ENPOINTE^{SM}

agency + print

Brand Guidelines

January 2022

RUN WITH SCISSORS.

Lead with strategy.

Taking risk is part of business – but nobody wants to poke an eye out. We help clients take calculated risk with thoughtful strategies that cut through the clutter and deliver results.

Brand Strategy & Verbal Identity

Visual Identity Elements

BRAND STRATEGY
& Verbal Identity

Mission Statement

ENPOINTE's vision and overall intention that is communicated to employees, clients, vendors and stakeholders.

WE ARE STRATEGIC,
end-to-end marketers
boldly transforming brands with **agency + print** technology solutions.

WE WORK
AS MARKETING thought leaders
to elevate customer engagement and **drive ambitious business growth** for brands of all sizes and industries.
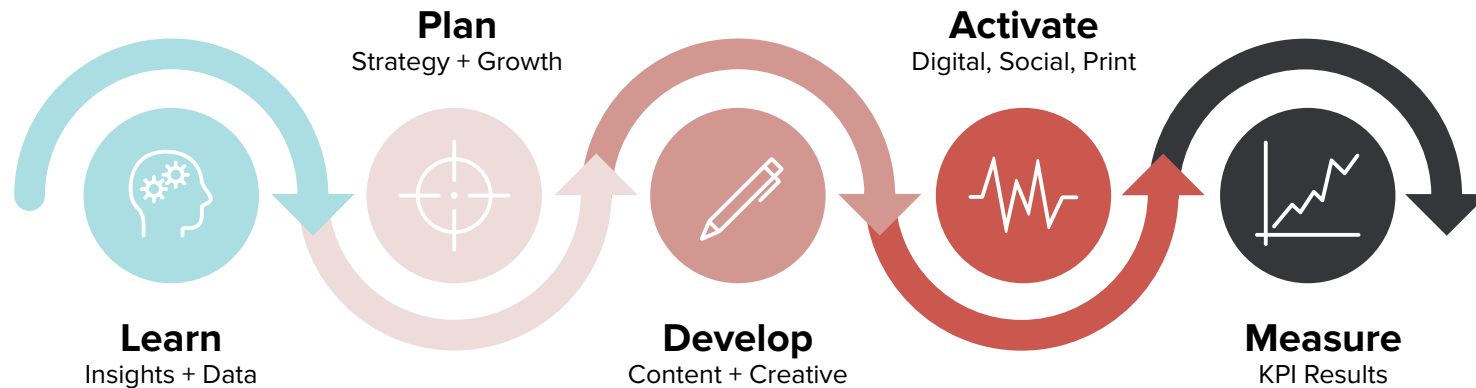
End-to-End Marketing

Leading boldly through our rigorous process, we take a holistic end-to-end approach to marketing—insights, strategy, brand, content, digital and analysis paired with in-house digital-data-driven print production capabilities.

We launch brands, increase sales, drive customers to engage, broaden awareness and generate leads—solving business problems every day.

