



# Brand Guide

JUNE 2025



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# *About This Guide*

This guide outlines the key elements of our visual identity to ensure consistent and accurate application across all touchpoints.

It should be shared with employees, contractors, and anyone involved in creating or working with our brand materials.

# Brand Strategy

	BRAND CORE	BRAND POSITION	BRAND PERSONA
PURPOSE	To empower infrastructure providers with the data, tools and insight to build resilient, high-performing networks and minimise everyday disruptions, so that communities can enjoy safe, reliable and sustainable access to essential services – supporting better lives, stronger economies and a more sustainable future.	'The Strategic Guardian' CEO, CIO, or CISO of infrastructure organisations (utilities, transport, telecoms) responsible for keeping critical systems secure, reliable, and future-ready.	<b>Desires:</b> Provide Structure + Leave Legacy  Want to provide structure to the world and leave a mark; desire to build something that wasn't there before; make an impact; be meaningful and remembered.  <b>Core Archetype:</b> Creator 70% <b>Secondary Archetype:</b> Hero 30%
VISION	To be the driving force behind a smarter, more resilient future for Critical National Infrastructure.	We help leaders of critical infrastructure who face high-stakes decisions under pressure feel confident, prepared and protected. Unlike traditional consultancies or siloed tech providers, our solutions combine deep infrastructure expertise with real-time data insight, turning reactive risk into proactive readiness.	We are assured but not arrogant. We are clear but not technical. We are calm but not complacent. We are insightful but not over-complicated. We are partnering but not preaching.
VALUES	Foresight Reliability Partnership Integrity Responsibility Determination	Build brand awareness by leading with industry thought leadership, strategic partnerships, and media engagement. Paid and organic social campaigns, webinars, and events will extend our reach, while ABM, sales enablement, and customer touchpoints ensure consistent, impactful brand experiences.	<b>Empowering Infrastructure with Insight</b> (now)  <b>Empowering the Infrastructure Revolution</b> (future)
GOALS			TAGLINE

# Logo Suite

Your logo, in all its variations, is a cornerstone of your brand identity.

If your brand were a person, the logo would be the face. It may not say everything, but it's often the first thing people notice and the image they'll remember.

## IN THIS SECTION

- Primary Logo*
- Secondary Logo*
- Wordmark*
- Logomark*



## *Primary Logo*

Your primary logo is the main face of your brand. It's the go-to symbol that represents your business.

This logomark tells a story of time and transformation, with past and future cones crossing to form a bold 'X' symbolising progress and possibility. Arched elements in the design also subtly shape the letters 'N' and 'Z', adding layered meaning.

A customised, high-contrast typeface echoes the boldness of the 'X' while incorporating similar arches into the 'N' and 'E', creating visual harmony between the logo and typography.



## *Secondary Logo*

The secondary logo offers a versatile take on your primary mark and is restructured for flexibility across formats and spaces.

It retains key elements from the main logo but adapts them into a layout better suited for alternate applications, from compact digital use to branded merchandise.



## Wordmark

The wordmark version reimagines your logo in a streamlined, horizontal format for clarity and adaptability.

It integrates the logomark directly into the typography, creating a unified design that balances symbol and name. Ideal for digital headers, signage, or brand collateral where space or legibility is key.

n~~x~~zen

n~~x~~zen

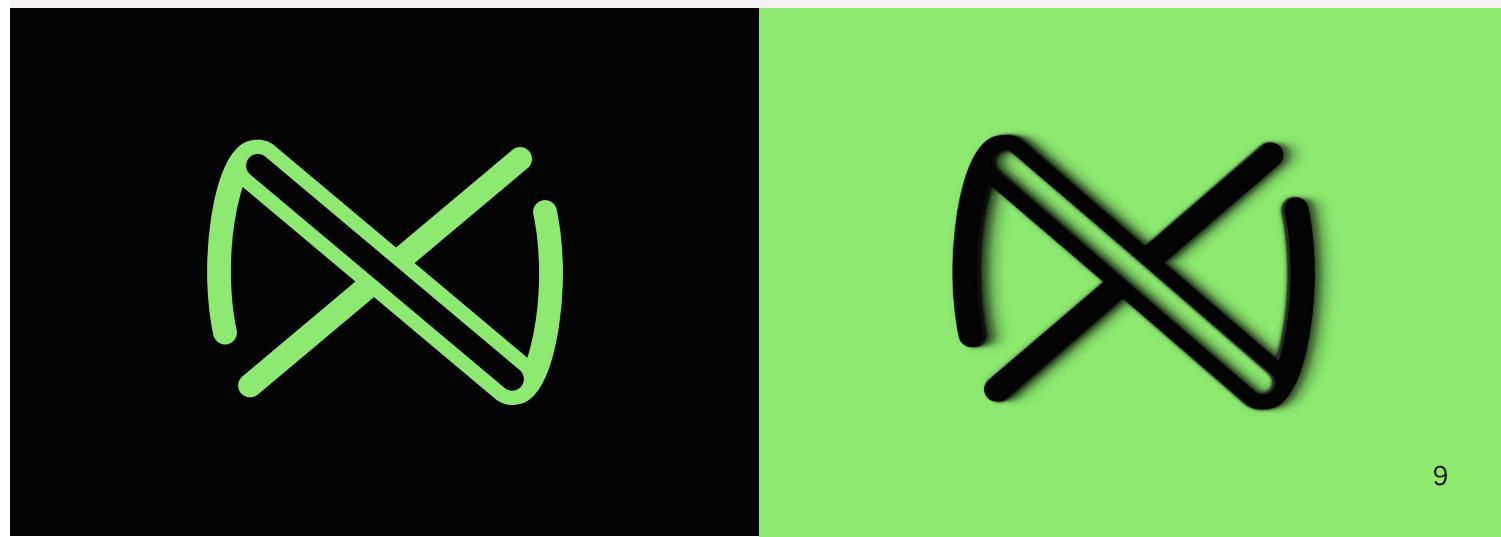
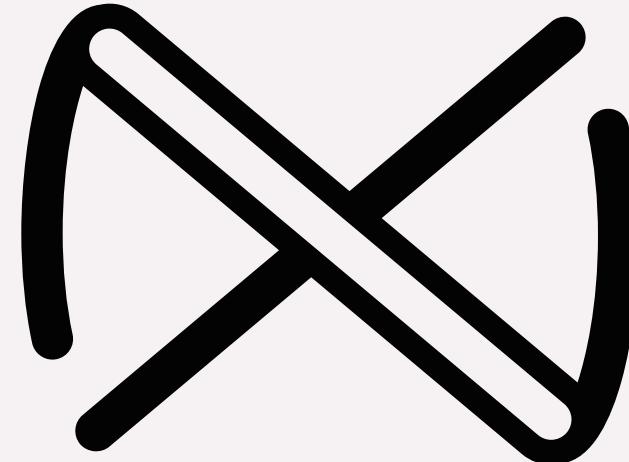
n~~x~~zen

