



COMPANY IDENTITY | BRAND STYLE GUIDE

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INTRODUCTION

Understanding Enklu's identify and brand style is crucial when creating marketing content. This guide discusses how to properly apply Enklu's tone and feel to marketing material and standards for the company's branding elements. In order to build a strong and consistent brand, these standards should always be followed unless told otherwise. Please update this guide when needed in order to remain consistent among all publishing platforms (web, mobile and print).

ABOUT US

Enklu is a location-based augmented reality platform for sharing in a new form of physically-integrated art and entertainment which can be experienced anywhere in the world. Unlike VR which is immersive but not social, or mobile AR which is social but not immersive, Enklu allows guests to communicate, collaborate, and move comfortably within any physical environment. Enklu also requires no physical build-out and can be deployed within minutes at popup events and venues anywhere in the world.

Enklu bridges the gap between cutting-edge technology and the suspension of disbelief with "just works" tools for authoring and operating rich engrossing narratives.

MISSION

Empower creators to enhance our interaction with inclusive technology.

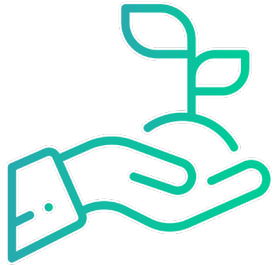
VISION

A platform ecosystem for creating, deploying, and operating immersive experiences in augmented reality.

PURPOSE

Empower storytellers to captivate the world.

OUR VALUES



GROWTH

Lifelong learning.
Continuous improvement.
Being open to change.



FLOW

Iterative development.
Working smart not hard.
Sharpening the saw.
Taking breaks.



COMMUNITY

External support.
Asking for and offering help.
Cultivating a prosperous environment.



STORYTELLING

Communicating vision.
Sharing ideas.

BRAND PROMISE

Grow Together

TARGET AUDIENCE



PLAYERS

Fantastic experiences you can
share with friends, family, and
social media

DEVELOPERS

An end-to-end solution for
attracting and engaging with new
audiences

OPERATORS

A platform for generating new
revenue streams

VOICE + TONE

LOGO

This section discusses standards that should be followed when using Enklu's logo, slogan and symbol on web, mobile or print material. The elements discussed in this section include spacing, color and placement of the logo, slogan and symbol.

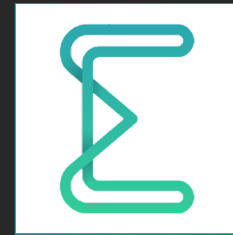
Enklu's two logos are "Enklu" and "E". The slogan is "Share Your Story". The symbol is a humming bird.

Until the company gains more brand recognition, the full word Enklu should be used for most branding and marketing materials so that customers associate the logo to Enklu. Once the platform gains more brand recognition, and more people are familiar with the Enklu, then it would be good to start incorporating the "E" to represent the company.

