



# Brand book

## 2018



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A stylized logo on the left side of the page. It features a large, dark gray lowercase 'e' that is partially filled with a lighter gray color. Above the 'e', there are several five-pointed stars of varying sizes, also in shades of gray. The background is a solid dark gray.

**Corporativo**

2018

**LOGOTIPO NEGRO Y NARANJA**



**LOGOTIPO BLANCO Y NARANJA**



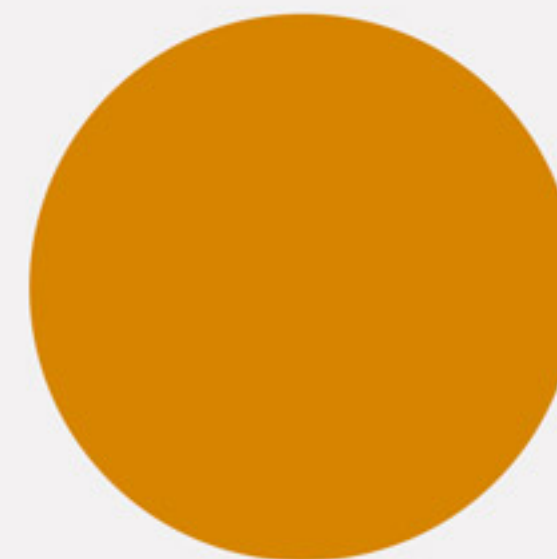


## LOGOTIPO GRIS Y NARANJA

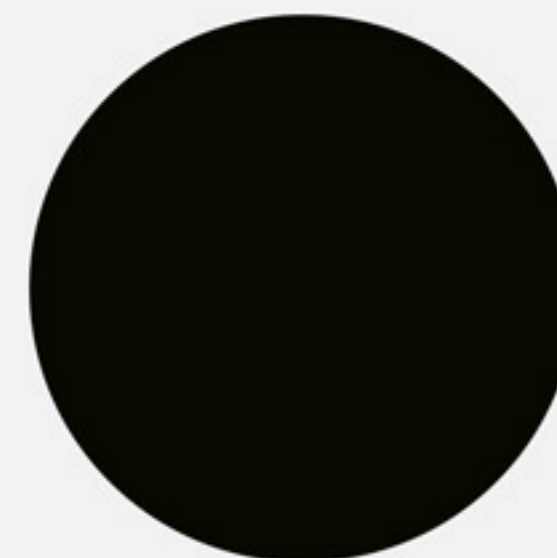


## LOGOTIPO COLORES

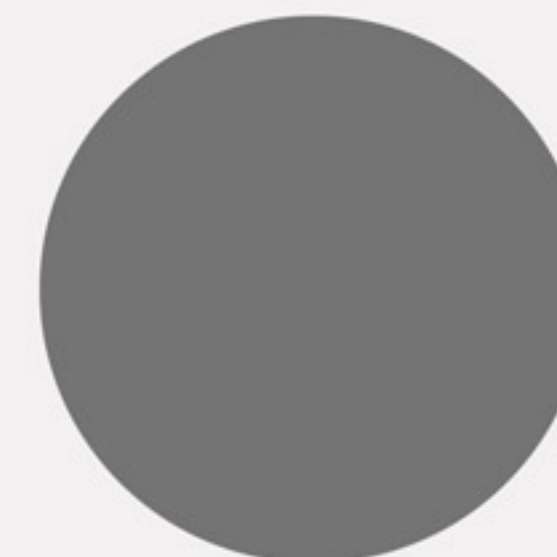
### Pantone 151 c



c: 0  
m: 60  
y: 100  
k: 0



c: 75  
m: 68  
y: 67  
k: 90



c: 57  
m: 48  
y: 46  
k: 14

A stylized logo on the left side of the page. It features a large, dark gray circle. Inside the circle, there is a white, five-pointed star. Above the star, there are four smaller, dark gray stars of varying sizes, arranged in a cluster. Below the star, there is a white, curved line that resembles a stylized 'e' or a wave.

