ENPOINTE℠ Brand

## Quick Reference Sheet

LOGO USE INSTRUCTIONS

There are two main versions of the ENPOINTE logo. The primary version stands alone without a tagline. The secondary version includes the "agency + print" tagline as an option for use with new audiences to increase awareness of this unique company position.

Logo Clear Space

To maintain our logo's integrity, avoid crowding and keep it legible by following clear space guidance.

Logo Minimum Size

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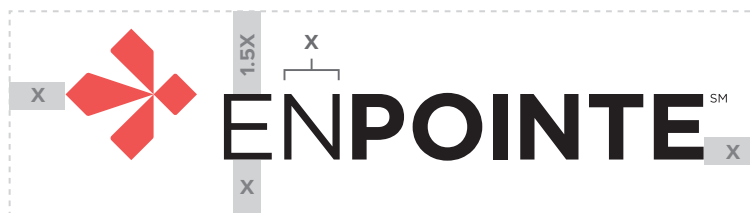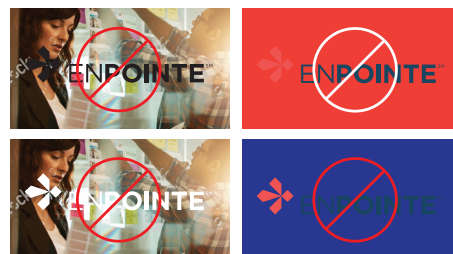
Primary

Secondary

The preferred use of the ENPOINTE logo is the 2-color version using Coral/Black or Coral/White. Use the 1-color white version on dark or busy backgrounds.

LOGO TREATMENTS

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

TREATMENT MISUSE

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 use the logo type treatment without the icon.

Don't use gradients.

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

BRAND COLORS

Unlike most brands, ENPOINTE doesn't limit our logo to a select group of colors. The ENPOINTE logo is fluid and adaptive. We can use colors that reflect back those represented in partnering imagery. This inspiration comes from our commercial printing roots.

Main Color

Color is a powerful design element that helps make a brand instantly and uniquely identifiable. When there is no corresponding imagery to use for inspiration, ENPOINTE uses a small group of colors that best represents the energy of our brand. **Coral** is the key color that we feel best represents our risk-embracing nature.

Supporting Colors

For visual brand consistency, it's helpful to have some common colors to use when there is not photography present to sample. **Ocean**, **Cloud**, **Shoal**, **Pumice** and **Sand** are these colors.

Main Brand Color

OCEAN	CLOUD	CORAL	BLACK
94/69/41/27	28/22/24/0	0/82/66/0	75/68/67/90
25/71/98	185/185/183	240/86/83	0/0/0
194762	B9B9B7	F05653	000000

PUMICE	SHOAL
0/0/0/70	79/23/39/1
109/110/113	37/150/156
6D6E71	25969C

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

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

BRAND FONTS

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

Bitter

Bitter Bold
Bitter Regular
Bitter Italic

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.
Bitter Bold 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.