ENKLU LOGO



ELOGO

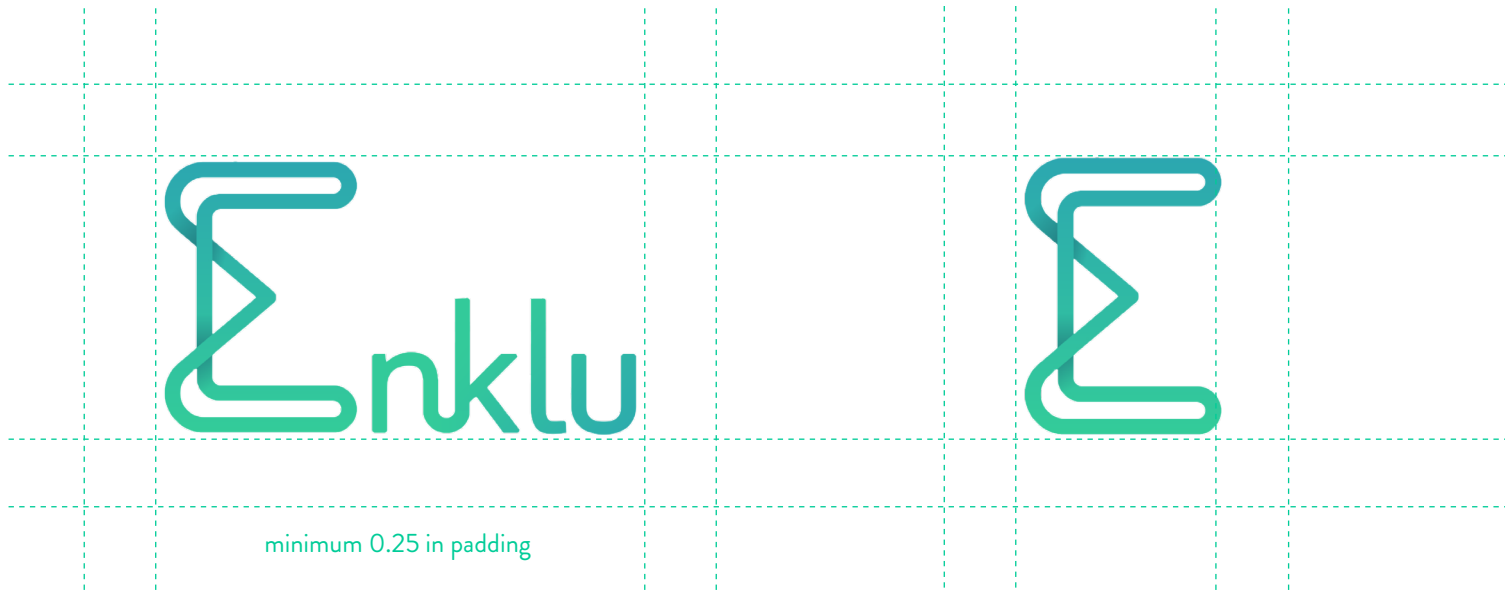


HUMMING BIRD LOGO

ENKLU+HUMMINGBIRD LOGO

Spacing

It is important to leave space around the logo and symbol so that it stands out on any web application or print material. At a minimum, leave 0.25 inches of padding around the logo.

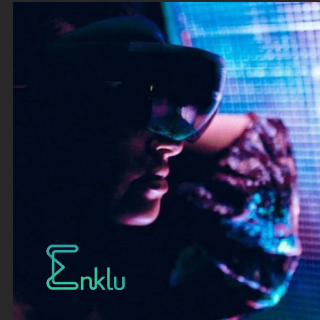


Placement Do's

Below are good examples of how to place or position Enklu's logo and humming bird. It is important to make sure the logo and humming bird are noticeable and readable on any web, mobile or print material.

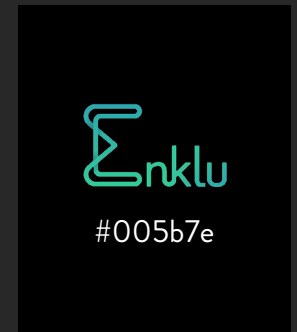
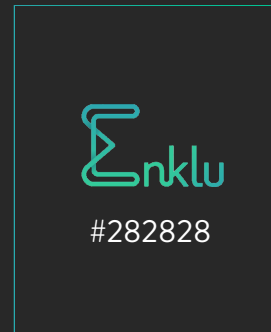
Background Images

When placing the logo or humming bird over images, the background should be dark enough for each element to stand out and be readable. The elements should not be placed over a person's face or blocking the main content of the image. Unless you want the elements to be the main focal point, the logo should be in a place where it is noticeable but not overpowering the image.



Background Color

When placing the logo or humming bird over colored backgrounds, the color should be complementary to the colors of the elements and dark or light enough for the elements to be readable. Avoid placing the elements over a gradient background since the logo already consists of a gradient color. To the right are examples of good dark and light background colors.



Position

The letters of the logo should read from left to right. The logo should not be stretched, rotated or distorted in anyway. To the right is how the logo should be positioned. The same should be applied to the humming bird. An example of how the humming bird should be positioned is displayed to the right.



When hummingbird design is chosen, example will be added here.