Marketing Activation

Plan
Strategy + Growth

Activate
Digital, Social, Print

Learn
Insights + Data

Develop
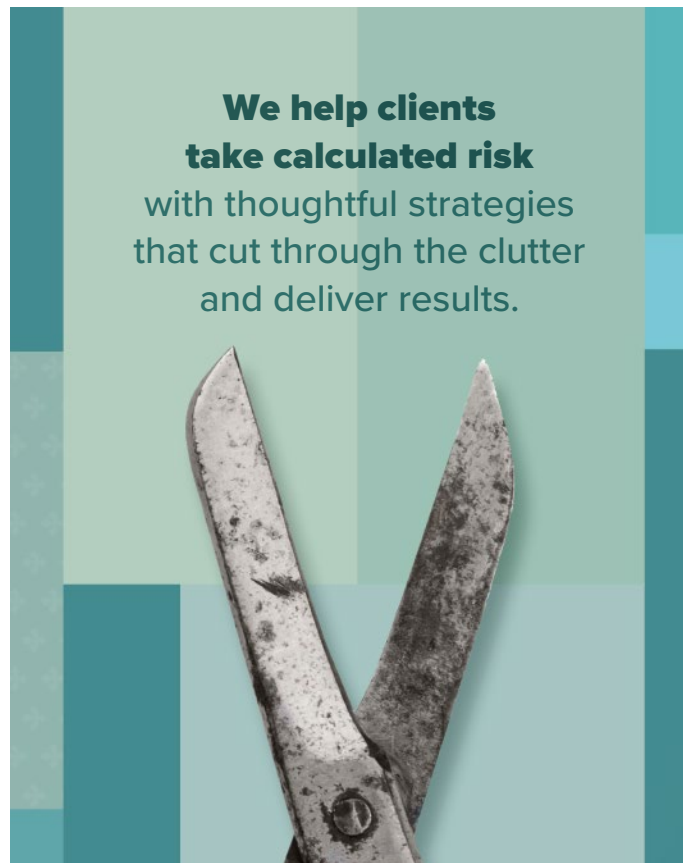Content + Creative

Measure
KPI Results

Brand Voice

ENPOINTE uses a confident and assertive tone of voice. This supports the position that risk in business can be mitigated with the correct strategies in place.

This tone is meant to inspire existing and potential new clients to challenge the status quo or hesitancies to avoid more courageous marketing actions.

Avoid using language that shames less confident strategies. *This tone is meant to be a source of inspiration, not judgment.*

Examples:

Correct	Incorrect
We help clients take calculated risk with thoughtful strategies that cut through the clutter and deliver results.	**Stop repeating the same old mistakes.** Adopt better strategies to cut through the clutter and deliver results.

VISUAL
IDENTITY
Elements

Our Logo & Brand Story

There are an infinite number of possible strategies and tactics to use when providing marketing solutions to a client. ENPOINTE uses our expertise to determine the correct channels and create a course of action that will lead to success.

The ENPOINTE logomark visually represents this concept. Multiple points align and synchronously move toward one fine-tuned solution.

The differentiating logotype treatment also expresses this continuing goal of elite marketing performance. Always moving toward the leading solution. ALWAYS ENPOINTE.

Logo Treatments

There are two main versions of the ENPOINTE logo. One includes the "agency + print" tagline. This is the preferred logo for use with new audiences. It's important to increase awareness of this unique company position. Unlike most brands, ENPOINTE doesn't limit our logo to a select group of colors. We feel it's not all about us. The ENPOINTE logo is fluid and adaptive. We can use colors that often reflect back those represented in partnering imagery. This inspiration comes from our commercial printing roots. (See page 2.6 for more detail about the use of color.)

For maximum impact, a 2-color version appears on a white or light-colored background. Use the white version on dark or busy backgrounds. Use the color logo on broad external communications to build awareness of the brand.

Primary
2-Color Logo:
This is the logo for most common use.

ENPOINTE SM

Logomark   Logotype
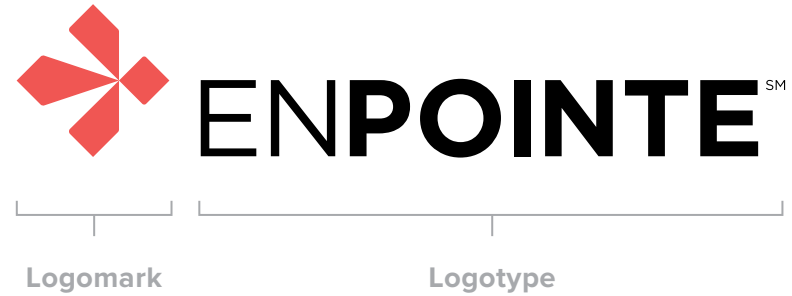
Secondary
2-Color Logo:
This version is preferred for new audiences.

ENPOINTE SM
agency + print

Description Tagline

It's imperative that new audiences understand ENPOINTE's unique brand position as a full service marketing agency combined with a commercial printer. The description tagline is added to the logo for this purpose.

ENPOINTE SM

1-Color Logo: White
Use this version for better legibility and contrast on darker backgrounds.

ENPOINTE SM

1-Color Logo: Black
This version should only be used if black is the only color allowed in a layout.

ENPOINTE SM

Example of an alternative that includes using a color for the graphic icon as long as the values of the color and background aren't too similar. (See pg. 2.5 for rules of misuse.)

