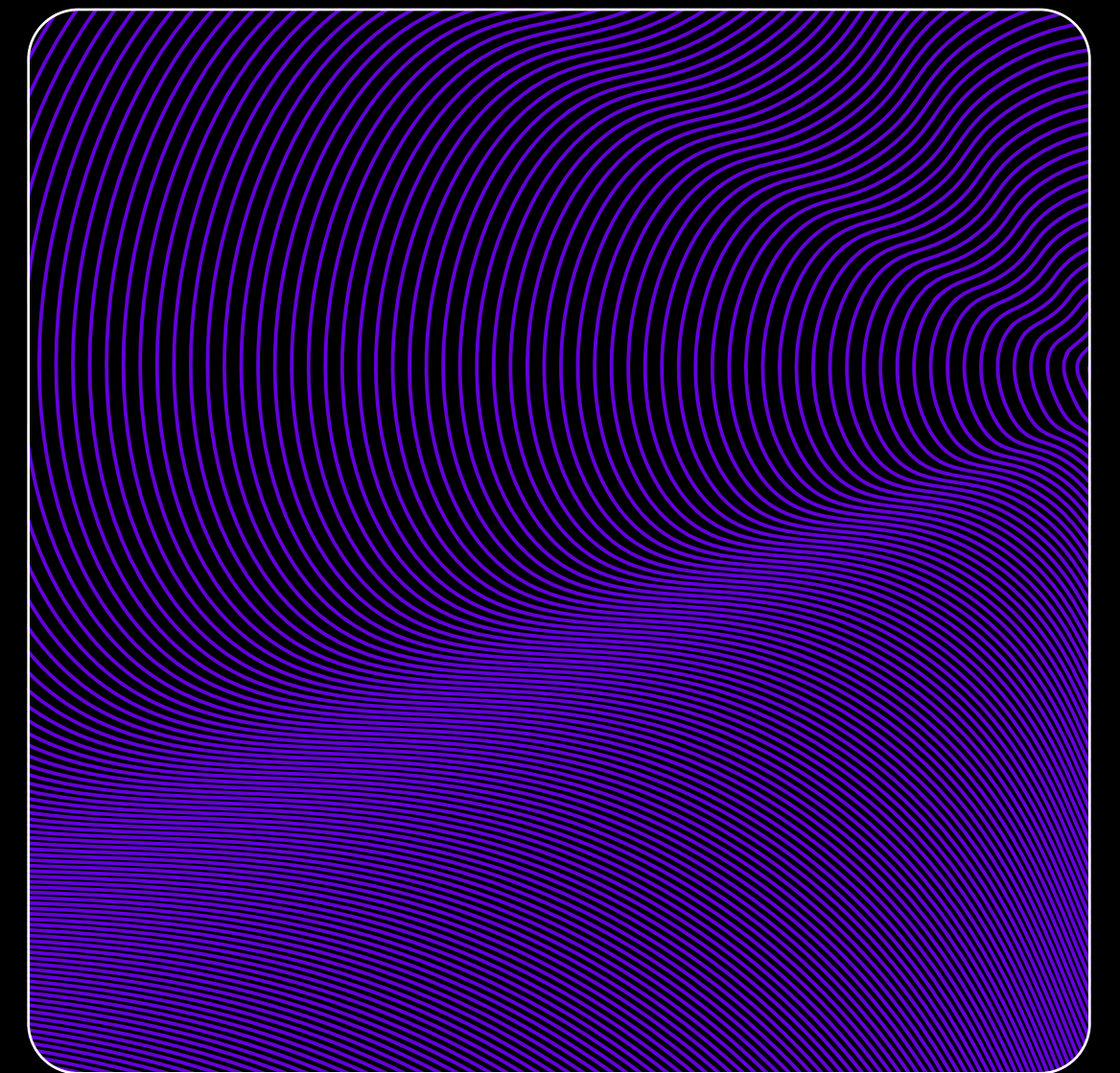
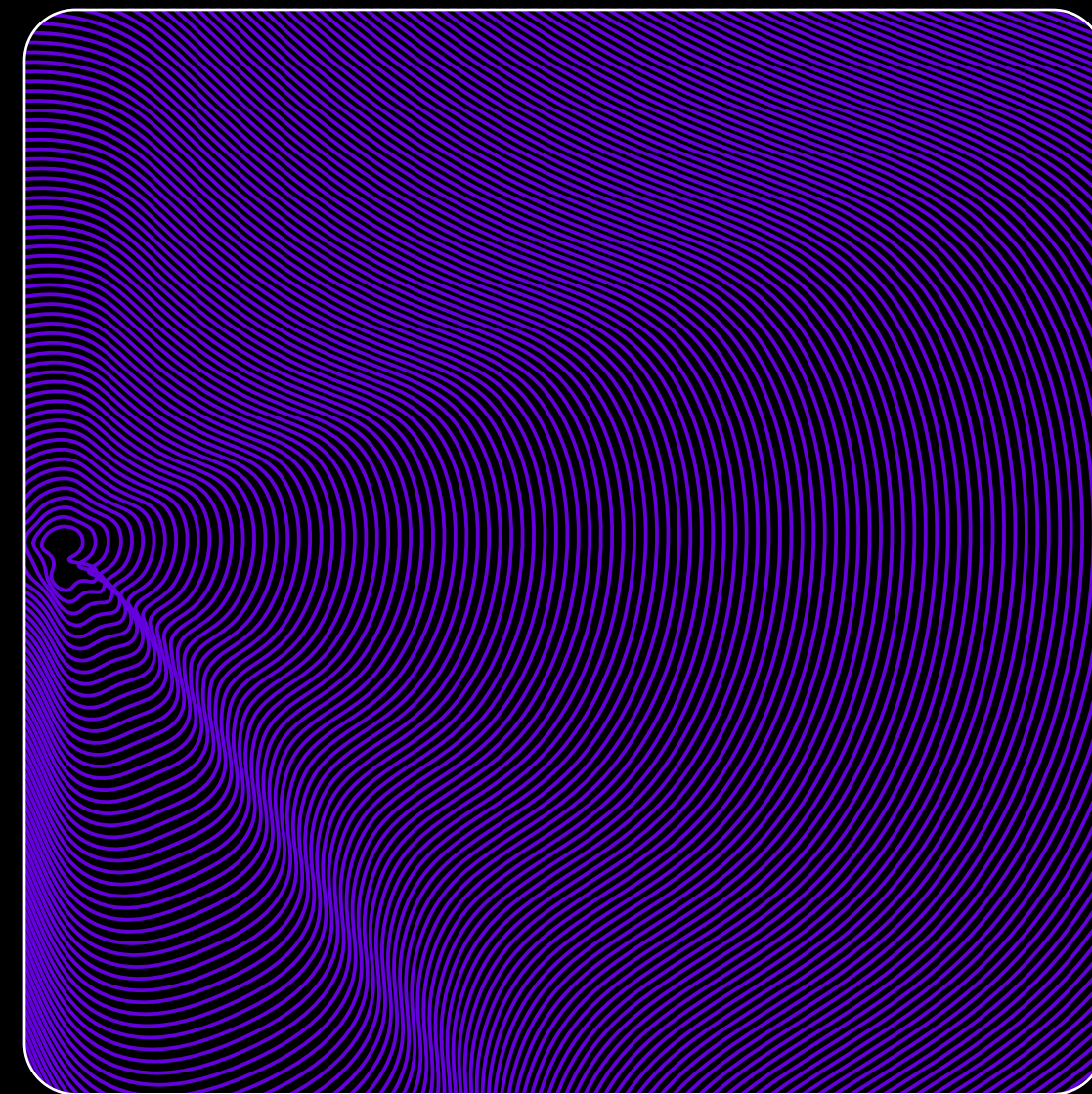
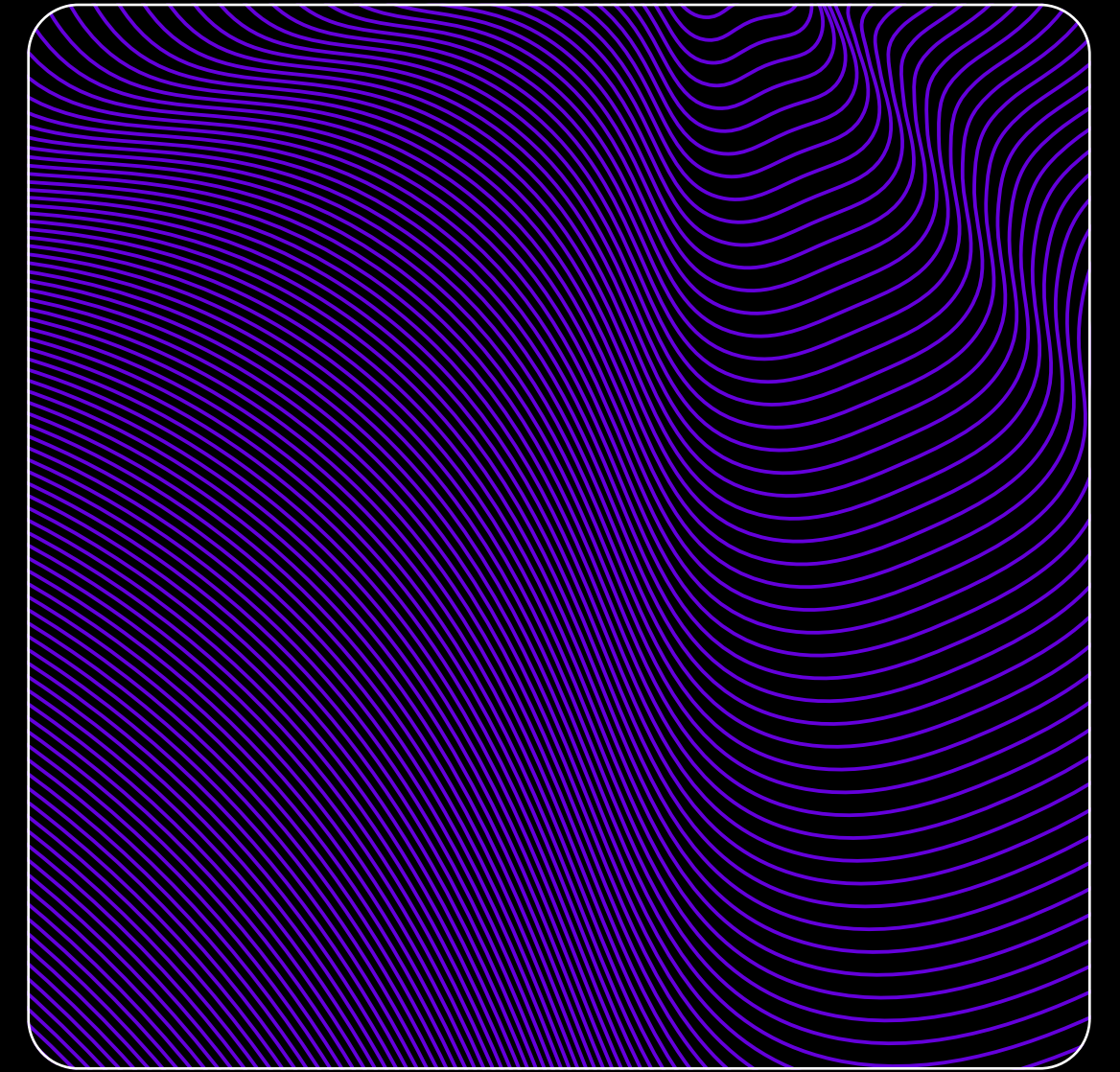