## *Logomark*

The logomark is a distilled symbol of your brand, designed for clarity, impact, and versatility.

It captures the essence of your primary logo in a simplified form, ideal for small-scale use where space is limited.

Carefully crafted to stand alone, the mark integrates the 'X', 'N', and 'Z' from your name, preserving visual identity while delivering a bold, iconic impression.



# Logo Usage

A strong visual identity isn't just about having a logo. It's about using it consistently and correctly.

Once you've received your design assets, following a few key guidelines will help maintain clarity, avoid common mistakes, and let your brand shine.

## IN THIS SECTION

*Clearspace*  
*Minimum Sizing*  
*Violations*

# *Clearspace*

A common mistake when using a logo is placing it too close to other elements.

To avoid a cluttered look, clearspace helps ensure your logo has room to breathe. The following guidelines show the minimum space required around each logo variation. More space is always welcome, but these rules apply in tighter layouts.

## **PRIMARY LOGO & WORDMARK**

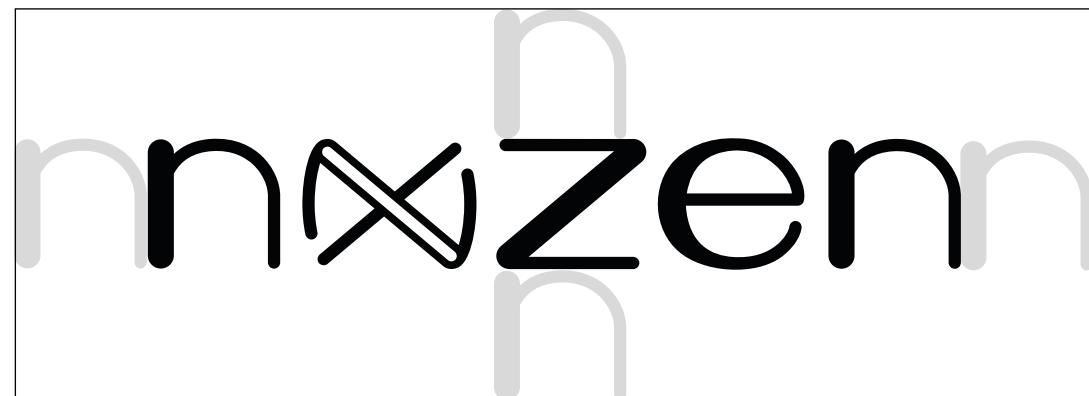
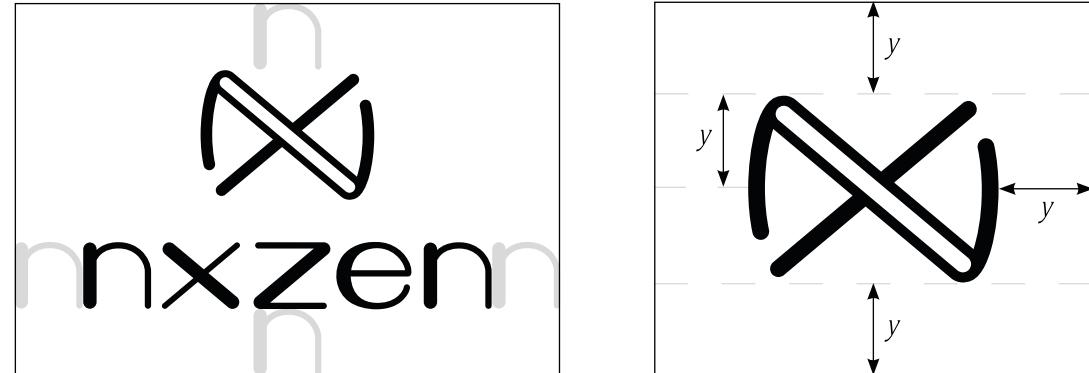
Use the full width and height of the lowercase “n” as clearspace on all sides.

## **SECONDARY LOGO**

Use the height of the logomark as clearspace above and below the “nxzen” wordmark, and the height of the “y” space above the logomark on the left and right sides.

