



# BRAND STANDARDS

# The Brand

ENA delivers transformative connectivity, communication, cloud, cybersecurity, and technology services supported by exceptional customer care. The ENA brand is built upon a foundation of our mission, vision, service statements, and core values.

Our brand standards convey who we are and who we serve as a company through imagery. Using illustrations, pictures, and other visual elements, we convey our commitment to delivering innovative technologies and exceptional customer service to a diverse spectrum of professionals and community anchor institutions.

## Mission Statement

We empower communities by bridging innovative technologies with exemplary customer care.



# Logo Use

The ENA brand should be placed in all communications and media to establish brand identity to support building brand awareness. ENA has one logo with three color variations to use.

## Vertical Logos

Full Color Logo



## Horizontal Logos

Full Color Logo



Inverse Logo



Inverse Logo



Inverted Logo



Inverted Logo



# Logo Placement

Please make sure to provide ample space around ENA logos and any other graphic elements within proximity. There should be equal distance given to all edges of the logo and other elements. The “e” character from the ENA Brand Mark is used to define the clear space needed on both x and y coordinates. Clear space has been built into all logo files.



The smallest impression must not scale smaller than 1 inch wide in print or 100 pixels wide on screen.









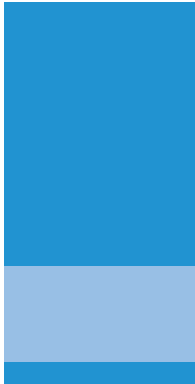


The smallest impression must not scale smaller than 2 inch wide in print or 100 pixels wide on screen.

# ENA Corporate Color Palette

Dark blue is the primary display color commonly used for header text, banner backgrounds, or gradients. Yellow, medium blue and grey are complimentary colors to be used to highlight, call-out, or add captions in corporate communications on an as needed basis.

These colors are also acceptable in their tonal variations. Each color at 50% tint is shown below. Transparencies of these colors over one another are not allowed.

Soft Black is reserved for text and optional design elements.

				
<b>DARK BLUE</b>	<b>MEDIUM BLUE</b>	<b>YELLOW</b>	<b>GREY</b>	<b>SOFT BLACK</b>
<b>CMYK</b> C-100 M-68 Y-0 K-12	<b>CMYK</b> C-77 M-29 Y-0 K-0	<b>CMYK</b> C-0 M-20 Y-100 K-0	<b>CMYK</b> C-0 M-0 Y-0 K-75	<b>CMYK</b> C-0 M-0 Y-0 K-92
<b>RGB</b> R-0 G=48 B=135	<b>RGB</b> R-0 G=148 B=218	<b>RGB</b> R-255 G=203 B=5	<b>RGB</b> R-102 G=102 B=102	<b>RGB</b> R-102 G=102 B=102
<b>HEX</b> #1A5091	<b>HEX</b> #0094DA	<b>HEX</b> #FFCB05	<b>HEX</b> #666666	<b>HEX</b> #3B3B3C
<b>PANTONE (PMS)</b> 287C	<b>PANTONE (PMS)</b> 1795C	<b>PANTONE (PMS)</b> 116C	<b>PANTONE (PMS)</b> 403C	<b>PANTONE (PMS)</b> Black C
				









# ENA Solution Suites Color Palette

Each solution suite is assigned a color to distinguish and characterize services from one another.

The colors should be used in their true value. Tonal variations should be avoided except in special circumstances



CONNECTIVITY	CLOUD	COMMUNICATION	SECURITY	TECHNOLOGY SERVICES	MARKETPLACE
<b>CMYK</b> C-100 M-68 Y-0 K-12	<b>CMYK</b> C-40 M-0 Y-5 K-6	<b>CMYK</b> C-0 M-20 Y-100 K-0	<b>CMYK</b> C-50 M-0 Y-99 K-0	<b>CMYK</b> C-3 M-66 Y-99 K-0	<b>CMYK</b> C-60 M-90 Y-0 K-0
<b>RGB</b> R-0 G=48 B=135	<b>RGB</b> R-136 G=203 B=223	<b>RGB</b> R-255 G=203 B=5	<b>RGB</b> R-150 G=194 B=35	<b>RGB</b> R-236 G=118 B=37	<b>RGB</b> R-127 G=63 B=152
<b>HEX</b> #1A5091	<b>HEX</b> #88CBDF	<b>HEX</b> #FFCB05	<b>HEX</b> #4DAF47	<b>HEX</b> #EC7625	<b>HEX</b> #7f3f98
<b>PANTONE (PMS)</b> 287C	<b>PANTONE (PMS)</b> 7458C	<b>PANTONE (PMS)</b> 116C	<b>PANTONE (PMS)</b> 375C	<b>PANTONE (PMS)</b> 158C	<b>PANTONE (PMS)</b> 2593C
					