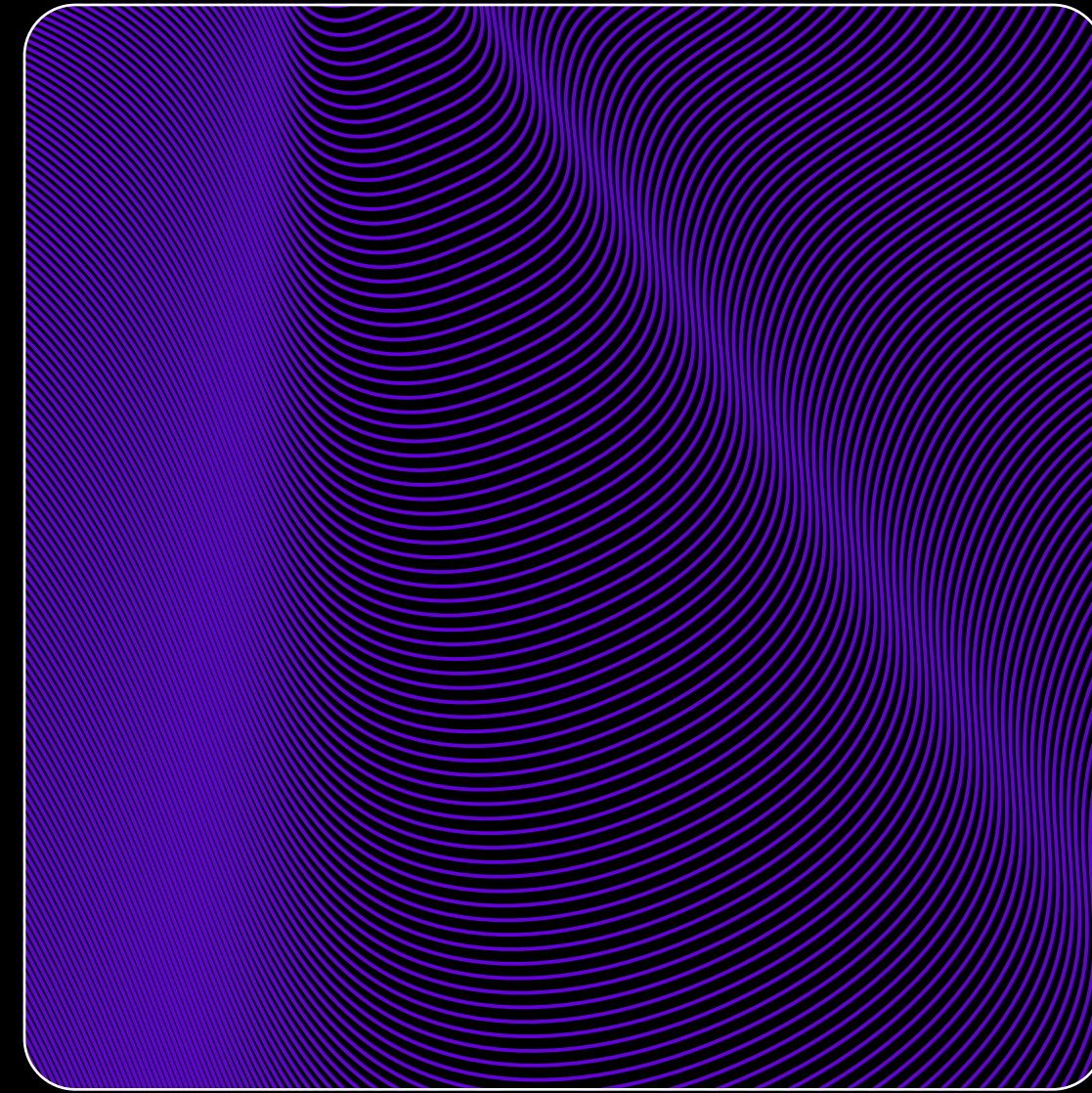
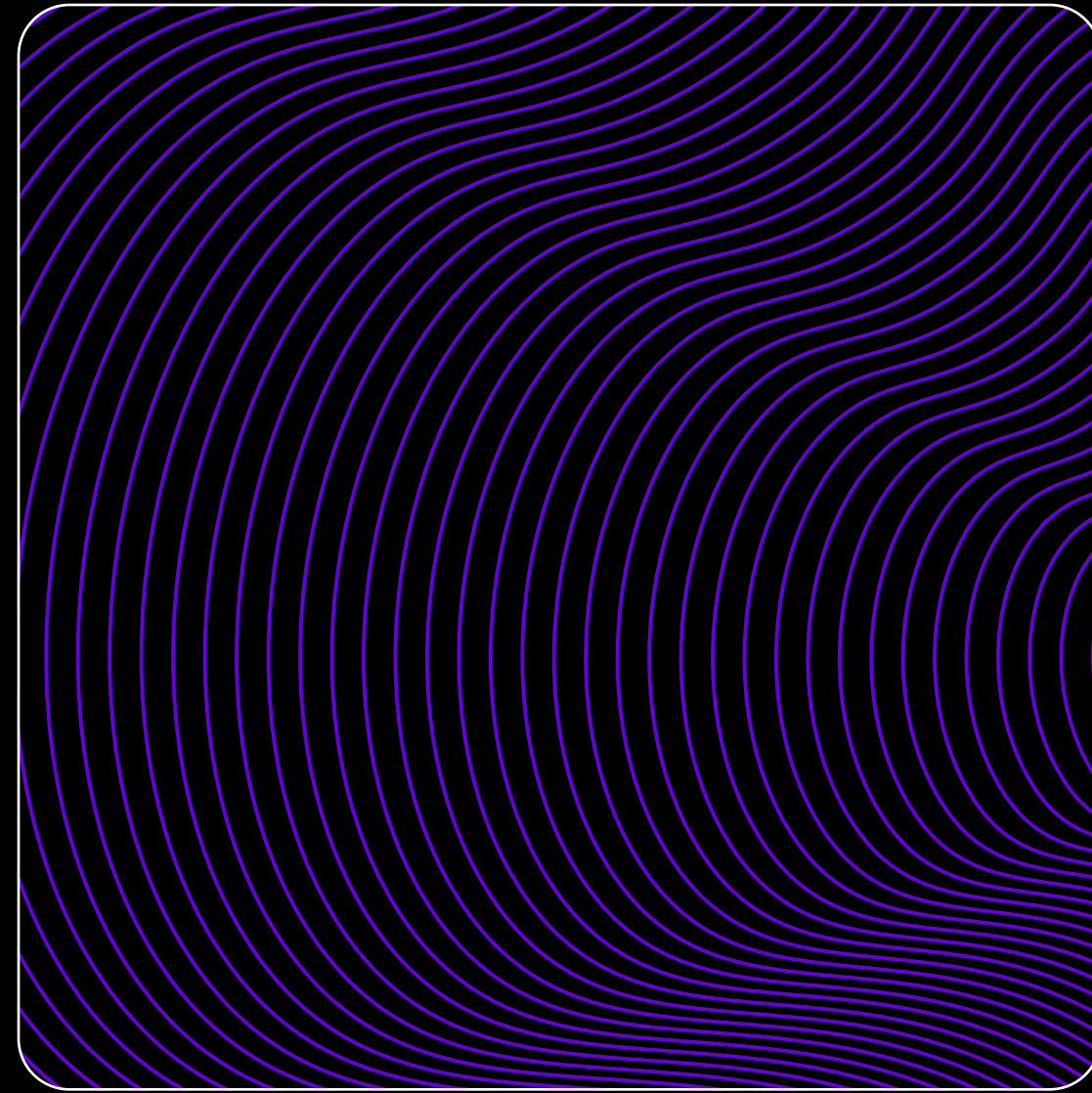
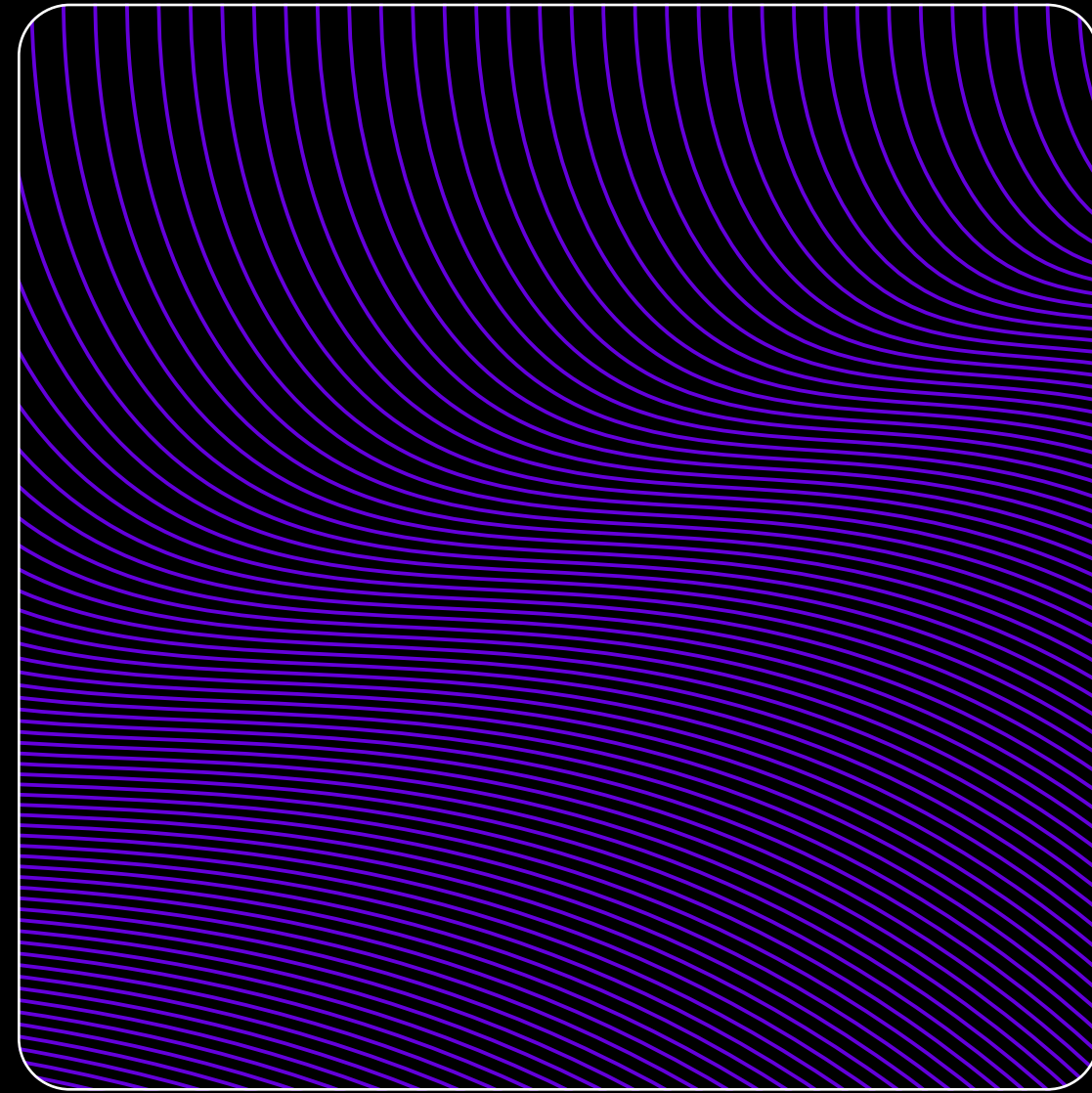
PART 5