Logo Treatments

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

When using the one-color version of our logo, the color of the background will show through the graphic icon. Make sure to place the logo or graphic icon where it's legible and there's enough contrast.
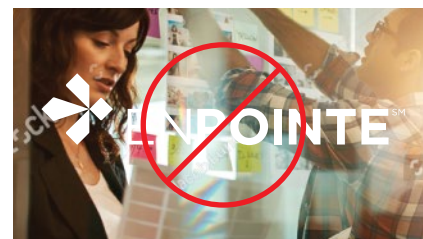
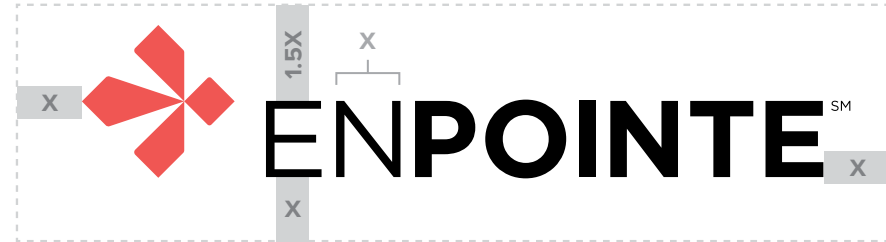Image background

Solid color background

Don't place the logo on a busy or non-contrasting background

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 based on the width of the "N" in "EN."

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. Logo files marked *"small"* placed at 100% represent minimum size. On rare occasions, smaller sizes for print may be necessary, but should be avoided.

Small (1.35″ - 2.0″ wide)

Primary (2.0″ - 3.5″ wide)

Large (3.5″ wide & up)

Note about the Service Mark
When using the service mark (ˢᴹ), choose the appropriate file to ensure the mark is clear and legible, yet unobtrusive. Select from three sizes (labeled *small, primary* and *large*) based on final size of placed logo. Never scale a logo less than 100%. If you need it smaller, use the next size down to ensure service mark is legible. Scaling up is permitted as long as the maximum width is not exceeded for that version.

Logo Misuse

These examples illustrate incorrect uses of our logo. Our logo is graphic artwork and should not be modified or distorted.

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 use the logo type treatment without the icon.

Don't use gradients.

Don't change the color of a portion of the type treatment.

Don't create unique taglines or promotional statements to replace "agency + print."

Don't reposition the "agency + print" tagline.

Don't alter the scale or relation of the "agency + print" tagline to the rest of the logo.

Don't encapsulate the logo inside of a container or shape.

Don't use special treatments such as metallic inks without special approval.

Brand Colors

Color is a powerful design element that helps to make a brand instantly and uniquely identifiable. Unlike most brands, ENPOINTE doesn't limit our logo to a select group of colors. We feel it's not all about us. The ENPOINTE logo is fluid and adaptive. We can use colors that often reflect those represented in partnering imagery. This inspiration comes from our commercial printing roots. That being said, there are times that it's helpful to have some consistency and for that we have chosen some selected colors (see below).

Selected Colors

The featured color of our selected palette is **Coral,** which symbolizes the warm energy and creativity of ENPOINTE. The other supportive colors are **Ocean, Shoal, Sand, Cloud, Pumice** and **Black.** Black represents the strength of decisive action, and along with Cloud and Pumice provides a neutral contrast to the more dynamic colors.

Main Brand Color

CORAL
0/82/66/0
240/86/83
F05653

OCEAN
94/69/41/27
25/71/98
194762

SHOAL
79/23/39/1
37/150/156
25969C

SAND
0/14/28/3
245/213/179
F5D5B3

CLOUD
28/22/24/0
185/185/183
B9B9B7

PUMICE
0/0/0/70
109/110/113
6D6E71

BLACK
75/68/67/90
0/0/0
000000

Typefaces

Primary Typefaces

Our brand's fonts are made up of two main families: **Proxima Nova** and **Bitter**.

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

Bitter

Bitter Bold
Bitter Regular
Bitter Italic

Alternative Typeface

Arial will be used for any online or presentation application where Proxima Nova isn't available.

