

Brand Style Guide

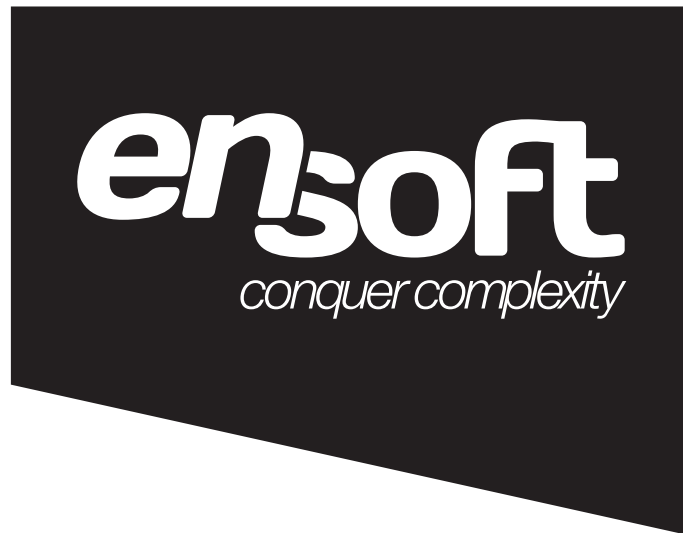
EnSoft Corp.



Brand



Grayscale version



Solid black version



Pantone 1807

Process color
C: 0
M: 100
Y: 96
K: 28

Web color
#B5121B
R: 181
G: 18
B: 27

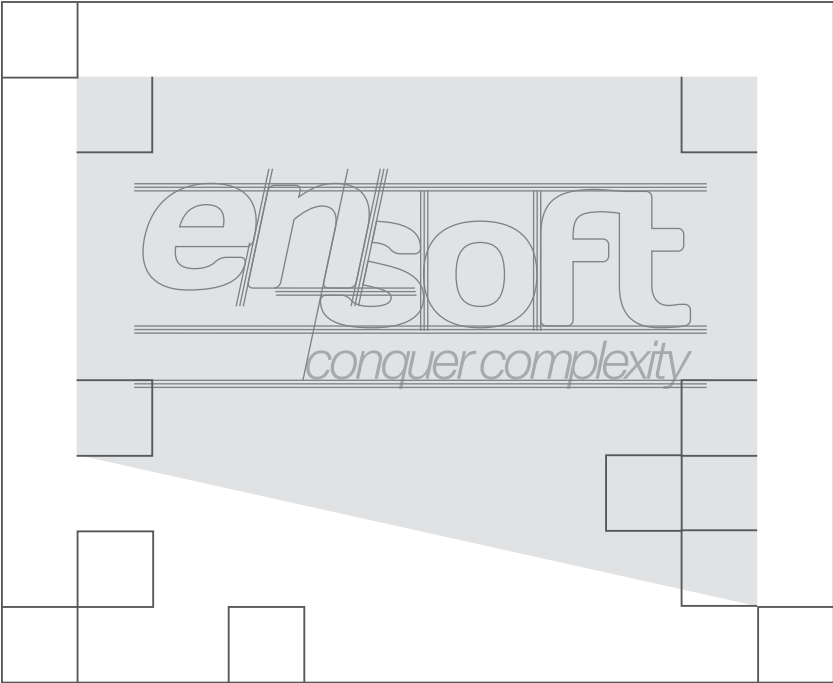


Pantone Black

Process color
K: 100

Web color
#000000
R: 00
G: 00
B: 00

Colors



Logo construction



Exclusion zone



Right

This is the right use



Wrong

Do not use all white name with red background



Right

Use a negative version only as a superior flag (web banners)



Wrong

Do not use a background color behind the red shape



Wrong

Always use the tag line



Wrong

Never rotate or distort the logo

ensoft
conquer complexity

Allowed

>>>>>>>>>>

ensoft
conquer complexity

Use the logo without shape (Allowed only in special situations)

Minimum size

18 mm



+ exclusion zone

Non/Correct uses

Minimum size

27 mm



Minimum size

tag line 6 pt

45 mm



Correct size for A4 format

67.5 mm



Correct size for A3 format

Recommended sizing

Days regular

ensoft

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()**



Tag line

Helvetica Neue light italic

conquer complexity

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

*The quick brown fox jumped
over the lazy dog. The quick
brown fox jumped over the
lazy dog. The quick brown fox
jumped over the lazy dog. The
quick brown fox jumped over
the lazy dog. The quick brown
fox jumped over the lazy dog.*

Typography