## **LOGOMARK**

Use half the height of the “X” as clearspace on all sides.



## *Minimum Sizing*

To maintain legibility at smaller sizes, always follow these minimum height guidelines.

If your layout requires something smaller, use the alternative logo version for better clarity at reduced scales.

LOGO	MINIMUM HEIGHT (DIGITAL)	MINIMUM HEIGHT (PRINT)	ALTERNATIVE
<i>Primary</i>	14px	7mm	Secondary
<i>Secondary</i>	8px	4mm	Wordmark
<i>Wordmark</i>	6px	3mm	Logomark
<i>Logomark</i>	6px	3mm	N/A

## *Violations*

To protect the integrity of the logo, it's important to avoid common misuse.

Following best practices ensures consistency and helps keep the brand clear, recognisable, and professional.



Do not stretch or warp the logo



Do not add a drop shadow



Do not outline the logo



Do not rearrange the logo



Do not scale parts of the logo



Do not scale parts of the logo

# *Supporting Elements*

Our visual identity includes more than just the logo. Supporting elements add personality, flexibility, and depth to the brand.

These components appear across a wide range of applications and are essential to maintaining a consistent and expressive identity. The following sections outline each element and how to use them effectively.

## IN THIS SECTION

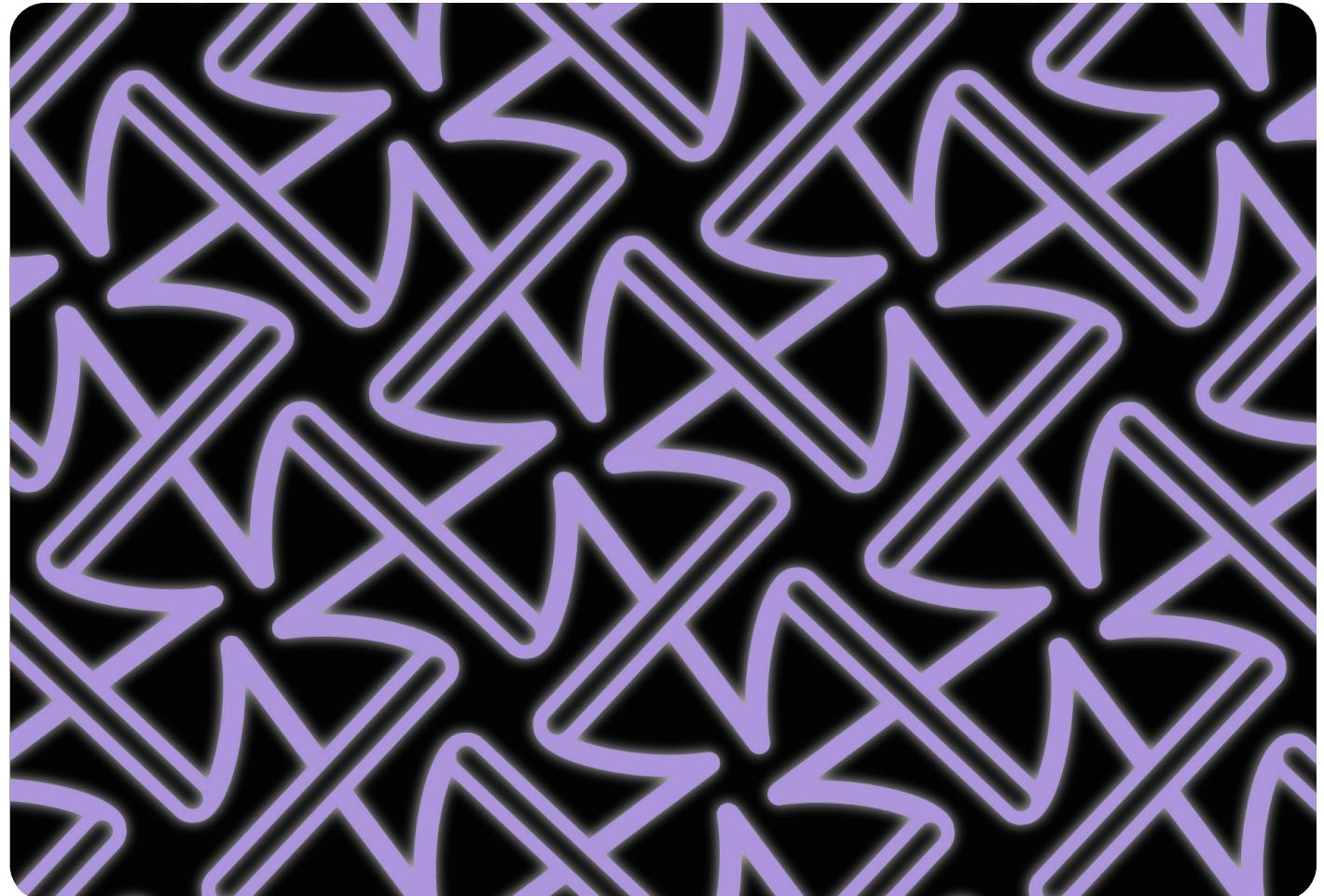
- Surface Pattern*
- Photography Style*
- Iconography*

## *Surface Pattern*

Our brand pattern is a key visual element that reflects the personality and energy of the identity.

Designed for consistency and versatility, it brings added depth while staying true to our visual language. The repeating form is built from the logomark – past and future cones rotated 90 degrees to resemble an hourglass, symbolising time-sensitive, high-impact work.