Arial

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

Primary Headlines

Sentence Case
Leading: 0
Kerning: 10

**Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&!?#$%**

Subheads

Sentence Case
Leading: 0
Kerning: 10

**Bitter Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&!?#$%**

Body Copy

Sentence Case
Leading: 0
Kerning: 10

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&!?#$%

Captions

Sentence Case
Leading: 0
Kerning: 10

*Proxima Nova Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@&!?#$%*

Headline Treatments

Shadow Headline

The Shadow Headline is used for short, stand-alone headline treatments. Both lines of text have the same content. The background gradient fades from 50% on top, to 10% on the bottom. The gradient should be a single color, and can be a different complementary color from the foreground text.

TARTAN.

1X · .66X · .33X

All Caps

Sentence case

Title Headline

The Title Headline should be used on longer headlines to break up the heavy content. Always use two different colors, one for each type treatment.

RUN RUN

Part 1 of headline can optionally be treated with a very thin black outline and no fill. Use the thinnest rule possible while still retaining legibility (ie .25 pt).

RUN WITH SCISSORS.
lead with strategy.

1X · .33X · .66X · 1X

All Caps

Sentence case

Main Headline

The Main Headline can be used to distinguish important information. Paragraph copy should follow the setbacks when used with a Main Headline.

Tartan.

1X · 2X

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus erat magna, efficitur non lobortis ac, pretium at nibh. Curabitur dignissim ullamcorper consequat. Nullam semper mi mauris, in volutpat turpis egestas non. Nunc eu porta felis, eget tempus turpis. Aliquam tincidunt pretium nunc et porttitor.

TARTAN.

Tartan.

Tartan

The Tartan is one of the more visible brand elements at ENPOINTE. This comprehensive variable element ties any image into ENPOINTE's brand package and makes it a unique staple of the brand.

The Tartan is ever changing, adapting its color, size, and coverage for every unique use. Your imagination is the limit here.

The creation of a Tartan will take time, but by following the rules below your new branded element will be a show-stopper.

Tartan Tips

Layout: The Tartan uses a 1x by 1x square grid for all elements inside the Tartan. Expand and build each element inside based off this 1x ratio (1x by 8x, 4x by 8x, 10x by 2x, etc.). Tartan must have a consistent ratio throughout the entire unique asset.

Scale: Grid should divide evenly into image. Customize grid size for each use to avoid partial squares along edges of Tartan. Avoid very small grids (too busy) or very large grids (too blocky).

Colors: Tartan colors must be complementary to image or environment. Pull colors directly from the image or environment that it lives in for the best outcome. All colors must work together; do not let one stand out significantly more than the others or it will draw all the attention.

Usage: May be used as entire page flood, partial page coverage, behind hero images, or as an opaque watermark on busy images .
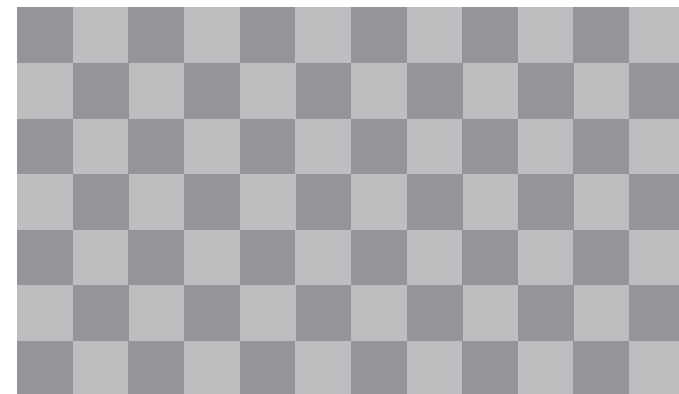
Tartan Creation

Follow these steps to create a Tartan.

Step 1 Place 1x by 1x grid.

Step 2 Build Tartan shapes using grid.

Step 3 Add complementary colors sampled from image.

Optional
Shadow gradient can be added on bottom of Tartan for visual depth.

0 Black

Set to Multiply

45 Black

Tartan Creation Don'ts:

⊘ Don't use colors outside of the image/environment

⊘ Don't use less than a 1x by 1x square inside the Tartan

⊘ Don't place 1x by 1x colored squares next to each other

Tartan Usage

The tartan layout is typically used as a supportive background to either photography or copy treatments. The sequence of shapes and colors are rarely identical. This enhances the brand position of adaptability. This is most clear in static pieces.

The shapes may animate in motion video applications. This movement is limited to the same 1x1 grid restrictions, shifting and sliding in and out of position.

