

evelyn

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PMS and PMDD affect over *8.5M people* in the U.K. and *1B globally*, every single month. The impact is huge, from the stress, angst and despair felt on a personal level, to the wider impacts on societies and economies worldwide.

# The Value of Empathy

Brand Idea

*They say we find strength in numbers, but when the issue of PMS/PMDD is still whispered, we remain only one.*

The silence leaves people with it feeling lost, it prevents those without it understanding.

Empathy is powerful. It provides safety and solace when we can't find our community, rippling the experience beyond the initial touch point. It's selfless by nature, unifying in its delivery.

An antidote to isolation and rarity, empathy is at the heart of healthy relationships. Empathy drives connection, bringing together those who share the experiences of PMS, and those who want to learn. It enables knowledge and action to transcend through people, profession, policy, and across the planet.

The Impact we want to have

Our vision is health equality, for  
every *body*, throughout their life.

To transform the '*other*'  
half of the cycle.

We believe

We is key. There's only one way  
to truly unlock PMS; *together*.

Communication with our community paints a real picture. Collaboration with thought leaders allows discovery and delivery. Innovation makes us the go-to for all things PMS and PMDD. A continuous cycle, elevating every one of us.

Consult, collaborate, innovate, consult, collaborate, innovate, consult, collaborate, innovate.



We are

# Community-driven, *clinically-backed*

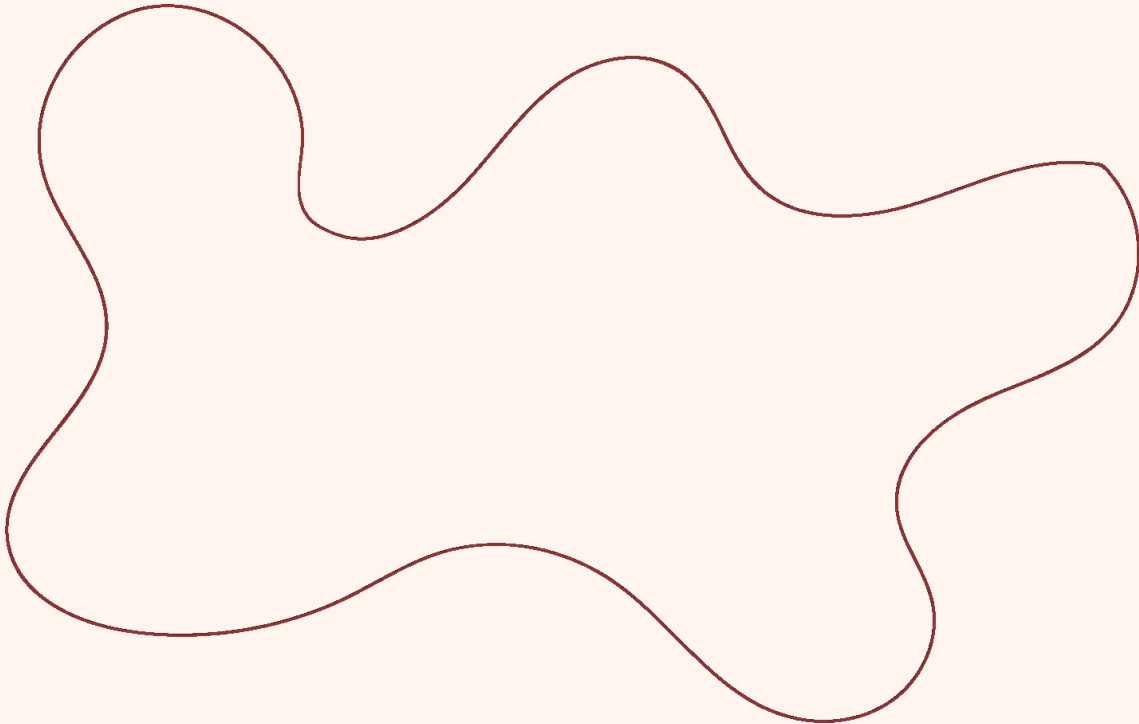
Community-driven: our people are our power. We use real-life PMS and PMDD experiences to inform our product design, so we build solutions that work for our community. Clinically backed: we're driven by data and solve through science. Our results are proven, so our impact is felt. There's no hocus pocus here.

