

ENSOL

Designed by
for one media

Brand Kit

VISION

To be the most trusted one-stop engineering partner that simplifies procurement for power, solar, and infrastructure companies.

MISSION

To deliver reliable, high-quality engineered structures under one roof, ensuring better quality, timely delivery, and fair pricing while reducing complexity for every client we serve.

VALUES

Simplicity: Making procurement easier through a wide product range.

Quality: No compromises, ever.

Agility: Adapting fast and expanding into new engineering verticals.

Customer First: Serving with clarity, honesty, and long-term commitment.

Integrity: Engineering solutions that strengthen national infrastructure.

SECTION 1

LOGO DESIGN

ENSOU

BY PLA

Clear Space

The clear space defines the minimum breathing room required around the ENSOL logo to maintain its visual impact and legibility in all applications. This protected area ensures that no text, graphics, or design elements interfere with the logo's visibility.

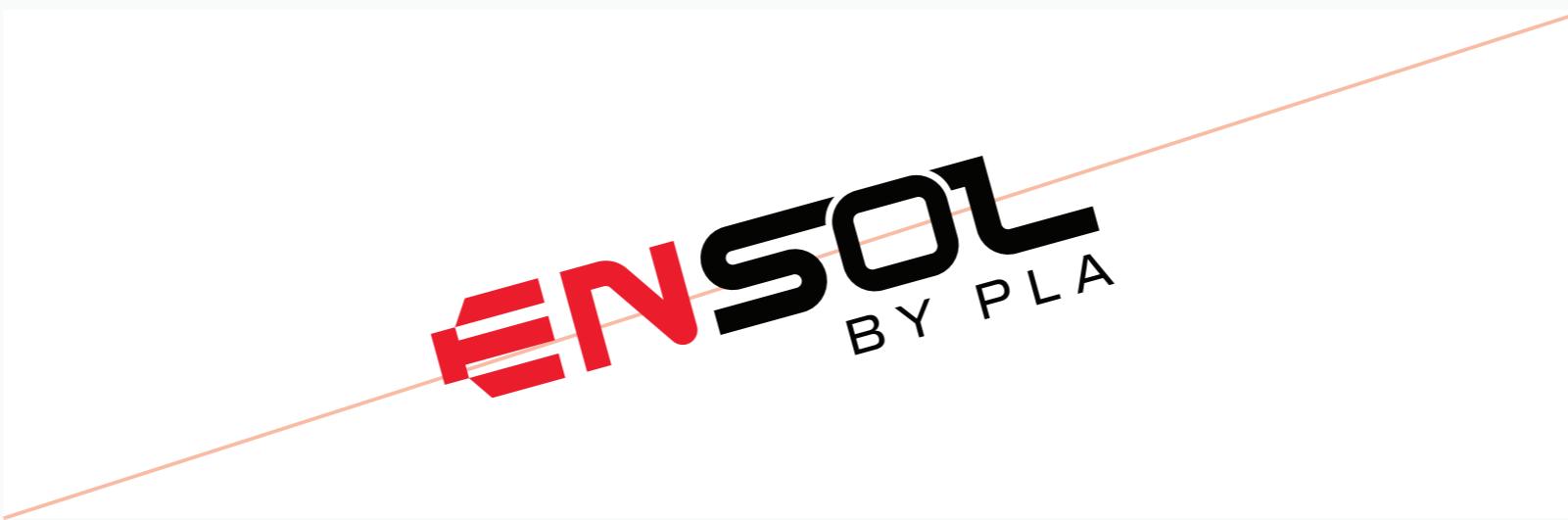
- Top, Bottom, Left, and Right: A minimum of X margin must be maintained.
- This spacing ensures the logo remains uncluttered, readable, and instantly recognizable.
- The grid layout shown here is a visual tool to help designers apply the clear space accurately in every layout and size.



