



BRAND GUIDELINES

V2 - JANUARY 2023

OVERVIEW

The Evernote brand system was born from our DNA: It is **optimistic**, **clever**, **confident**, and **clear**.

Everything we create should be crafted with care in order to reflect our purpose of helping people **remember everything and accomplish anything**.

These brand guidelines provide the guidance you need to make our brand identity shine, wherever it lives.

04

Brand Strategy

26

Typography

44

Art Direction

08

Voice & Tone

30

Shapes & Patterns

48

Type as Art

13

Logo

35

Illustration

50

Applications

23

Color

42

Motion

55

FAQ



BRAND STRATEGY



BRAND STRATEGY

Vision / Mission / DNA

At Evernote, we **CREATE AN EXTENSION FOR YOUR BRAIN...**
So you can **REMEMBER EVERYTHING & ACCOMPLISH ANYTHING.**

- When life feels overwhelming, **WE HELP YOU MAKE SENSE OF IT.**
- As a partner in your process, **WE MAKE YOUR DAY EASIER.**
- Because your needs are unique, **WE ADAPT TO THE WAY YOU WORK.**

DNA

Optimistic, clever, confident, clear

BRAND STRATEGY

The Story of Evernote

Inventor and entrepreneur **Stepan Pachikov** believed technology was the key to solving a problem it had helped to create: how to succeed in a world where the volume and velocity of information is increasing exponentially, while our own memories are limited.

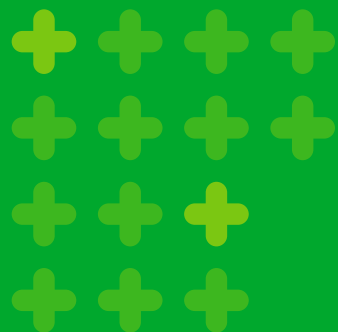
To do this, Stepan realized we needed a way to extend three functions of the human brain: it **remembers the past**, **builds connections**, and **creates new ideas for the future**. Evernote was born from his vision to make all three of these functions easier.

Beginning with a rallying cry to “Remember Everything,” Evernote has become the home for billions of notes, ideas, plans, and memories. It has grown into a full-featured productivity platform for turning thinking into doing. And it has blossomed into a globally recognized brand with millions of enthusiastic customers around the world.

BRAND STRATEGY

Boilerplate

Evernote's mission is to help you remember everything and accomplish anything. Our apps aim to be a helpful partner in your process, making it easy for you to collect and organize everything that matters, keep your personal and professional life on track, and increase productivity to accomplish more. Evernote is an independent, privately held global company headquartered in Redwood City, California, that helps more than 250 million customers around the world focus on what matters most. For more information, visit: evernote.com/about-us.



VOICE & TONE



VOICE & TONE

Style Guide

Our **voice & tone** are the verbal counterpart to our brand's visual look & feel. The way we present Evernote to audiences has a huge influence on how they feel about us. It can mean the difference between creating a brand ambassador and losing a customer forever.

Voice is our unique verbal personality. It is true to our brand and never changes. **Tone** is how we adapt our voice to fit a specific situation.

For example, you might use one tone when you're out to dinner with friends, and a different tone when you're in a meeting with your boss. Evernote varies its tone to fit various kinds of interactions, from product UX to customer support, advertising, social media, and any other situation where the company or its employees speak to the public.

The following pages present some voice & tone basics. For more detailed information and best practices, please see the **Evernote Copy Guidelines** document, available from the Creative Studio team.

VOICE & TONE

Talking about Evernote

*Evernote's voice is **optimistic, clever, confident**, and **clear**. These qualities run through everything we do, and reflect our highest priority: helping people focus on what matters to them and feel more in control of their lives.*

Optimistic

We are hopeful and cheerful. We are helpful but not prescriptive. We believe that technology (specifically our own) holds the potential to improve our customers' lives.

Clever

We are original and creative. We are smart but not pretentious; playful but not silly. We delight in finding innovative solutions to our customers' problems.

Confident

We are sure of ourselves, independent, and brave. We are experts but not bossy. We speak our truth, honestly and straightforwardly, and demonstrate the courage of our convictions.

Clear

We are concise, and effortlessly understood. We are informal but not sloppy. We use only as many words as it takes to communicate our ideas effectively.

VOICE & TONE

Talking about Evernote: Rules of Thumb

- Write simply but not simplistically. A smart sixth-grader should understand you.
- Focus your message. Always lead with the main point or the most important content. Make your content easy to scan.
- Tell customers what they need to know, clearly and concisely. Use short words and sentences.
- Avoid technical jargon and internal names for product features. Will the reader know what you mean?
- Spell out cardinal numbers (one, two) and ordinal numbers (first, second) below 10, but use numerals for numbers 10 and above (Exception: Numerals are fine in headlines, buttons, and subject lines).
- Use contractions. They're friendly.
- ~~The passive voice is to be avoided if possible.~~ Avoid the passive voice if possible. (See what we did there?)
- Don't write in ALL CAPS, unless it's specifically called for in UX style.
- Use Oxford (a.k.a. serial) commas. In other words, always place a comma before the final item in any list of three or more items (before the "and" or "or").

VOICE & TONE

Talking about Evernote: Brand vs Product

Evernote is a business entity, a brand, and the name of a product. Whenever you use the word "Evernote," it should be clear which one you mean.

If you're referring to the brand or the product in general, just call it "Evernote." You will sometimes see members of the public capitalize the N. This is incorrect.

If you're referring to the company, you can also use "Evernote" by itself unless speaking on behalf of the corporation in a business context, such as in a press release. In that case, say "Evernote Corporation" in the first mention to distinguish it from the product or brand. Afterwards, it's fine to simply use "Evernote."

If you're referring to a specific app, program, or SKU, always include "Evernote" in the first mention:

- Evernote Free, Evernote Personal, Evernote Professional, Evernote Teams
- Evernote Certified Experts, Evernote Scannable

Afterwards, it's OK to just use "Free," "Personal," "Professional," etc. on its own, but always keep an eye on clarity.

LOGO

LOGO

Primary Lockup

The logo lockup has two parts: the logomark (a.k.a. Mads the Elephant) and the wordmark ("Evernote").

The following pages outline the principles behind both elements, and how to use them to represent Evernote in the most effective way.



LOGO
Primary Lockup

The primary logo in black and green should appear on a white background whenever possible. If the background has color, use the white logo. The green on black treatment should be used sparingly, when other treatments aren’t practical.

Green
PANTONE 2422
CMYK 80/0/100/0
RGB 0/168/45
HEX #00A82D

Black
PANTONE Black 6 C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



Primary Color Lockup



Primary White Lockup



Primary White Lockup



Primary Green on Black Lockup



Secondary Color Lockup



Secondary White Lockup



Secondary White Lockup



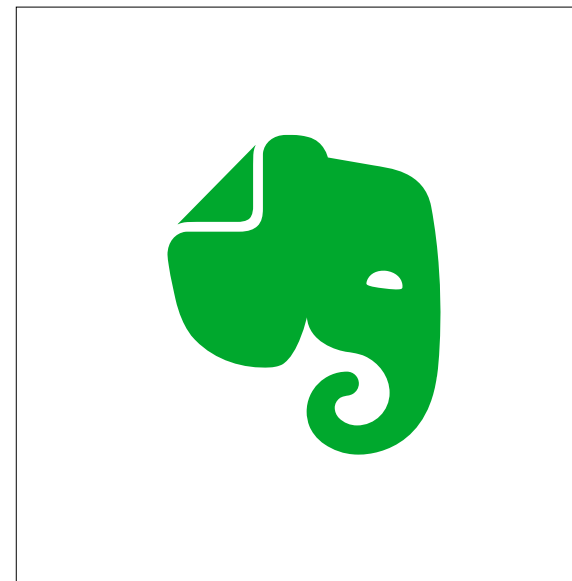
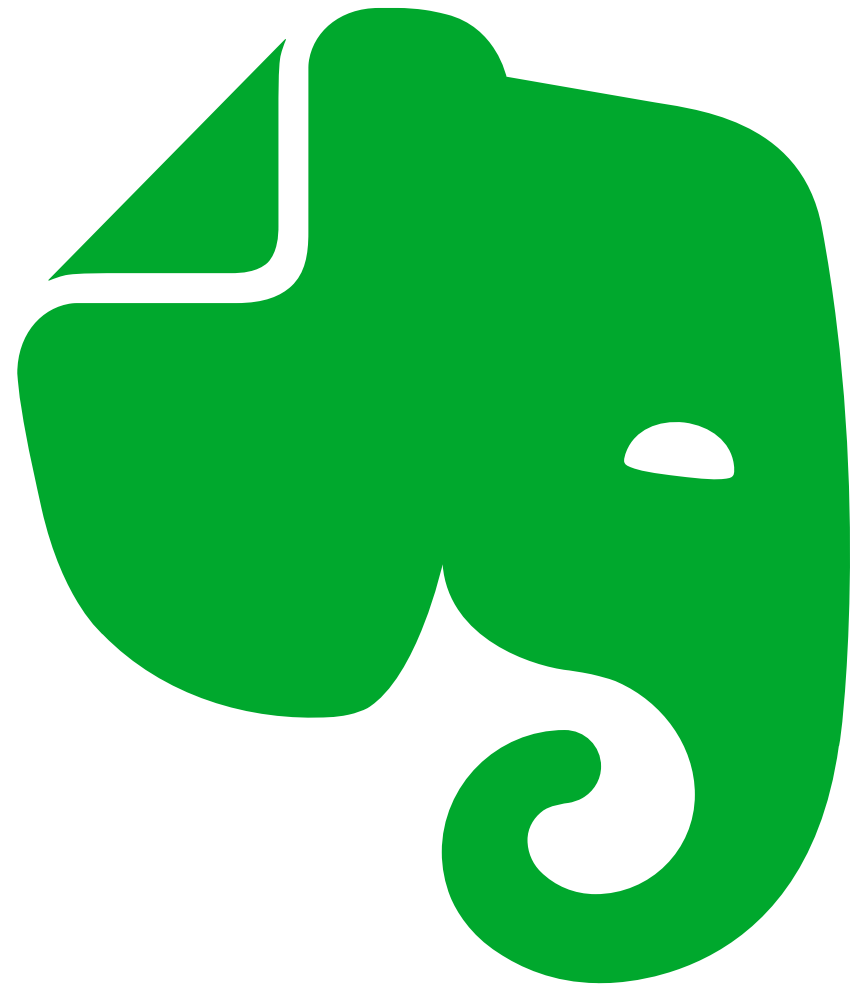
Secondary Green on Black Lockup

LOGO

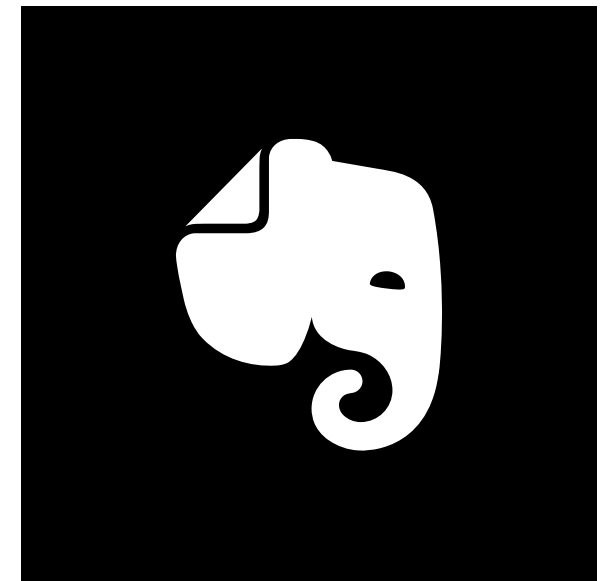
Logomark (Mads the Elephant)

The logomark is affectionately named Mads, after Evernote's first paying customer. Using the logomark without the "Evernote" wordmark is an exception and requires approval.