# Evelyn Team

The team organised to build and mobilise the Evelyn community, bringing impactful, commercial solutions to market.

# Evelyn Community

Our community. People affected by PMS and PMDD. A space where they can share stories, vent frustrations, explore ideas, provide feedback, and give and receive support.



# Evelyn Collaborators

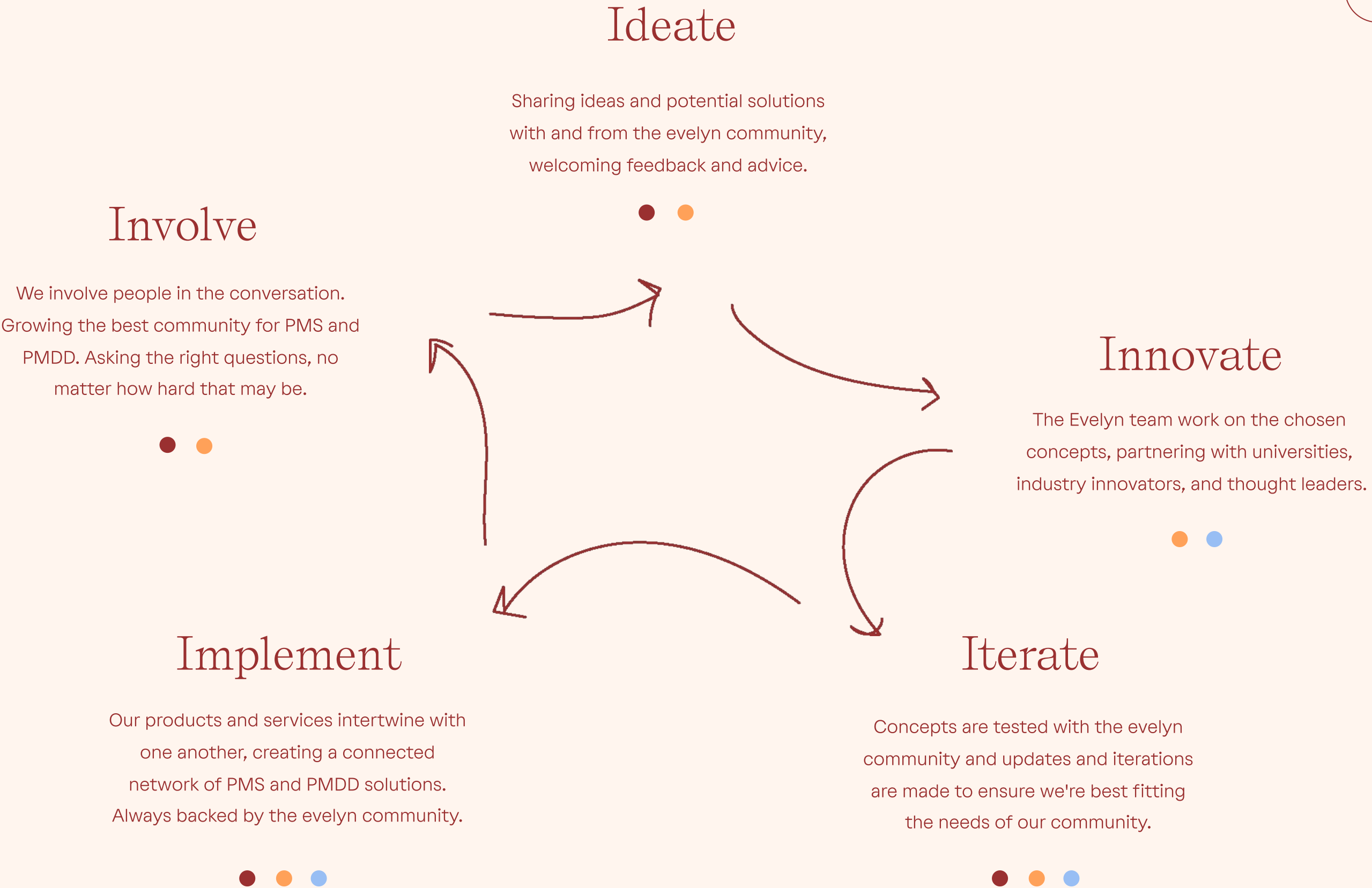
The market leaders and best-in-class thinkers.