The interlocking shapes suggest the complexity of infrastructure, while a soft outer glow adds dimensionality and conveys a sense of energy in motion.



# *Photography Style*

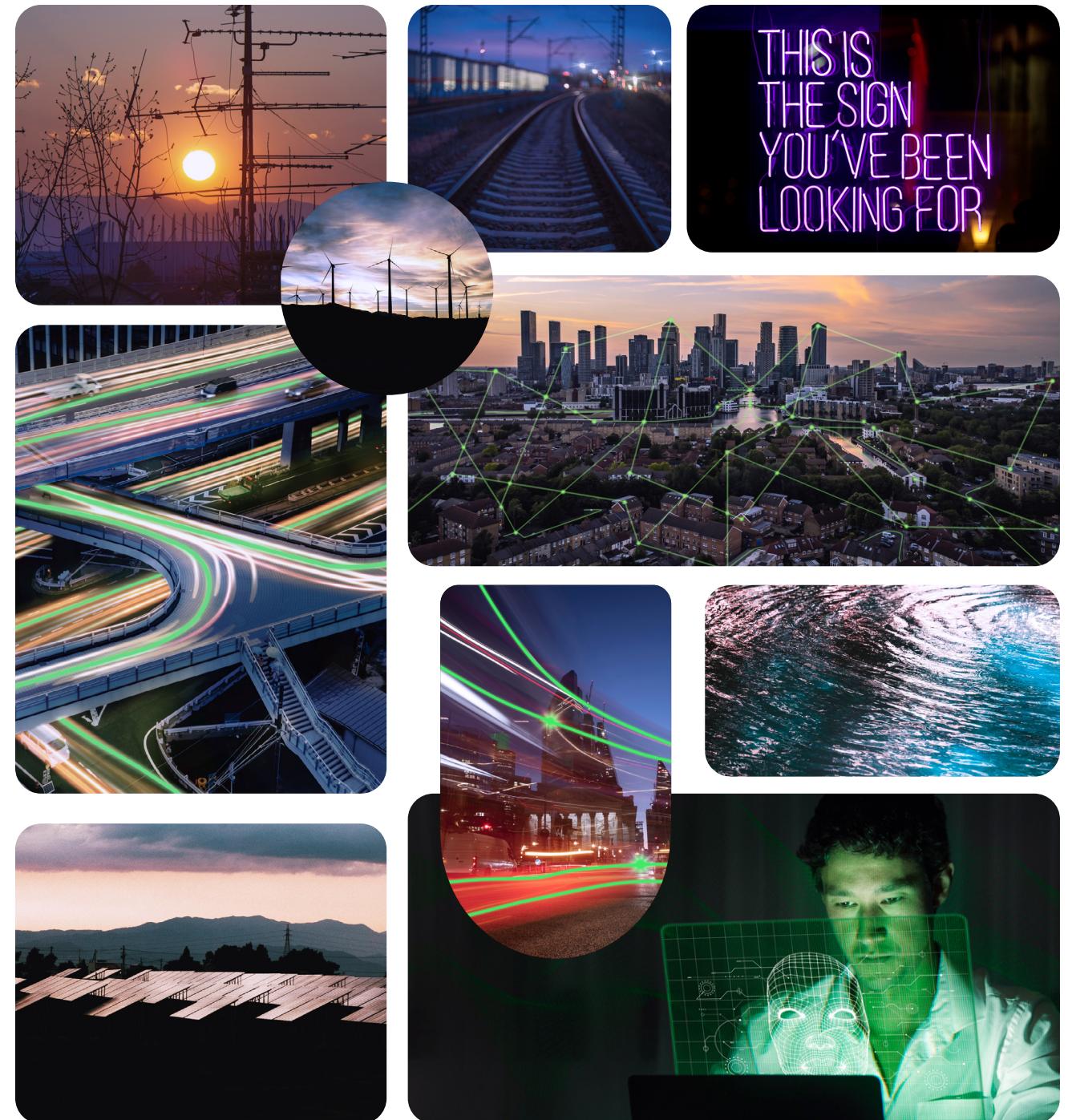
Brand imagery is dark, cinematic, and full of motion, captured through long exposures and slow shutter speeds to convey energy, travel, and transformation.

## **COLOUR**

A moody base of dark tones is lit with neon highlights – Lumen Green and Neon Violet – symbolising movement, power, and flow across transport, water, and energy systems. Neon signs add emotional punch with bold brand messages.

## **PERSPECTIVE**

From aerial cityscapes to deep tunnel views, your photography reflects the scale and complexity of modern infrastructure. Always looking forward, always in motion.