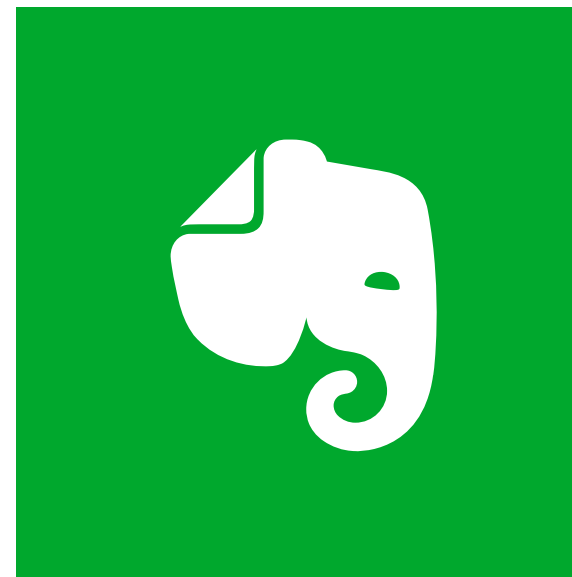
The black logomark is generally reserved for our Early Access beta testing program.



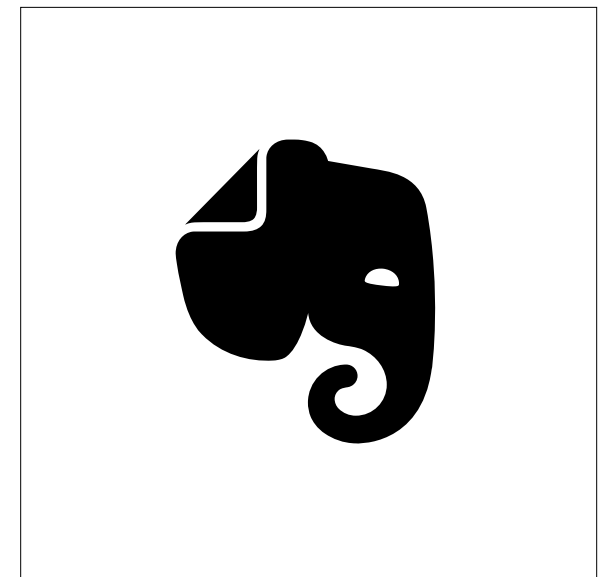
Color Logomark



White Logomark



White Logomark






Black Logomark

LOGO

Minimum Size

Our logo must always be clearly legible. The recommended minimum sizes below are the smallest the logo can appear without loss of detail.

| Logomark | Primary Lockup | Secondary Lockup |
|--|---|--|
| <div><div>Print: .1875" (3/16") Screen: 24x24px</div><div></div></div> | <div><div>Print: 1" Screen: 72x16px</div><div></div></div> | <div><div>Print: .75" (3/4") Screen: 54x29px</div><div></div></div> |

LOGO
Clear Space

Maintain clear space around our logo to avoid crowding from other graphic elements.

There are two ways to determine the correct amount of clear space:

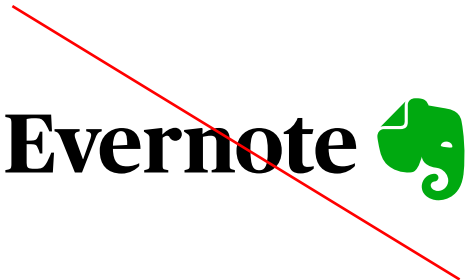
- 1. Use the height of the “v” in the “Evernote” wordmark.
- 2. Measure the vertical distance in Mads’ ear from the fold line to the bottom tip.




LOGO

Examples of Misuse

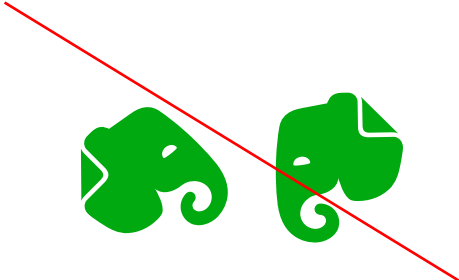
Below are examples of what not to do with the logo.




DO NOT reposition elements within lockups




DO NOT scale marks disproportionately



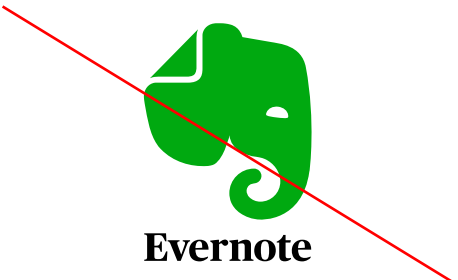
DO NOT rotate or flip marks



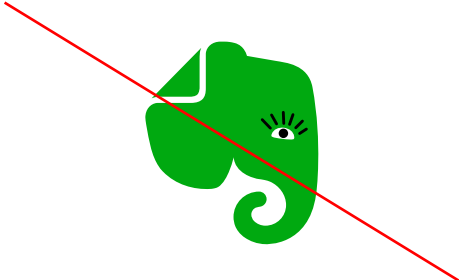
DO NOT alter the color of marks




DO NOT use the wordmark alone



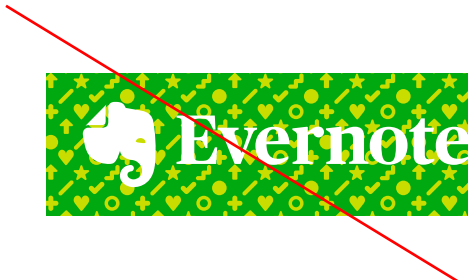
DO NOT resize elements individually within lockups




DO NOT add elements to the marks



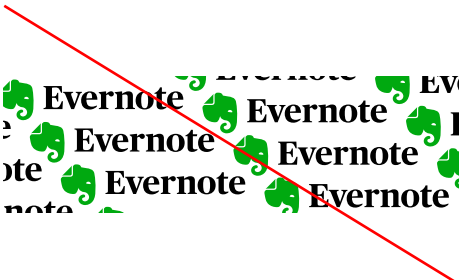
DO NOT add effects to the marks



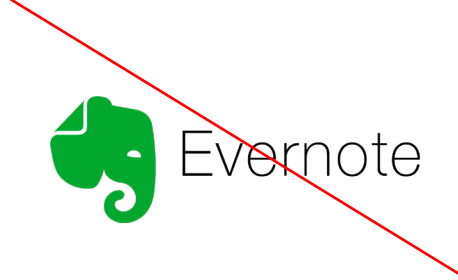
DO NOT place marks on a pattern or any busy background



DO NOT fill the logo with patterns



DO NOT create patterns with the marks



DO NOT typeset the wordmark

LOGO
Brand Architecture

The following treatments extend Evernote’s brand to programs and product SKUs.
Please note that Evernote does NOT have logos for individual features and functions.

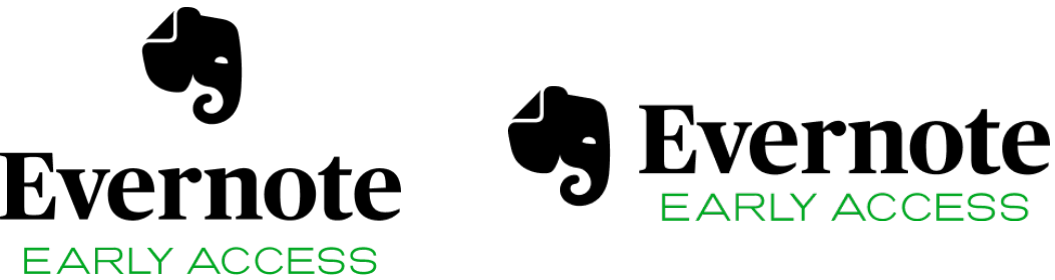
Primary Logo



Evernote Experts



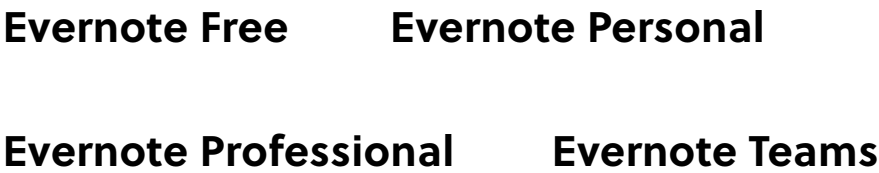
Early Access Program



Strong Endorsement



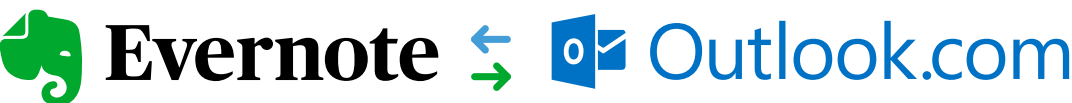
SKUs



When an integration lockup is required, please follow the instructions below.

Whenever possible and when space allows use the long-form lockups, unless the full name of the integration partner has previously been displayed.

Long-Form Examples

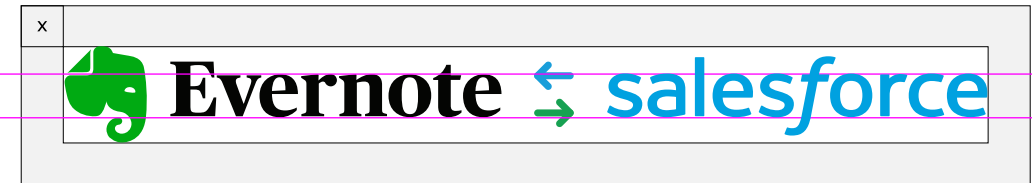


Short-Form Examples



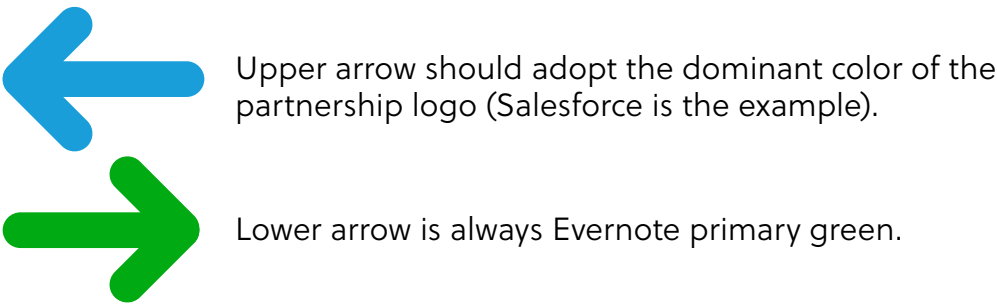
Alignment

The Evernote and Integration logos should have **equal visual weight**. In most instances, making each wordmark the same height will achieve this equal balance.



Color of the Integration arrow lockup

The bottom arrow should always be Evernote primary green. For the Integration arrow, please select the dominant color of the Partnership logo. (Salesforce is the example).



LOGO
Partnerships

When a partnership lockup is required, please follow the instructions below.

Whenever possible and when space allows use the long-form lockups, unless the full name of the partner has previously been displayed.

