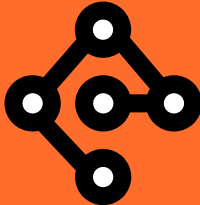


BRAND GUIDELINES



enumivo

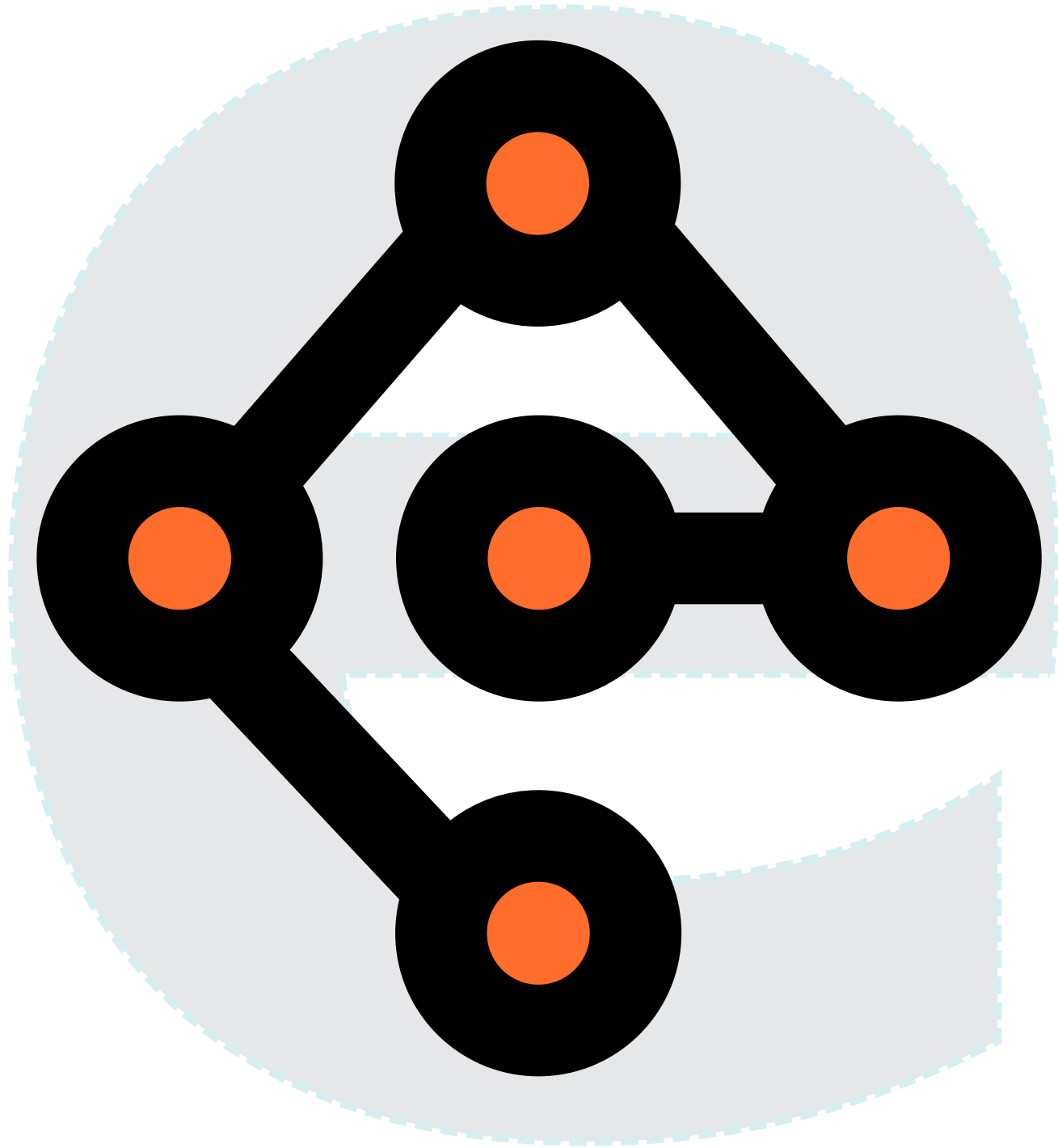
LOGO

SYMBOLISM

The Enumivo logo is an abstraction of the letter 'e' using five dots connected by straight lines – the use of which is a nod to graph theory – a branch of mathematics with many applications in computer science.