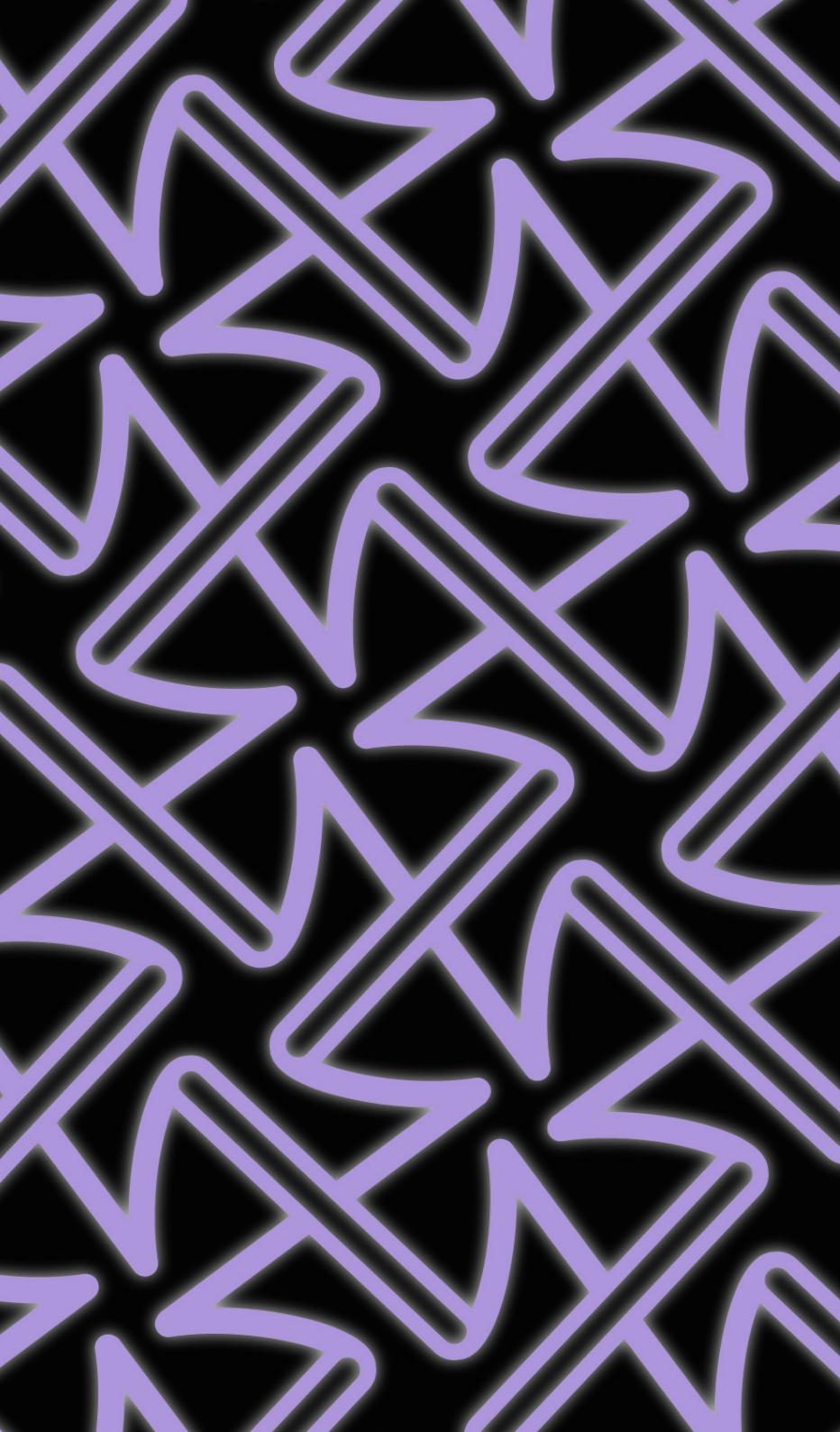


## *Iconography*

Icons are a versatile extension of our brand, helping to communicate ideas, organise information, and enhance recognition.

Our icon set is inspired by neon signage: Simple, thin-lined forms brought to life with bright colour and a soft glow. These visual cues add clarity and character while supporting the overall identity.





## PART 4

# Colour

Colour is one of the most immediate and recognisable elements of our brand.

It's often seen before words or shapes, making it a powerful tool for building identity and recognition.

Our palette has been carefully developed to reflect our personality and stand out in a crowded landscape. The following guidelines outline how to use it consistently and effectively across all applications.

### IN THIS SECTION

*Colour Palette  
Colour Usage*

# Colour Palette

Inspired by the theme of Future Foresight, our palette reflects vision, strategy, optimism, and cutting-edge technology.

It combines cosmic hues, glowing accents, and grounded neutrals to evoke focus, energy, and a forward-thinking perspective.

Each colour has a role. Primary colours should lead with consistency and visibility across brand applications, while secondary hues act as supportive accents. They add richness and flexibility, but should never overpower the core palette.

The ratios shown here indicate the intended balance and hierarchy of colour use.

## DEEP SPACE BLACK

Dark, mysterious and innovating. Used for backgrounds and text.

C89 M77 Y62 K95  
R3 G3 B4  
HEX #030304  
PANTONE Black 6C

## LUMEN GREEN

Insight, vision and clarity. The primary accent colour and used for the logomark, backgrounds, pattern, icons, primary buttons and highlights.

C49 M0 Y72 K0  
R141 G233 B113  
HEX #8DE971  
PANTONE 902C

## IRIDESCENT PEARL

Lightness, balance, and future-facing calm. Used for backgrounds and text.

C4 M6 Y4 K0  
R246 G242 B244  
HEX #F6F2F4  
PANTONE 75-1C

## NEON VIOLET

The secondary accent colour. Used for backgrounds, pattern, icons, secondary buttons and infographics.