Long-Form Examples

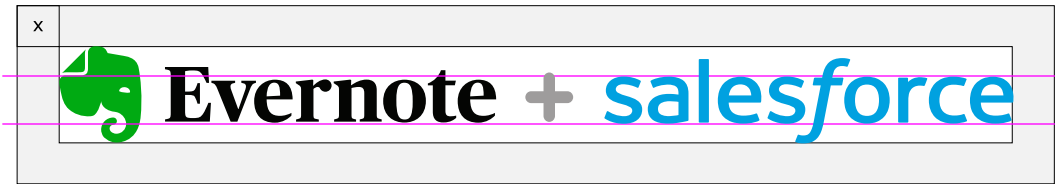


Short-Form Examples

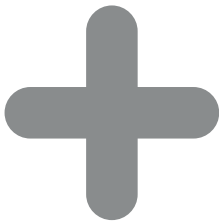


Alignment

The Evernote and Partner logos should have equal visual weight. In most instances, making each wordmark the same height will achieve this equal balance.



Color of the Partnership plus sign



Gray
PANTONE Cool Gray 8
CMYK 0/0/0/43
RGB 136/139/141
HEX #888B8D

COLOR

COLOR

Brand Colors

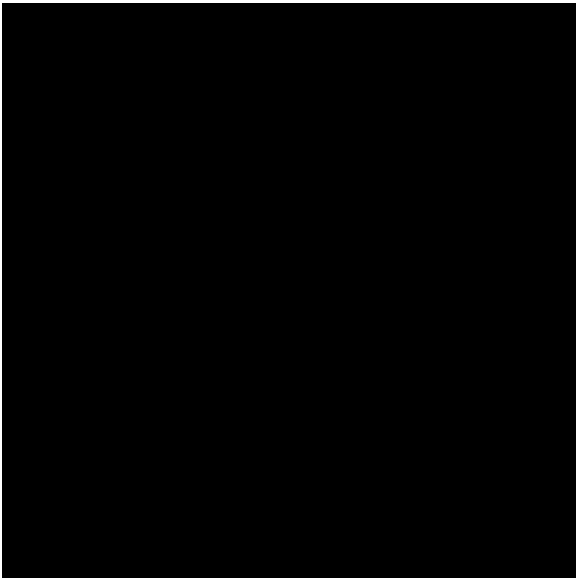
Our primary palette has two colors, derived from the logo: Evernote Green and Black. A secondary palette is used as accent colors to help bring vibrancy to the visual system.

Make sure to use the color values for our brand as shown below. The Pantone colors should be used for print.

Primary palette



Green
Pantone 2422
CMYK 80/0/100/0
RGB 0/168/45
HEX #00A82D

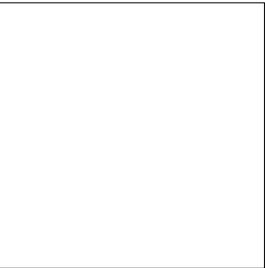


Black
Pantone Black 6 C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

Secondary palette



Light Green
Pantone 381
CMYK 25/0/100/0
RGB 206/220/0
HEX #CEDC00



White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF






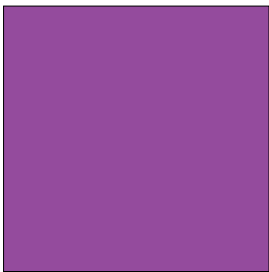
Gray
Pantone Cool Gray 8
CMYK 0/0/0/43
RGB 136/139/141
HEX #888B8D

COLOR

Extended Colors & Shades

For limited instances (such as product UX or editorial graphics) where restricting colors to the Primary and Secondary Palette is not practical, the following colors may be deployed as accents or to enhance clarity.

Extended Color Palette

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| Ocean Boat Blue RGB 0/129/194 HEX #0081C2 | Tomato RGB 229/78/64 HEX #E54E40 | Apricot RGB 252/177/0 HEX #FCB100 | Honey RGB 255/217/25 HEX #FFD919 | Raisin RGB 167/60/189 HEX #A73CBD |

Shades

| | | | | | | |
|--------------------------------|-------------------------------|------------------------|------------------------------|-------------------------|-------------------------------|-----------------------------------|
| Lightest HEX #E5F2F8 | Extra Lightest HEX #FFEcF1 | Apricot HEX #FCB100 | Lightest HEX #FFF4BA | Lightest HEX #F6EBF8 | Extra Lightest HEX #E9FDF1 | Lighter HEX #DEEB6A |
| Lighter HEX #B2D9EC | Lightest HEX #F2B6B3 | Dark HEX #F0A00D | Light HEX #FFEB82 | Light HEX #B95CCC | Light HEX #26b54C | Light HEX #D6E527 |
| Light HEX #66B3DA | Lighter HEX #ED8682 | Darker HEX #DE9000 | Honey HEX #FFD919 | Raisin HEX #A73CBD | Evernote Green HEX #00A82D | Key Lime Pie Green HEX #CEDC00 |
| Ocean Boat Blue HEX #0081C2 | Light HEX #E86357 | | Dark HEX #F5CC05 | Dark HEX #863097 | Dark HEX #008F26 | Dark HEX #BBCD00 |
| Dark HEX #026FAC | Tomato HEX #E54E40 | | Extra Darkest HEX #26251C | | Darker HEX #007620 | |
| Darker HEX #02588E | Dark HEX #CC4033 | | | | Extra Dark HEX #2E3E34 | |
| Darkest HEX #004161 | Darker HEX #AD372F | | | | | |
| Extra Darkest HEX #2B3B3D | Darkest HEX #952C23 | | | | | |
| | Extra Darkest HEX #3F3034 | | | | | |



TYPOGRAPHY



TYPOGRAPHY

Primary Typeface (Marketing Only)

Our primary typeface is **Soleil**, a modern sans-serif that strikes the perfect balance between well-crafted, instantly recognizable, and welcoming.

The default text color is black. Green can be used for headings, emphasis, or links. Light Green should not be used for text. In general, we use Soleil Regular, Bold, and Light.

Soleil

Soleil Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Soleil Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Soleil Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Soleil Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Soleil Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Soleil Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Soleil SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Soleil SemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Soleil Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Soleil Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Soleil ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Soleil ExtraBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

TYPOGRAPHY

Alternative Typeface

In applications where Soleil is not available, please use **Helvetica Neue**.

The default text color is black. Green can be used for headings, emphasis, or links in some cases. Light Green should not be used for text. In general, we use Regular, Bold, and Light weights.

Helvetica Neue

| | | | |
|---|---|---|---|
| <div>Helvetica Neue Light</div> <div>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</div> | <div>Helvetica Neue Light Italic</div> <div><i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</i></div> | <div>Helvetica Neue Regular</div> <div>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</div> | <div>Helvetica Neue Italic</div> <div><i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</i></div> |
| <div>Helvetica Neue Medium</div> <div>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</div> | <div>Helvetica Neue Medium Italic</div> <div><i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</i></div> | <div>Helvetica Neue Bold</div> <div>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</div> | <div>Helvetica Neue Bold Italic</div> <div><i>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789</i></div> |

TYPOGRAPHY

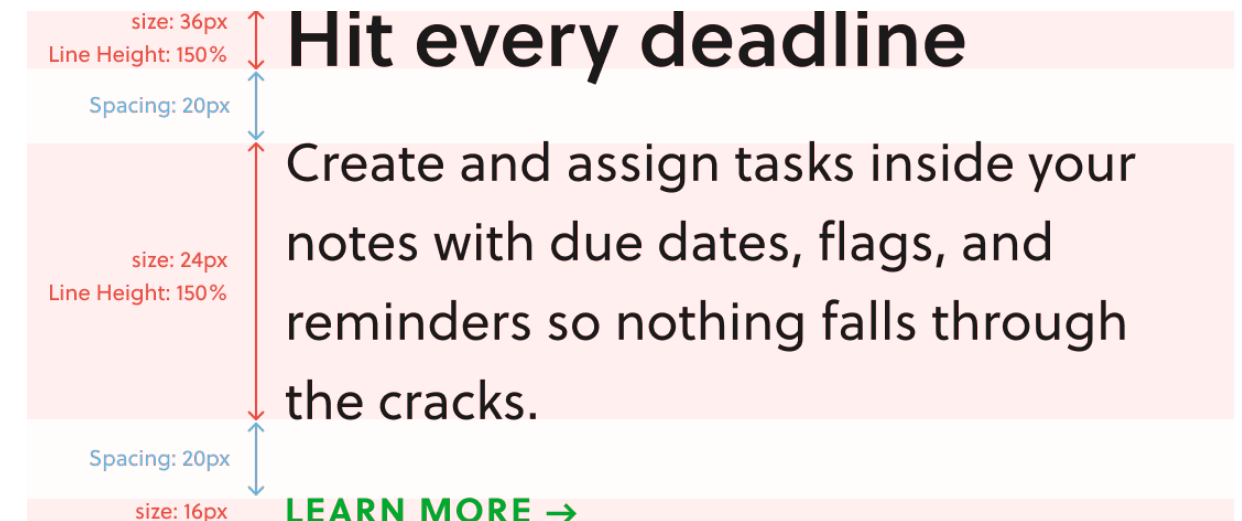
Typography for Web

The default text color is black. Green can be used for headings, emphasis, or links. Buttons generally use white text on green or green text on white.

Hit every deadline

Create and assign tasks inside your notes with due dates, flags, and reminders so nothing falls through the cracks.

[LEARN MORE →](#)



Baseline Grids



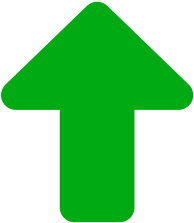

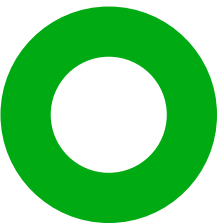

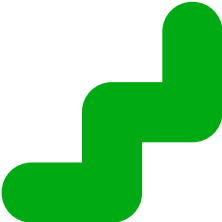
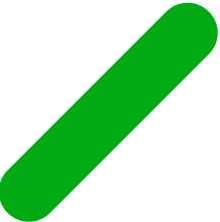
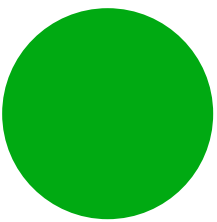
For web typography, employ line heights in multiples of 8px. When possible, type size should be a multiple of 4px. It is important to have a line-height that breathes and carries a nice spacing cadence down the page.

SHAPES & PATTERNS

SHAPES & PATTERNS

“Ever Better” Elements

Iconic shapes and patterns are foundational to our system. The shapes below symbolize our brand promise. They can be sprinkled through an illustration like dust, or used as building blocks for patterns.