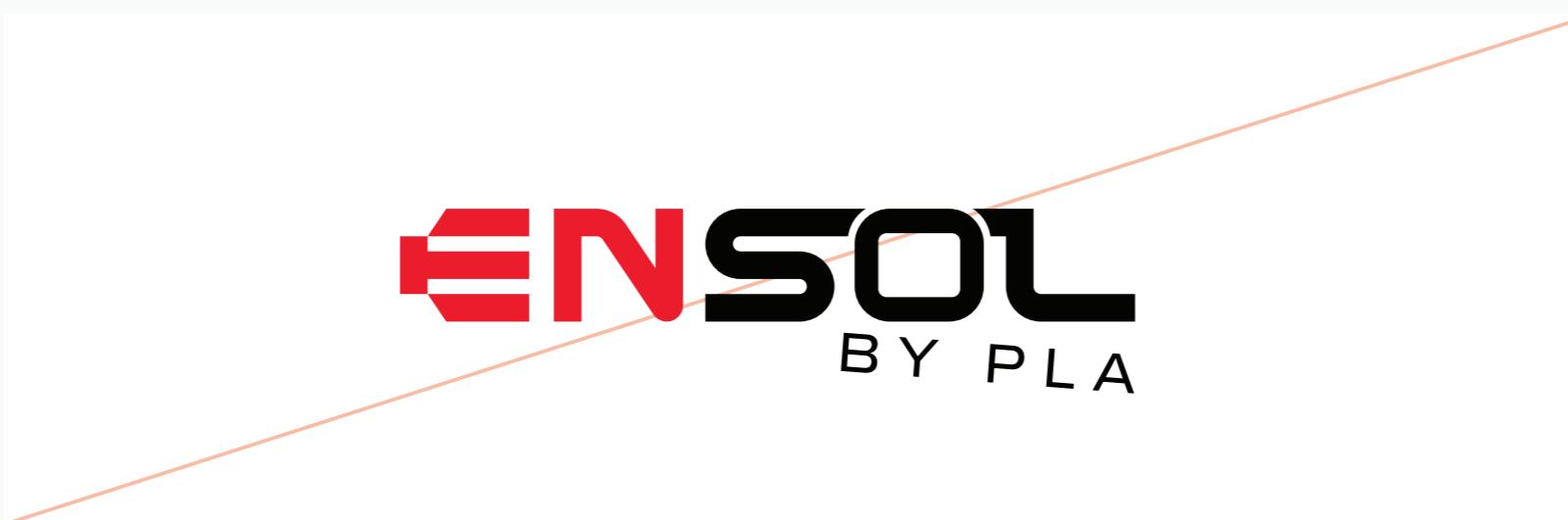
Incorrect Usage

These examples show how the ENSOL logo should not be used. Avoid any modifications that reduce clarity or break brand consistency.

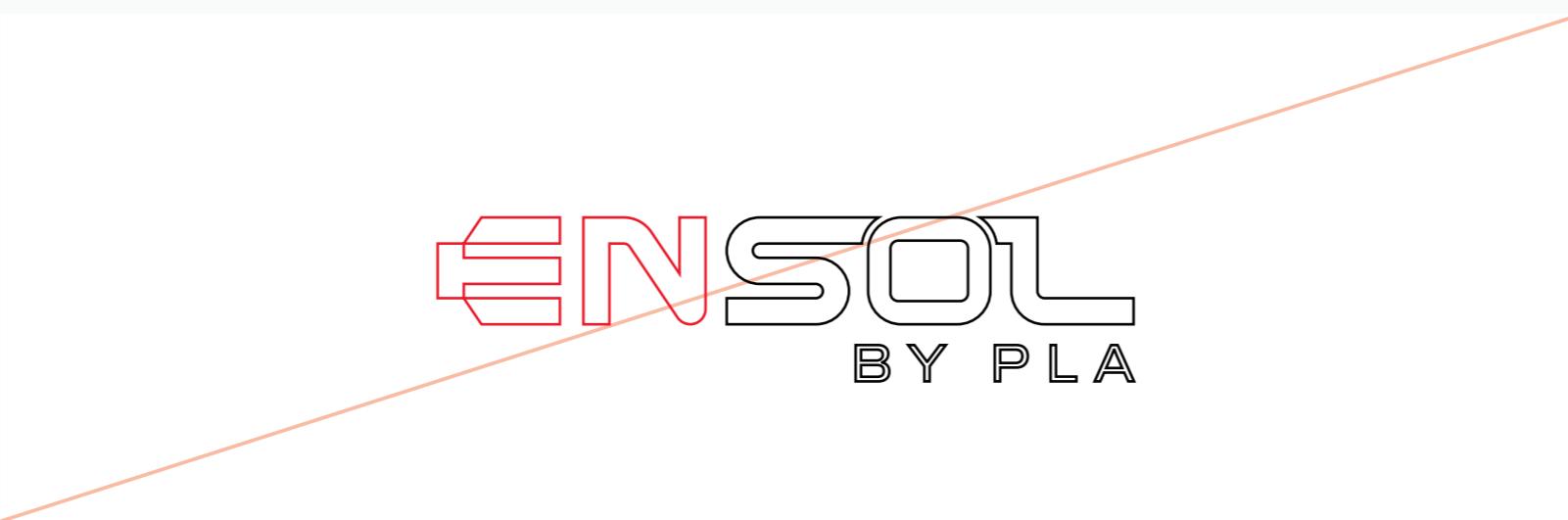
- Do not rotate the logo
- Do not distort, stretch, or warp the logo
- Do not italicize the logo
- Do not change the logo's colors outside the approved palette
- Do not use outline versions
- Do not use the logo in low-contrast or low-visibility settings