C38 M45 Y0 K0  
R173 G150 B220  
HEX #AD96DC  
PANTONE 2645C

## TERTIARY ACCENTS (Infographics only)



C15 M0 Y69 K0  
R236 G241 B102  
HEX #ECF166  
PANTONE 923C



C53 M0 Y9 K0  
R116 G209 B234  
HEX #74D1EA  
PANTONE 0821C



C0 M68 Y42 K0  
R255 G114 B118  
HEX #FF7276  
PANTONE 805C

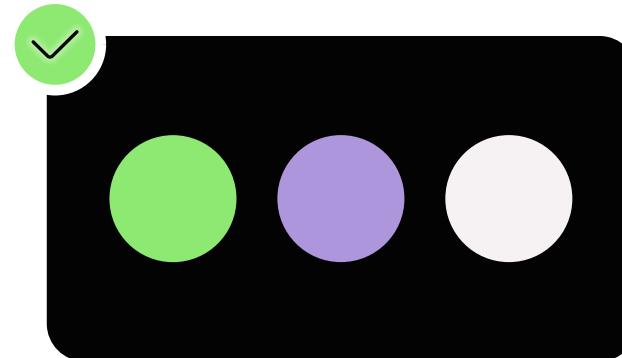
# Colour Usage

Consistent use of colour reinforces our identity and supports accessibility. By following these guidelines, we ensure strong visual impact while meeting contrast standards.

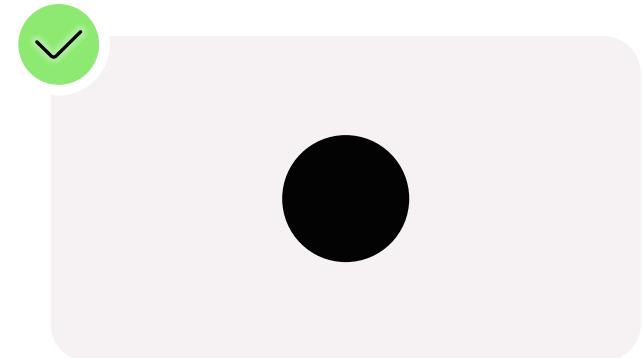
The combinations shown here have been carefully selected to align with our brand aesthetics and all meet WCAG 2.1 Level AAA contrast requirements. Use them for all **text**, **icons**, and **actionable elements** (i.e. call-to-action buttons) where **accessibility is essential**.

Green and Violet can be used on a Pearl background (and vice versa) on **non-essential elements** such as dividers, pipes, decorative pills and the pattern.

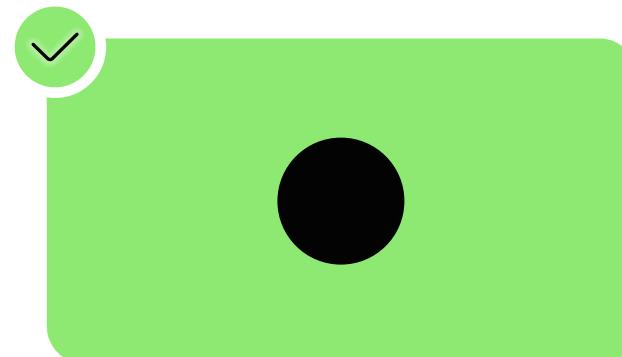
Never use Green on Violet, or Violet on Green.



