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.



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.



Mono color logo

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





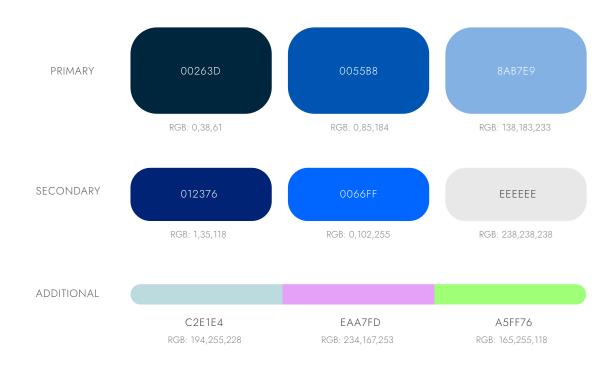
Background logo

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





Color palette



Tipography



BRAND TYPEFACE

Averta bold

ABCDEFGHIJKLMNÑOP QRSTUVWXYZ abcdefghijklmnñop qrstuvwxyz 1234567890



WEB TYPEFACE

ost

ABCDEFGHIJKLMNÑOP QRSTUVWXYZ abcdefghijklmnñop qrstuvwxyz 1234567890