



BRAND ESSENTIALS

THE BASICS THAT CREATE OUR BIGGER PICTURE





**Business, like life, is all about
how you make people feel —
it's that simple, and it's that hard.**

— DANNY MEYER, *SETTING THE TABLE*

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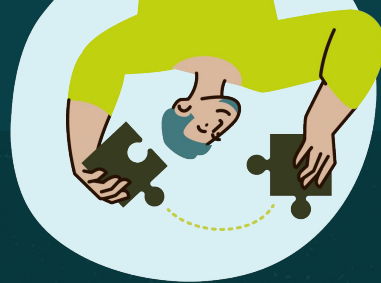
Writing tips and tricks

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Using our brand assets

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Use this guide as your **tool kit**

Whether you're our creative partner, an Evolver who works on branded materials, or you just want to learn more about our brand, you've come to the right place.

By gaining an understanding of Evolve's core elements, you'll help us maintain a consistent, cohesive, and memorable presence everywhere our brand exists.

Follow this guide for an overview of our brand's philosophy, purpose, archetype, and attributes, as well as key tips for writing in our voice and using the components of our visual identity.

LET'S WORK SOME BRAND MAGIC! >>



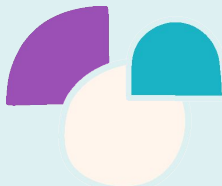
Before you dive in...

The links below provide easy access to download our latest brand assets — **please be sure to read through this full guide prior to using them.**

Logos



Shapes



People Illustrations



Patterns



Icons



Home Illustrations



Photos



Textures



Presentation Templates - [Pre-built](#) and [DIY](#)

[Workplace Branding \(Zoom & LinkedIn\)](#)



01

BRAND BUILDING BLOCKS

**Our brand is the welcome
mat that invites others in**



Our brand anatomy

Evolve is reimagining the vacation rental experience with our modern approach to hospitality and property management. But what does that mean for our customers? How do we continue to communicate value in fresh and meaningful ways?

The answers to these questions form the basis of our brand and inform the strategic and creative decisions that determine how we present ourselves.

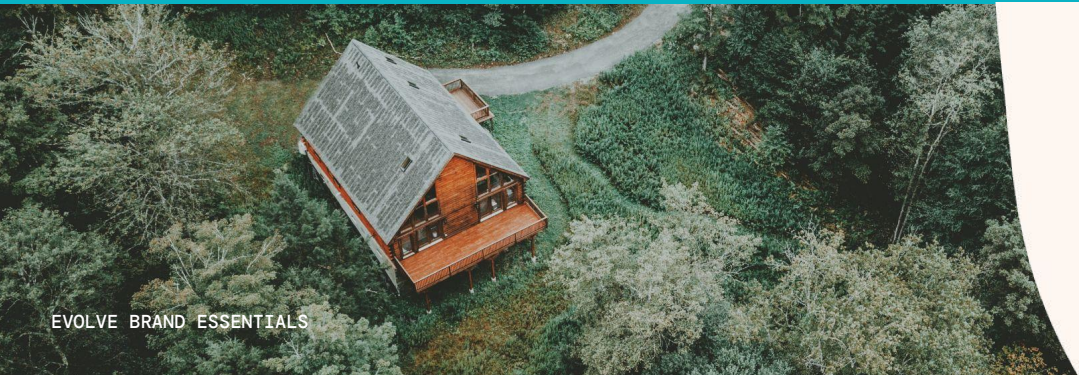


Our **brand philosophy** is a simple, shared conviction that ensures we stay true to our brand's most authentic self.



BRAND PHILOSOPHY

**Vacation rental should
feel like vacation**



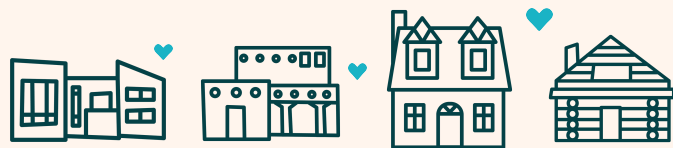
Think of it as our North Star — a steady reminder that whether we need to be practical or playful, efficient or expressive, our brand should help others breathe deeper, dream bigger, and plan brighter.



This approach then informs how we define our brand's **purpose**, **archetype**, and **attributes**.



LIBERATION AND RELAXATION FOR ALL



Although our brand is always evolving — pun intended! — it remains rooted in two constants. Our brand **purpose** ensures we're in sync with our broader business goals, while our **archetype of *The Liberator*** represents the image we wish to portray to the outside world. This foundation makes sure our brand feels like a sigh of relief, a stunning sunset, or bare feet in the sand, no matter how we grow.

WHAT WE DO

Our **brand purpose echoes Evolve's core mission — to make vacation rental easy for everyone.**

Our ability to continue our mission depends on attracting and retaining customers, Evolvers, and partners. Brand plays a big role in all of the above, so it's important for our purpose to remain aligned to what is driving the business forward as a whole.

WHY WE DO IT

Our *Liberator*** brand archetype drives us to empower others to expect more from their vacations and their investments.**

To us, hospitality goes beyond fluffy towels and turn-down service. It's about creating a support system that is always ready to help however and whenever we can. It's about making sure that lighter-than-air feeling of being on vacation is alive in everything that we do.