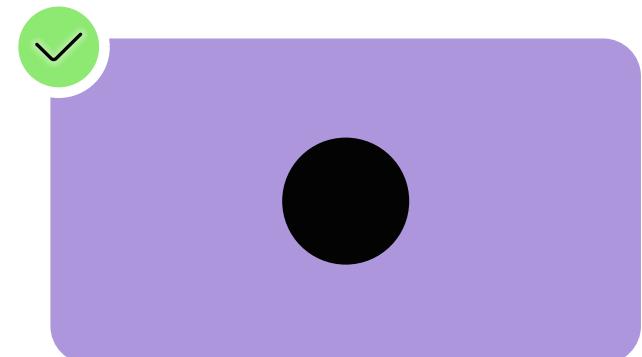
Green, Violet and Pearl on Black



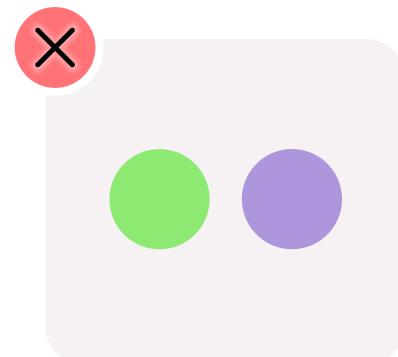
Black on Pearl



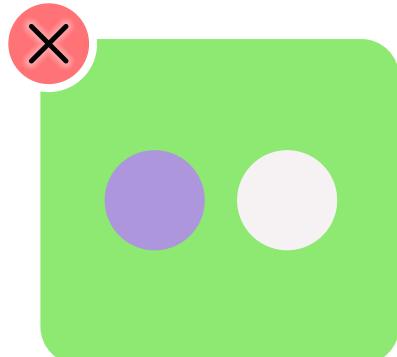
Black on Green



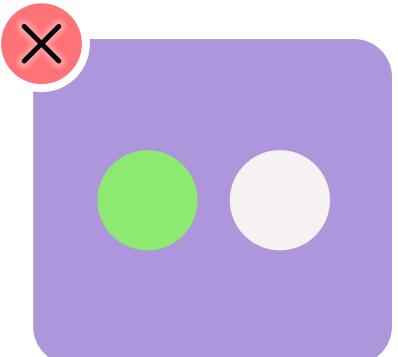
Black on Violet



Green and Violet on Pearl/White



Violet and Pearl/White on Green



Green and Pearl/White on Violet

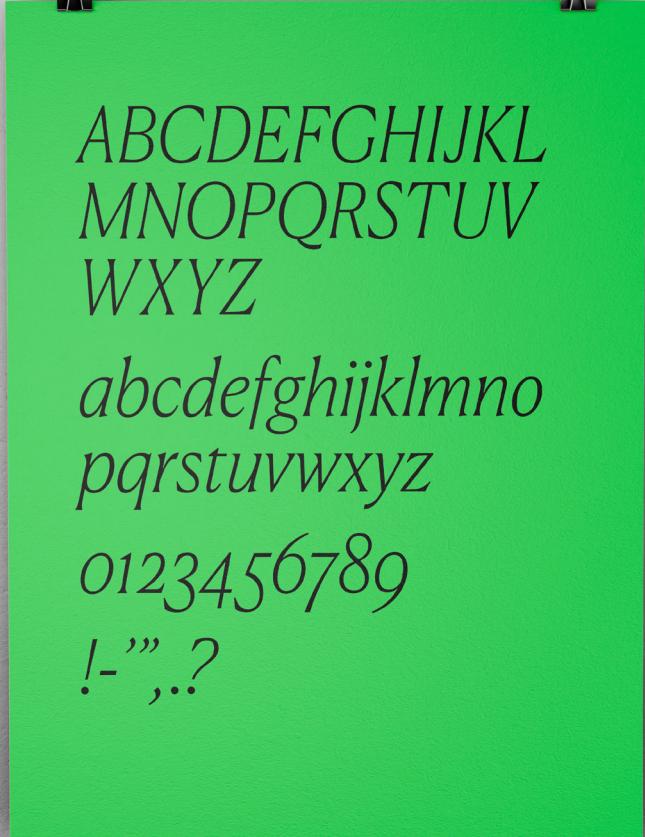
# Typography

Typography is a vital part of our visual language. Just like colour or layout, it requires consistency to be effective.

Our typefaces are chosen to reflect the brand's personality. Using them with intention helps reinforce tone, structure content, and support the message behind every design.

## IN THIS SECTION

- Typography Styling*
- Typography Usage*



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmno  
pqrsuvwxyz

0123456789

!-”,.?

# Typography Styling

Our font styles and sizing hierarchy are outlined here to ensure clarity and consistency across all applications.

Headings should always be the largest and most prominent elements, followed by subheadings, with body text supporting longer content. This natural scale creates visual rhythm and structure.

Use body styling for anything longer than a sentence. Headings and subheadings should be reserved for shorter, impactful statements.

Highlight styles can be used sparingly to draw attention to key words or phrases.

## Heading Example

### SUBHEADING EXAMPLE

Sequi aut ape volorumquis et aliatem perisitio. Exereic iissima gnatisi nveraectur, il el et, sita in poritatur site sima conseque nectis int, idunt, culluptatur, consernatem adi delisqu isquia conse nobis vit aut aut quamus vidunte velignatibus aut aut volut omnis aut magniet praepro odit optat dignam fugiatuae lantur?

Ditem volluptas mo erferibusant et eum non commolu ptatur, evelique labor am, sequam eaquas am quaecte venis exeribusa imaginii iciusdae nimperio bernam nus, sin comni re eum alibus molutem acidundit, sequat am audic tectio. Consedit de volori temporro.

### Highlight Example

### HEADING

#### *Canela*

Weight: Thin Italic | Tracking: 0

Web safe alternative:  
Times New Roman Italic

### SUBHEADING

#### **CORPORATIVE SANS ROUNDED**

Weight: Bold + All Caps

Tracking: 100

Web safe alternative:  
Arial Rounded MT Bold

### BODY

#### **Corporative Sans Rounded**

Weight: Regular | Tracking: 0

Web safe alternative: Calibri Regular

### HIGHLIGHT

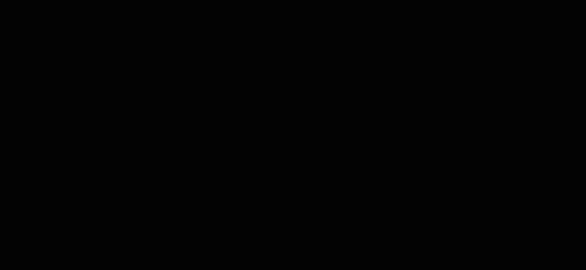
#### Testimonia

Weight: Regular | Tracking: 0

# Typography Usage

Clear, intentional typography is essential to maintaining a cohesive visual identity.

Misuse like inconsistent sizing, poor alignment, or off-brand font choices, can dilute the brand and create visual noise. Avoiding these common pitfalls helps preserve clarity and ensures our type always works to strengthen our message.



*Optatis dolecum as sam dus, quam, nes qui tet magnatur ad ut que mincia volori occulla boriae con por audi rem harcitaqui dolore nonse volorporio ium is enim que dollut ipsum rerio.*

Do not use the heading typeface for long sections of text.



*Optatis dolecum as sam dus, quam, nes qui tet magnatur ad ut que mincia volori occulla boriae con por audi rem harcitaqui dolore nonse volorporio ium is enim que dollut ipsum rerio. Ebit aut quamus ex eliquo maximus daecto doluptatur? Osam inim doluptu mquodi omnis essim au-taessima se simus molorum qui dolumet optati bera con experibus non cus solut ellore niae eum, vendios alibus dolupta tempor rate plam recab incid moluptas plam nisti-atem. Caepernatus aut quia pa nosam int vendani emitio.*

Avoid large blocks of unbroken text. They overwhelm and deter readers.