# Evelyn Solutions

Our community platform, our nutraceutical products, and our digital diagnosis SaaMD app.

# Evelyn Innovations

Where no-one's gone before.



## Possibilities

We don't yet know what our research will uncover, but there are lots of possibilities for this untapped and underserved community.

Nutraceutical

Diagnosis

Medical treatments

Lifestyle

Social

Alternative therapies

Digital therapeutics

Professional

# Our Values

01	<i>What if? Why not?</i>	Evelyn is persistently inquisitive, endlessly optimistic, constantly asking what 'What if? Why not?'. We're challenging traditions that hold us back and changing 'the way it is'.	Mindset
02	<i>Unimpossible</i>	A rare, non-standard approach; an alternate view of possible, bold, where everything is within reach. Trespass outside your comfort zone, explore all the possibilities, think nothing can stop you.	Attitude
03	<i>Goosebumps</i>	Do you care and are you willing? Is it important enough? Are you nervous or excited? How about both. If this challenge gives you goosebumps, and you're ready to roll your sleeves up, welcome to the movement.	Action
04	<i><del>Just</del></i>	Respect is our baseline. Nothing here is 'just'; everything gets time, space, and attention. We don't underestimate effort, gravitas, impact. Banish 'just' and feel the worth.	Approach
05	<i>We believe in butterflies</i>	The world is big, each of us incredibly small. But even the tiniest actions with great intent can change the world for someone somewhere. Small changes can have big consequences. Impact is born when you believe.	Impact

# Our Philosophy

Guiding Principles

*Close the gaps in female healthcare.*

*Make every voice heard.*

*Accelerate progress, even when it’s hard.*

*Have the conversation, even if no one else is.*

*Brave the path less travelled.*

*Constantly develop the cycle.*

*Challenge institutional bias, eradicate it in our spaces.*

*Lift one another.*

*Never question whether change is possible.*

# *Personality & Tone of Voice*

Fearlessly *empathetic*,  
unapologetically *brave*, powerfully  
*inspirational*, wonderfully *human*.

Our Personality

*Fearlessly empathetic*

We're in tune with the feeling in the room, inherently perceptive, and humbly self-aware. We are superb listeners and consistently show up in times of need, and will never presume to have all the answers.

*Unapologetically brave*

Evelyn takes action. We don't sit on the sidelines and watch inequalities pass us by. We'll tread the untrodden, taking the lead where others can't or won't, front and centre of change.

*Powerfully inspirational*

We're always thinking bigger, encouraging better, motivating others. Emotionally intelligent, beautifully eloquent, we articulate grand ideas in everyday terms, easily gaining momentum. You might find our confidence infectious, our movement yours.

*Wonderfully human*

It cuts through the noise, our humanness. It's refreshingly real. We know we're not perfect, but will always try to be the best version of ourselves. We are Evelyn. And we're proud of that.



## Tone of Voice Principles

Our four unique tone of voice principles are inspired by our brand strategy. They guide our messaging to ensure it is always consistent, engaging and sounding its best. We dial our principles up or down depending on which audiences we are speaking to and what we want to achieve.

*Real, honest &  
to the point.*

*Approachable,  
inclusive &  
understanding.*

*Energised,  
positive &  
determined.*

*Calm, cool &  
collected.*

# Evelyn TOV

We may be biased, but you've made a great choice. We're delighted you could join us.

