

# ENFOCUS INC BRAND STANDARDS

## VERTICAL



## HORIZONTAL



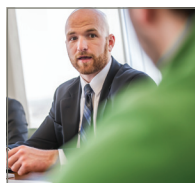
## LOGO MARK



## SECONDARY BRAND ELEMENT (NOT LOGO, LIKE AN ACCENT MARK)



**PHOTOGRAPHY STYLE:** Bright and white, limited color palette, high contrast, rich colors, light blurs, blurred background, empty space for text, some close ups, over the shoulder, team work,



## ENFOCUS LOGO

The clean lines of the communicate: precision, technicality and practicality. The connected letters communicate: collaboration, intelligence and social connectivity. The hexagon handshake communicates: teamwork, progression and collaboration. The italic letters communicate Drive and progression.

**CORPORATE IDENTITY STANDARDS:** These standards outline the proper usage of the enFocus Inc. logo. The artwork provided is for use in all forms of communication which require the enFocus Inc. logo.

**LOGO:** This logo was created as part of a visual identity system that establishes and promotes enFocus Inc. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

**TYPEFACE:** The primary typeface used in this logo is *Galette Medium Oblique*. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at [myfonts.com](http://myfonts.com).

**SIZE:** When reduced proportionally none of the logos should be used under 1/2" wide. Black is the best color choice when using at small sizes.

**FORMATS:** The logo is provided in .eps, .jpg and .png formats. If a format needed is not provided one may be created from the .eps file.

**EPS:** This file type should be your first choice when printing your logo. This is the highest quality available and should be used for all printed material when applicable.

**JPG:** This file type should be your second choice when printing your logo.

**PNG:** This file type should be used internally, for presentations and email signatures.

**PRIMARY TYPEFACE:** *Galette Medium Oblique*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

**SECONDARY TYPEFACES:** ITC Avant Garde Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

**COLORS:** The list below will outline the proper usage for all color formats.

## PRIMARY COLOR PALETTE



**SPOT PRINTING:** PANTONE® 7489

**FOUR COLOR/DIGITAL/PROCESS PRINTING:** C56 M2 Y78 K5

**WEB/RGB/VIDEO:** R127 G175 B92

**WEB/HTML:** #7FAF5C



**SPOT PRINTING:** PANTONE® 416

**FOUR COLOR/DIGITAL/PROCESS PRINTING:** C28 M18 Y29 K51

**WEB/RGB/VIDEO:** R123 G125 B114

**WEB/HTML:** #7B7D72

## SECONDARY COLOR PALETTE



**SPOT PRINTING:** PANTONE® 2007

**FOUR COLOR/DIGITAL/PROCESS PRINTING:** C0 M33 Y92 K2

**WEB/RGB/VIDEO:** R233 G168 B0

**WEB/HTML:** #E9A800