No matter what, we aim to free others from their frustrations and **open new doors** to where they'll go next



02

EXPLORING BRAND EXPRESSION

**Our brand's unique traits
shine through all we do**

**BRAND
ESSENTIALS**



BRAND-BOOSTER:

For a moment, think of a brand that you love. Now, come up with a few words to describe it. There's a good chance that you didn't choose the name of the brand's product or service, but qualities that it embodies — and it's no coincidence.

These descriptors are called brand attributes, and that quick association is exactly why they are so important to define. If we want consumers to think of us in a certain way, we build those traits into how our brand “speaks,” “looks,” and “acts,” so that over time, similar types of qualities become synonymous with Evolve.

Our brand attributes

HOW WE DO IT

are clearly defined traits that the Evolve brand personifies. Depending on the setting, it's natural to express one or two attributes more than another, but they are all woven into our deeper brand DNA. The more we can learn to embody these qualities through writing and design, the more consistent and effective our brand will be.

Four core brand attributes
guide our written and visual choices



Neighborhoodly

How we show we care



Candid

How we remain authentic



Curious

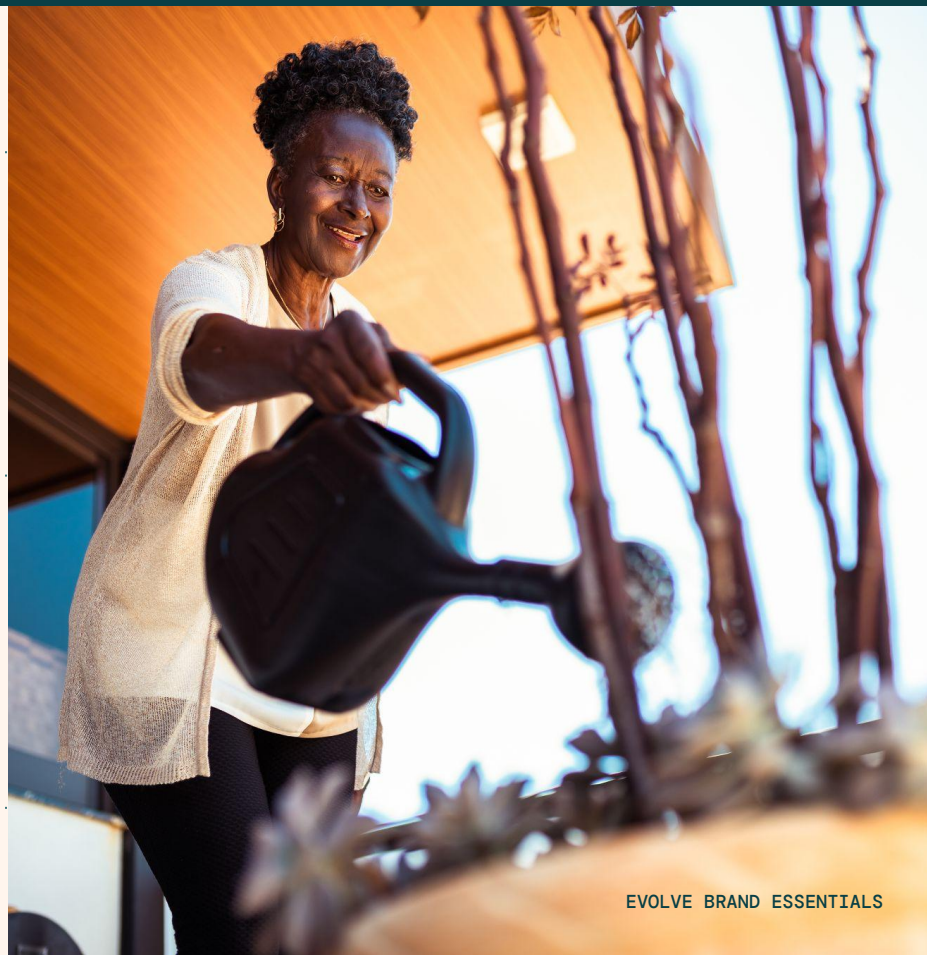
How we foster growth



Breezy

How we make life easier

SEE HOW WE EXPRESS THESE QUALITIES >>

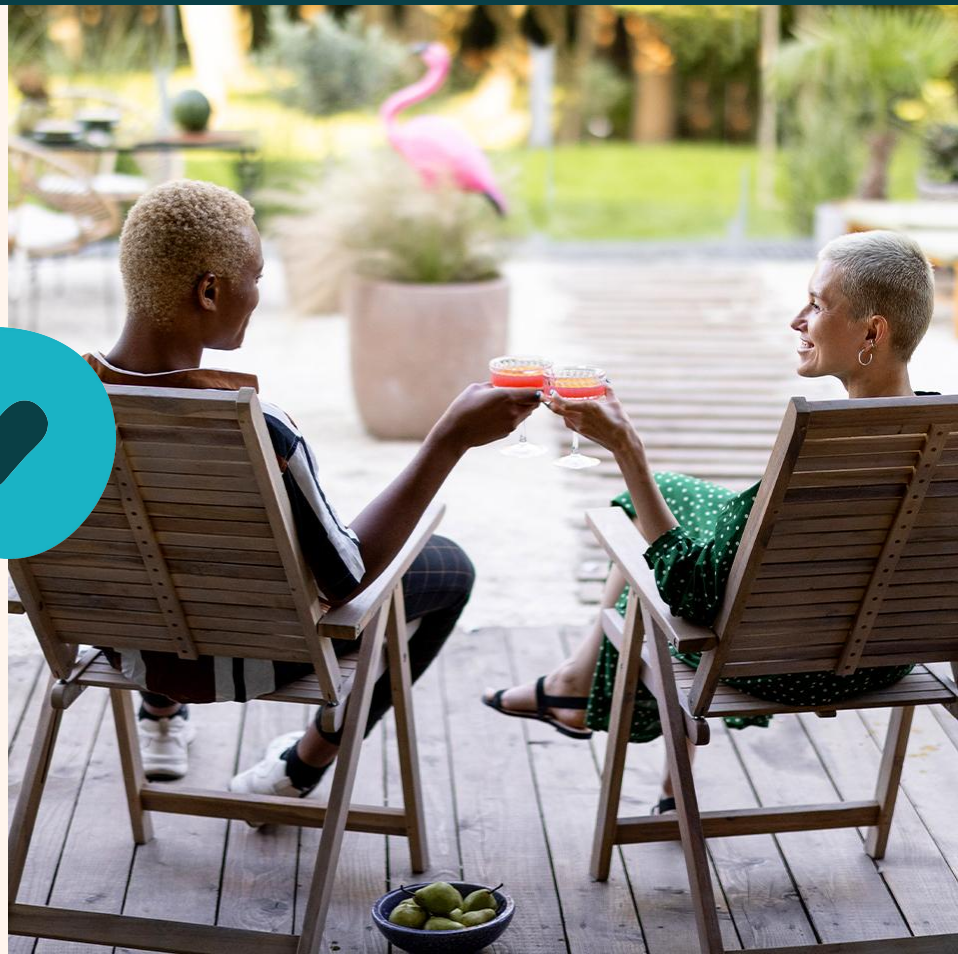


We are neighborly.

Friendly. Approachable. Supportive. Reliable.

We wear our #care on our sleeve, but not in an artificial sweetener, just-for-show sort of way. We're like the neighbor who won't just give you a cup of sugar — we'll bake you the whole cake.

Our brand welcomes others in and helps them feel comfy enough to kick off their shoes and get to know us better.