Ask away - we're all ears.

Things that should cycle: washing machines, tornadoes, bicycles.

Things that shouldn't cycle: your health, happiness, wellbeing.

We need to have a word with your period; it's taking all the limelight.

Can we ask you a personal question?

This Thursday, 6 pm, you won't want to miss it (link in our bio).

Going round in circles with your cycle? Check out our recent post on our top at-home luteal phase fixes.

Most of us get pregnant between 1 and 4 times in our life. There are X companies working in the menstrual, contraception, and pregnancy spaces. What about the other 382 cycles when we don't get pregnant, those peppered with PMS?

We are not cold, condescending, direct, childish, overexuberant, silly, bland, unthoughtful:

Congratulations - you've joined the PMS revolution!

Ask us anything.

We're totally over cycling health and wellbeing.

Periods are overrated. Let's talk about PMS.

Evelyn community - we need some answers.

Join our next webinar on Thursday at 6 pm. Get tickets in our bio.

Our latest blog post covers all the intricacies of your cycle and what causes certain symptoms at each stage. Read now through the link in our bio.

Our entire lives revolve around pregnancy. What about the other cycles? Life's not just about reproduction, and we're making sure everybody knows it.

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## Vision

*Our vision is health equality, for every body, throughout their life.*

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## Mission

*To transform the 'other half' of the cycle.*

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## Proposition

*Community driven, clinically backed.*

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## Personality

*Fearlessly empathetic, unapologetically brave, powerfully inspirational, wonderfully human.*

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## Tone of Voice Principles

*Real | Approachable | Energetic | Cool*

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# *Core Brand Elements*

Colour Palette

Our colours are made up of warm, earthy tones, paired with a cool 'Cornflower ' blue - fusing the two worlds of community and clinic.

Mandarin

#FFA159  
R:255 G:161 B:89  
C:0 M:49 Y:77 K:0

Cornflower

#98BEF4  
R:152 G:190 B:244  
C:40 M:15 Y:0 K:0

Wine

#9A3030  
R:154 G:48 B:48  
C:23 M:99 Y:91 K:16

Sand

#FFF6EE  
R:255 G:246 B:238  
C:0 M:3 Y:5 K:0

Forest

#3F4D32  
R:63 G:77 B:50  
C:71 M:47 Y:85 K:45

Lime

#E1F390  
R:225 G:243 B:144  
C:16 M:0 Y:62 K:0

\*'Forest' green text should always be used on 'Lime'

Self Modern Regular & *Italic*

Used for: Headers  
Character style: Sentence case  
Tracking: 0

Atak Light

Used for: Body Copy + Sub-headers  
Character style: Sentence case  
Tracking: 0

Web safe fonts

Garamond Regular

Helvetica Light

Used for: headers  
  
Used for: Body Copy

Sample

Our mission is to  
facilitate deeper and  
greater understanding  
of PMS, co-creating the  
tools to live healthy,  
rewarding lives.

Sub-header CTA

Join the Conversation

Our mission is to facilitate deeper and greater understanding of PMS, co-creating the tools to live healthy, rewarding lives.

Body copy

Header font

We are your go-to for  
all things PMS. *Community-*  
*driven, clinically-backed.*

Italic to highlight

Our logotype is clean and balanced, with a fluid quirk to the letter 'v' in order to create disrupt and illustrate the idea of community meets clinic.

evelyn





Guides



In order to give our logo breathing space, we take the ‘e’ from ‘evelyn’ to show the minimum space that should always be given.

evelyn



40mm

evelyn



45px

Minimum Sizes

Preserving the integrity of the logo across all communications is key. Our logo should never be edited, warped, or represented in anything other than the Evelyn colours.