Placement Don'ts

Below are bad examples of how to place or position Enklu's logo and hummingbird. If the logo and hummingbird are not represented properly on web and print materials, this will decrease the brand's value and potentially harm the brand's reputation. It is important to try and avoid these mistakes.

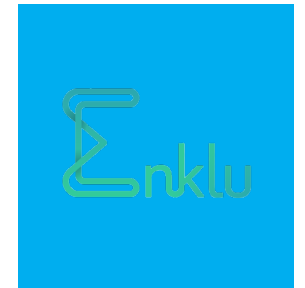
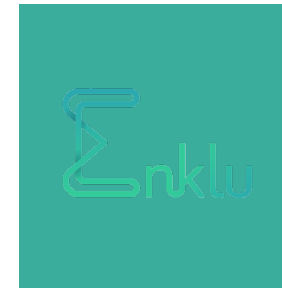
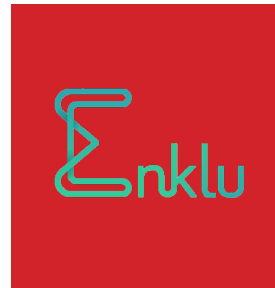
Placed over images

The logo and hummingbird displayed on the images are difficult to read. In the image on the right, the elements are covering up the main content of the photo, which is the person experiencing the exhibit. To fix this problem, you could place a dark overlay on the image and move the elements away from the person's head.



Displayed over colored backgrounds

The background colors of the three examples make it difficult to clearly see the logo and hummingbird. Stay away from using any red colors against the logo, since the colors of the elements have green in it. The teal background color is too similar to the colors of the logo and the light blue creates a bad contrast with the logo colors.



Position

The examples to the right are improper ways to position the logo and hummingbird. Do not rotate the elements or stretch it in any way. This will decrease the quality of the logo and what it represents.



When hummingbird design is chosen, example will be added here.

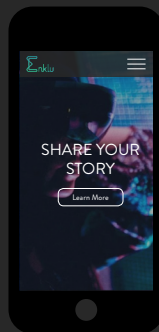
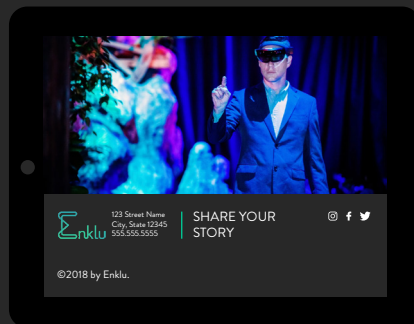
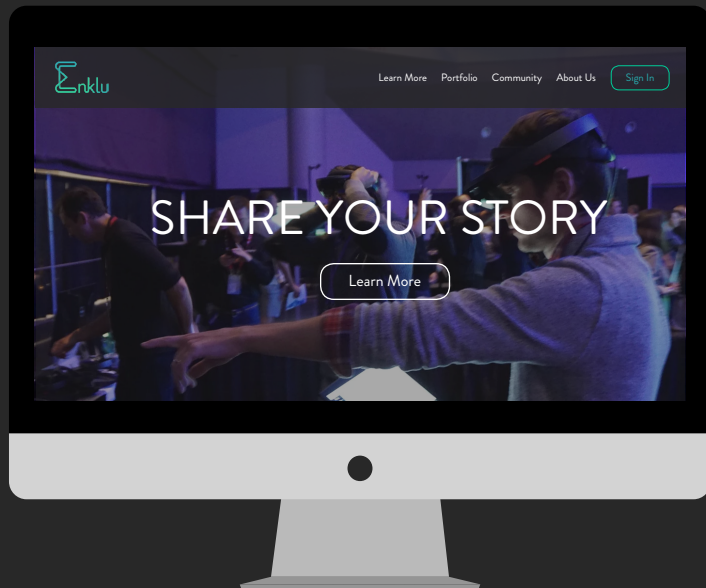
SLOGAN

The slogan represents the goal that Enklu wants people to experience when using the platform. When possible, use the slogan on any branding or marketing material to build brand equity and place the slogan with the logo. Below are examples of how the slogan should be used.