Have heart.

No matter how much we grow, our brand is forever rooted in our passion for hospitality. We choose words that warm and images that invite.

Offer empathy.

We know all about the ups and downs, so we speak from a place of understanding. By acknowledging the frustrations alongside the wins, we reinforce our reliability.

Cultivate connection.

Travel and home ownership are emotional experiences that deserve a caring, understanding touch. Our ability to recognize and respond to our consumers' unique needs builds trust and creates lasting value for our brand.

5 Tips for First-Time Investors



At Evolve, we know that making your first big investment can be intimidating, but our Real Estate Services team is here to help. Here's what our property pros had to say when we asked for a few tips for vacation rental newbies.



**Vetted
homes for
seamless
stays**



WE'RE THE HOMEBASE
FOR YOUR HAPPY PLACE

We are candid.

Clear. Realistic. Direct. Genuine.

We shoot straight, walk the walk, and talk the talk. Heck, we'll even put our money where our mouth is.

We've got nothing to hide and everything to offer, so when it comes to our brand, what you see is what you get, and we're proud to share it openly.



Radiate confidence.

We deeply believe in our value, so our sense of certainty puts others at ease. Our self-assurance shines through our vibrant, saturated colors and captured moments of relaxation and joy.

Be direct.

Our actions and offerings speak enough for themselves, so no need to flex the million dollar words. We prioritize clarity with simple language and deliberate design decisions.

Stay open.

There are no closed doors here. We build trust through transparency, back up what we say with verified sources, and embrace visual imperfections with organic shapes and hand-drawn touches.

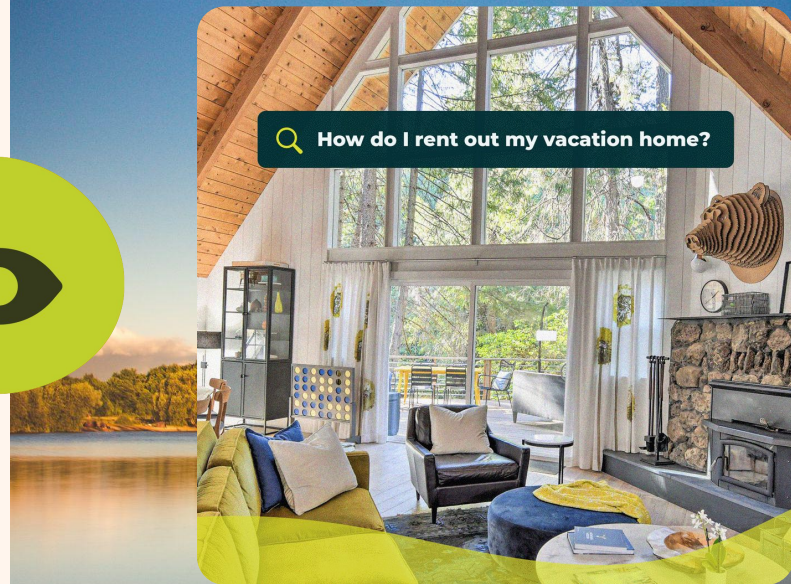


We are curious.