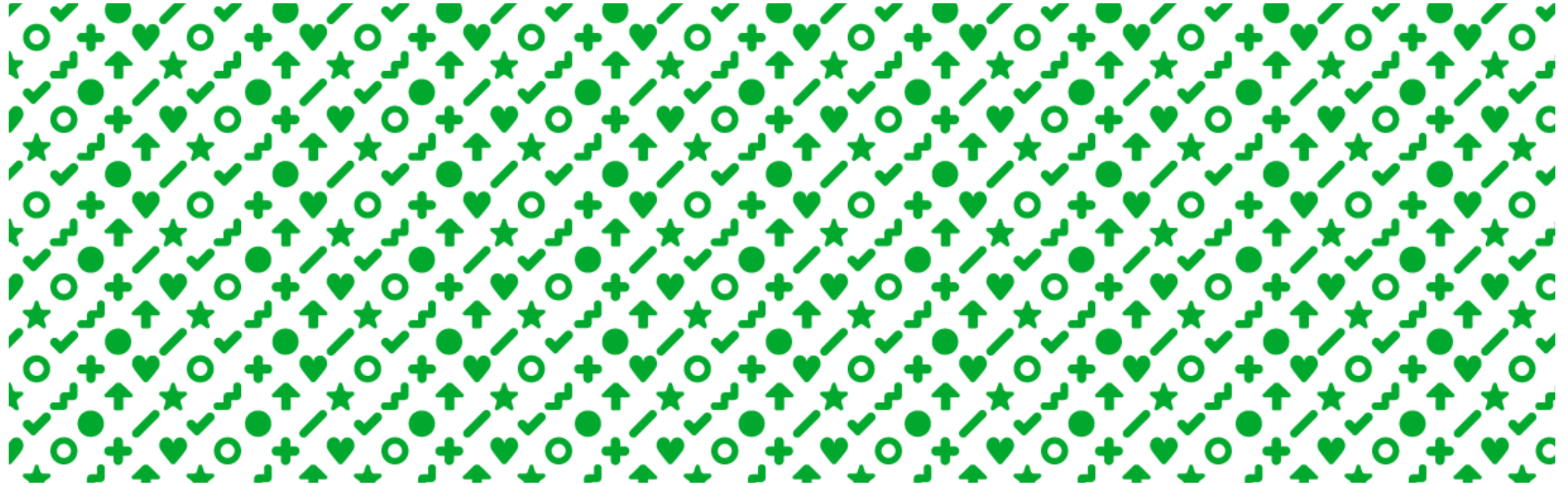
| | | | | |
|--|---|---|---|--|
| Productivity | What matters most | Momentum | Success | Organization |
|  |  |  |  |  |
| Accomplishment | Progress | Flow | Focus | |
|  |  |  |  | |

SHAPES & PATTERNS

Signature Pattern

The signature pattern uses all the Ever Better elements and can be used for various marketing purposes. The pattern is available as an Adobe Illustrator file on Brandfolder.

For detailed instructions on building, filling, and preparing patterns for production in Illustrator, refer to the **Ever Better Pattern Guide**.

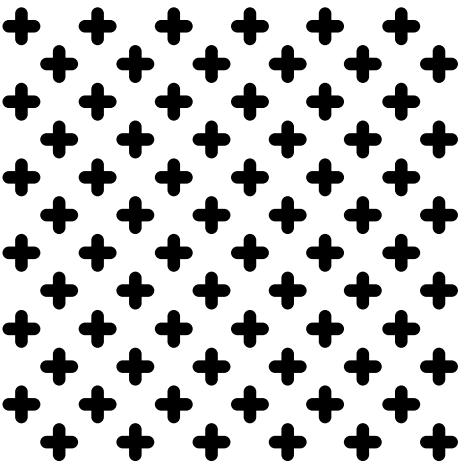


SHAPES & PATTERNS

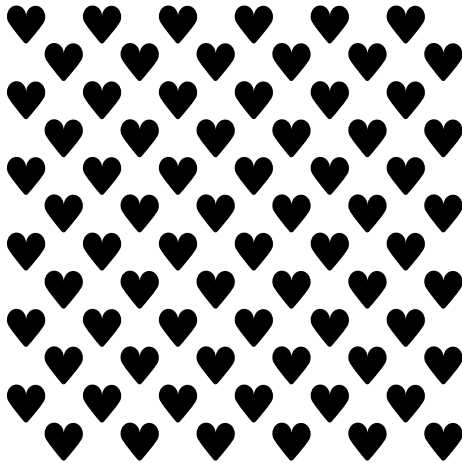
Elemental Patterns

Patterns are a key visual element of our system. These patterns are symbolic of our “Ever Better” promise.

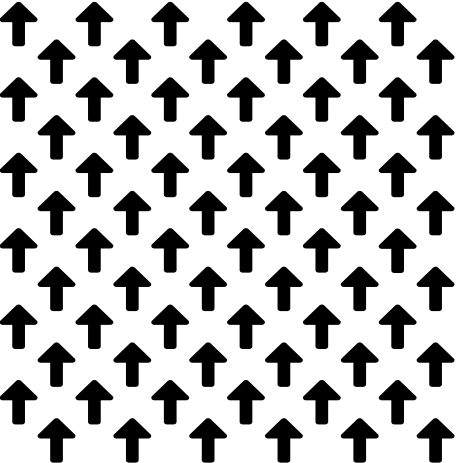
Productivity



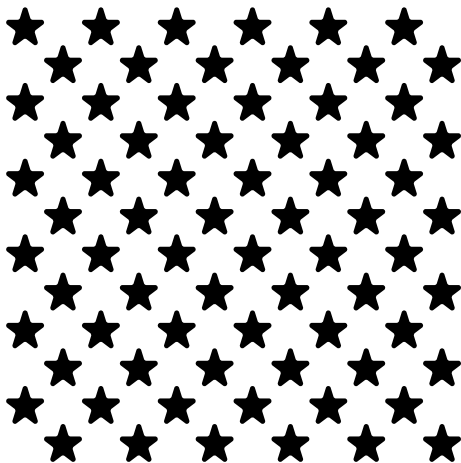
What matters most



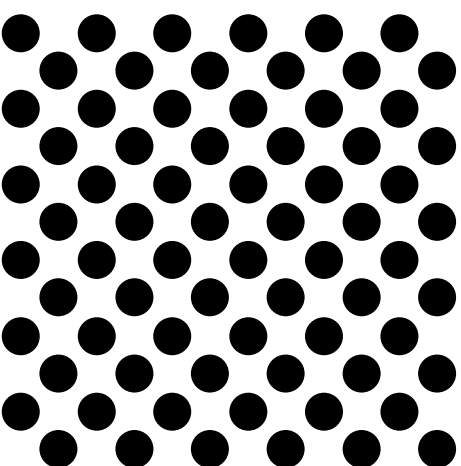
Momentum



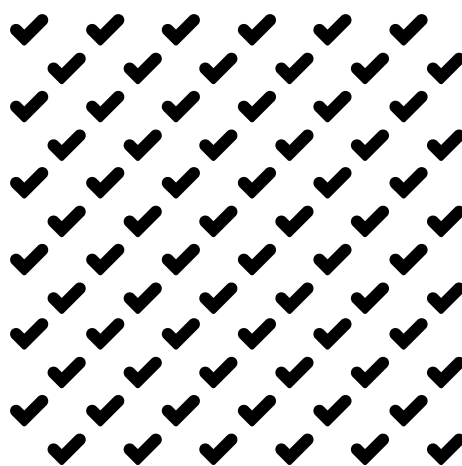
Success



Focus



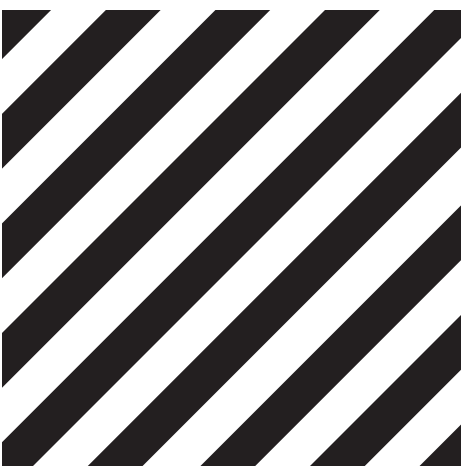
Accomplishment



Progress



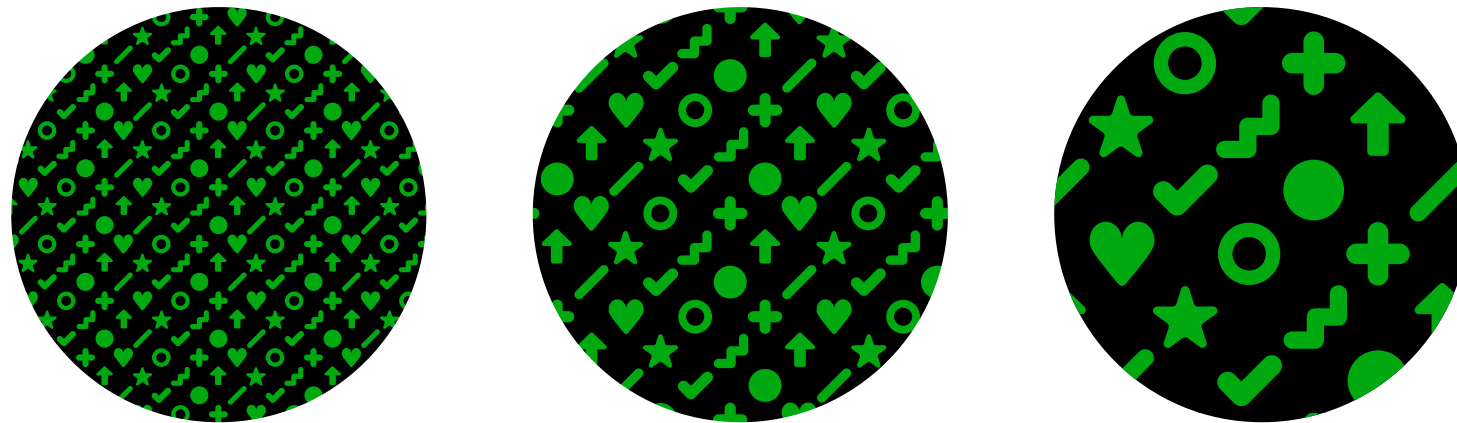
Flow



SHAPES & PATTERNS

Other Explorations

Always center patterns in shapes. Avoid cropping pattern elements in undesirable ways.



Patterns don't have to be limited to the "Ever Better" shapes. Patterns of original graphic elements like those shown below could be used to represent a repeatable process, an abundance of options, or other abstract concepts in a visually appealing way.