Graphs are used to represent computer networks and other data models.

In this case, the logo represents the blockchain technology upon which Enumivo is built. The chain starts from the center, representing the founder's idea. It slowly radiates outwards as more and more people share the vision and join the chain.



WORDMARK

The Enumivo wordmark consists of the word "enumivo" in lowercase with the lower dot of the logo forming the dot of the letter i.

The word being all in lowercase suggests equality.

In some use cases when the entire logo cannot be used on top of the word (e.g. due to space limitations), the single dot may be used.



SLOGAN

The Enumivo slogan is "Social Justice For All" and it is written in all caps below the Enumivo wordmark.



TYPOGRAPHY

The Enumivo wordmark uses the DTL Prokyon typeface by Erhard Kaiser, from the Dutch Type Library. It is an OpenType font that includes both lining and old style figures.

DTL Prokyon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The slogan uses the Flood typeface by Joachim Müller-Lancé. It is immediate, urgent, and provocative in its stylized detailing, without being overly dramatic.

FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COLORS



PANTONE

16-1364 TPX
Vibrant Orange
Hex: FF6D2D

Orange is the color of joy, enthusiasm and creativity – encapsulating the spirit of optimism and volunteerism that gave birth to the Enumivo project.



PANTONE

17-4919 TCX
Teal
Hex: 478589

Teal combines the freshness of green with the stability of blue bringing with it a sense of calm, quiet strength.

COLOR SCHEMES

The Enumivo logo is always drawn with black lines and filled with either orange or white.

The orange fill is used on a white background while the white fill is used on an orange background.



CLEAR SPACE

When the logo is used with other graphic elements, ensure that there is enough space around the logo so that it does not look too cramped or tight. The suggested space is to leave the equivalent of one "node" on all sides.

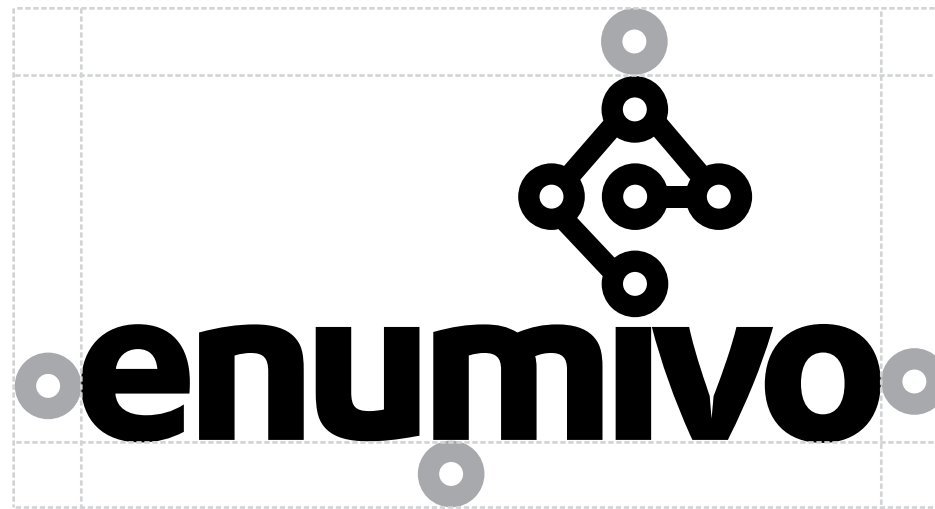


PHOTO OVERLAYS

When superimposing the logo on a photo, study the background first. If the background is noisy (has a mix of different colors or shades), always use the orange background variant of the logo or wordmark.

Only use the clear layout when the photo background is uniformly light and untainted by dark spots or shadows which may interfere with the black lines of the Enumivo logo or wordmark.



MISUSE



Do not deform by stretching.
Always resize proportionally.



Do not add effects such as
drop shadows, embossing,
glow, etc.



Do not use texture fills or
gradient fills.



Do not use other colors.



Do not skew or rotate the
logo.



Do not change the font.



Do not add other elements.



Do not skew or rotate the
wordmark.