Inspiring. Educational. Progressive. Imaginative.

We're lifelong learners with an eye on what's new, what's changing, and where we'll go next. For us, it's always been more about the journey than the destination.

We see big possibilities in the smallest details, and our brand puts the spotlight on what we think will fascinate, educate, and motivate our audiences.





Mix information with imagination.

The more we learn, the more we share. We use thoughtful graphics that make solutions simple to see, and we break down complex ideas into easier-to-understand pieces.

Expand horizons.

Through aspirational imagery and language, we open a window to new possibilities and exciting experiences that spark the desire to explore more, dig deeper, and see things from a new perspective.

Lead change.

The unknown is a lot less intimidating with context and support along the way, so our brand paints the bigger picture. Aerial photography and data-driven info entice others to step into the future with us.



+30%



We are breezy.

Optimistic. Relaxed. Uplifting. Clever.

Hang the hammock, turn off the notifications, and cue the whale songs — we're here to be the calm in the chaos. We do the heavy lifting so others can do the heavy napping, and we offer a welcome retreat from everyday stress.

With our easygoing spirit at the wheel, our brand helps steer us toward more postcard-worthy moments.



Create comfort.

We use conversational language that sounds like it's coming from an actual person — because it is! — and our nature-infused imagery provides a deep breath in a cluttered landscape.

Keep it fresh.

This is the travel industry, not refrigerator repair, so we embody the energy of vacation vibes, good times, and fond memories. Fluid patterns liven up our visuals, and our voice is packed with positivity.

Spread joy.

It feels good to make others feel good! We infuse playfulness with wordplay, and even throw in an emoji or two. We aren't afraid to have some fun along the way.

View case study

SEE HOW **JANE**
EARNS MORE
WITH EVOLVE

Jane Martin, Evolve owner
in Gatlinburg, TN

VACATION HOMES

JUST BEACHY

THAT BRING YOU CLOSER



03

SETTING THE RIGHT TONE

**Effective communication
needs some wiggle room**

Find your style focus



BRAND-BOOSTER:

You wouldn't wear a bikini to a wedding, or text your grandma using the newest slang (no matter how much of a girlboss she is).

Our branding works in the same way. As we engage with a wide range of audiences, it's helpful to **first consider the communication's form, function, and future application** to determine the best tone to leverage through writing and design. That's where our **style spectrum** comes in handy.

Popular content types are plotted below — use it as gut check, not an exact recipe:



When we want to be more engaging or experiential, there's more room to play. Tap into how we can make others *feel*.

03 Setting the right tone

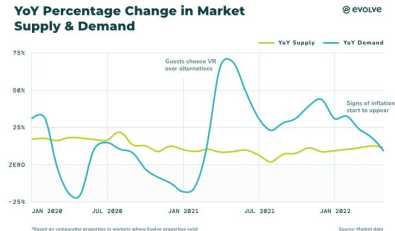
Be sure to think beyond content type to fully consider which brand components fit best with the purpose of what you are creating.

- Best Rate
- Rest Easy
- Give Back

DATA AND VALUE DRIVEN VISUALS

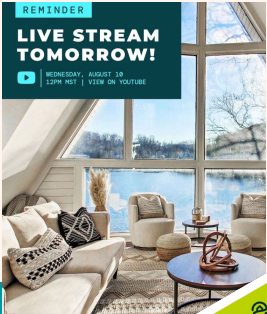
MORE
SERIOUS,
LESS
FLUFF

FOLLOW THE ITINERARY



HELPFUL
TONE

DIRECT
INFO WITH
CASUAL TONE



INSPIRATIONAL
IMAGERY



MORE
COLOR AND
PATTERN



WORDPLAY AND
DESCRIPTIVE
LANGUAGE



EVOLVE BRAND ESSENTIALS



BOLD USE OF COLOR

PRICE DETAILS	
\$109 X 1 NIGHT	\$109
CLEANING FEE	\$75
EXORCISM FEE	\$666
SERVICE FEE	\$45
DISSERVICE FEE	\$39
DE-SQUIRRELING FEE	\$48
PILLOW FLUFFING FEE	\$15
INSTA-WORTHY FEE	\$99
BEDTIME STORY FEE	\$21
HAPPY MEMORIES FEE	\$98
TOTAL (USD)	\$1,215

PLAYFUL AND FUN

MORE
CONCEPTUAL,
MORE
UNEXPECTED





04

WRITING TIPS & TRICKS

**We're only as good
as our words**



1. Invite others in

We want everyone to feel welcome, represented, and included in the conversation, so we make space in our language for *allllllll* the amazing humans we talk to.

TRY THIS:

- Use common words and phrases over complicated synonyms or non-essential industry jargon
- Use inclusive language that makes everyone feel supported and welcome — [view Evolve's Inclusive Language Guide here](#)
- Avoid sarcasm and stereotypes



2. Find the bright side

Vacation (rental) is better with some sun! We strive to make opportunities, benefits, and pathways to success outshine any negativity.