Full Background (bleeds 4-sides)

LET'S CONNECT
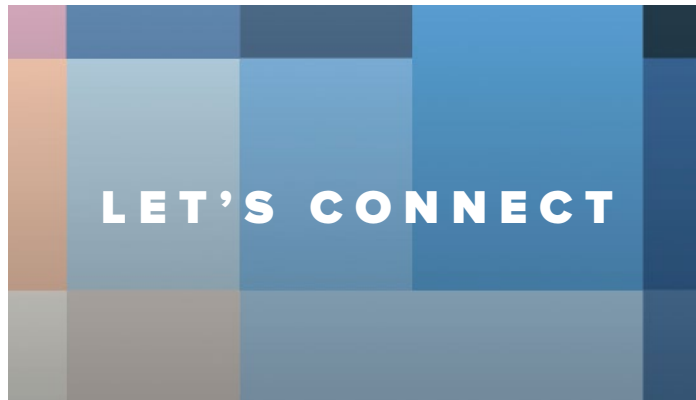
When placing text or graphics over Tartan background, be mindful of awkward or undesirable tangents. Choose colors that provide sufficient contrast for good legibility.

Partial Background (bleeds 3-sides)

Partial Background Behind Subject (bleeds 3-sides)

Ideal	Acceptable	Avoid

Whenever possible, position first letter of text with adequate margins from color block seams. Tangents are acceptable, but avoid intersecting letter with seams.

Using ENPOINTE Logo on Tartan
When placing the ENPOINTE logo on a Tartan, make sure the background is not busy and that there is high contrast to the logo. For best clarity, make sure Tartan elements behind the logo are similar with only slight color differences.

ENPOINTE
agency + print

alwaysenpointe.com

Tartan Usage Don'ts:
- ⊘ Don't cover up or overlay hero of an image with the Tartan
- ⊘ Don't use Tartan as floating graphic; always bleed at least 2 sides
- ⊘ Don't angle or skew Tartan; always use straight on with no rotation

Pattern Usage

There are two Brand Patterns available to incorporate as graphic embellishments, **Harlequin** and **Fractal.** These can be used in any color, light or dark, but typically as a subtle touch. The patterns can be scaled as a whole, but the relative size and spacing of the individual elements within the pattern should not be changed.
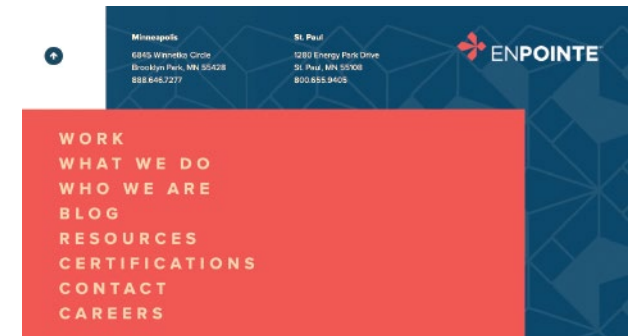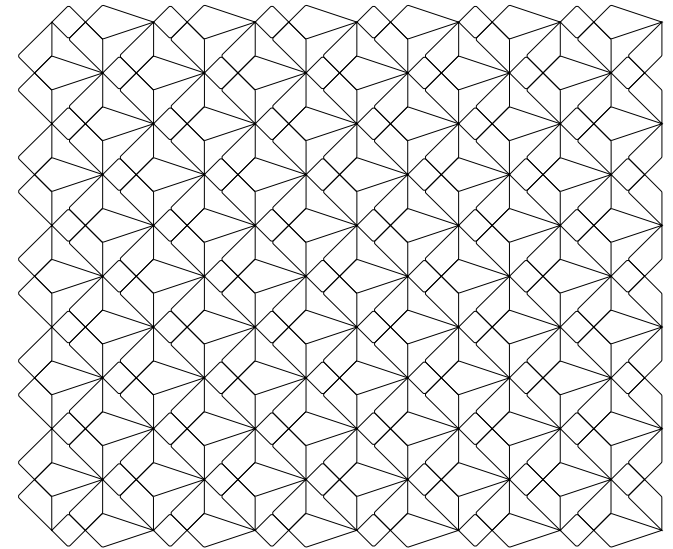
Note:
Stroke weight of the Fractal pattern may be adjusted slightly if legibility is an issue for a particular usage. Always use the thinnest stroke possible while still achieving the desired effect.