# Fonts

## Display Fonts

### **Boton Std Medium**

Use as H1 header

### **Trade Gothic LT Std Bold Condensed No. 20**

Use as H2 header

## Web Display Fonts

### **Roboto Slab Bold**

Use as H1 header

### **Roboto**

Use as H2, H3, H4, H5 headers

## Web Info-level Fonts

### **Source Sans Pro**

Used for all body type and lists

## Product Logotype Fonts

### **Helvetica Neue LT Std 75 Bold**

“ENA” bold characters

### **Helvetica Neue LT Std 55 Roman**

Product name characters that follow after the “ENA” characters

## Info-level Fonts

### **Helvetica Neue LT**

Use for all body type and lists

### **Trade Gothic LT Std**

Used for excerpts, lists, captions, highlights, or secondary typeface

### **Adobe Garamond Pro**

Used for quotes and formal letters/documents



Smallest type-size permitted is 9 pt.

## PowerPoint Font

### **Arial**

Use Arial to format all headers, body copy

Smallest type-size permitted in PowerPoint is 12pt

## Microsoft Word Font

### **Calibri**

Use Calibri to format all headers, body copy

Smallest type-size permitted in Word Documents is 9pt

# Photos

Photos for the ENA brand should convey positivity with the careful selection of light, bright, airy backgrounds with pops of bright bold color.

Photos should not have bold, dark, or heavy backgrounds, and color pops in the photos should not be pastel or soft.