GROW
TOGETHER

Placement

Website + Mobile

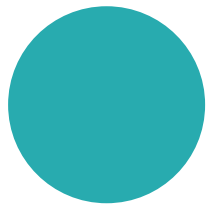


Print Material

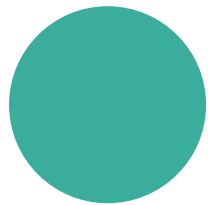


COLOR SCHEME

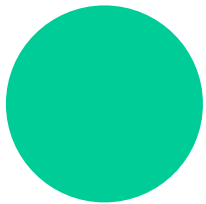
The values for the primary colors for Enklu's color scheme are displayed below. It is important to use the same color values on all materials related to Enklu to create a consistent brand. If secondary colors are created, their values should be recorded and it should be noted when to use primary colors versus secondary colors. The primary colors are used to create Enklu's gradient for the logo.



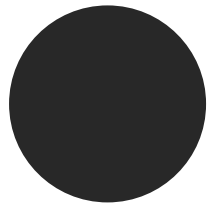
R40 G171 B175
C74 M10 Y33 K0
#28ABAF



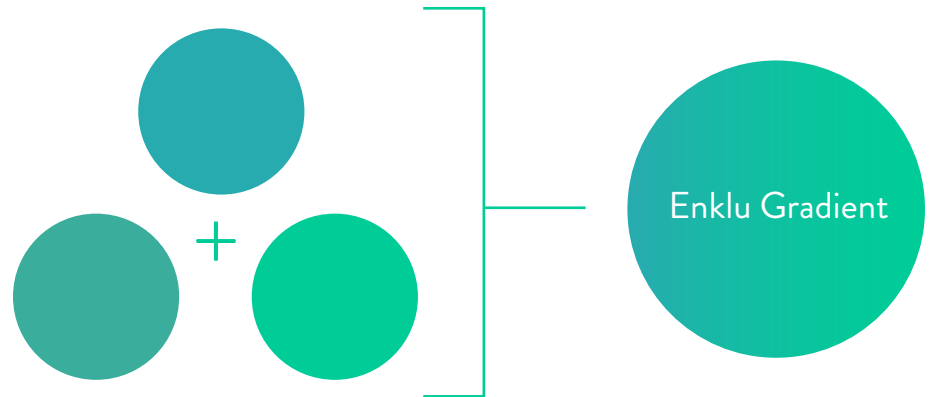
R58 G173 B157
C72 80 Y46 K0
#3AAD9D



R0 G204 B152
C69 M0 Y56 K0
#00CC98



R40 G40 B40
C70 M64 Y63 K67
#282828



TYPOGRAPHY

Brandon Grotesque will be used for all heading and body text for web, mobile and print material. It is a sleek and clean font that has many different font styles that can be used to stylize all material related to Enklū. For print materials, this font can be purchased from Adobe Fonts or MyFonts. If you have a Creative Cloud account, you are able to download the font for free and are able to use the font for commercial use (the font license is included in the Creative Cloud subscription). For web and mobile applications, Brandon Grotesque is a default font in Wix. If the company switches website platforms, or needs to find a web font that is similar to Brandon Grotesque, Nanum Gothic from Google Font's has a similar style and look. However, this font only has regular, bold and extra-bold font styles. An example of the font character set, font family and font size standards are provided.

Brandon Grotesque

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ({ [< “ ? - + = . , ; : \ | / ” >] })