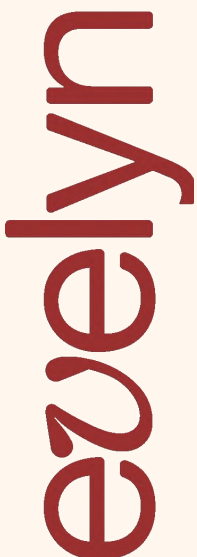
Don't distort or stretch the logo



Don't use the logo in a colour that isn't part of Evelyn's colour palette



Don't use a drop shadow or any other effect on the logo



Don't use the logo vertically or rotate in anyway



Don't add additional elements to the logo

An abstract 'e' makes up our brandmark, a fluid, ever-changing system illustrated through the impact of a wave





# *Brand Tools*



A curated collection of fluid shapes made up of the letters of 'Evelyn' illustrates our dynamic and intertwined community, highlighting the idea of co-creation and collaboration.





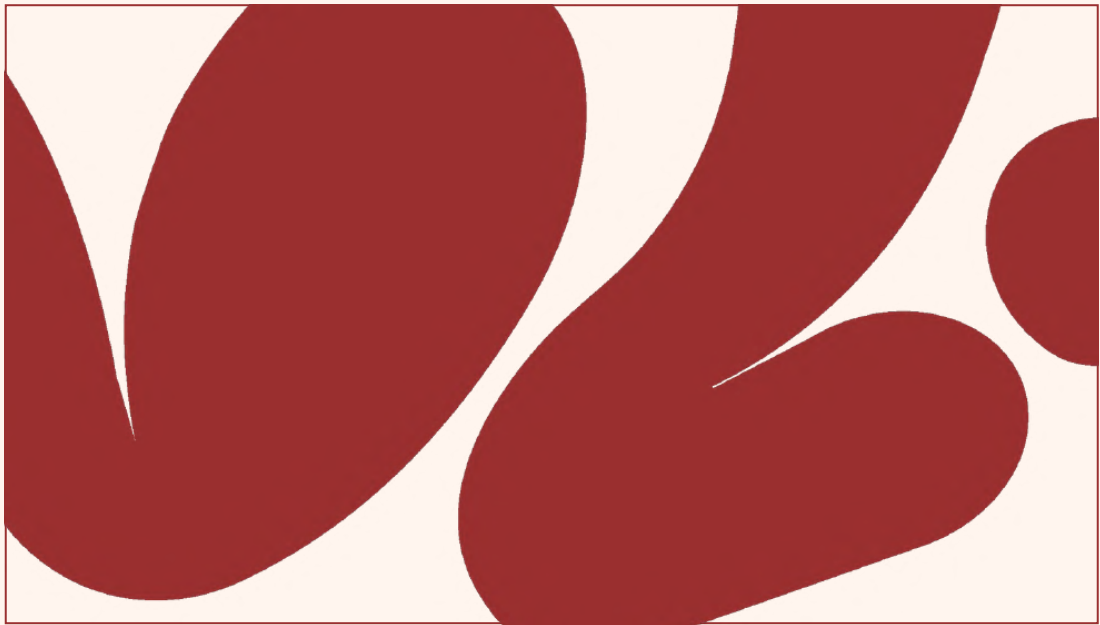
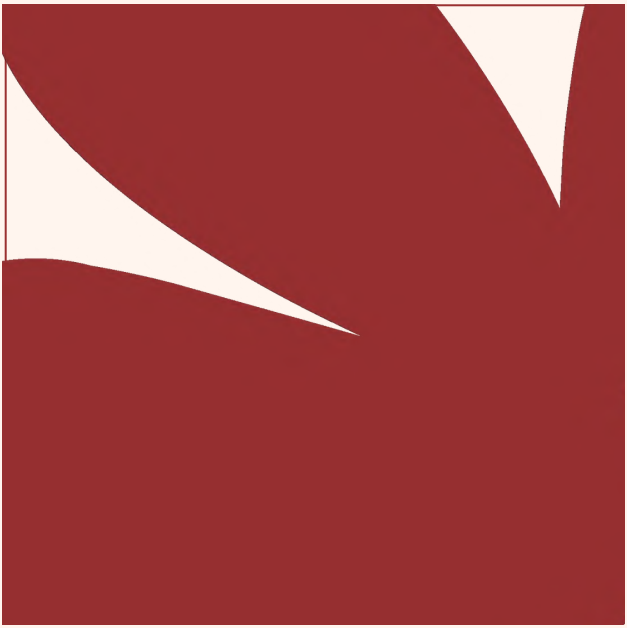
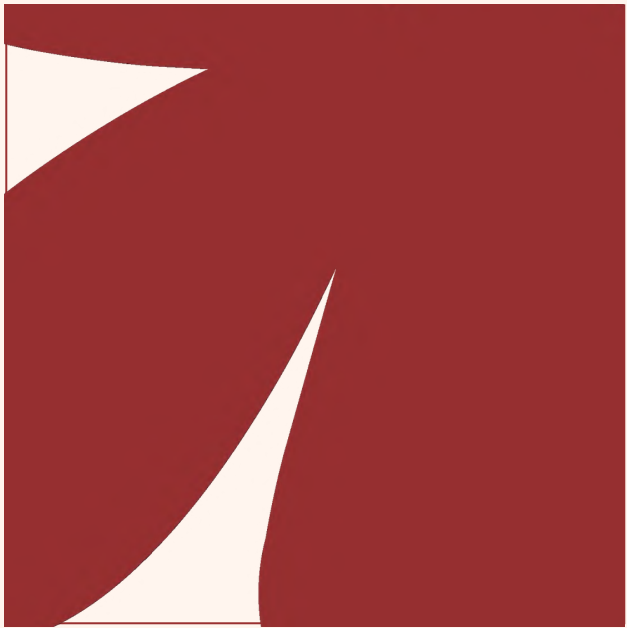