Harlequin
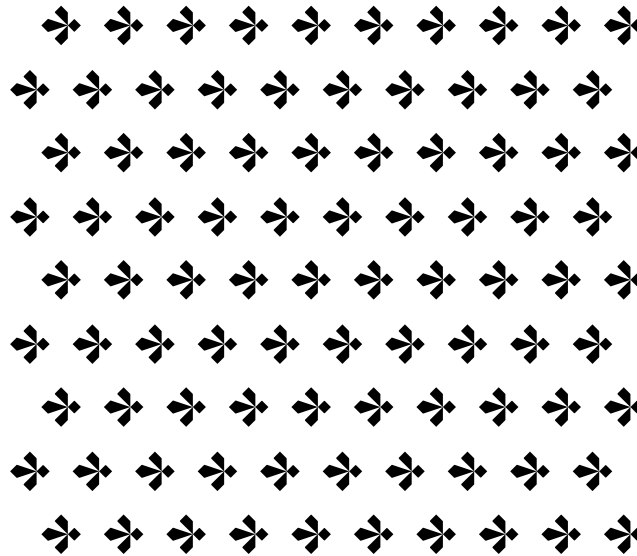
Fractal

Sections of the Tartan may be used as a bounding box for either pattern. When cropping Harlequin, try to have complete rows top and bottom.

The Fractal pattern can be used as line work, or optionally may have selective elements within the pattern filled with the same stroke color.

Pattern Usage Don'ts:

⊘ Don't use more than one color within pattern

⊘ Don't disproportionately scale, skew, or rotate pattern

⊘ Don't use at a strength that becomes busy or distracting

COLOR BAR.

Color Bar.

Color Bar

The **Color Bar** is a branded element that is used to bring ENPOINTE's branding to the forefront, while not taking away from the dynamic photography that has been chosen. It is designed to enhance the photography and bring a subtle nod to ENPOINTE's printing heritage.

Color Bar Tips

Layout: The Color Bar uses a 1x by 1x square ratio. Color Bars must have consistent ratio through entire unique asset.

1x

1x

Colors: Tartan colors must be complementary to image or environment. Pull colors directly from the image or environment that it lives in for the best outcome.

Positioning: Color Bars live on the bottom of an image, or bottom of the page.

Height: Use .33x or .66x height ratio for horizontal and vertical layouts, .66x ratio for square layout. Do not use at 1x height.
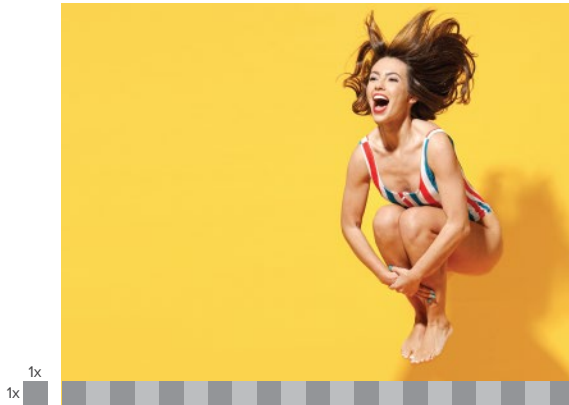
.33x

1x

.66x
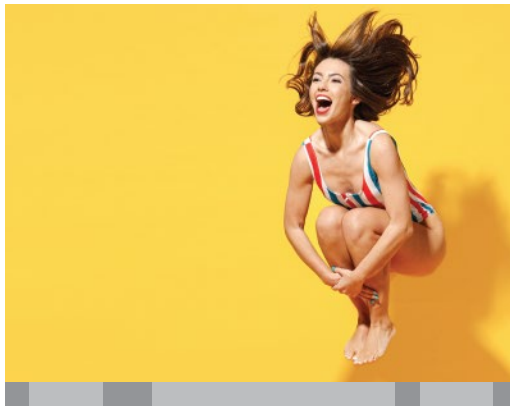
1x

Color Bar Creation

Follow these steps to create a Color Bar.

Step 1 Place 1x by 1x grid.