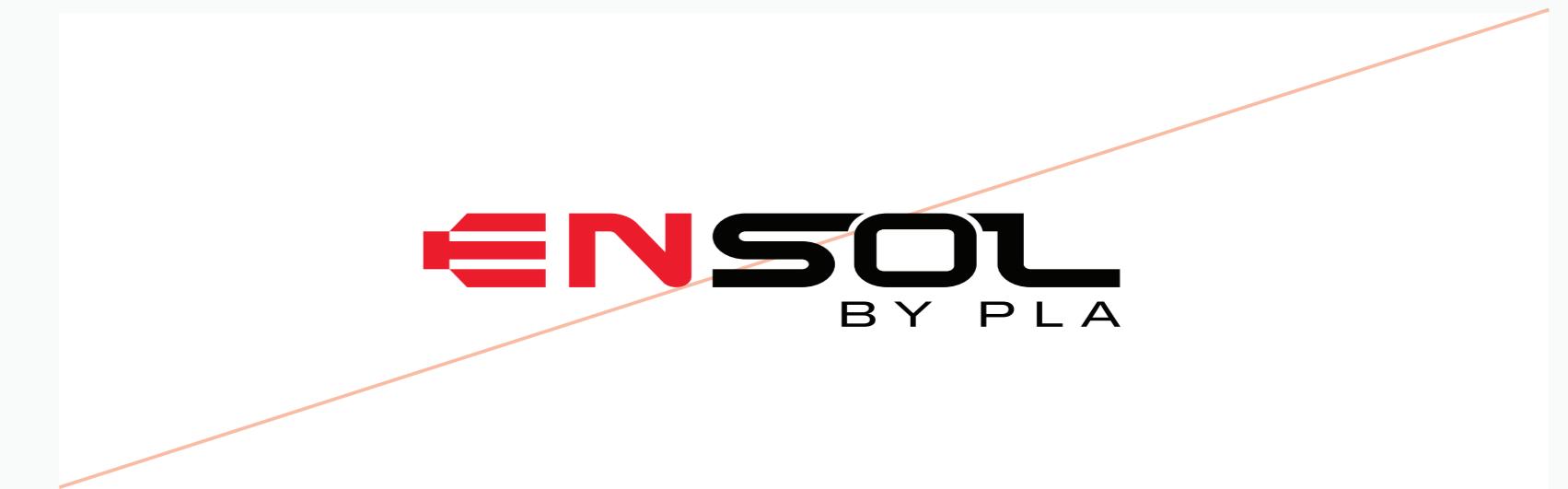
Do not rotate



Do not distort logo



Do not italicize logo



Do not change color other than brand colors



Do not display the logo with limited legibility

Usage

These are the recommended minimum sizes for the ENSOL logo across formats to maintain readability:

- 70mm for A2
- 45mm for A3
- 30mm for A4 / A5
- 200px for digital use



70mm | A2



45mm | A3



30mm | A4/A5



200px

Logo Placement

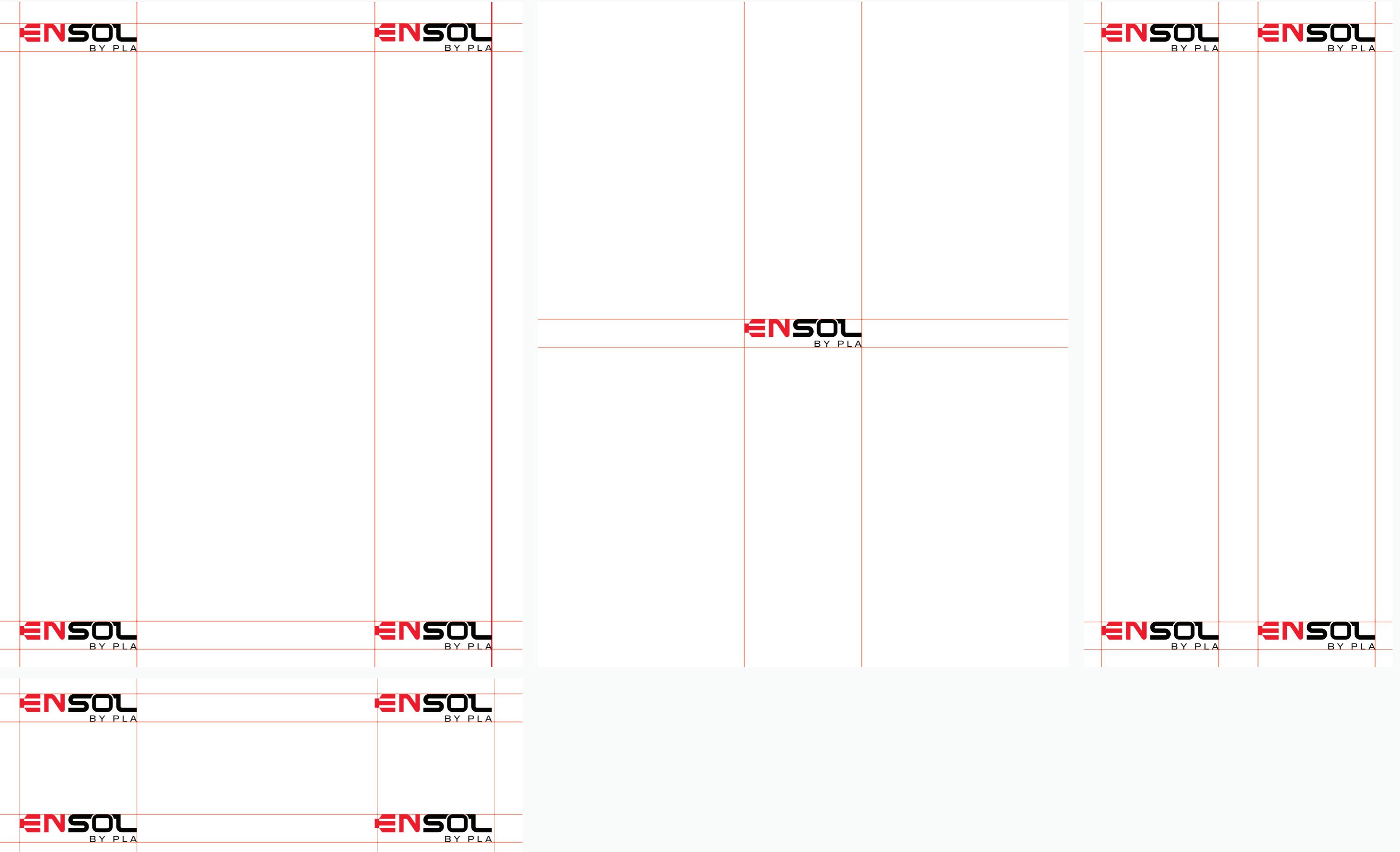
This page defines the recommended logo positions within a layout. Consistent placement ensures the ENSOL identity remains structured, balanced, and instantly recognizable across all formats.

The diagrams illustrate:

- **Top Left Placement** – Ideal for documents, reports, and layouts where navigation begins from the left.
- **Top Right Placement** – Suitable for modern layouts, minimal designs, and right-aligned compositions.
- **Bottom Left Placement** – Works well for posters, print ads, and layouts with strong top visuals.
- **Bottom Right Placement** – Preferred for digital formats, footers, and clean compositions.
- **Centered Placement** – Used for hero sections, covers, and high-visibility material.

These standardized placements create a unified visual system, maintain readability, and help designers achieve consistent brand presentation across all media.

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LOGO SCALING

defines the recommended sizes for the ENSOL logo across various applications. Each size shown ensures the logo remains sharp, legible, and visually balanced at different scales. The logo should always be resized proportionally, without distortion or modification.

The range—from 500px down to 125px

represents approved sizes for digital and print use.

Designers should not reduce the logo below the minimum size, as it may affect clarity and brand presence.

Using these scaling guidelines maintains consistency and preserves the integrity of the ENSOL identity across all formats.