Exploded shape 01

Exploded letter shapes are used in varying ways to illustrate the fluctuation of hormone levels.

Exploded shape 02

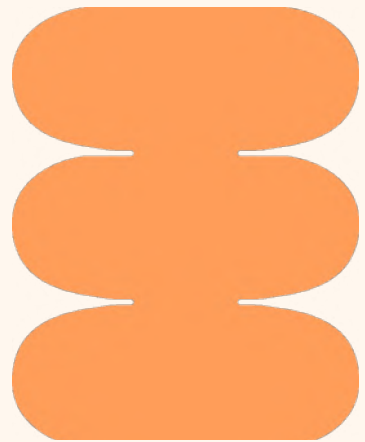
Exploded shape can be cropped for  
varying formats, the below shows  
the primary ways to crop.



16:4

1:1

Iconography to help  
categorise symptoms



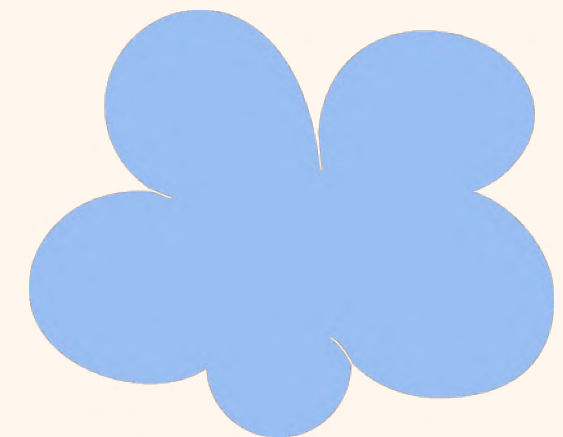
**Physical**

Emotional waves to indicating  
flow of hormones and moods



**Emotional**

'black cloud' can animate in sporadic  
ways to show behavioural changes



**Behavioural**









Our photography look and feel aims to show people through a range of emotions. We use both zoomed in face shots as well as more playful wide shots. Our photography should feel empowering, yet warm and relatable, while tone is raw with muted saturation

Our imagery is used primarily with a curved edge



We like to use varying imagery sizes to highlight individuality.