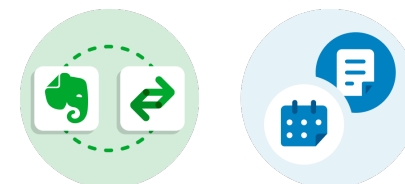
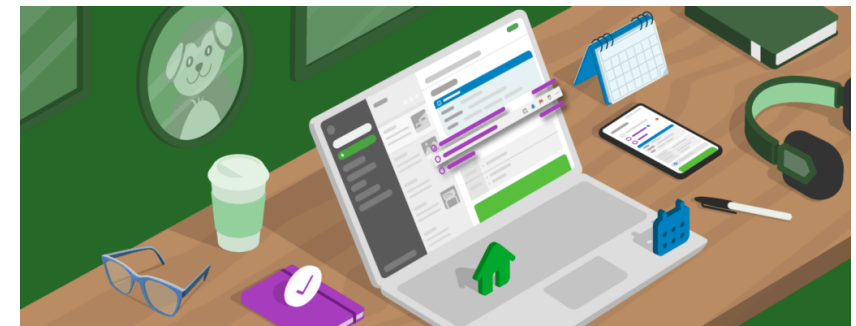
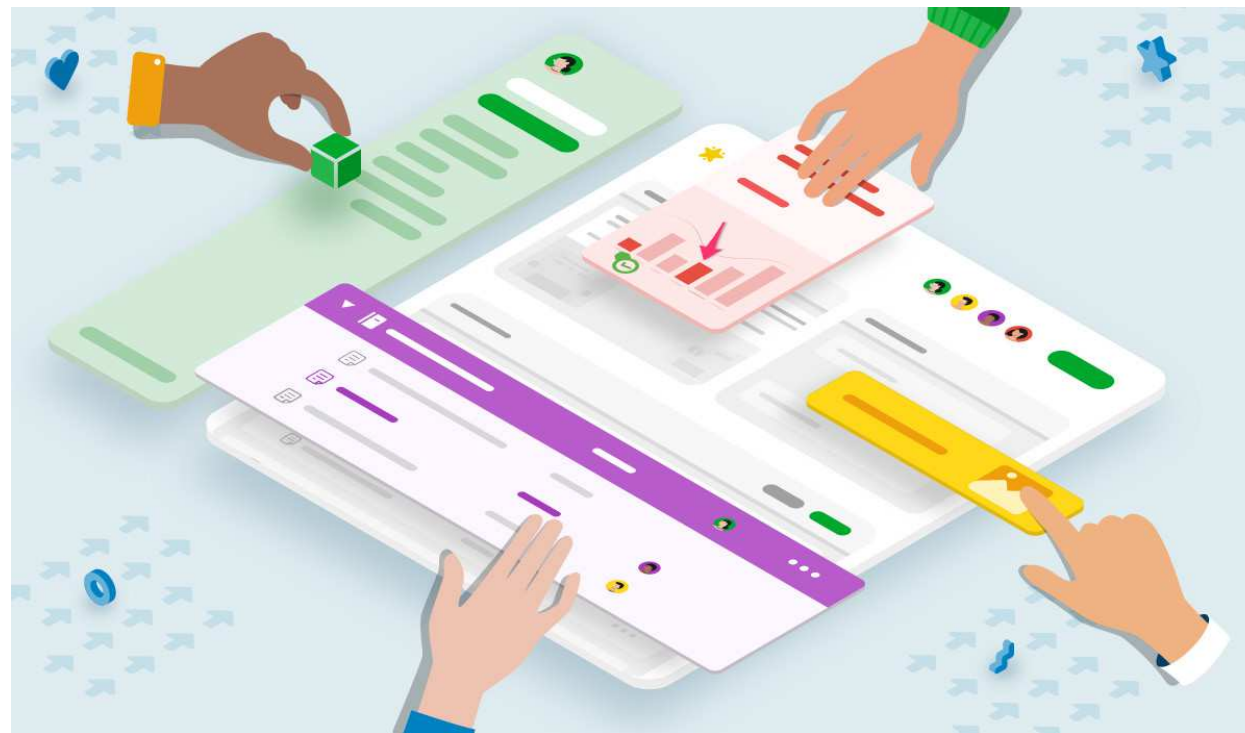


ILLUSTRATION

ILLUSTRATION

Overview

Illustrations are a key element of our design system, and they are divided into three main categories: bold hero images, smaller spot illustrations used for in-line content, and iconography. Distinct styles of illustrations exist for marketing, engagement, and social content—each tailored to their function.



ILLUSTRATION

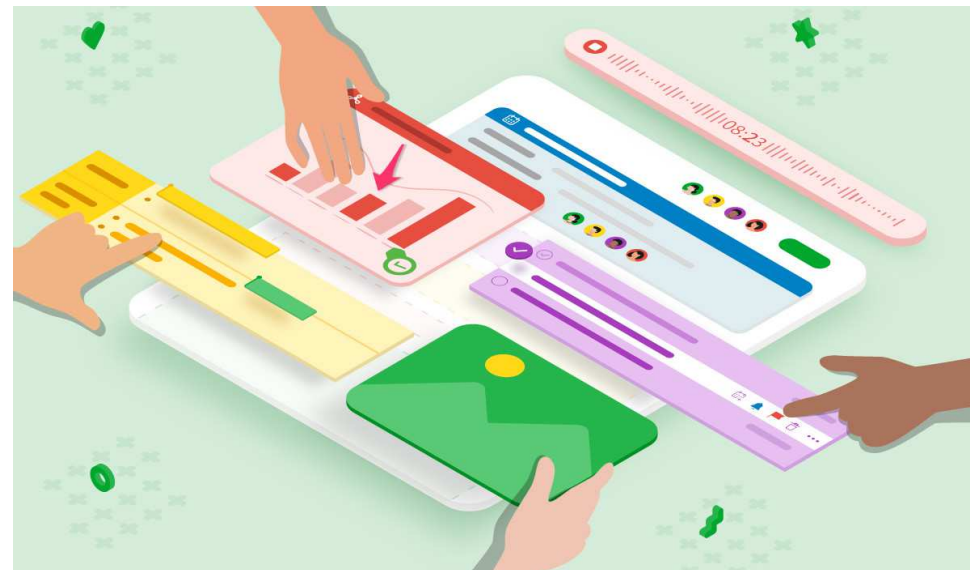
Primary Styles

There are two primary styles of illustration for marketing materials, **conceptual** and **representative**.

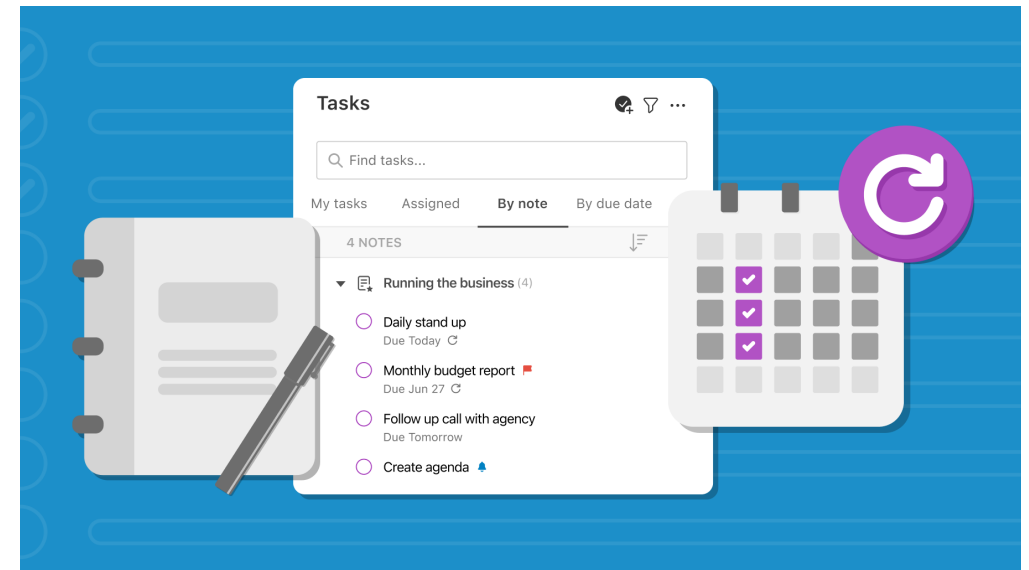
Conceptual images are used to convey complex ideas and are best suited to conveying benefits, value, or aspects of our brand promise.

Representative images are best suited to marketing specific feature sets, demonstrating use cases, or customer education.

Conceptual



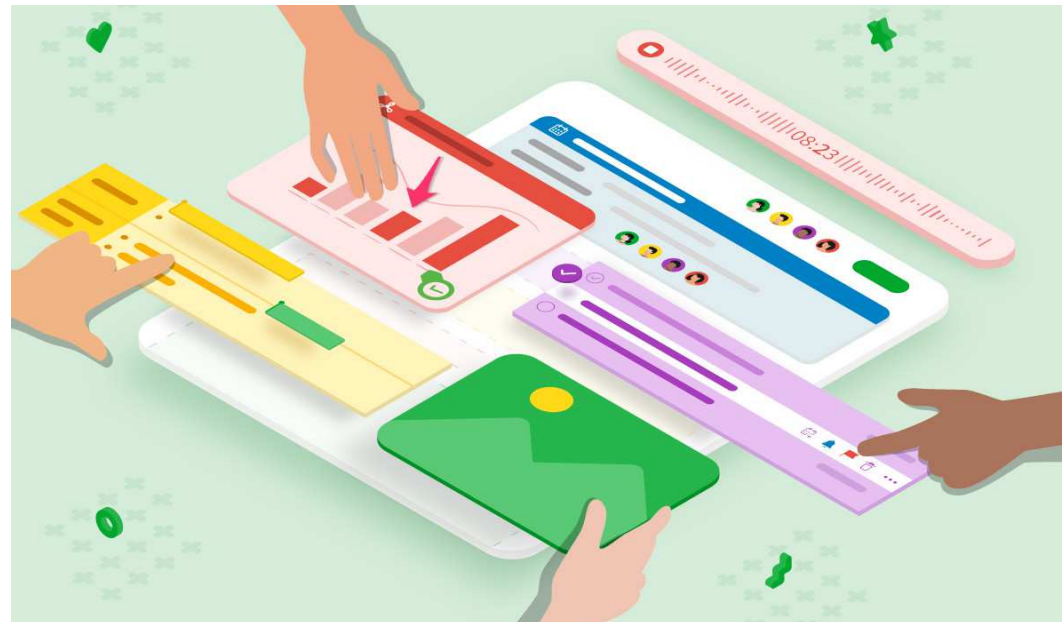
Representative



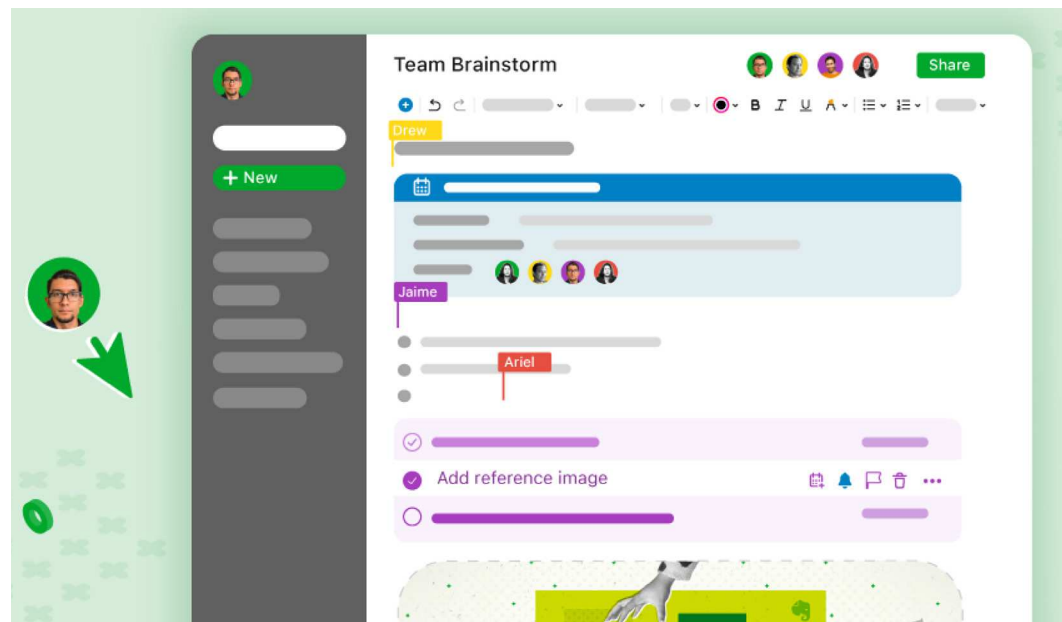
ILLUSTRATION

Hero Placements

Hero placements should be bold and eye-catching. Conceptual hero images should focus on creating an emotional connection with the viewer and quickly communicating the value we're presenting. Representative heroes are often used to introduce users to new functionality and contain simplified UI or icons that will be recognizable when the user returns to Evernote.



Both of these images represent our Collaborative Editing feature. The top image is conceptual and meant to introduce a general audience to the idea of multiple people working on one document concurrently, while the bottom image is representative and meant to show users how the feature works within the Evernote UI.