SECTION 2

BRAND COLORS

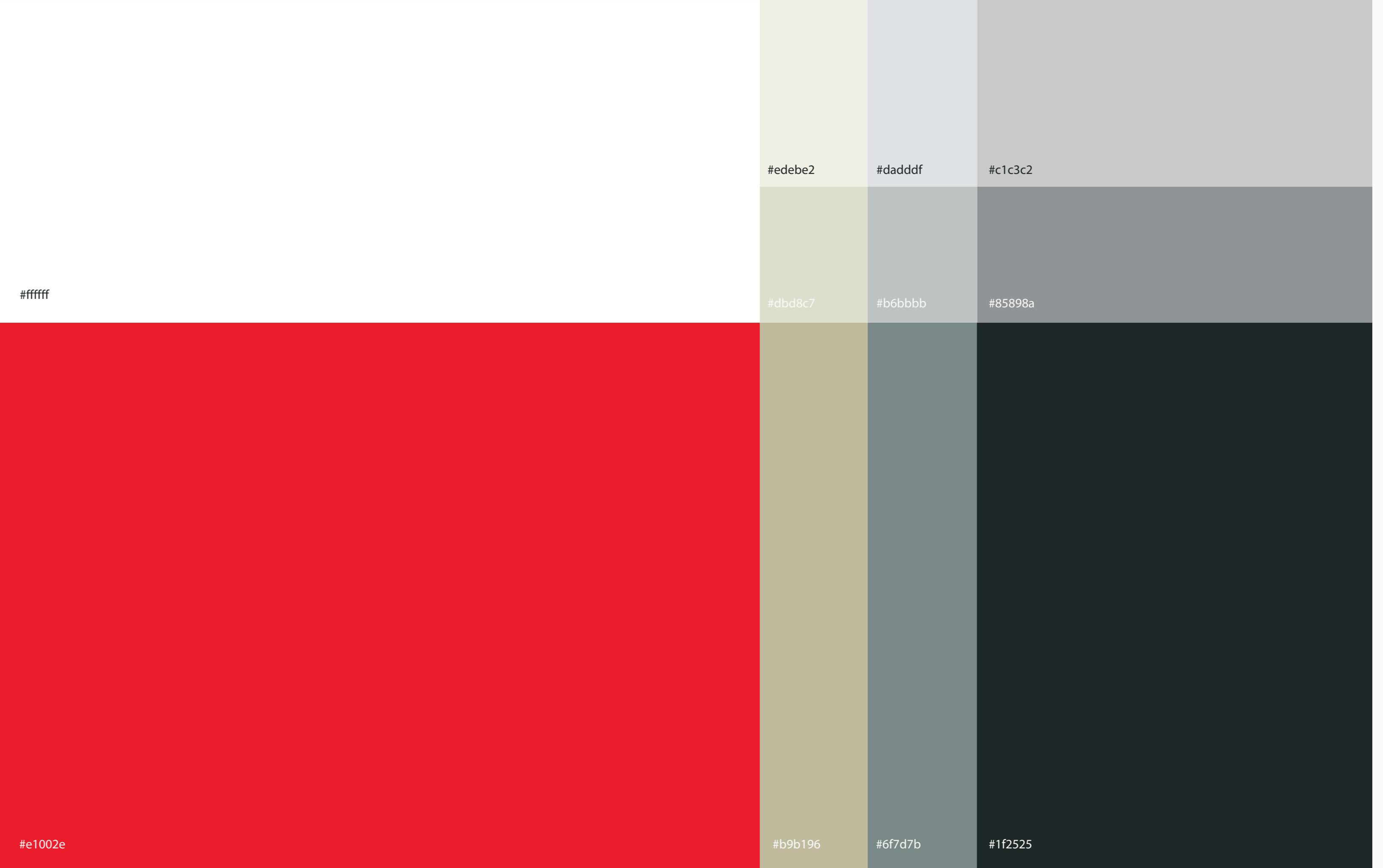
BRAND COLORS

The ENSOL color palette is a core part of the brand's identity. It creates a **consistent visual language across all mediums** and helps the brand remain instantly recognizable.

The palette includes:

- **Primary Red** – the signature highlight color that carries the brand's energy and visibility
- **Black & White** – foundational neutrals ensuring strong contrast and clarity
- **Supporting Greys & Neutrals** – secondary tones used for backgrounds, layout balance, and extended design systems.

Using these defined colors ensures visual consistency and strengthens the overall identity of the ENSOL brand.



Approved Color Combination

These combinations show how the ENSOL logo should appear on different background colors from the official palette. Each pairing is tested to ensure:

- Optimal contrast
- Maximum legibility
- Brand consistency
- Balanced visual hierarchy

The approved combinations include light, dark, and neutral backgrounds, demonstrating how the logo adapts while maintaining clarity and integrity. Designers should only use the logo on these approved backgrounds to ensure the brand remains cohesive across all touchpoints.