# Common Visual Elements

Blue header bar with white text

Yellow Rule

---

Blue gradients overlaying a photograph or illustration

Borders, headers or photos cut at an angle



Grey Rule

---

Example of a solution color gradient overlaying a photograph

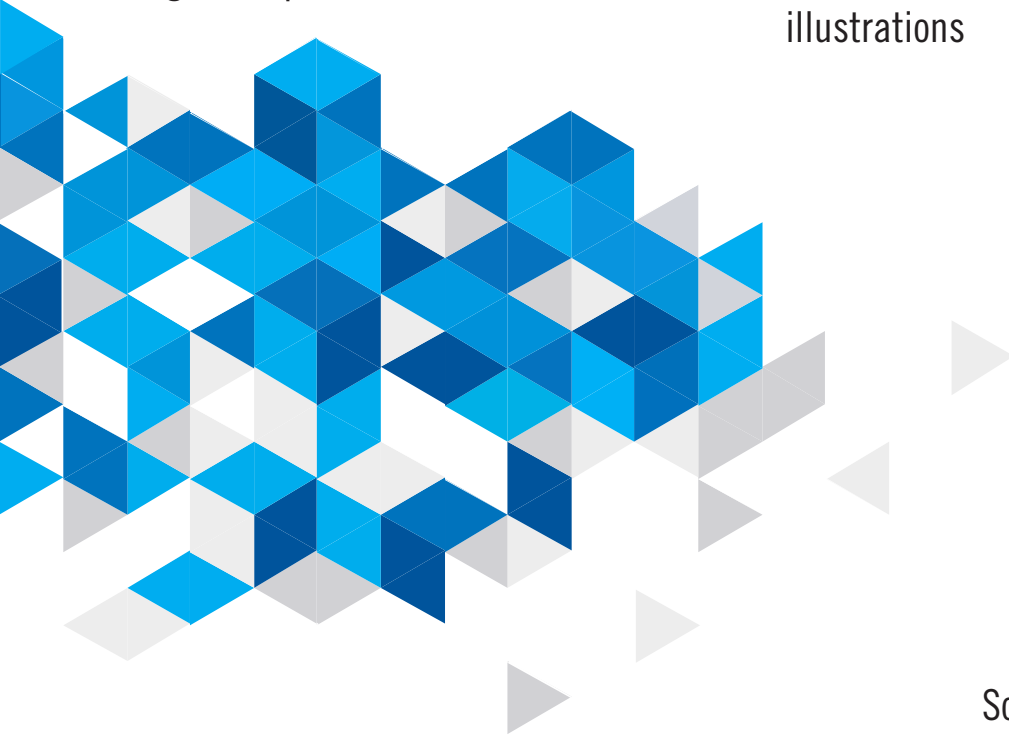


Blue Footer

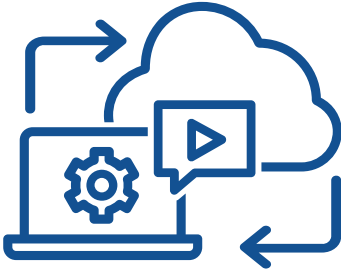
# Common Visual Elements

Blue header bar with white text

Stacked 3D hexagon shapes



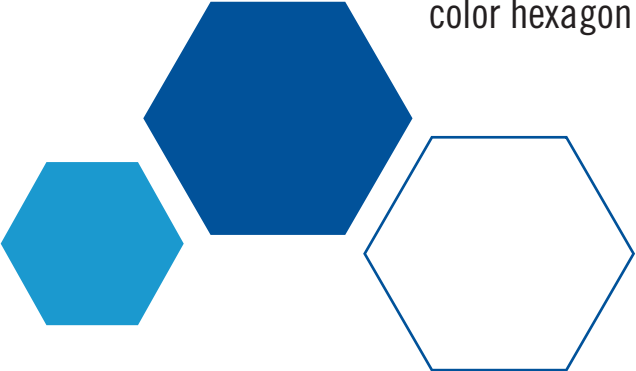
Thin line and flat icons and illustrations



Hexagon and triangle network illustration



Solid and outlined color hexagon shapes

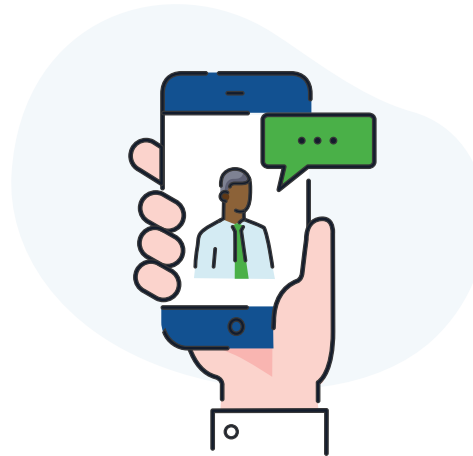


# Illustration Style

Illustrations for ENA, similar to the photos, are light and airy with their thin line weight and bold pops of color.

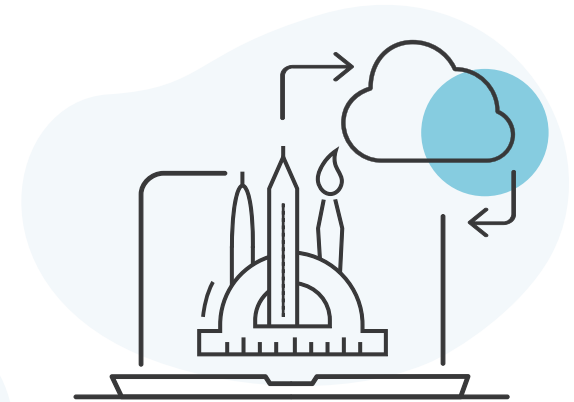
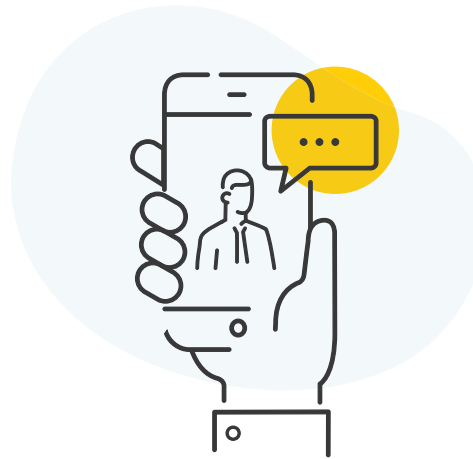
Characters show diversity in color and have minimal facial features.

Colors are clear and solid. Line weights should be consistent - 2pt on this size impression.



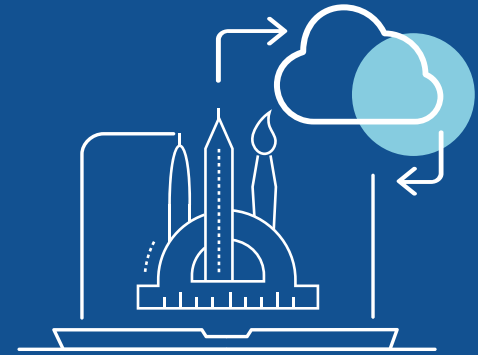
# Illustration Style

This variation of the ENA illustration style is also acceptable. They remain visually light with thin, consistent line weights. The pops of color used here relate to our solutions, and are placed on the illustration strategically highlighting the solution in use.



# Illustration Style on a Dark Background

This illustration style works well on a dark background as well, and allows the color of the “solution dot” to stand out.



# Illustration Style on a Dark Background

This illustration style will work on a dark background using bright colors and white to create enough contrast. Parts of the illustration are hollow allowing the background to serve as one of the colors in the illustration.