Font Family

Brandon Grotesque Thin

Brandon Grotesque Thin Italic

Brandon Grotesque Light

Brandon Grotesque Light Italic

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

Brandon Grotesque Bold Italic

Brandon Grotesque Black

Brandon Grotesque Black Italic

Font Size Standards

Print Standards

HEADING 1

Brandon Grotesque Light | 48pt | ● ● ○

Heading 2

Brandon Grotesque Light | 36pt | ● ● ○

HEADING 3

Brandon Grotesque Regular | 18pt | ● ○

Heading 4

Brandon Grotesque Regular | 18pt | ● ○

Body

Brandon Grotesque Regular | 14pt | ● ○

Body2

Brandon Grotesque Regular | 12pt | ● ○

Wix Standards

HEADING 1

Brandon Grotesque Regular | 72px | ● ○

HEADING 2

Brandon Grotesque Regular | 48px | ● ○

Heading 3

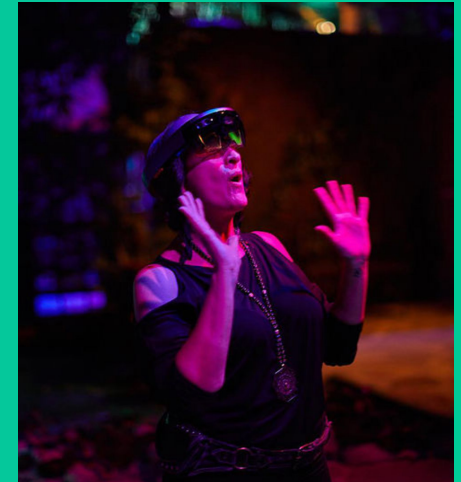
Brandon Grotesque Regular | 36px | ● ○

Body

Brandon Grotesque Regular | 24px | ● ○

IMAGING

When displaying images on a website it is important that the images are being show for reason and not just to fill up the site with content. Images should be vivid and engaging. On web and mobile, the image size should not be too big since this will affect the load time of the website. Unless the image is taking up the entire width of the page (meaning the quality of the image is important and having a larger image size might be better), a good image size width would be 800px or less. For print, all images should have a resolution of at least 300 ppi. This will ensure that the images won't appear blurry when printed. Below are a few example of good images to represent the Enklu brand. Approved images and videos can be found on the Enklu Wiki under *Marketing > Resources*.



SHAPES + ILLUSTRATIONS

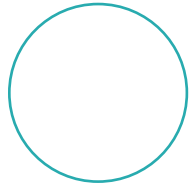
When designing shapes or illustrations for the Enklu brand, the designs should somehow represent Enklu's mission of building a community where people can share their stories through a unique AR experience. For example, when thinking of a design to add to this brand style guide, I wanted to create a shape that incorporated Enklu's colors and represented community. Circles and curves are often used to represent community. Using Adobe Illustrator I explored different brush stroke to create a circle so that the shape wasn't just a plain circle. Once I chose a brush stroke, I included all three colors that make up the Enklu gradient. Below is an example of the shape. If other shapes and illustrations are created for the brand, they should be added to this section.



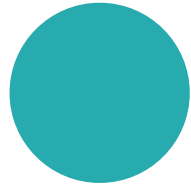
ICONOGRAPHY

Icons are used to enhance information to users by providing something visual to look at or used to help break up a large chunk of text. When using icons, make sure the visual matches the message you are trying to convey to the user, avoid using too many icons in one area and apply a consistent style among all icons. Icons that have been used for the Enklu website have the following characteristics; thin, rounded edges, flat, and do not have a fill. This does not mean that the style of icons cannot change, however, when the style does change, make sure it is documented how the icons should look and how they should be made. Below are a few examples of the current style for Enklu's icons.

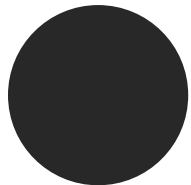
COLORS FOR ICONS



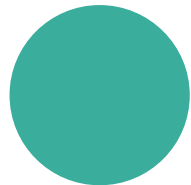
R255 G255 B255
C0 M0 Y0 K0
#FFFFFF



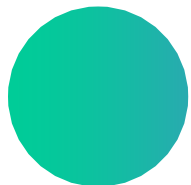
R40 G171 B175
C74 M10 Y33 K0
#28ABAF



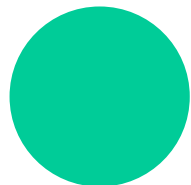
R40 G40 B40
C70 M64 Y63 K67
#282828



R58 G173 B157
C72 80 Y46 K0
#3AAD9D



Enklu Gradient



R0 G204 B152
C69 M0 Y56 K0
#00CC98