TRY THIS:

- Acknowledge obstacles, but focus on solutions and growth potential
- Use relatable challenges to show how we make things easier
- Let positive qualities speak for themselves without negative comparisons



3. Keep it real

Bye bye, TMI. We're an open book, and our pages are filled with real-world experiences that connect directly with our customers and show off who we really are.

TRY THIS:

- Use compelling data and first-hand accounts when possible
- Use descriptive, expressive language to connect to deeper human needs and motivations
- Back up claims with trusted sources, citations, and practical explanations



4. Think about the big picture

Before you type, ask: Why us? Why this? Why now? Our customers are seeking answers, so our writing should deliver what they're looking for.

TRY THIS:

- Whether it's to click, book, or laugh, be direct about how and why people should engage
- There is no one-size-fits-all — try to write with a target reader in mind
- Be mindful of where your words will live so your message has the biggest impact in its final form



A modern living room with a green velvet sofa, a large potted plant, and a large window. The room is decorated with various art pieces, including a large painting of a leopard and a polka-dot artwork. A wooden coffee table with candles sits in front of the sofa. A large, round, brown leather ottoman is in the foreground.

05

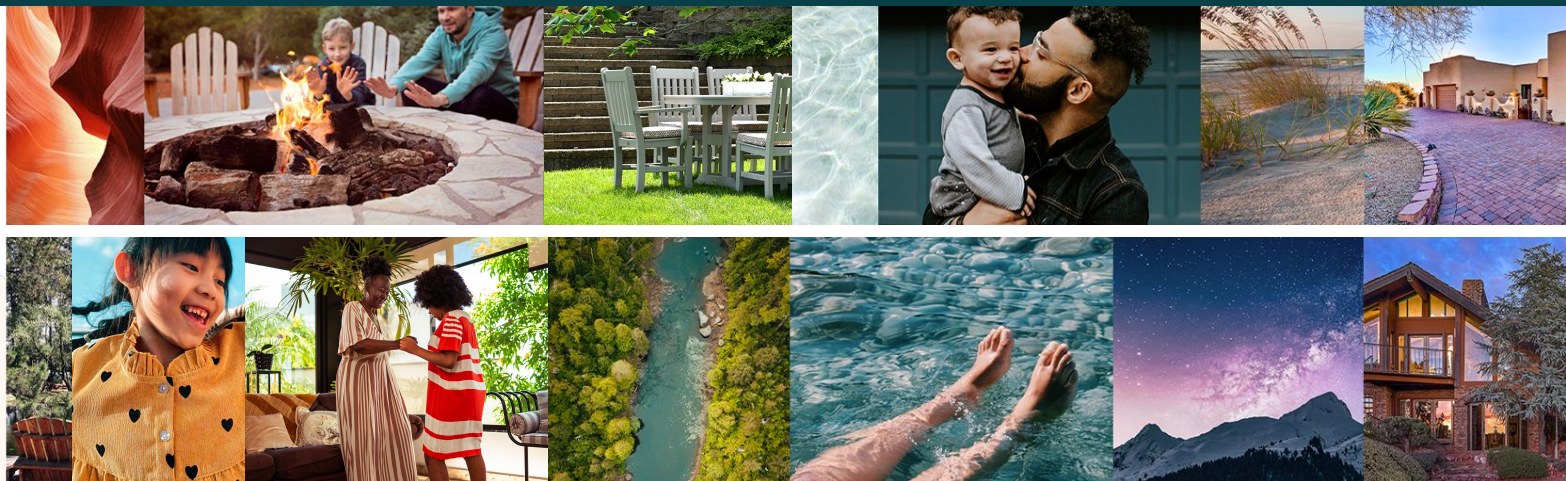
USING OUR BRAND ASSETS

**To create one's own
world takes courage.**

— GEORGIA O'KEEFFE, AMERICAN ARTIST

**BRAND
ESSENTIALS**





**Our brand colors are inspired by the moments
and experiences that uniquely define Evolve**



core color palettes
offer the freedom to
express our confidence,
care, and character
through a vibrant mix
of versatile hues

PRIMARY BRAND PALETTES

These are the colors we want people to think of when they picture Evolve. This does not mean these colors necessarily need to be the predominant colors used, but we should weave touches of at least one of these palettes through every design we create.

GARDEN

is rooted in our logo's refreshing green to evoke a sense of progress, growth, and curiosity.

ISLAND

stems from our logo's lively blue, with shades that project versatility, depth, and community.

MOUNTAIN

stands out for all the right reasons. Rich tones channel imagination, adventure, and positivity.

NEUTRAL BRAND PALETTES

These are the colors that let our primary colors pop. Our light neutrals work well as background colors, while the darker shades help add contrast without distraction.

ACCENT BRAND PALETTE

These colors should be used sparingly to make key elements stand out.