Verbal Identity
Logo
Colors
Typography
Graphics
Look & Feel
Social Media Appearance
Brand In Use

This section showcases the key graphic elements of the brand, including gradients, icons, and 3D assets. Each element is crafted to maintain visual consistency while offering versatility across applications and platforms

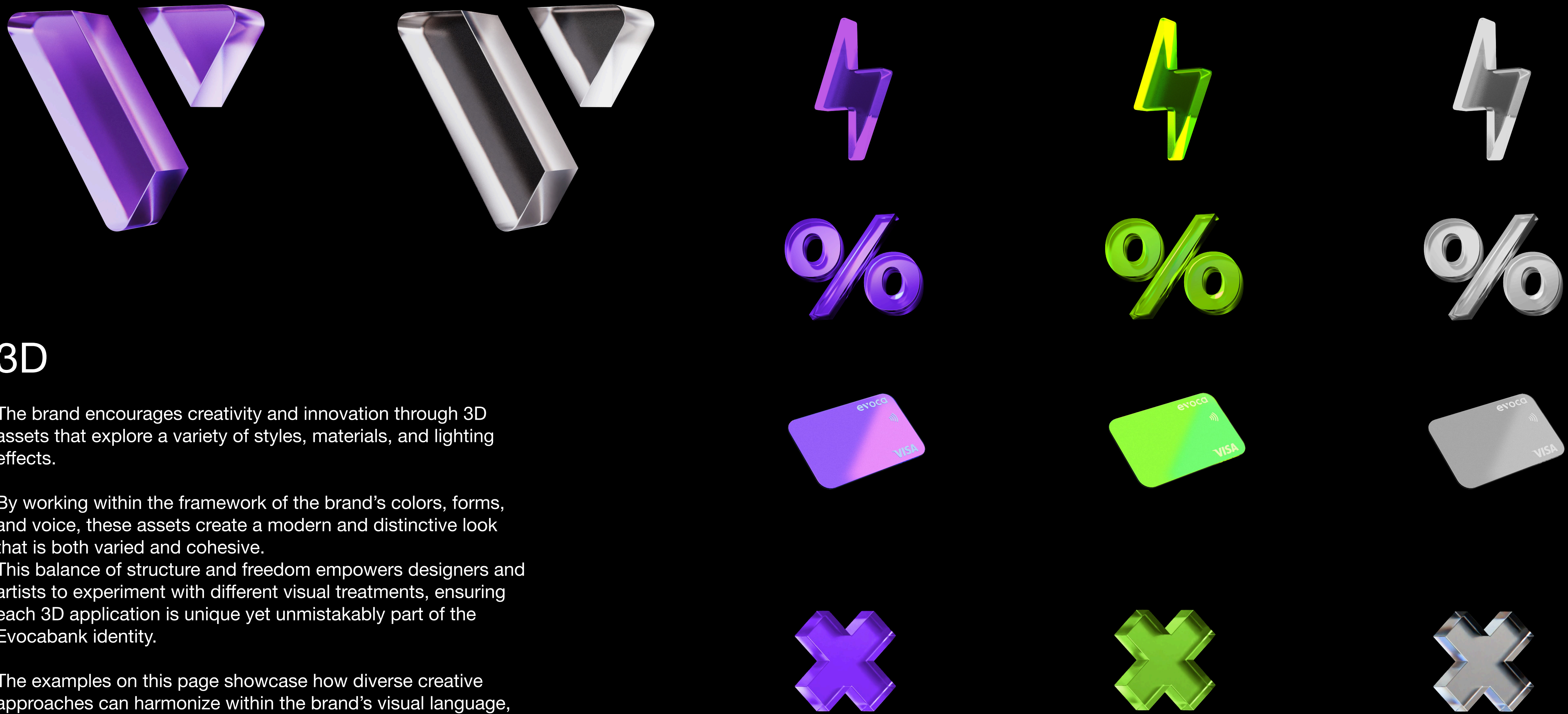
Together, they form a unified and adaptable graphic system that supports the brand's identity.

GRAPHICS



LINEAR PATTERN

The Linear Pattern is a distinctive graphic element derived from a series of outlined shapes nested within one another—each slightly smaller than the last. This creates a sense of depth, movement, and rhythm, reflecting the brand’s progressive and layered identity.



3D

The brand encourages creativity and innovation through 3D assets that explore a variety of styles, materials, and lighting effects.

By working within the framework of the brand's colors, forms, and voice, these assets create a modern and distinctive look that is both varied and cohesive.

This balance of structure and freedom empowers designers and artists to experiment with different visual treatments, ensuring each 3D application is unique yet unmistakably part of the Evocabank identity.

The examples on this page showcase how diverse creative approaches can harmonize within the brand's visual language, inspiring continued exploration and originality.

PART 6

Verbal Identity

Logo

Colors

Typography

Graphics

Look & Feel

Social Media Appearance

Brand In Use

This section showcases the key graphic elements of the brand, including gradients, icons, and 3D assets. Each element is crafted to maintain visual consistency while offering versatility across applications and platforms

Together, they form a unified and adaptable graphic system that supports the brand's identity.

LOOK & FEEL

IMAGERY

The brand's imagery defines its emotional tone. Each photograph should align with the brand's values and visual direction - authentic, cohesive, and visually balanced.