Join the Conversation





# *Applications*







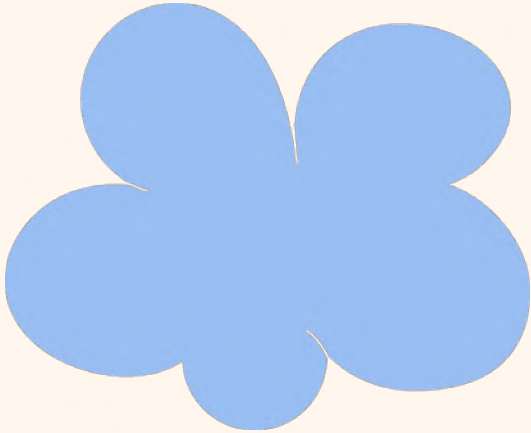
Brand Guidelines



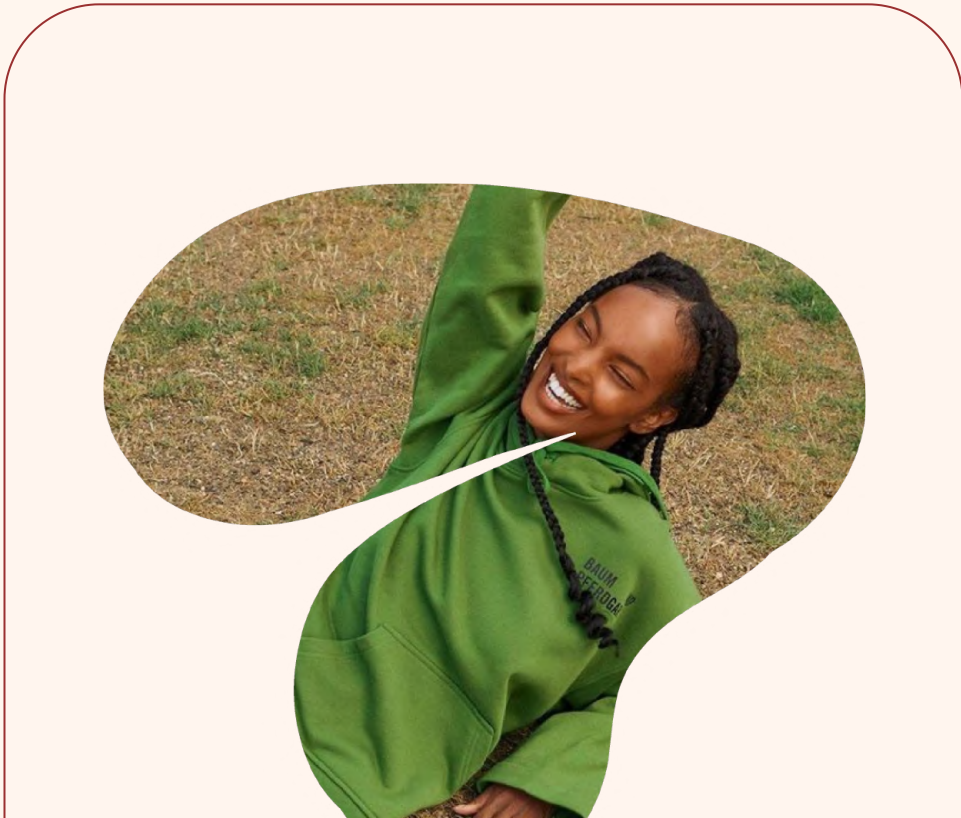
Applications



evelyn



Behavioural



For people  
with PMS

Our mission is to facilitate deeper  
and greater understanding of PMS,  
co-creating the tools to live  
healthy, rewarding lives.



Powered by you



We believe in  
unlocking PMS  
through  
*Consultation,  
Collaboration &  
Innovation.*



Don't be afraid to take the path less traveled  
take the path less traveled

EVELYN