Step 2 Build Color Bar shapes using grid.

Step 3 Add complementary colors and apply .33x or .66x ratio as desired.


Color Bar Don'ts:

- ⊘ Don't use colors outside of the image/environment
- ⊘ Don't use full 1x by 1x ratio when placing the color bar in an image
- ⊘ Don't place color bars in the middle or top of a page; bars are used on bottom of page or image only
- ⊘ For best contrast, do not place a color in a color bar element that abuts to its image color

Color Bar Examples

Examples of how to use the Color Bar effectively:
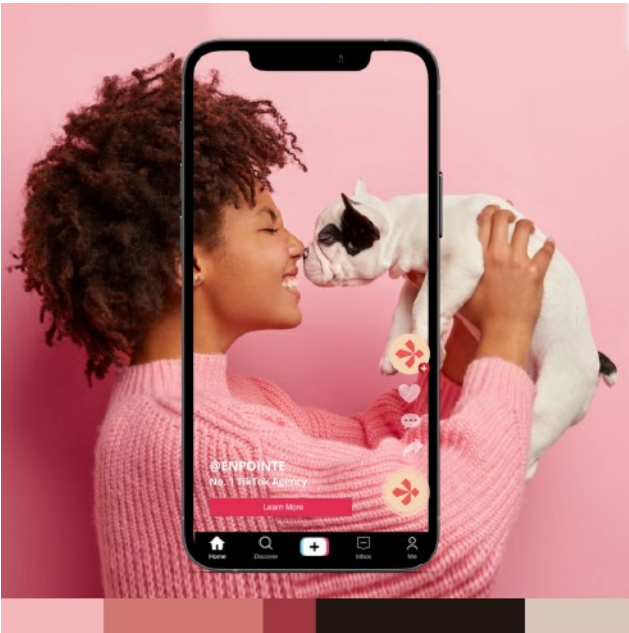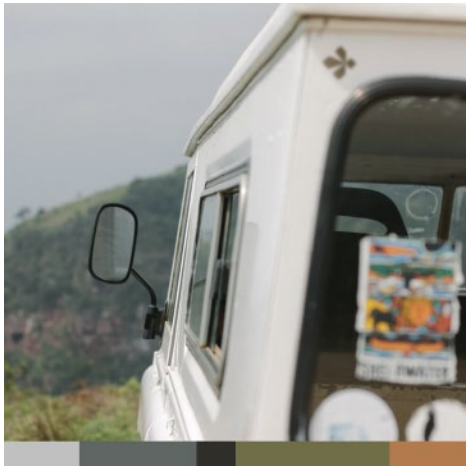
IMAGERY.
Imagery.

Similar to ENPOINTE's distinct tone of voice, there are clear photography styles that represent the brand. They are separated into three unique categories: **Expressive People, Simple Objects** and **Authenticity.**

Imagery / Expressive People

ENPOINTE has a defined selection of images that show very expressive people performing a wide variety of actions. This photography is confident and emotional. Background colors are bright and energizing. These images are easily understood using obvious expressions often combined with bold headlines. These are key visuals often used for various pieces of marketing collateral and social media.

Including the Tartan
A complementary color tone Tartan can be combined with bright background colors to add interest and strengthen the branding of stock imagery. Refer to page 2.11 on how to construct.

Imagery / Simple Objects

Photos of simple objects help express the ENPOINTE brand story in a way that isn't reliant on emotional people photography. At times, marketing messages need clarity. The inclusion of object photography can visually communicate a theme quicker than copy alone. This allows for some unique cleverness.

These are often combined with bold headlines or body copy that needs a branded visual to quickly express a topic point.

Imagery / Authenticity

There is strong need to be approachable and real to a client. Not every image can be a clever, high-energy, emotionally expressive companion to a headline or marketing theme.

Candid images are necessary to display transparent functions of the company. For example, images of the staff conversing in a meeting room, helping out at a non profit, or enjoying a group outing provide assurance that a client will get to work with real people, with real lives. This ensures that not every action the agency takes is promotional or intended to influence.

EN**POINTE**℠

agency + print

6845 Winnetka Circle

Brooklyn Park, MN 55428

888.646.7277

alwaysenpointe.com

For questions on brand implementation,
contact brandhelp@alwaysenpointe.com