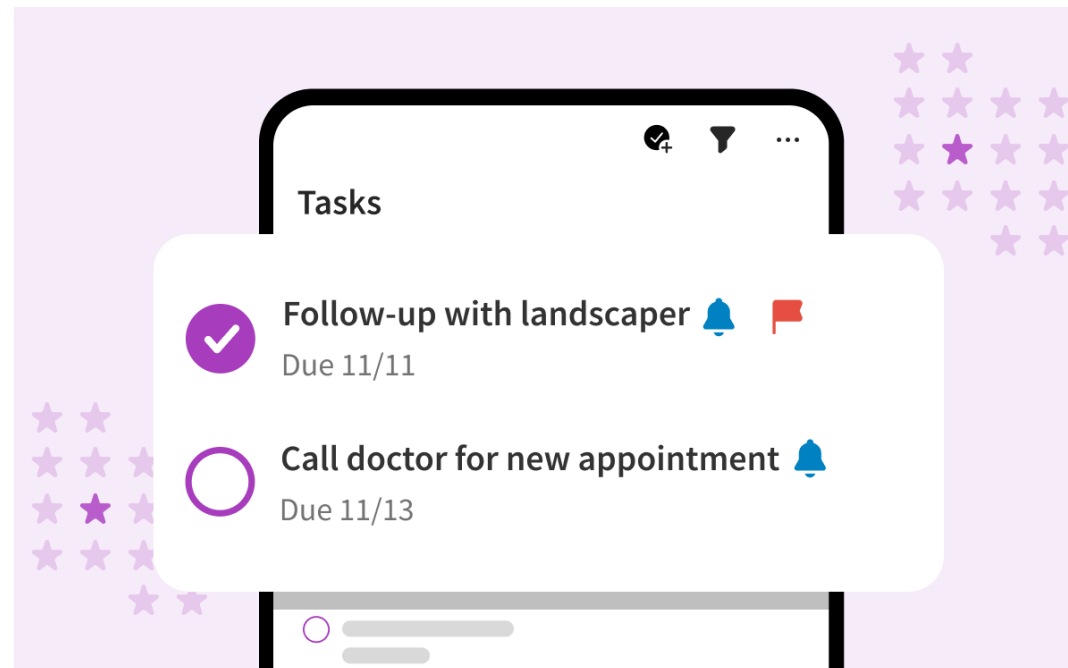


ILLUSTRATION

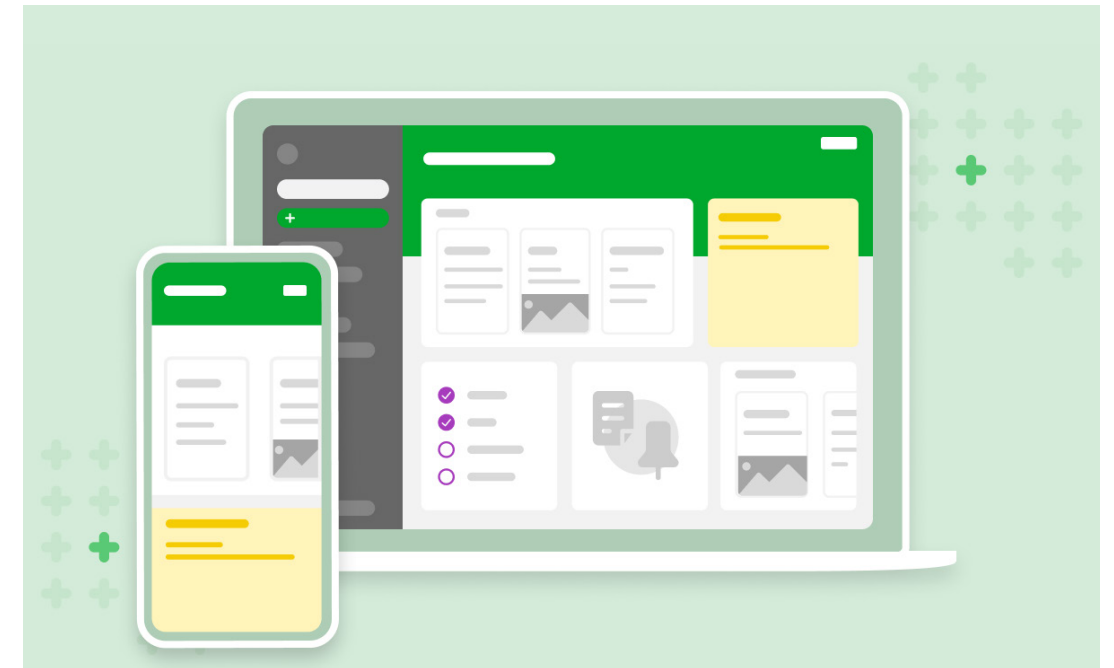
Spot Illustrations

Spot illustrations are smaller than hero illustrations and are frequently used for inline content. Spot illustrations often feature a simplified UI which serves to draw the viewers' focus to the most important parts of the artwork. Details are often abstracted which both reduces the cognitive load of the viewer and reduces the number of items that need to be translated when localizing the art.

Simplified UI



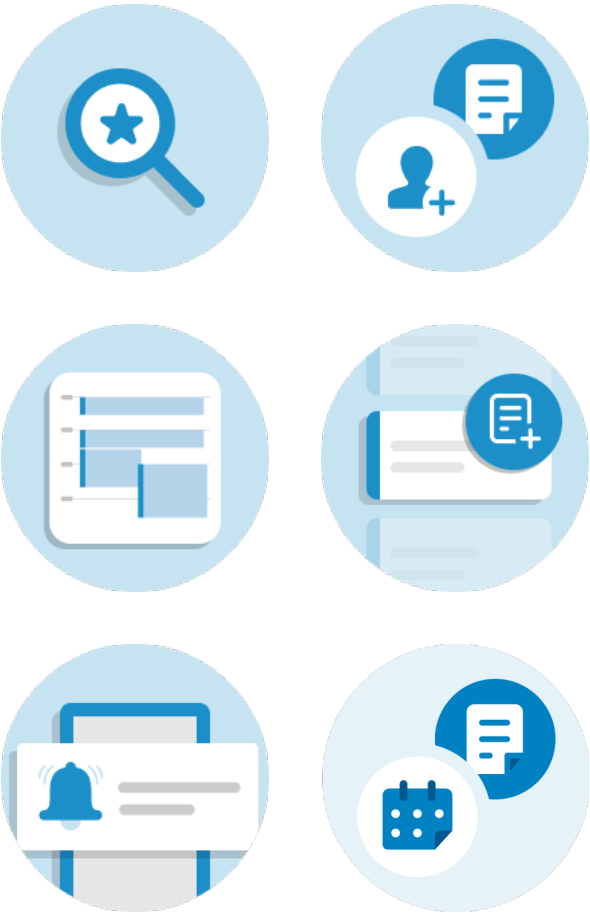
Abstracted Content



ILLUSTRATION

Iconography

We use icons to give graphic emphasis to a simple idea. Often they are used to provide a visual marker that the user will use later to orient themselves within the product. While our iconography can be any of the brand colors we use a limited or monochromatic palette to avoid overcomplicating the image.



Left: A set of large icons in monochromatic blue

Above: A set of small icons in gray and green.

ILLUSTRATION

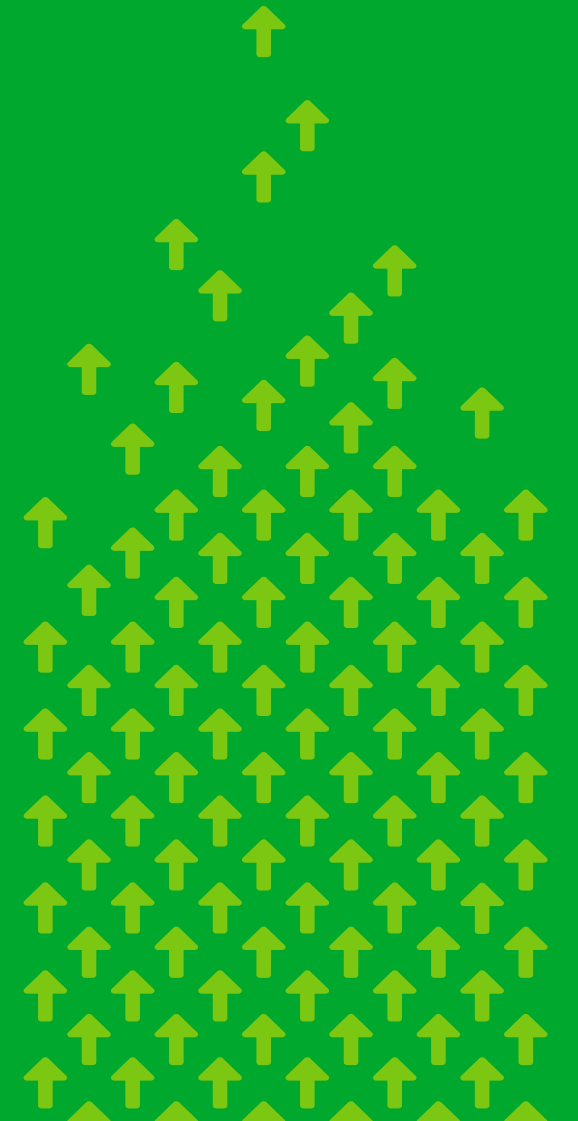
Editorial Style

Our editorial illustrations are used for our blog and social media content. The collage style mixes black & white photography with bold shapes and brand colors to create a visual language for value-added content distinct from our product and marketing materials while still being recognizable as Evernote.





MOTION



Video and motion graphics at Evernote are engaging and deliberate. Action and sound design should focus on supporting a clear story. Movement should guide the eye of the viewer while music and sound evoke emotion. Our stories are educational but also fun, letting the personality of the brand show through.

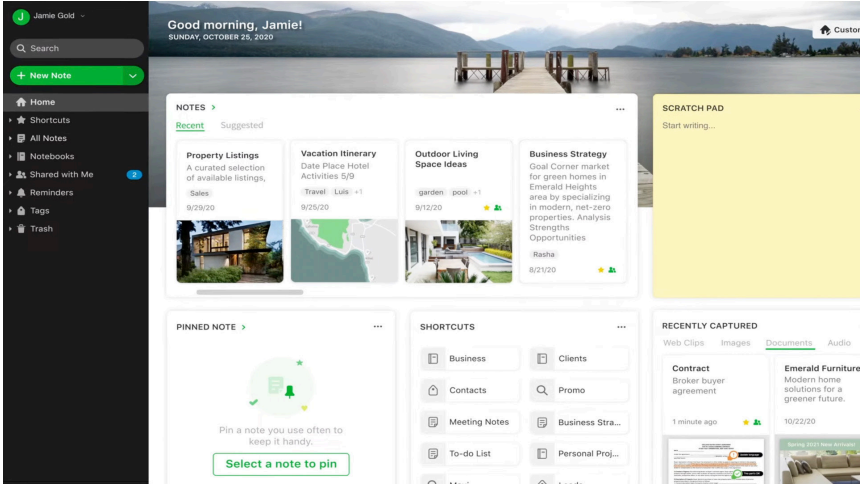
Meeting Mastermind



What is Evernote?



Introducing Home



ART DIRECTION

ART DIRECTION

Portraits

Portraits can be shot in studio or on location. In either instance, the background should be uncluttered and serene. Natural, sun-lit lighting is preferred.

It's important that subjects look at ease in the spaces they are photographed in, with relaxed body language and expressions that are not overly cheerful or serious.

Subjects should wear dark or muted colors that will look good against the brand color palette (for example: gray, black, denim, or dark blue). Solid colors only; no patterns, stripes, or non-Evernote logos. Avoid white clothing or bright colors like orange and red.



ART DIRECTION

Stock Photography

If you need to fall back on stock photography, consider using the Ever Better elements as cropping devices. These elements, with the inclusion of Ever Better Dust, will create an ownable Evernote style.