WOODS

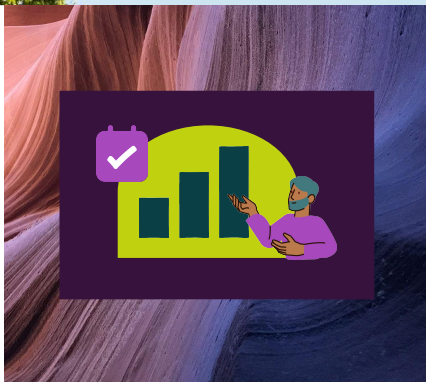
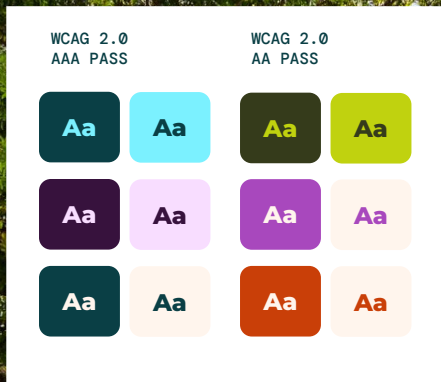
adds earthy neutrals that balance and warm bolder brand elements.

COAST

features cool, calming neutrals that feel peaceful, safe, and secure.

DESERT

provides sharp, punchy accents that draw the eye to its fiery energy.

**BRAND-BOOSTER :**

Using photos with colors that echo our own will instantly make your design feel more on-brand.

COLORFUL CONSIDERATIONS

With flexibility, accessibility, and impact at their core, our brand colors allow us to:

- 1. Create cohesive materials across diverse needs.** As long as colors are used as defined, they can be applied as minimally or as boldly as needed. This consistency helps consumers quickly and easily recognize our materials as Evolve, no matter the context.
- 2. Make our experiences usable to more people.** We've ensured that our brand palettes provide sufficient color contrast ratios to meet the requirements for WCAG 2.0 AA level accessibility (or better). This allows users, including people with visual deficiencies, to perceive our website content.
- 3. Stand out from the pack.** By anchoring our colors in the blues and greens that have identified Evolve for years, we're able to continue to strengthen our brand equity and differentiate ourselves in the vacation rental and hospitality industries.



Color by numbers

Use the color values below to maintain brand consistency across all tools and materials

GREENS

Garden
HEX #C0D20F
RGB 192 / 210 / 15

Light Garden
HEX #EAF226
RGB 234 / 255 / 38

Dark Garden
HEX #353B1B
RGB 53 / 59 / 27

BLUES

Island
HEX #1AB2C5
RGB 26 / 178 / 197

Light Island
HEX #7BF1FF
RGB 123 / 241 / 255

Dark Island
HEX #093F45
RGB 9 / 63 / 69

PURPLES

Mountain
HEX #A848BD
RGB 168 / 72 / 189

Light Mountain
HEX #F8DDFF
RGB 248 / 221 / 255

Dark Mountain
HEX #37123D
RGB 55 / 18 / 61

WARM NEUTRALS

Woods
HEX #FFF5ED
RGB 255 / 245 / 237

Dark Woods
HEX #550A00
RGB 85 / 10 / 0

COOL NEUTRALS

Coast
HEX #DDF0F2
RGB 221 / 240 / 242

Dark Coast
HEX #41797F
RGB 65 / 121 / 127

ACCENTS

Desert
HEX #F9A11E
RGB 249 / 161 / 30

Dark Desert
HEX #C93F08
RGB 201 / 63 / 8

How do I know which one to use?

USE HEX FOR:

Digital documents (Google Docs / Slides / Sheets, or Microsoft Word / Powerpoint, Excel), email, website coding & design

USE RGB FOR:

Creative production tools (Adobe CS), animation, video, digital design

WHAT ABOUT PRINT?

No need to convert any materials to CMYK for routine office printing. If you need professional printing, please submit a Marketing request so that our design team can help!



PRIMARY LOGO



Logos are the face of our brand, so it's important that they are consistently used, highly recognizable, and easy to read. Three logo configurations (**primary**, **stacked**, and **icon**) give us the ability to optimize logo use across a wide range of channels and applications.

STACKED LOGO



CLEAR SPACE

Our logos should always have room to breathe. Use our 'e' icon as a guide for the minimum clear space needed on all sides.

ICON



1.5 IN.
OR 100 PX.

LOGO SIZE

Don't make our logos too small! Use these sizes as your guide.

Inches for print / pixels for digital applications



0.75 IN.
OR 72 PX.



.5 IN.
OR 40 PX.



The ultimate logo use breakdown

Two-color logos should be used whenever possible. They feature our core Island (blue) and Garden (green), so they shouldn't be set on backgrounds of a similar color. They work best on very light or very dark backgrounds.

Light logos are white, so they work best on dark backgrounds that may not be dark enough to support a two-color version. As your background gets lighter, make sure that a light option doesn't blend in too much.

Dark logos are set in our Dark Island (darkest blue) brand color and should be used when your background is too similar in color for a two-color logo, but too light for a light logo option.

Primary logos refer to horizontal logo configurations with our 'e' icon to the left of our wordmark, all on one line. Use the color version that best suits your needs.

PRIMARY 2-COLOR



PRIMARY LIGHT



PRIMARY DARK



Stacked logos place the 'e' icon on top of our wordmark to optimize vertical space. They're great for square placements where a primary logo would get too small or anytime you have more vertical space.

STACKED 2-COLOR



STACKED LIGHT



STACKED DARK



'e' icons are useful for small spaces and multi-page communications. Since the Evolve name is absent, the icon should only be used when the connection to our company is abundantly clear.

ICON 2-COLOR



ICON LIGHT



ICON DARK



Headlines, slide titles, important callouts:

Montserrat Extra Bold

This is a headline

This is body copy — or any text that is longer in length than a headline. It should always be smaller in size than any headlines, as well.