# Punta del Este

2018

**LOGOTIPO NEGRO Y NARANJA**



**LOGOTIPO BLANCO Y NARANJA**





**LOGOTIPO** GRIS Y NARANJA



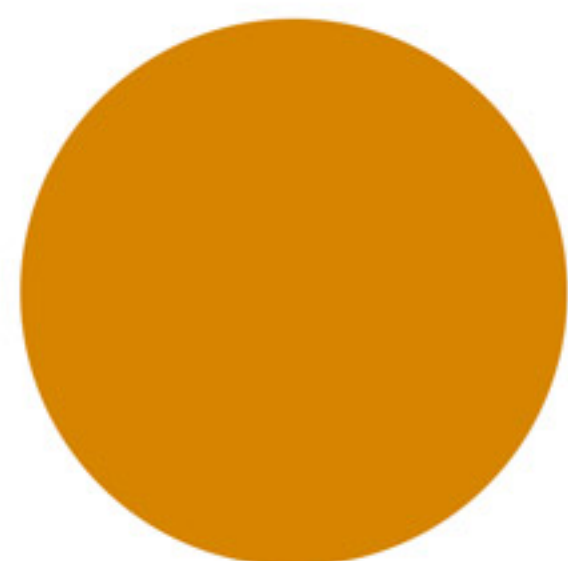
**LOGOTIPO** BLANCO



Utilizar como último recurso la opción en blanco

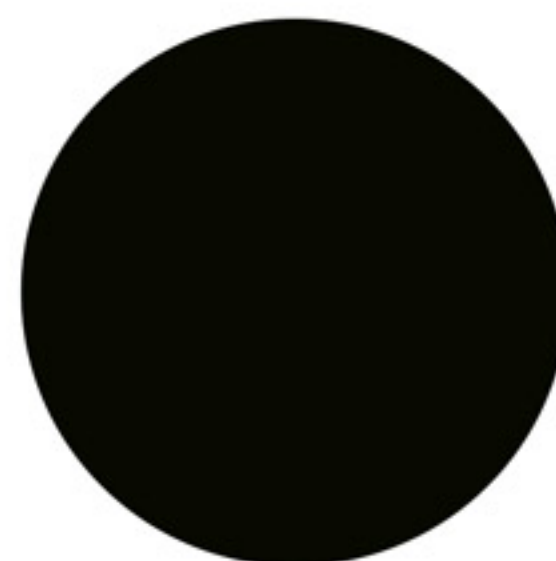




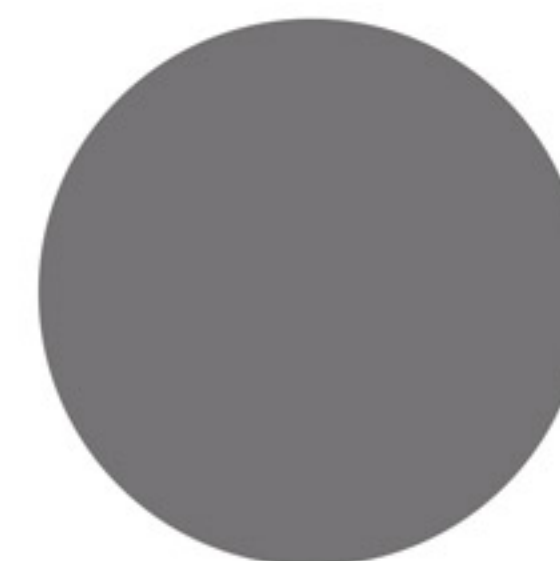


**c: 0**  
**m: 60**  
**y: 100**  
**k: 0**

**Pantone 151 c**



**c: 75**  
**m: 68**  
**y: 67**  
**k: 90**



**c: 57**  
**m: 48**  
**y: 46**  
**k: 14**

**Pantone 424 c**

# GOTHAM

## GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / ( ) = ? i " [ ]  
° ¬ - . : ; ,

## GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / ( ) =  
? i " [ ] ° ¬ - . : ; ,**

## GOTHAM BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / ( ) = ? i " [ ]  
° ¬ - . : ; ,**





**Enjoy Club**

2018



## LOGOTIPO

enJOY<sup>®</sup> Club

enJOY<sup>®</sup> Club

enJOY<sup>®</sup> Club

enJOY<sup>®</sup> Club

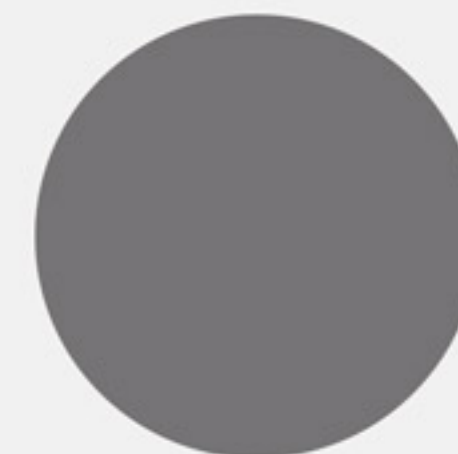
enJOY<sup>®</sup> Club

## COLOR

Pantone 3935 c



c: 13  
m: 7  
y: 76  
k: 0

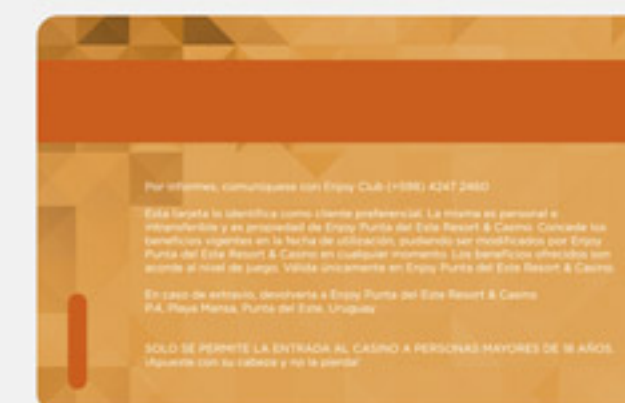


c: 57  
m: 48  
y: 46  
k: 14

## CATEGORÍAS



## TARJETAS ENJOY CLUB





ovo

2018



## LOGOTIPO





## LOGOTIPO



A large, stylized, light gray letter 'e' is positioned on the left side of the page. Several five-pointed stars of varying sizes are scattered in the upper left quadrant, some appearing to trail off towards the right. The entire background is a solid dark gray.

# Outlets

2018



Las Brisas

BLEND

St. Tropez



Las Brisas

BLEND

St. Tropez

A stylized background graphic on the left side of the slide. It features a large, dark gray lowercase letter 'e' that is partially obscured by a series of five-pointed stars of varying sizes and shades of gray. The stars are arranged in a diagonal line from the top left towards the center. The entire graphic is set against a dark blue background.

# Redes Sociales

2018



## WEB ENJOY

**ENJOY.CL**

## RRSS ENJOY



**enjoypunta**



**enjoypuntadeleste**



**enjoypde**

## RRSS OVO



**ovopunta**



**ovopuntadeleste**



**ovopunta**

## RRSS POKER



**enjoypuntapoker**



**enjoypuntapoker**



**enjoypuntapoker**