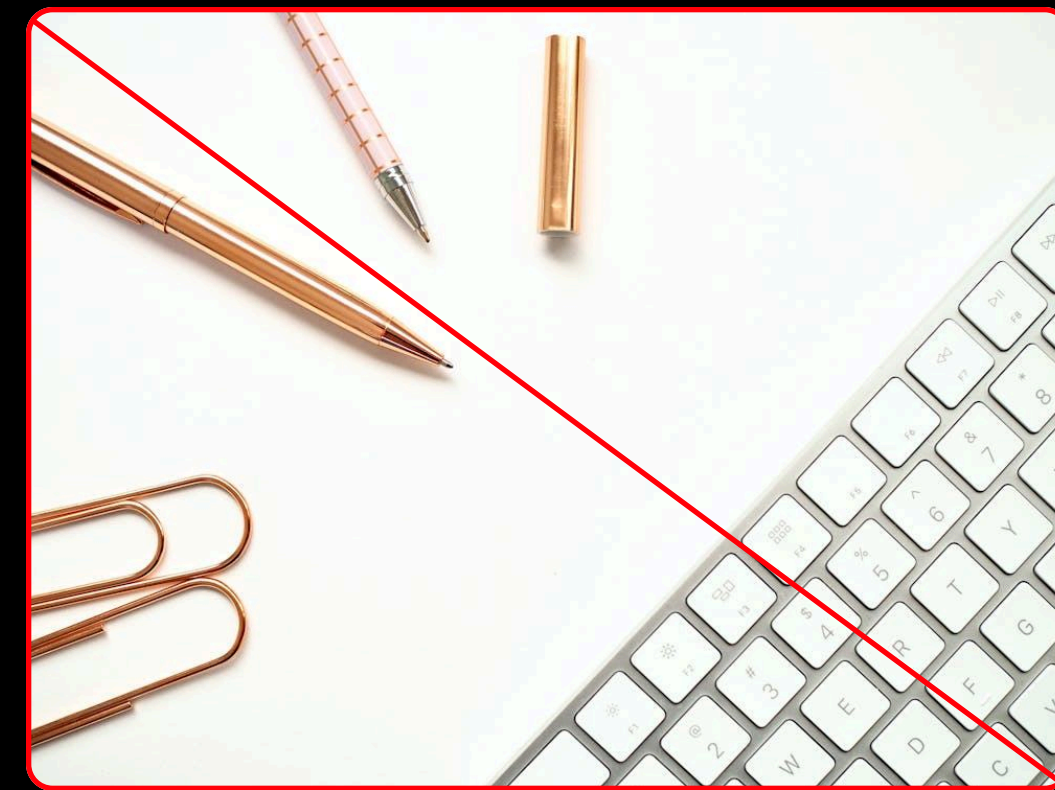
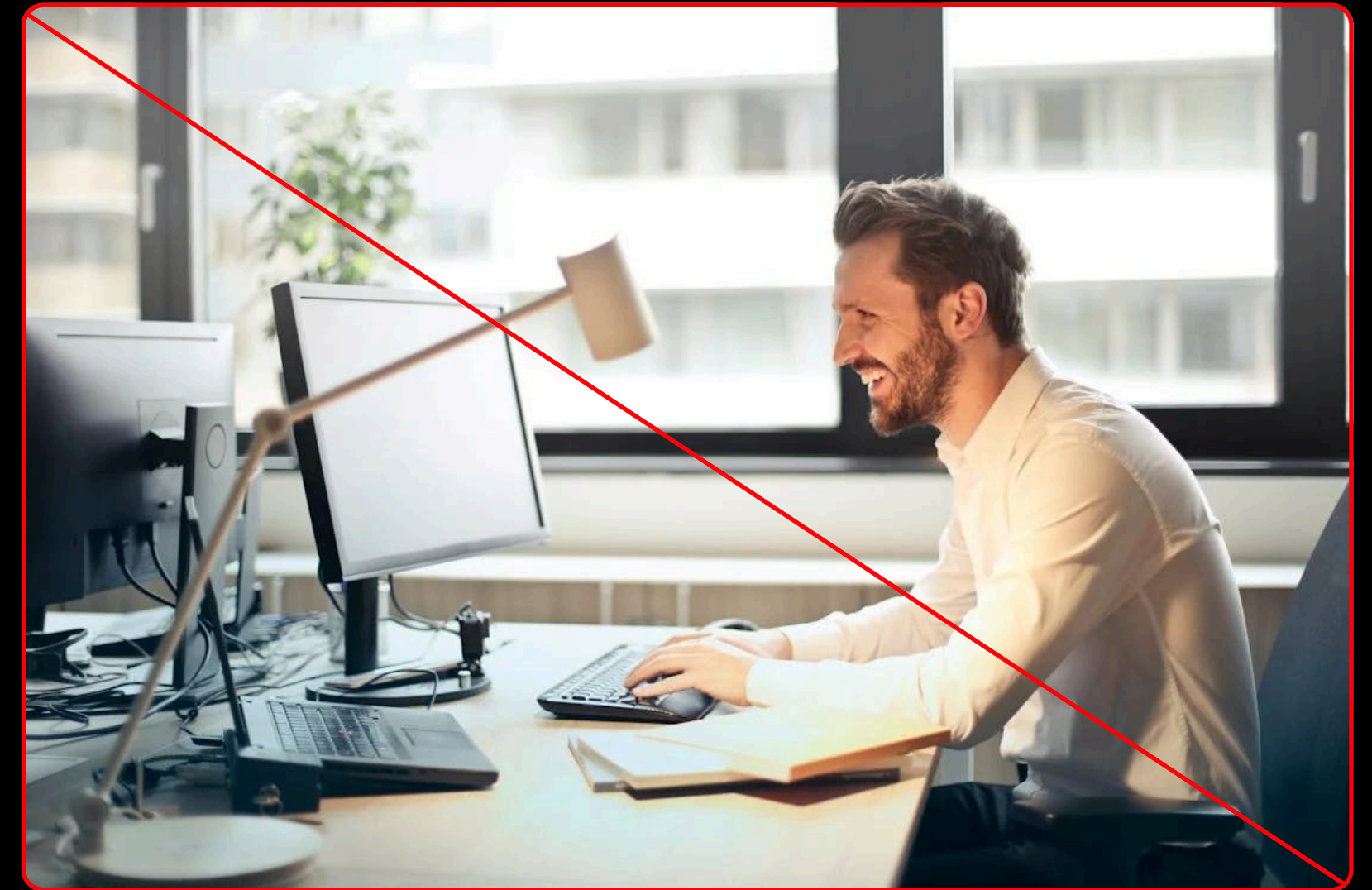
Use imagery that enhances storytelling and complements the established color palette and composition principles.

Avoid visuals that appear off-tone, overly staged, or disconnected from the brand's character.

Consistency in imagery strengthens recognition and emotional connection.



Do's



Don'ts

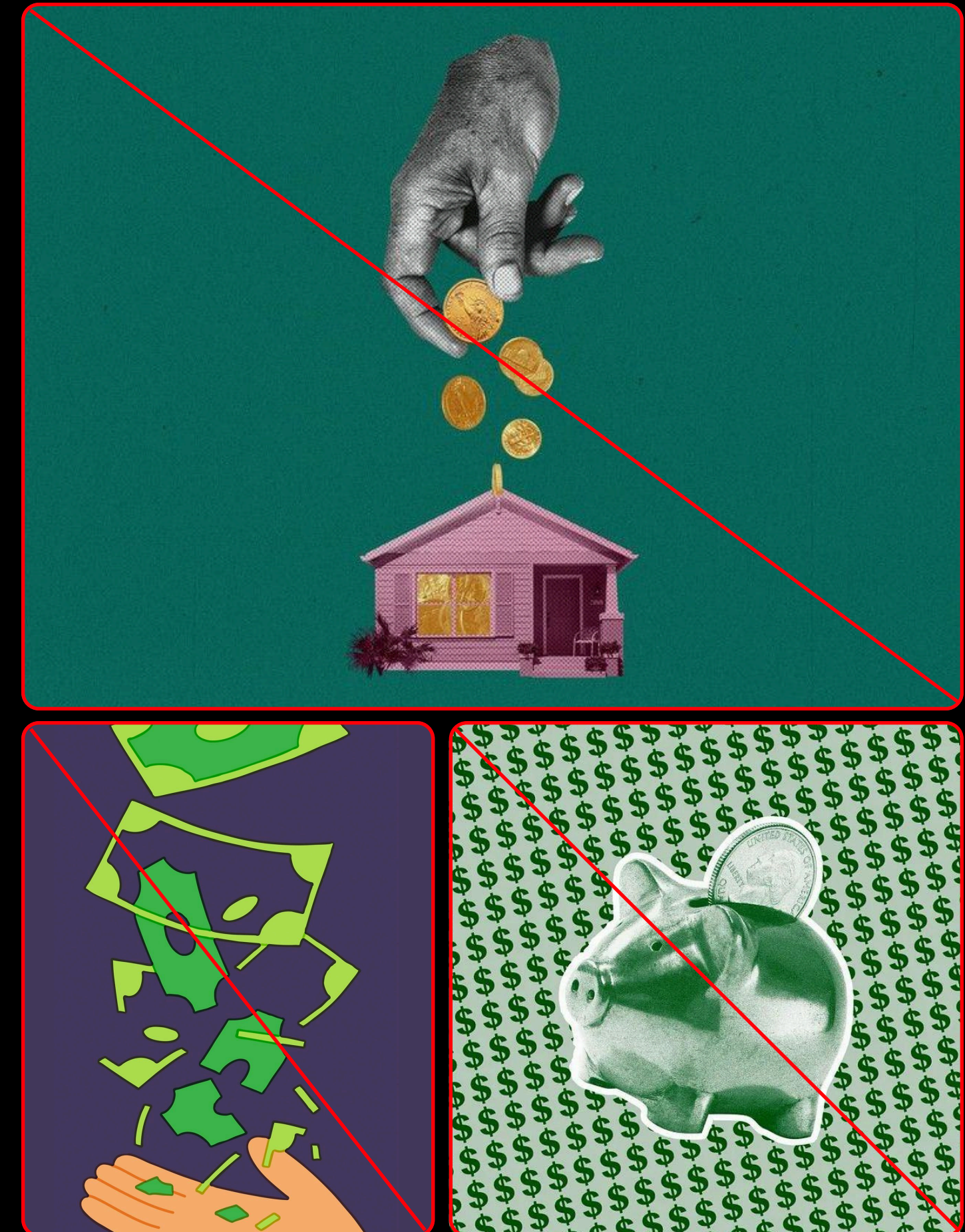


GRAPHICS

The brand's graphic elements shape its visual language and rhythm. Use them with intention — clean forms, balanced layouts, and clarity in hierarchy. Avoid unnecessary decoration, visual clutter, or inconsistent styles. Every graphic component should reinforce the message and reflect the brand's design discipline.

