

ENPOINTESM Brand

Quick Reference Sheet

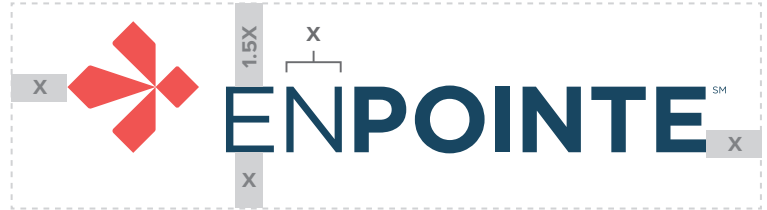
Vol. 1.0, 2020

LOGO USE INSTRUCTIONS

Logo Clear Space

To maintain our logo's integrity, avoid crowding and keep it legible by following clear space guidance. The amount of clear space is the width of the "N" in "EN."

The preferred use of the ENPOINTE logo is the 2-color version using Coral/Ocean. Use the white version on dark or busy backgrounds.



Logo Minimum Size

Legibility is always a top priority. The minimum size of the graphic icon portion of the logo is 0.25 in (6.35mm) in print, or 21px on screen, measured by the height of the logo. On rare occasions, smaller sizes for print may be necessary, but should be avoided.



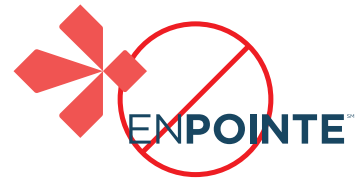
BASIC LOGO MISUSE EXAMPLES



Don't slant or alter positioning.



Don't stretch or warp.



Don't alter the scale or relation of the graphic icon to the type treatment.



Don't alter colors. **NOTE:** Even socially accepted colors that represent a movement (such as PRIDE) should not be used.



Don't use gradients.



Don't change the color of the type treatment.

LOGO TREATMENTS

Make sure to place the logo where it's legible and there's enough contrast.



TREATMENT MISUSE



BRAND COLORS

Main Colors

Color is a powerful design element that helps to make a brand instantly and uniquely identifiable. A cornerstone element in our visual identity, **Coral** and **Ocean** are the two colors that anchor our palette in all designs.

Supporting Colors

Our supporting color palette is mostly made up of warm neutral colors to symbolize approachability and our focus on people as the most valuable resource. The only exception is the **Shoal** color that plays the role of dynamic support to the **Coral** color.

NOTE: Color simulations may be different from the Pantone Matching System and from conversions made by your design software. Colors displayed on your screen may vary depending on your specific browser or monitor calibration.

Main Brand Colors

SHOAL 79/23/39/1 37/150/156 25969C	CLOUD 28/22/24/0 185/185/183 B9B9B7	CORAL 0/82/66/0 240/86/83 F05653	OCEAN 94/69/41/27 25/71/98 194762
PUMICE 0/0/0/70 109/110/113 6D6E71			
SAND 0/14/28/3 245/213/179 F5D5B3			
0/0/0/90 65/64/66 414042	NOTE: Type Color Whenever possible use 90% Black instead of solid black.		

BRAND FONTS

Our brand's fonts are made up of three main families: **Proxima Nova**, **Slabien Regular**, and **Quentin Regular**. Arial will be used for any online or presentation application where Proxima Nova isn't available.

Proxima Nova

Proxima Nova Black
Proxima Nova Extra Bold
Proxima Nova Bold
Proxima Nova Semibold
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Light
Proxima Nova Light Italic

Slabien Regular

Slabien Regular

Quentin Regular

Quentin Regular

Arial

Arial Black
Arial Bold
Arial Regular
Arial Italic
Arial Light
Arial Light Italic

FONT NOTES*:

Proxima Nova Black is normally used for main headlines.

Slabien Regular is normally used for main subheaders or specific callout information.

Proxima Nova Bold is normally used for secondary subheaders.

Proxima Nova Regular is mainly used for body copy.

*Rules of use can vary depending on the specific application.

QUESTIONS?

Contact the ENPOINTE creative department.
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