These photos are for reference only.

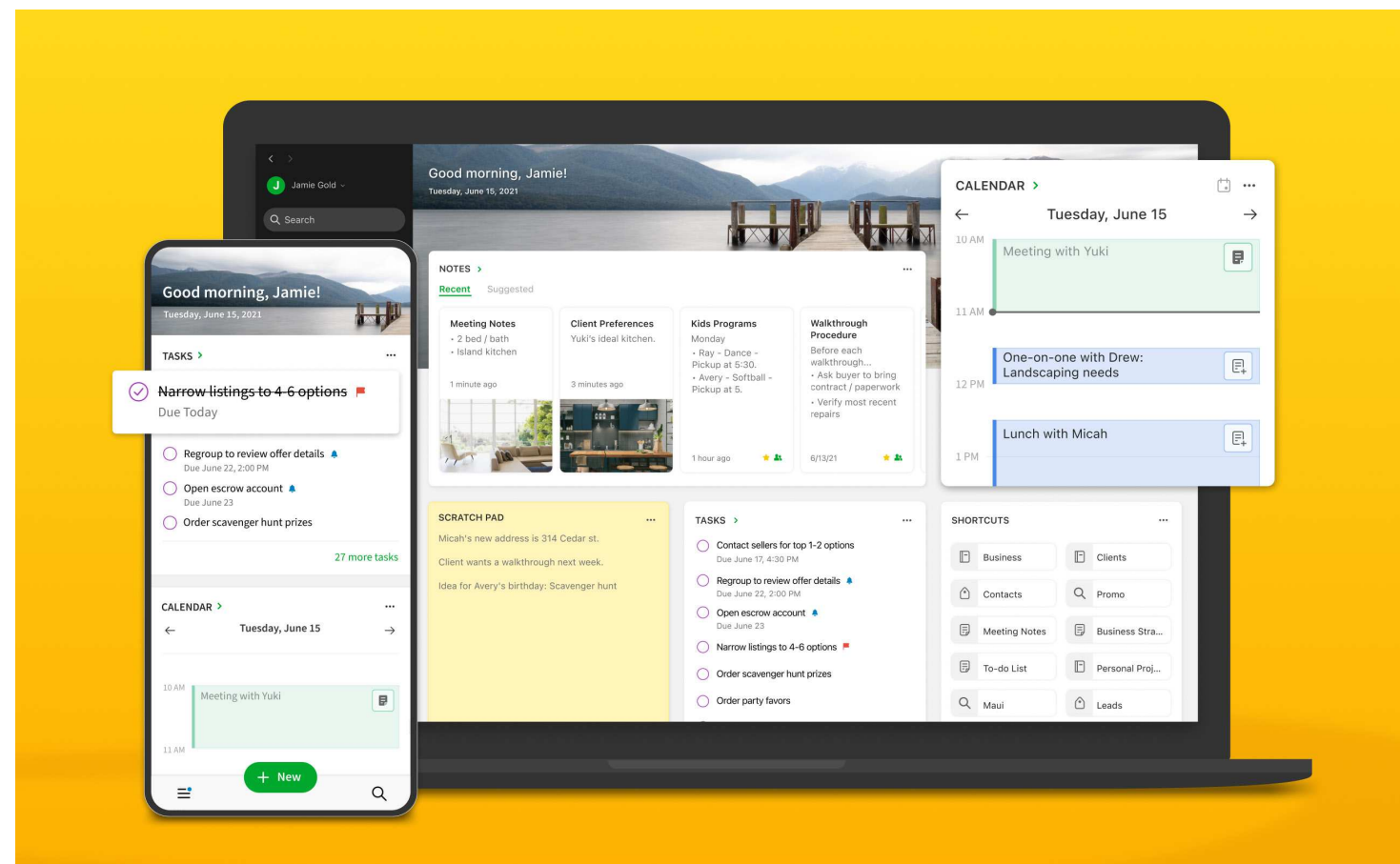
ART DIRECTION

Product In Composition

When showing an Evernote product, we want the visible notes to tell a story that's relevant and relatable to our core audience. This can be either a personal or workplace story, but should reflect the brand purpose of focusing on what matters most. Think projects and goals, not recipes.

Mocked-up notes should look lively but clean, preferably with a mixture of content types visible (text, checklist, image attachment). Titles and text should be grammatically correct and logical.

When a note list is visible, always use "snippet view" and ensure that titles, abstracts, and images reinforce the story you are telling.





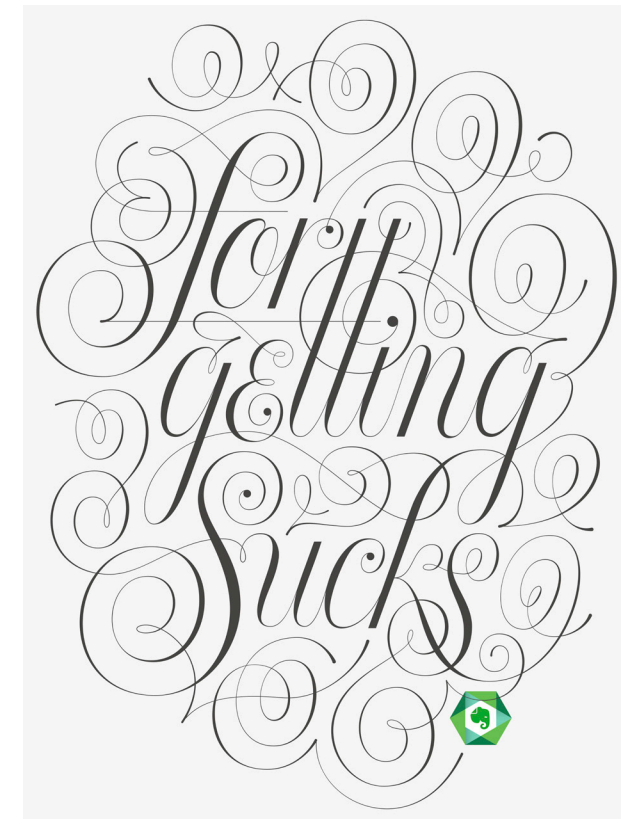
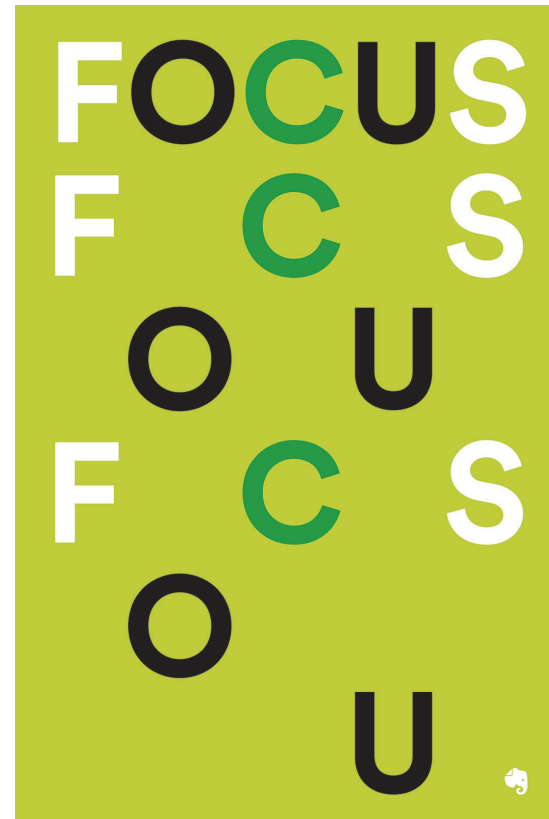
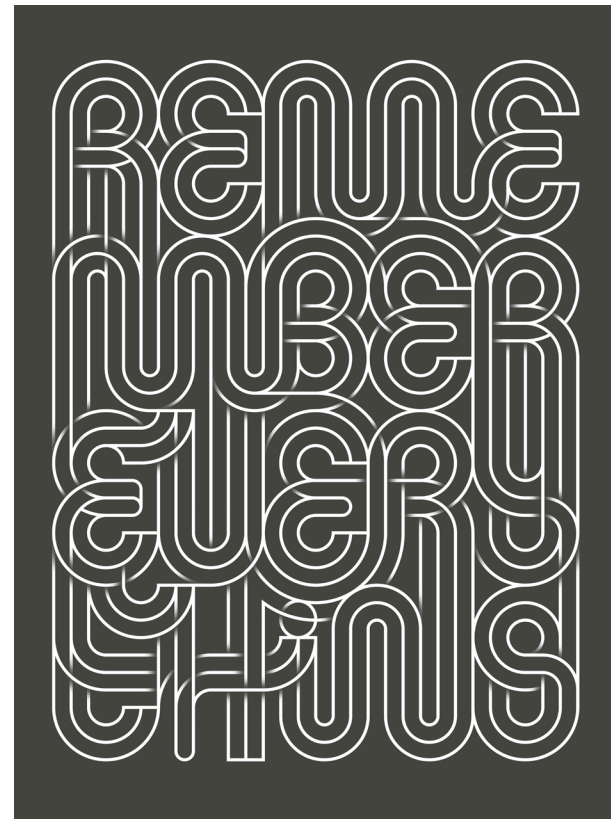
TYPE AS ART



TYPE-BASED GRAPHICS

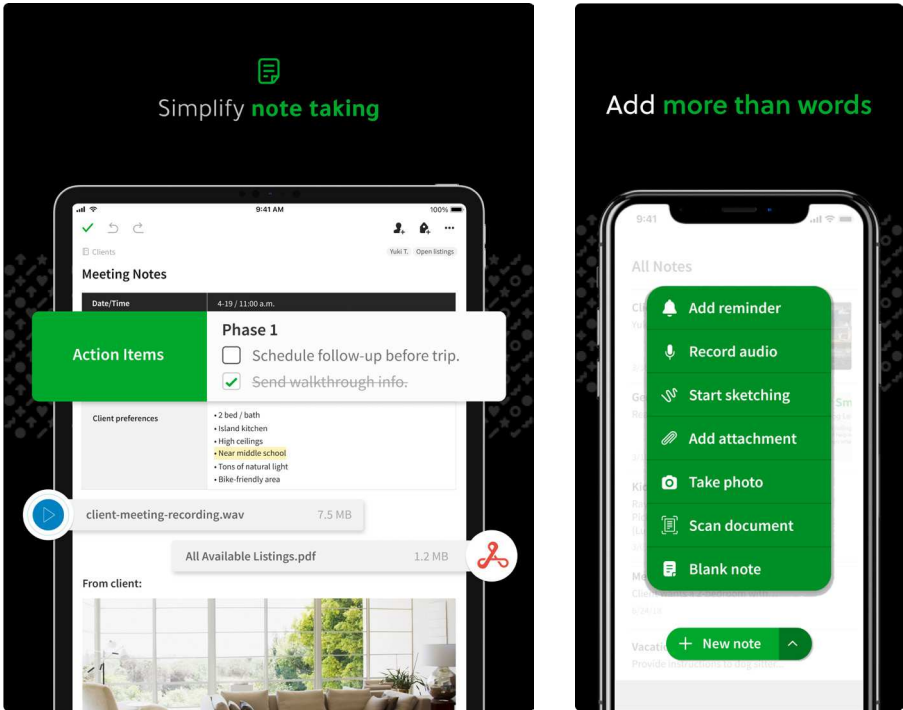
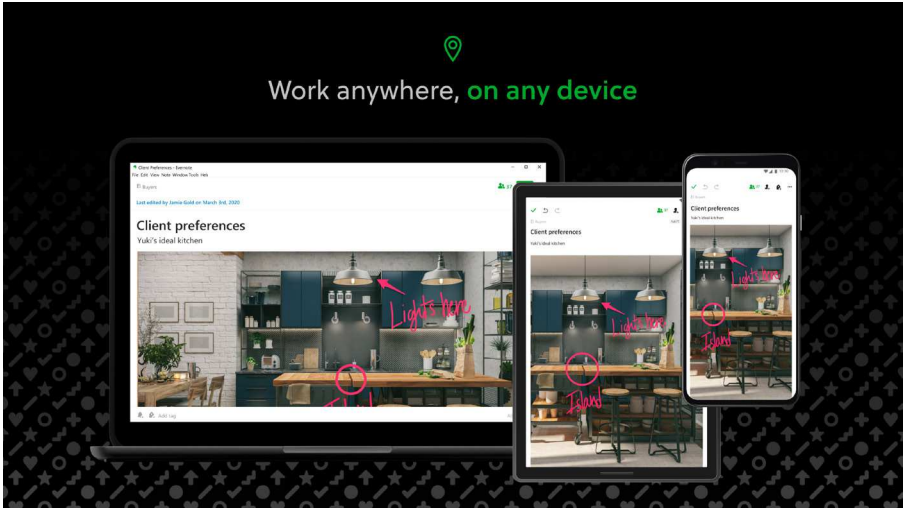
Examples

Strong typography adds impact to simple messages. Use clever and bold type treatments in marketing applications, social media posts, and call-outs in articles. See the Typography section for more detail about our brand typefaces.