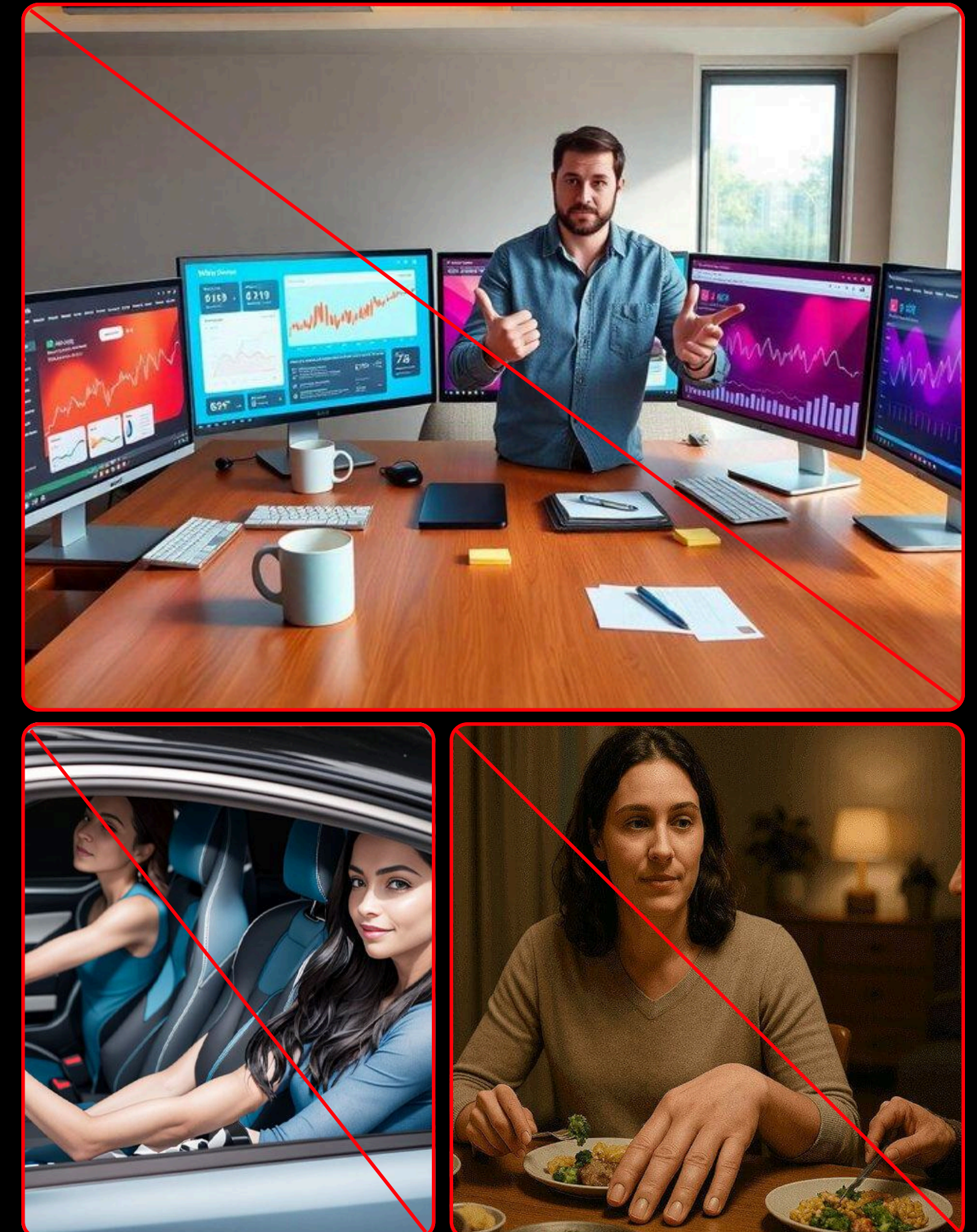
Do's

Don'ts





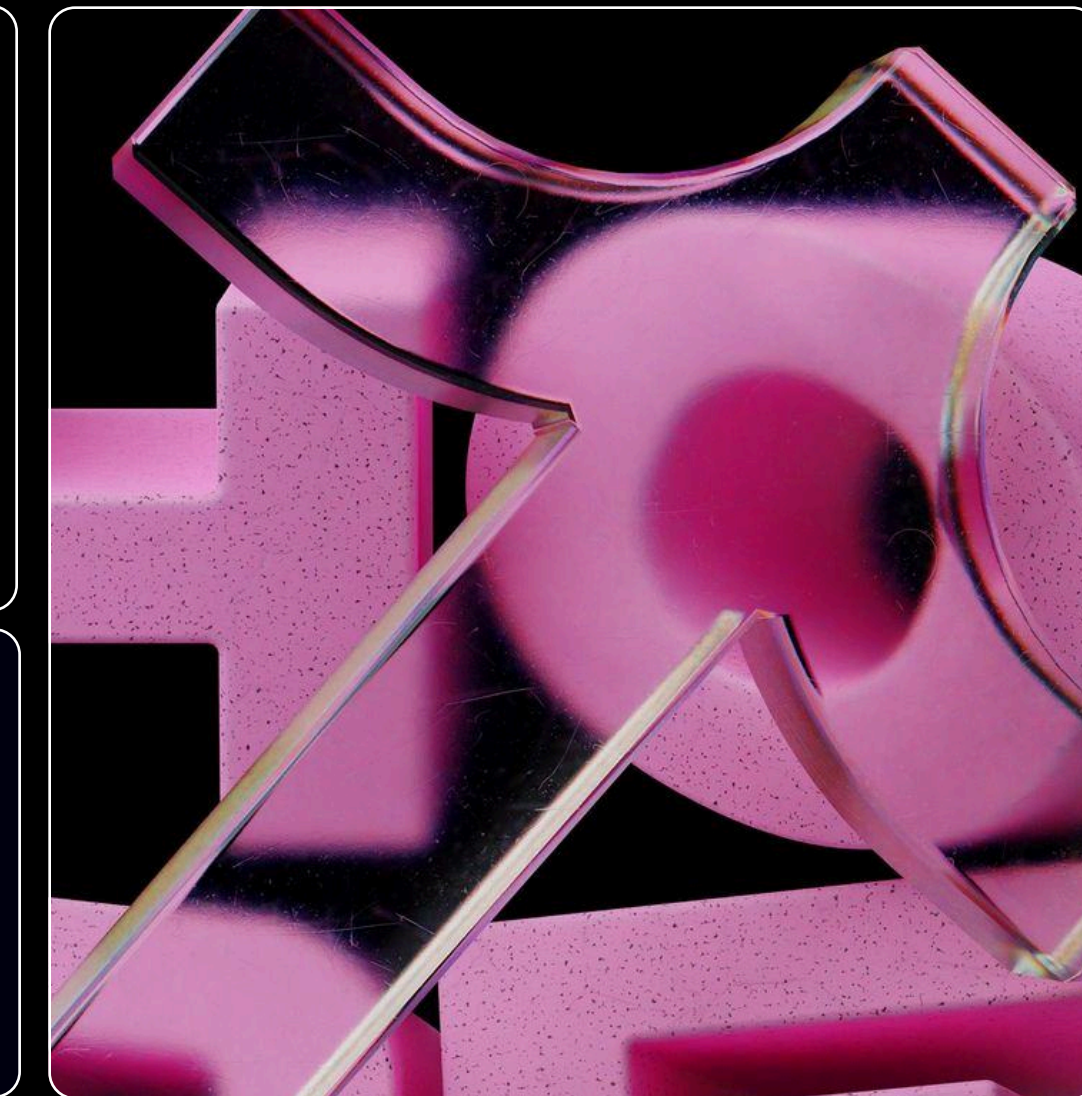
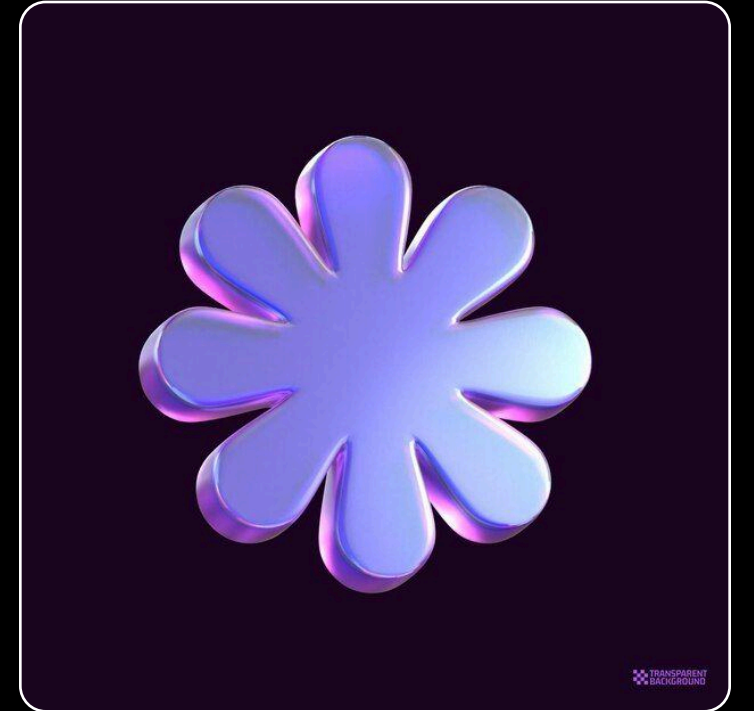
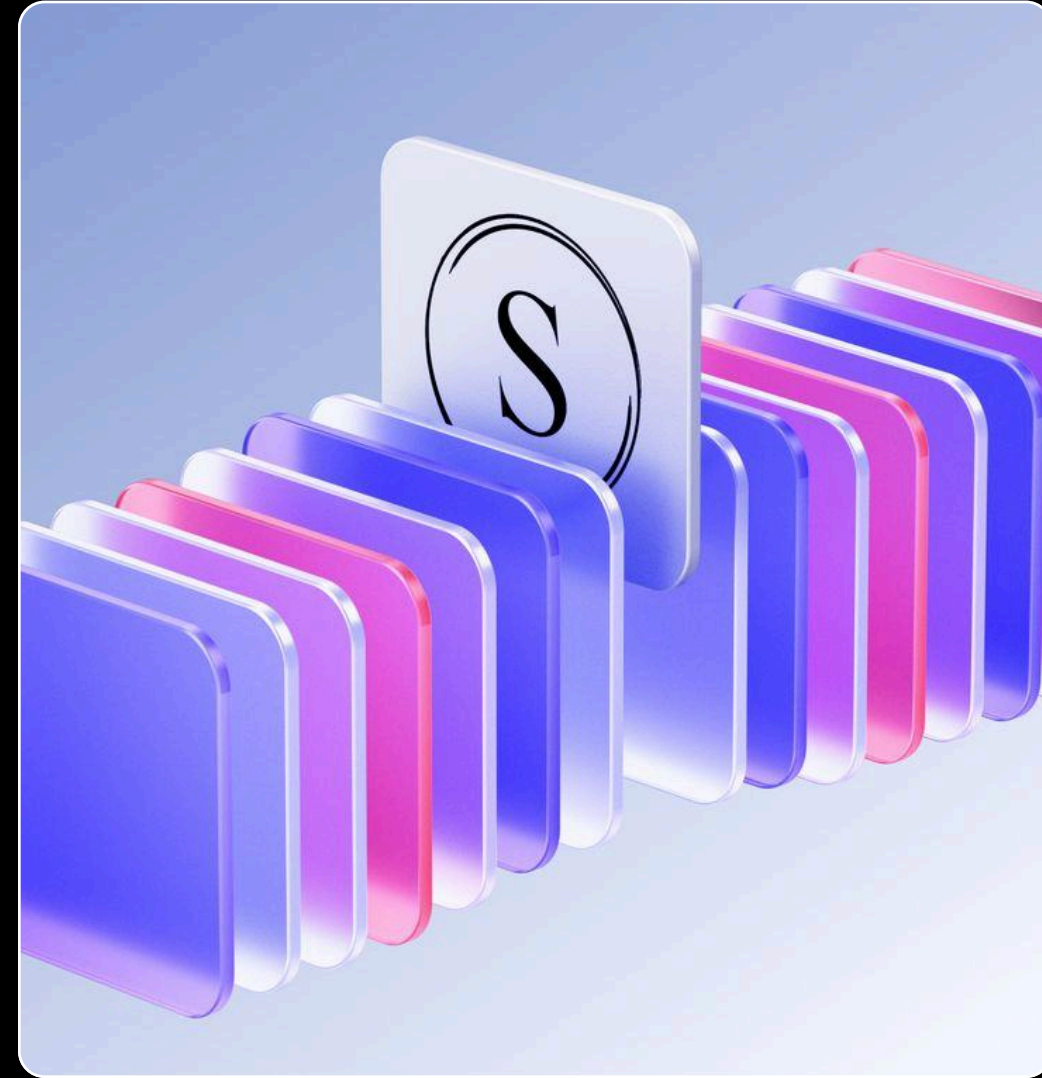
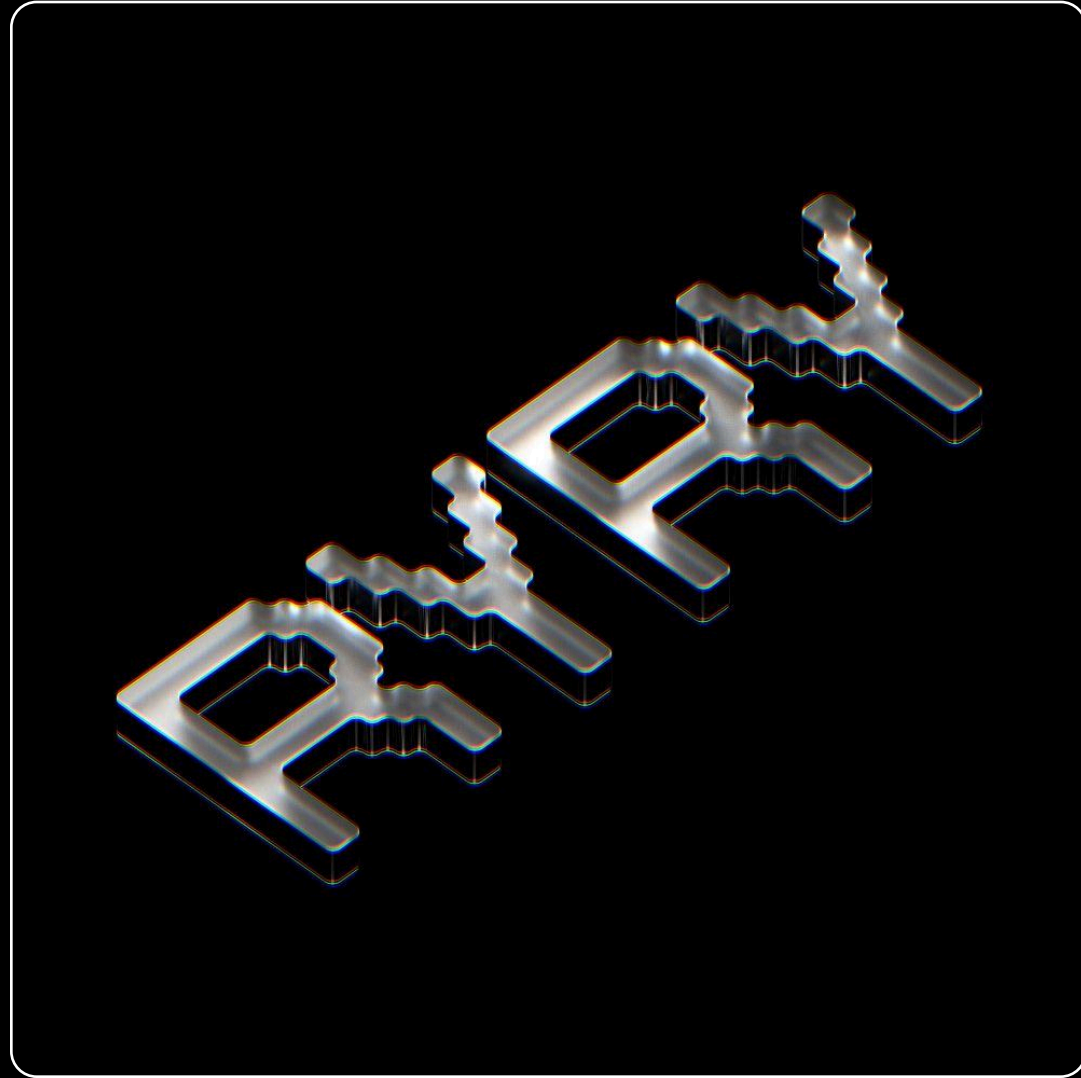
Do's



Don'ts

AI

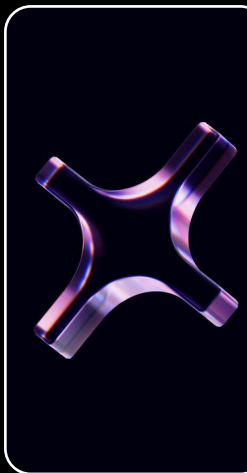
Cutting edge AI tools must be used in brand communication to brighten its visibility and strengthen customer trust. AI-generated content should be of the higher possible quality, be aligned to the general brand guidelines and comply with privacy, security, and regulatory requirements.



STYLE REFERENCES

The graphics moodboard defines the brand's desired visual direction — from color interaction and texture to layout and structure. It serves as an inspiration framework for future designs, ensuring coherence while allowing creative flexibility.

Each element represents the essence of the brand's aesthetic: refined, modern, and emotionally engaging.



PART 7

This section illustrates the practical application of the brand's design system within social media environments.

These examples serve as a guide to creating engaging and on-brand social media communications.

