

BRANDING GUIDELINES
ENTERPRISE NATION



Enterprise Nation Logo

The Normal use logo should be used where possible. However there are certain exceptions.

Normal use logo



Enterprise Nation

Stacked logo

This should only be used when space is restricted such as a skyscraper online banner.



Enterprise Nation

The mark

This may be used without the wordmark for exceptional circumstances, such as twitter or facebook, where space is limited. It should never be used as an alternative to the Normal use logo.



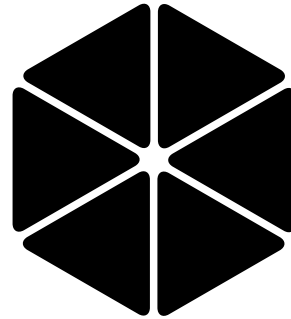
Enterprise Nation Logo

Mono versions should be used when 4 colour print is not available or when the use of colour is not possible.

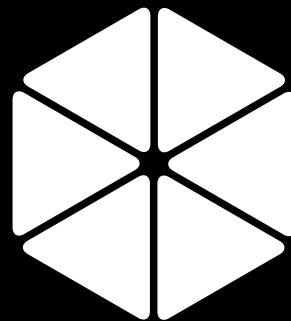
They should also be used if the logo needs to be placed onto a coloured background.

For on-screen applications the full colour logo should be used where possible.

Mono versions of the logo



**Enterprise
Nation**



**Enterprise
Nation**

Enterprise Nation Logo

In order for it to be clearly visible nothing should be placed in close proximity to the logo.

The logo should have a clear area surrounding it. This area is equal to the size of the 'N' taken from the word 'Nation'.

Exclusion zone



Minimum size

This is the very smallest size that the logo should be used. It should be no smaller than 35mm wide.



Enterprise Nation Logo

The logo should be treated with care and not altered in any way.

Only use the logo on a light background never on a colour. If used on a colour background the mono versions should be used.

Do NOT

Pull apart elements of the logo. Exceptions do apply, such as if the logo was to be animated.



Do NOT

Change the orientation of the logo



Do NOT

Change the relationship of the wordmark with the mark. This includes distorting or stretching the logo.



Do NOT

Change the colours of the logo, use the supplied unaltered files only.



Enterprise Nation Colours

Primary colour palette



Orange
R227 G114 B34
C0 M65 Y95 K0
Pantone 158
#e37222



Red
R249 G70 B28
C0 M86 Y80 K0
Pantone Warm red
#f9461c



Green
R190 G214 B0
C34 M0 Y100 K0
Pantone 382
#bed600



Blue
R33 G87 B138
C96 M59 Y4 K19
Pantone 653
#215788

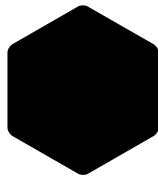


Turquoise
R0 G178 B169
C84 M0 Y38 K0
Pantone 326
#00b7b2

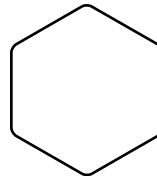


Yellow
R254 G209 B0
C0 M10 Y100 K0
Pantone 109
#fed100

Secondary colour palette



Black
R0 G0 B0
C0 M0 Y0 K100
#000000



White
R255 G255 B255
C0 M0 Y0 K0
#ffffff

Enterprise Nation Type

Light

This is vary rarely used and should only be used on large headline sizes, in order to keep readability.

Regular

This weight is used for all body copy as a standard. If in doubt use regular.

Bold

This weight is used for headlines, titles, pullout etc. It can be used where emphasis is needed.

The font Interface is available for purchase at www.daltonmaag.com

Enterprise's font is Interface.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer diam orci, eleifend sed magna at, dictum rhoncus lorem.

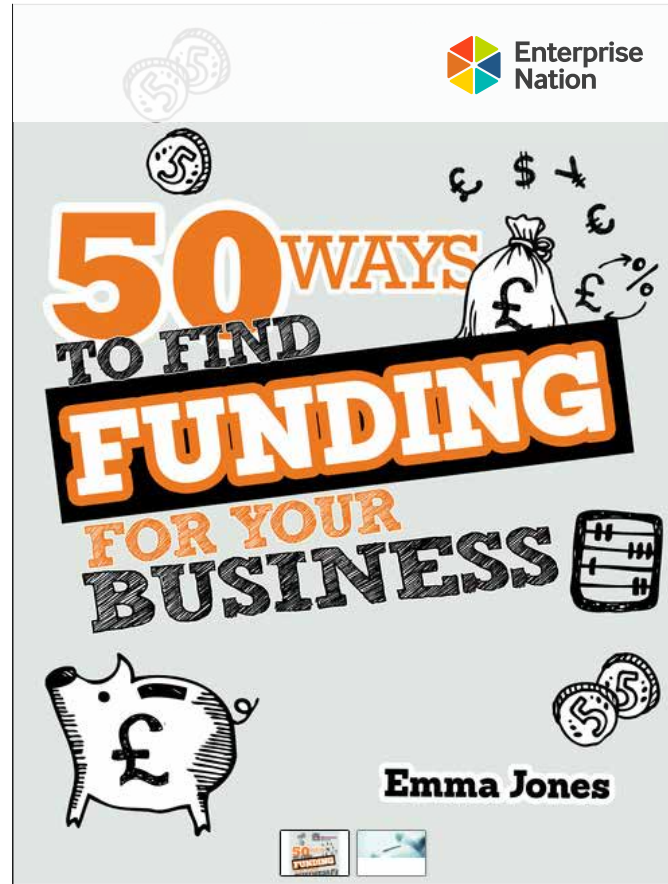
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Interface Light
Interface Regular
Interface Bold

Logo use on book covers

The logo should be kept on light backgrounds that allow for it to be seen. When placing it on a book cover over the addition of a white banner can be used to hold the logo.

Example book cover use



THANK YOU