ACCENT
TEXT

*Body copy, paragraphs,
sub-headlines:*

Nunito Semi Bold

Accents / small details:

**DM MONO MEDIUM
(ALL CAPS)**

Keep text lookin' good:

- Stick with our brand typefaces (**Montserrat**, **Nunito**, **DM Mono**) and font weights (Extra Bold for Montserrat, Semi Bold for Nunito, Medium for DM Mono). The exception? Increase the font weight of Nunito to add boldness to specific callouts.
- Exact text size should be determined by your specific needs. Otherwise, the styling on this page should be followed whenever possible.
- Feel free to also set Montserrat in all-caps when preferred, as we recognize the use cases for both. Always set DM Mono in all-caps, and follow our [content style guidelines](#) for all other guidance on capitalization, grammar, and other writing details!
- When it comes to color, contrast is key. Be sure to use dark text colors on light backgrounds and vice versa. Avoid small or light text over images and patterns to keep everything easy to read.

People, places, and things

Our illustration, shape, and icon libraries help us represent the depth and breadth of the services we provide, the customers we take care of, and the Evolvers we employ. These assets can be easily applied to many different types of materials to boost visual interest, aid comprehension, and inject a bit of brand personality into any design.

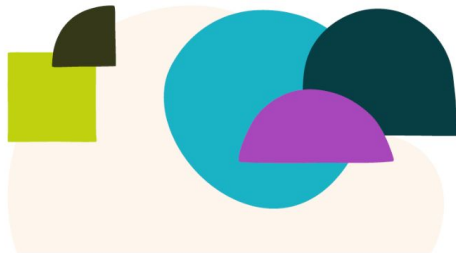
PEOPLE ILLUSTRATION EXAMPLES



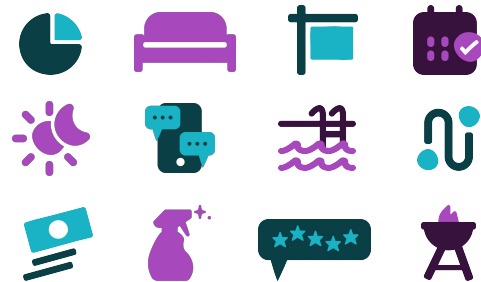
HOME ILLUSTRATION EXAMPLES



SHAPE EXAMPLES



ICON EXAMPLES



Showcasing our value

Additional icons represent eight of Evolve's key value propositions. To drive recognition of these unique offerings, these icons should be reserved for the representation of the innovations, programs, and services listed below.