*Heading Example  
SUBHEADING EXAMPLE*

*Sequi aut ape volorumquis et aliatem perisitio. Exereic iiissima gnatisi nveraectur, il el et, sita in poritar site sima conseque necris int, idunt, culluptatur, consernatrem adi delisqu isquia conse nobis vit aut aut quamus vidunte velignatibus aut aut volut omnis aut magniet praepro odit optat dignam fugiatqua lantur?*

Don't crowd text. Give it breathing room, just like our logo.



*Optatis dolecum as sam dus, quam, nes qui tet magnatur ad ut que mincia volori occulla boriae con por audi rem harcitaqui dolore nonse volorporio ium is enim que dollut ipsum rerio.*

Do not have sections of body text longer than 3 lines centered



**OPTATIS DOLECUM AS SAM DUS,  
QUAM, NES QUI TET MAGNATUR  
AD UT QUE MINCIA VOLORI OC-  
CULLA BORIAE CON POR AUDI  
REM HARCITAQUI DOLORE NONSE.**

Do not format body text in all caps. This makes it challenging to read.



*Heading Example  
SUBHEADING EXAMPLE*

*Sequi aut ape volorumquis et aliatem perisitio. Exereic iiissima gnatisi nveraectur, il el et, sita in poritar site sima conseque necris int, idunt, culluptatur, consernatrem adi delisqu isquia conse nobis vit aut aut quamus vidunte velignatibus aut aut volut omnis aut magniet praepro odit optat dignam fugiatqua lantur?*

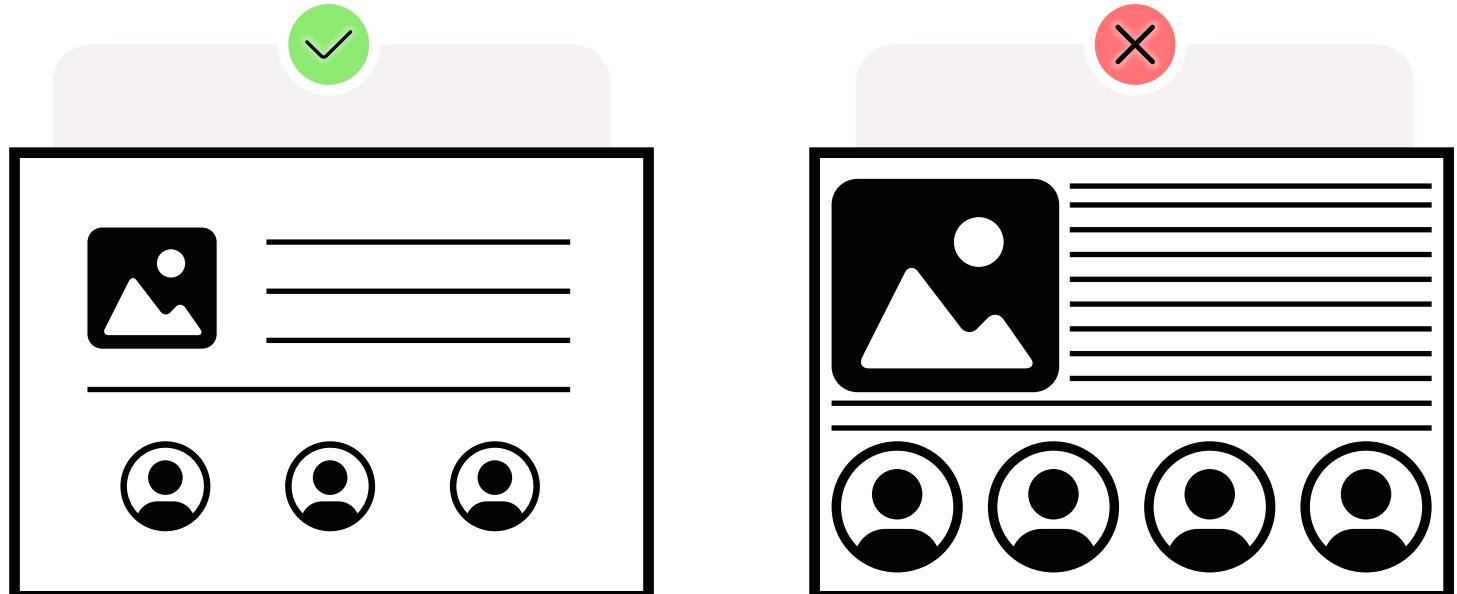
Maintain proper sizing proportions as seen on the previous page.

## Composition

White space (also called negative space) plays a vital role in creating balance, focus, and readability in any layout.

As shown here, the design on the left uses space effectively, making each element feel intentional and easy to engage with.

In contrast, the example on the right feels cluttered and overwhelming due to lack of spacing.



**DO's:**

- Use margins and padding to frame your content clearly.
- Space out text and images to avoid visual overload.
- Group related elements and separate unrelated ones.
- Let key messages stand out with breathing room.

**DON'Ts:**

- Fill every inch of space, avoid the urge to overcrowd
- Cram text or images too close together.
- Rely on size alone to create visual hierarchy.
- Treat white space as “wasted” space.

# *Contact*

We offer a range of predesigned branded templates that you can download and use in your projects from nxzen's nest site:

[https://enzen365.sharepoint.com/sites/  
EnzenGlobalNest/SitePages/Brand%  
20Assets%20and%20Templates.aspx](https://enzen365.sharepoint.com/sites/EnzenGlobalNest/SitePages/Brand%20Assets%20and%20Templates.aspx)

Email: Sarah Newman, Head of Marketing

Telephone: Zoe Vizor, Marketing & Communications Executive

