

Horizontal logo

Ensuro's logo is a minimalist, forceful, modern image that transmits confidence and security. It is a striking emblem and easy to remember. The shield simulating the letter "E" makes it blunt.

Logomark

Logotype



Logo - Version with the tagline

The tagline version provides more information about our company and helps to build Ensuro's brand positioning. Using it often in communication is essential, as it allows us to tell our story.



COLOR VARIATIONS

Mono color logo

Sometimes, often due to production cost, only one color of ink is available and so the "ensuro" logo must be reproduced using only one color. In this case, the logotype and/or symbol outline must always be clearly distinguishable from the background color.



Background logo

The variations of the logo should preferably be applied on backgrounds of institutional colors, always taking care of legibility.



Color palette

PRIMARY	<div>00263D</div> <div>RGB: 0,38,61</div>	<div>0055B8</div> <div>RGB: 0,85,184</div>	<div>8AB7E9</div> <div>RGB: 138,183,233</div>
SECONDARY	<div>012376</div> <div>RGB: 1,35,118</div>	<div>0066FF</div> <div>RGB: 0,102,255</div>	<div>EEEEEE</div> <div>RGB: 238,238,238</div>
ADDITIONAL	<div>C2E1E4</div> <div>RGB: 194,255,228</div>	<div>EAA7FD</div> <div>RGB: 234,167,253</div>	<div>A5FF76</div> <div>RGB: 165,255,118</div>

TYPOGRAPHY

Tipography

Aa

BRAND TYPEFACE

Averta bold

ABCDEFGHIJKLMNÑOP

QRSTUVWXYZ

abcdefghijklmnñop

qrstuvwxyz

1234567890

Aa

WEB TYPEFACE

Jost

ABCDEFGHIJKLMNÑOP

QRSTUVWXYZ

abcdefghijklmnñop

qrstuvwxyz

1234567890