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SECTION 3

TYPOGRAPHY

Typography Guidelines

Each text level has a defined purpose to keep communication clear and consistent:

- **Display:** For bold, high-impact titles
- **Headlines:** For main section headings
- **Subheadings:** For supporting text
- **Body Text:** For general reading content
- **Caption:** For small notes and labels

These sizes ensure readability and a balanced visual hierarchy across all materials.

Use for large, bold statements such as hero titles, posters, key visuals, or impactful headlines.

48–72 pt

Primary headings for sections, announcements, marketing materials, or major content blocks.

32–48 pt

Secondary headings used to organize content, support main headlines, or structure layouts.

18–24 pt

The main reading text. Used for paragraphs, descriptions, product details, website content, and long-form reading.

12–16 pt

Small text used for labels, footnotes, annotations, specifications, and secondary information.

10–12 pt

Display Headlines

Headlines

Subheadings

Body Text

Caption

Neue Montreal

Regular

Medium

Bold

Bold Italic

Neue Montreal is the official ENSOL typeface. Its clean geometry and modern character reflect the brand's bold, technical, and contemporary personality.

- The page showcases:
- The type specimen for visual reference
- Recommended weights for hierarchy
- Uppercase, lowercase, numerals, and special character support

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
.. & ? !

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
.. & ? !

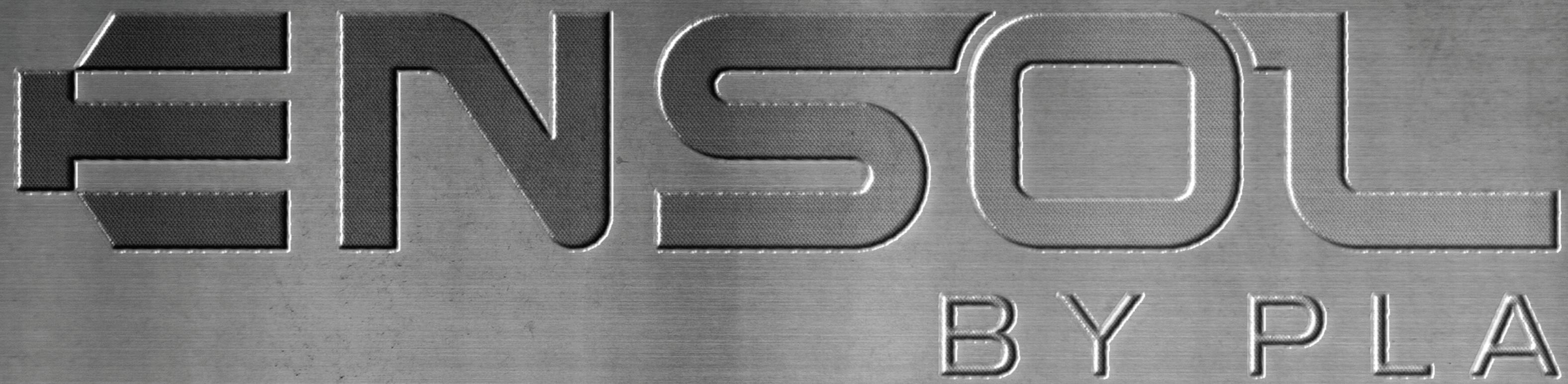
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9
.. & ? !

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
.. & ? !

Aa Aa Aa Aa

SECTION 4

LOGO APPLICATION



- Material Adaptation: How the logo appears on metal, textured surfaces, and industrial finishes.
- Lighting & Depth: The logo's form retains clarity even when used with shadows, reflections, or 3D treatments.
- Brand Presence: Strength, precision, and technical refinement remain consistent across all applications.



LOGO APPLICATION

This example highlights how the ENSOL logo performs in premium, real-world scenarios. The embossed metal finish demonstrates the logo's ability to maintain precision, depth, and clarity even on textured or industrial surfaces.

Its sharp lines, balanced geometry, and solid structure ensure the brand's identity remains strong and recognizable across high-quality product branding, hardware components, and engineered materials.

This visual sets the benchmark for how the logo should appear in physical applications—clean, refined, and technically accurate.

BRAND KIT







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SECTION 5

STATIONARY



ROSNI

01

S M T W T F S

1 2

3 4 5 6 7 8 9

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Mockup

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Marketing

Business Card Mockup

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