REST EASY
PROMISE



VETTED
HOMES



BEST RATE
GUARANTEE



BOOKINGS THAT
GIVE BACK



RISK FREE
GUARANTEE



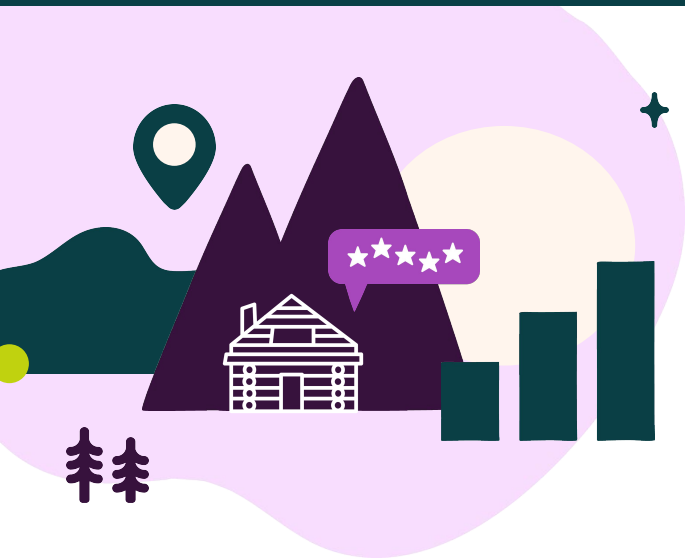
10% LOW
MANAGEMENT FEE



24/7 GUEST
SUPPORT

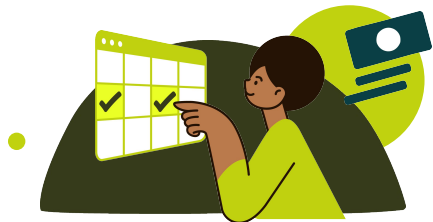


PROPERTY
PROTECTION PLUS



Flexible functionality — endless creativity

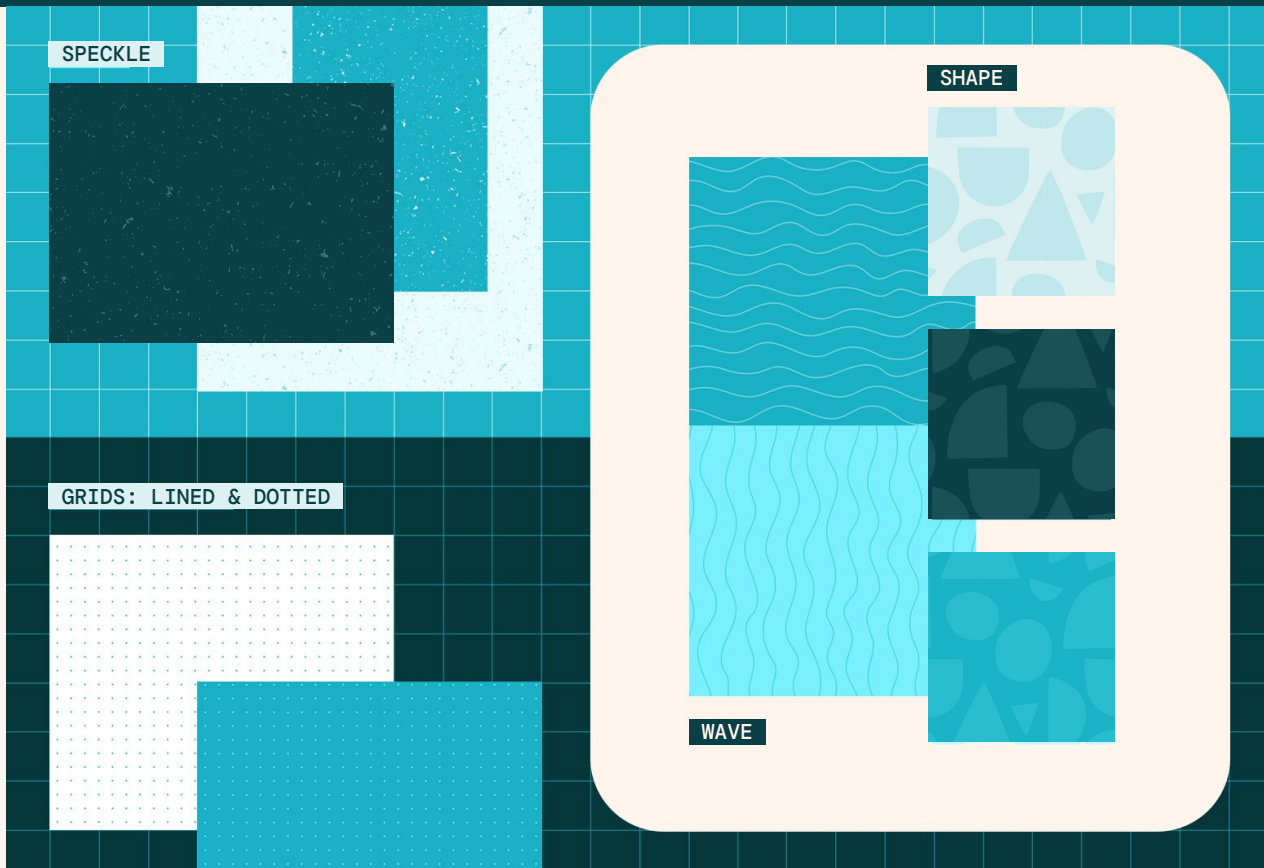
The best part? All of our illustrations, icons, and shapes can be used on their own, or in eye-catching combinations that allow you to mix-and-match to ***tell your story your way.***



Patterns

help add visual interest and break up too many solid blocks of color, but they can be a little tricky to get right. Our **grid** patterns (**lined and dotted**) are great for adding structure, while the **speckle, shape, and wave** options are more fluid and playful.

We recommend **only using one** pattern at a time, as more than that can become overwhelming. Before adding, consider whether patterns help or distract from your design, and check to make sure all text remains highly legible.



Three textures,

wood, paper, and stone, add tangible quality to our visual lineup and allude to physical aspects of the homes at the heart of our business. Metaphorically, the textures also represent Evolve's grit, determination, and hands-on approach.

This imagery should be used in small doses to add contrast, depth, or environmental cues to other design components. Similar to patterns, we recommend **only using one** texture at a time to keep things simple.



WOOD



PAPER



STONE



SCENE-SETTING EXTERIORS



INVITING INTERIORS



ON-PROPERTY PEOPLE



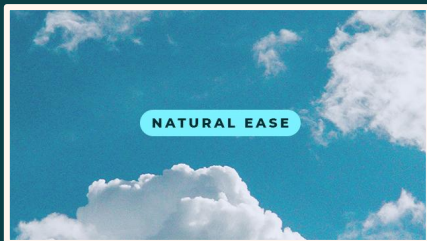
MOMENTS OF RELAXATION



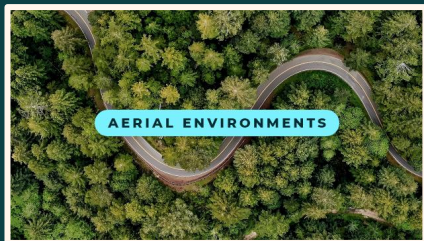
MOMENTS OF JOY



VACATION VIBES



NATURAL EASE



AERIAL ENVIRONMENTS



AERIAL PEOPLE

Our frame of mind

From candid, off-beat moments, to airy aerials, to our vacation-worthy homes, the photography that represents our brand should feature warm, natural lighting and saturated tones that echo our vibrant color palettes.

When selecting photos, go for imagery that illuminates the joy, beauty, relaxation, adventure, and growth that the Evolve brand aims to exude.



Thank you
for helping us build our brand

QUESTIONS?

EMAIL US: DESIGN@EVOLVE.COM