Verbal Identity

Logo

Colors

Typography

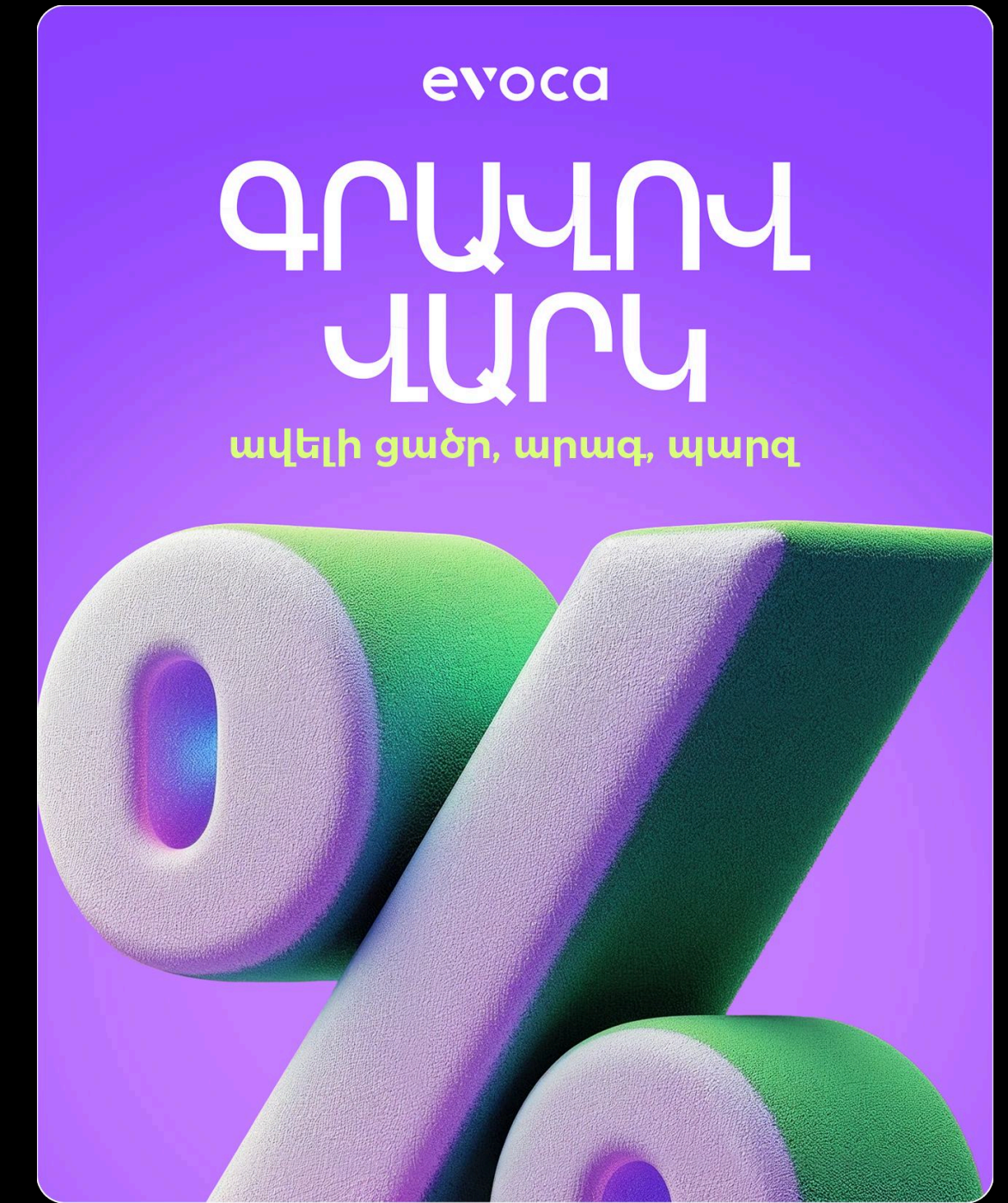
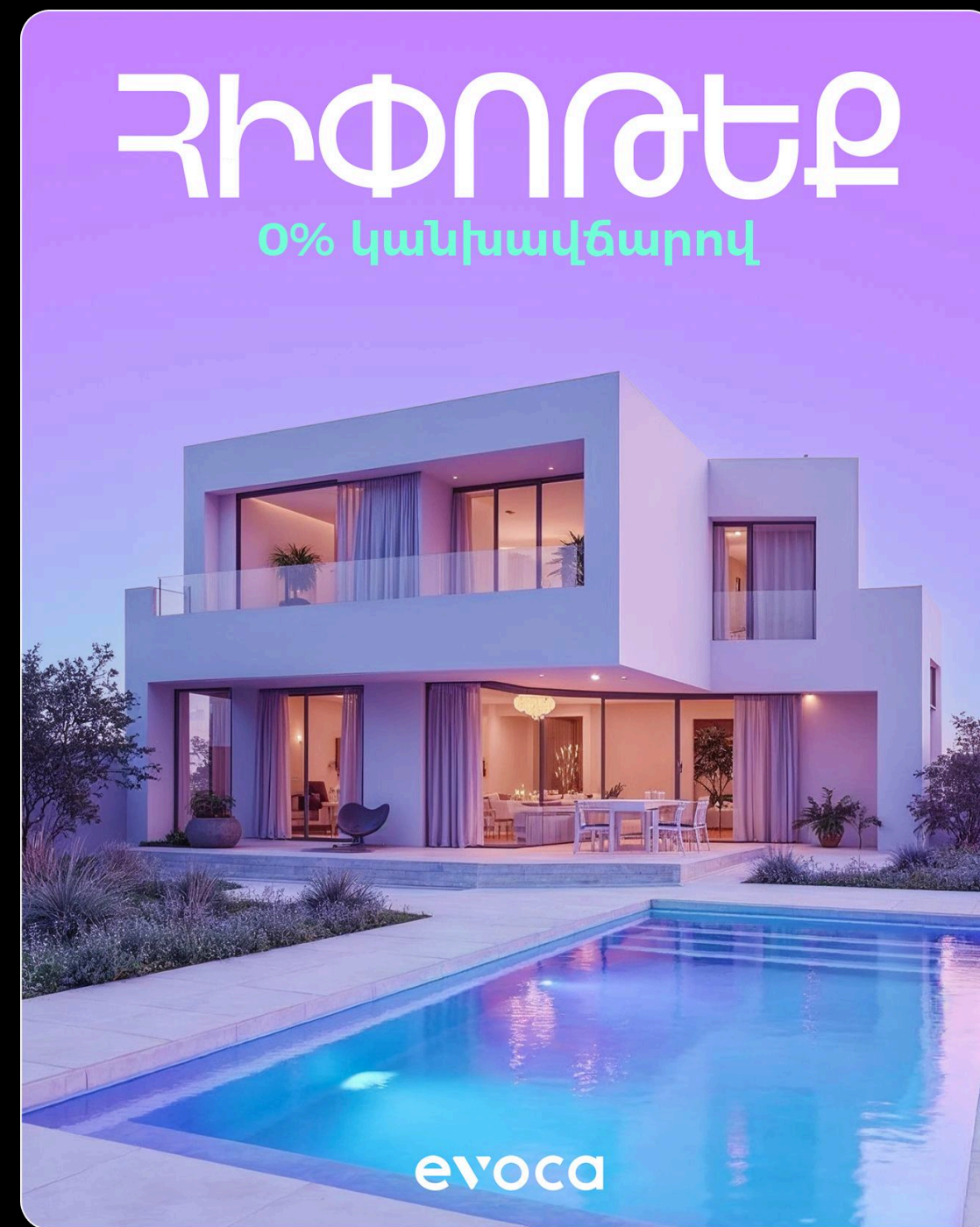
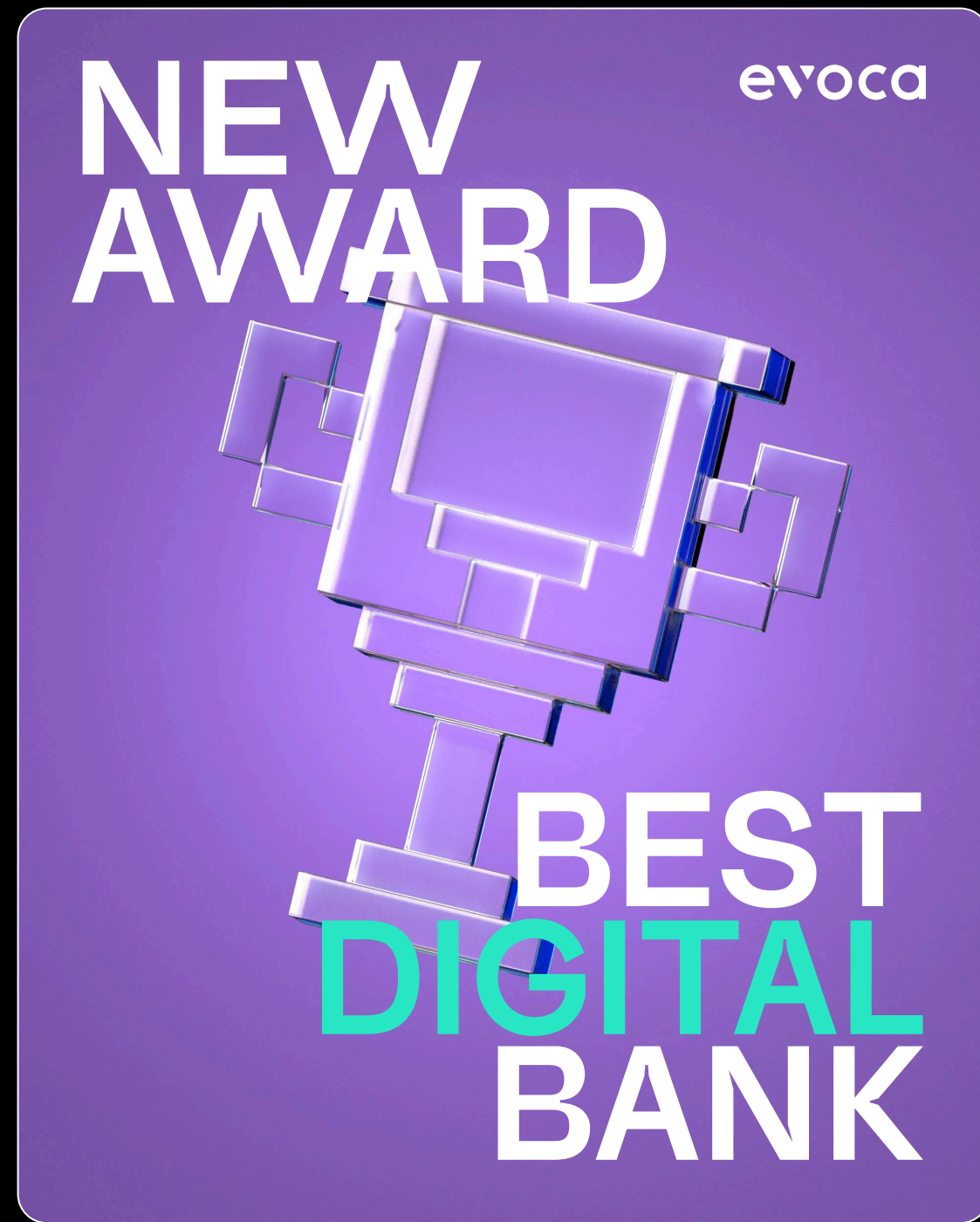
Graphics

Look & Feel

Social Media Appearance

Brand In Use

SOCIAL MEDIA



The brand's social media visuals translate its identity into daily communication. Each post should express the brand's tone and aesthetic with clarity and precision. Layouts must feel consistent, visually balanced, and aligned with the brand's overall design system.