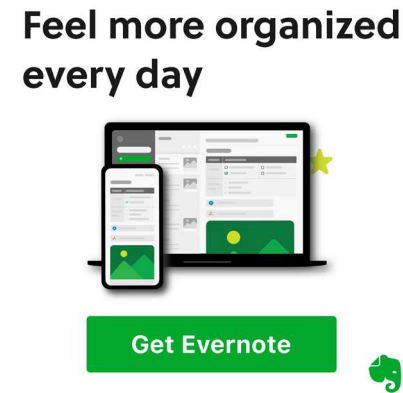
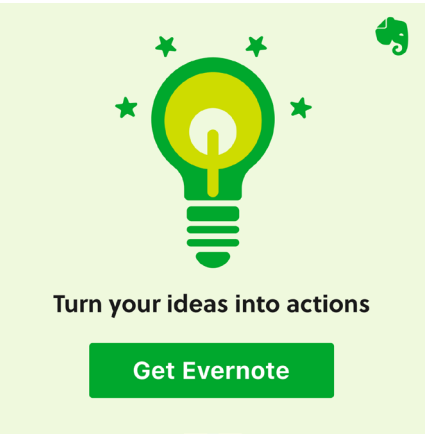
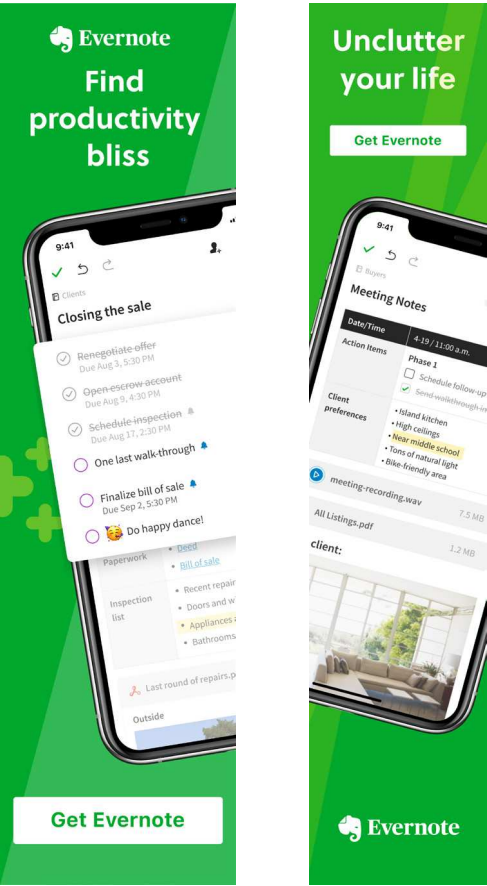
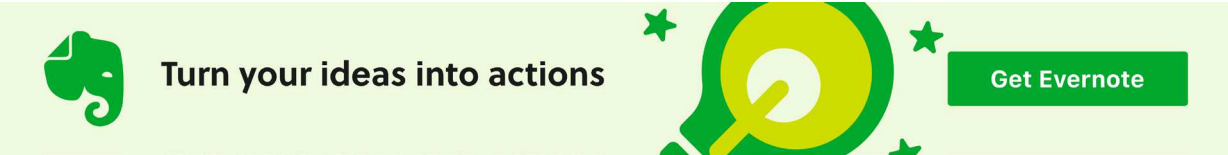


APPLICATIONS

App Store



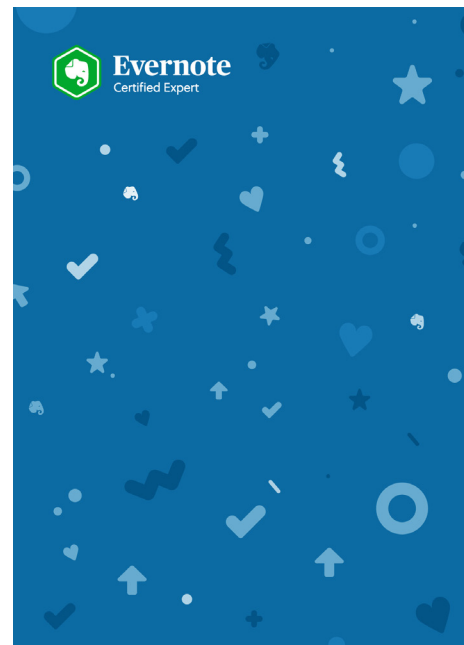
Digital Ads



APPLICATIONS

Experts Program

The Evernote Certified Expert program demonstrates the flexibility of our visual brand. Existing shapes, patterns, typography, and colors from the extended palette were remixed to create a complete, distinct system without breaking the Evernote brand.



Posters

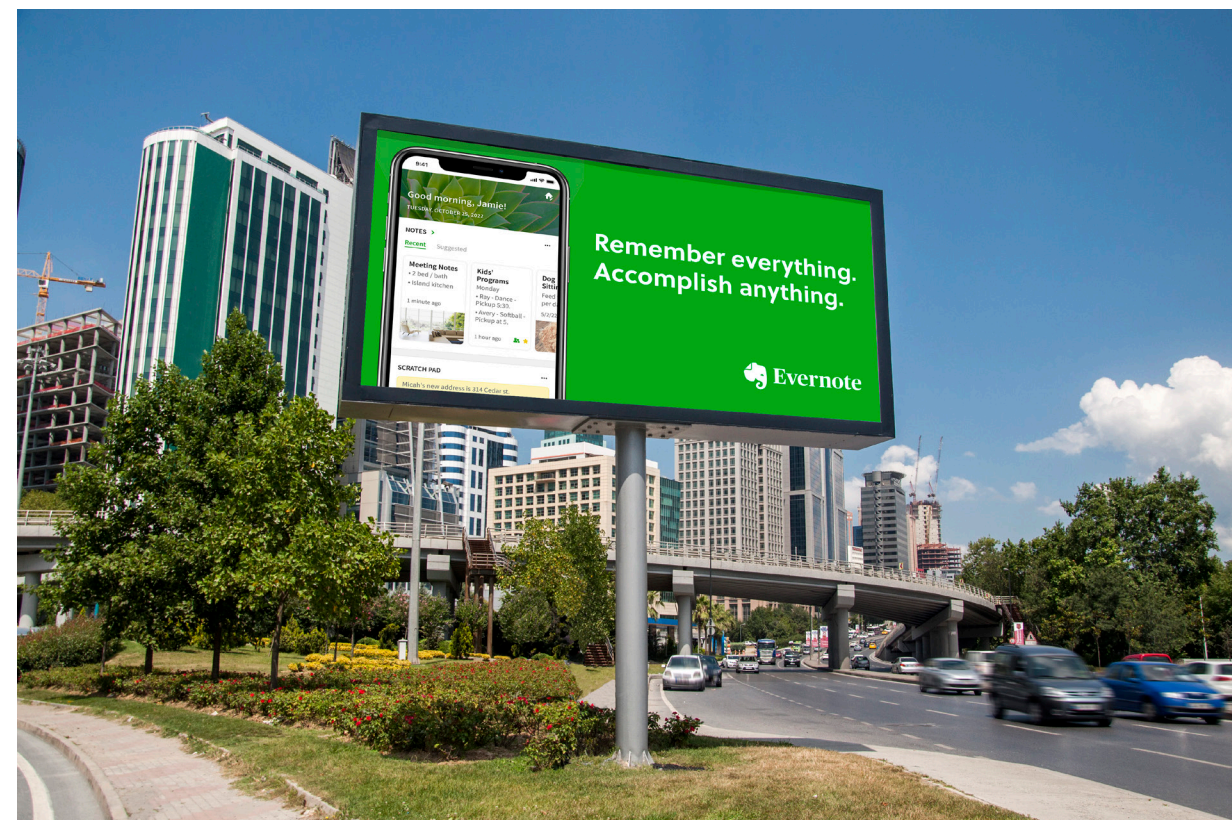
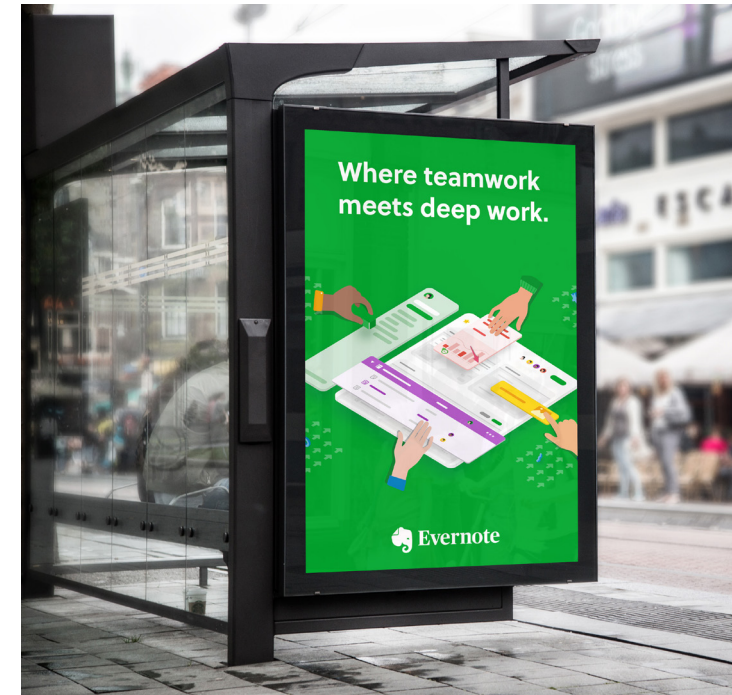


Stickers



APPLICATIONS

Out of Home





FAQ



FREQUENTLY ASKED QUESTIONS

Where can I find internal assets?

[Brandfolder](#) has a wealth of material, including logos, fonts, illustrations, and more, including many that are not in the public collection.

Where can the public find Evernote brand assets?

Our public collections on [Brandfolder](#) contain a basic set of assets such as logos, colors, and product images.

What if I can't find what I need in the Brandfolder?

Contact brand@evernote.com or ask a question in the #brand internal Slack channel.



CONTACT

For inquiries, please reach out to brand@evernote.com