PART 8

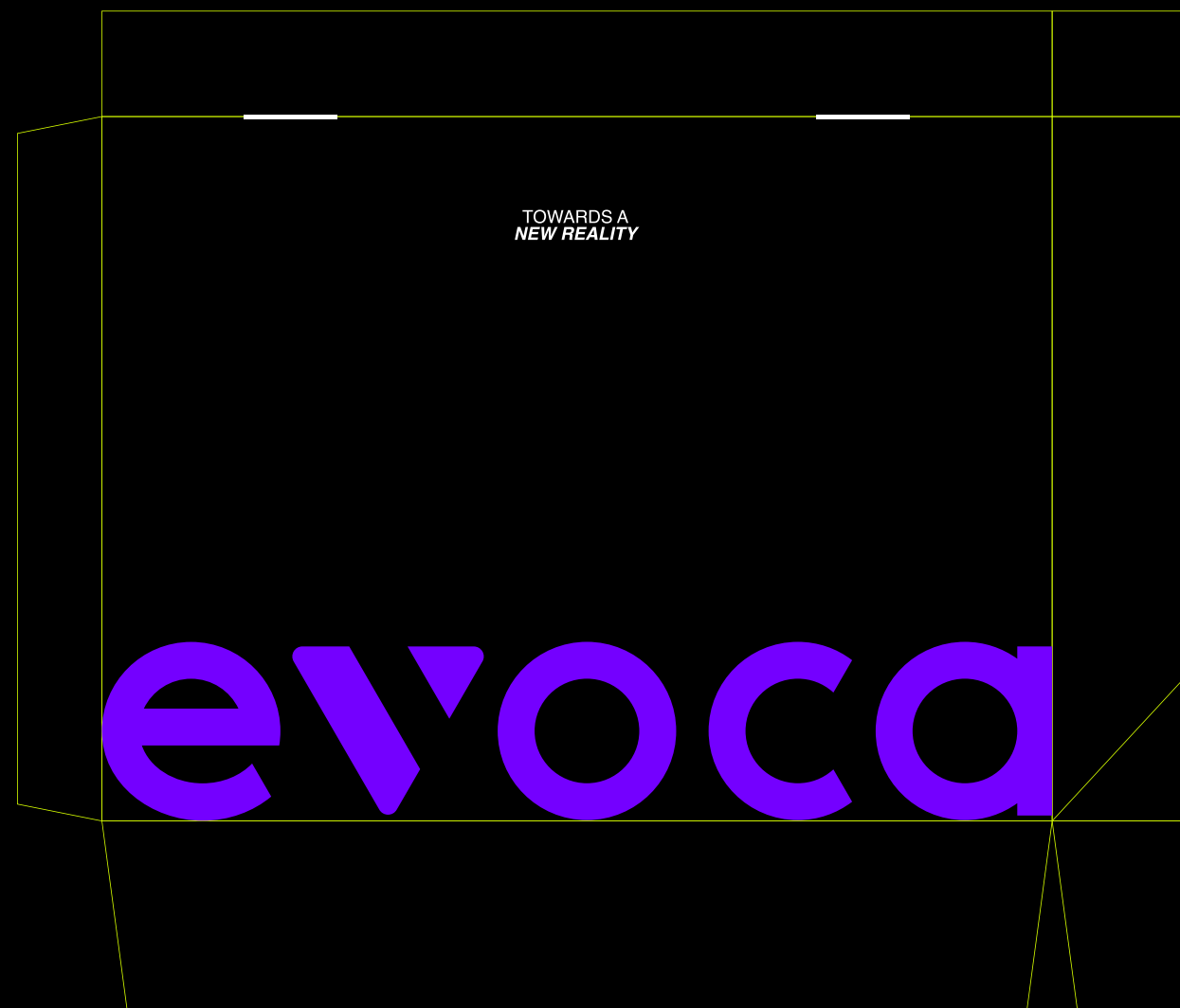
Verbal Identity
Logo
Colors
Typography
Graphics
Look & Feel
Social Media Appearance
Brand In Use

This section demonstrates how the brand comes to life across real-world applications.

These use cases ensure the brand remains recognizable, cohesive, and impactful across all touchpoints.

BRAND IN USE

8.1 Brand in Use





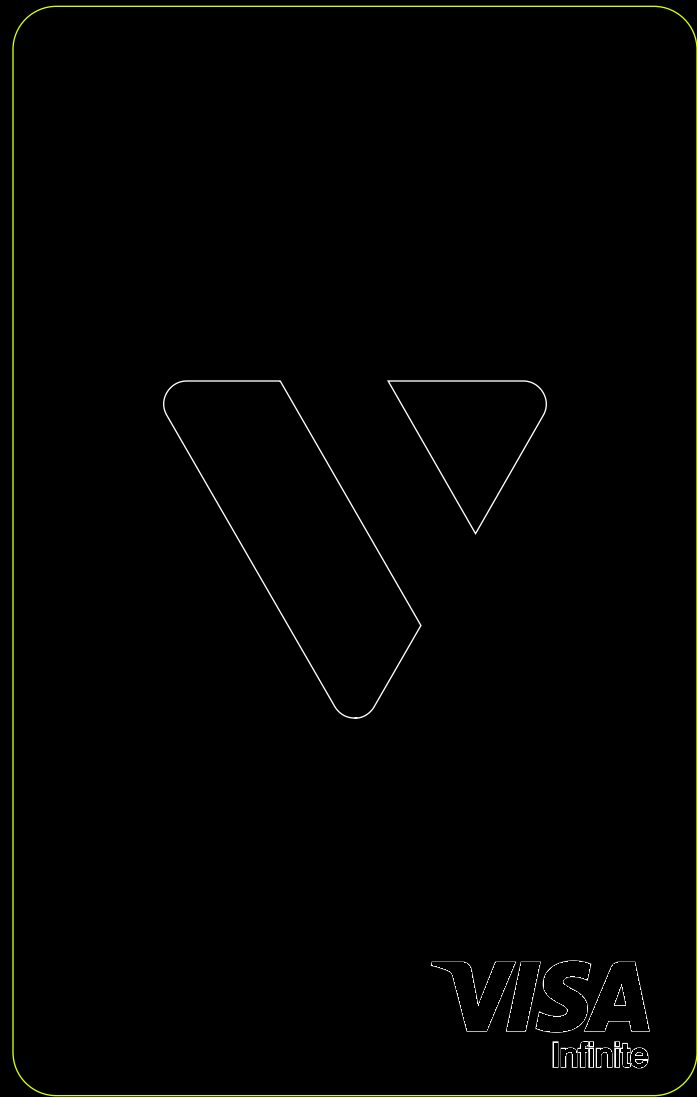
Silver foil



8.1 Brand in Use

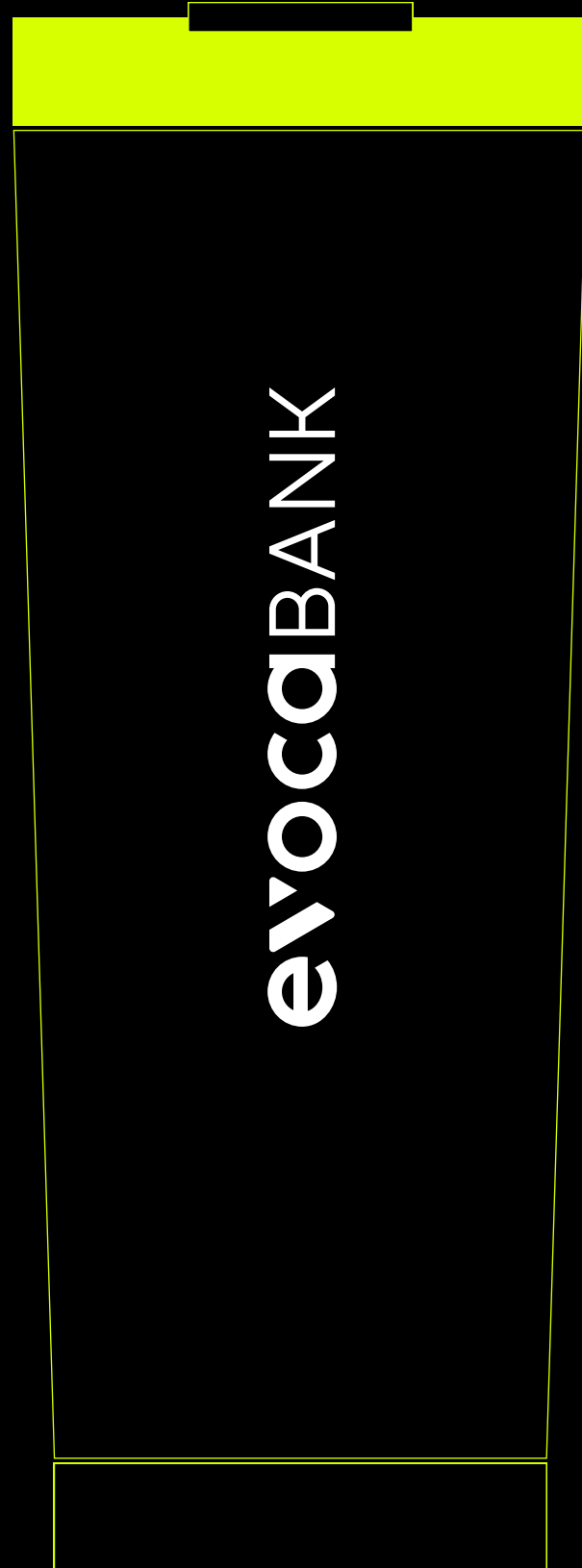


Silver foil



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