



# 2018 Brand Styleguide

# PURPOSE OF THESE GUIDELINES

## BUILD A BETTER BRAND TOGETHER

Dependability, innovation, security. This is what the Enboard brand represents and the image we convey to our customers and partners alike. Consistency in our communication strategy is key for creating lasting business relationships built on trust in our position as an industry leader.

These brand guidelines serve as a tool to help you make choices that reflect who we are—how to correctly format communication and handle typography, colors, brandmarks and other visual elements. Please use these guidelines as a reference to shape your work.

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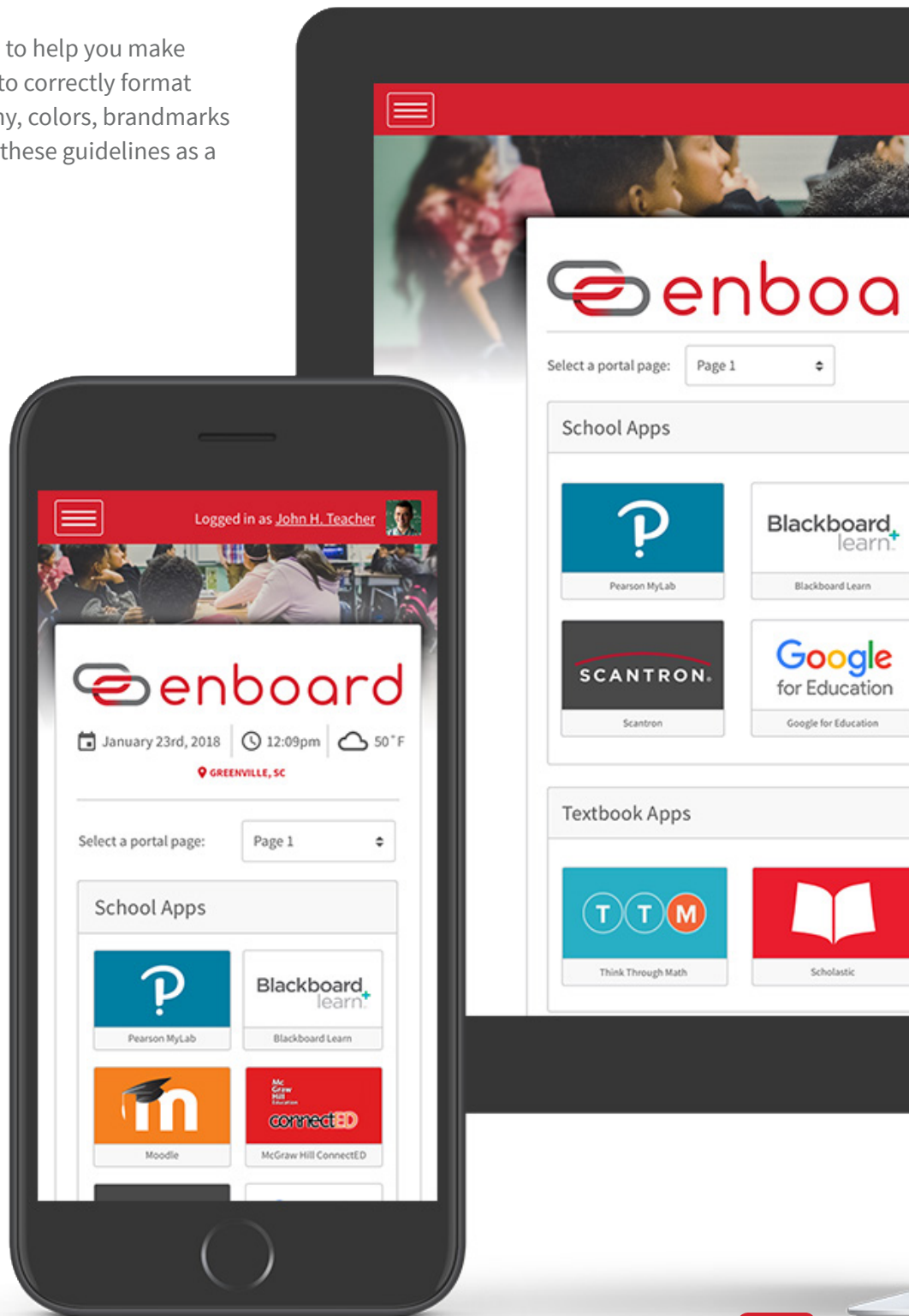
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# WRITTEN COMMUNICATION

## TONE

Enboard's tone is that of an expert, but still approachable. Clients should feel at ease when reading Enboard materials because our word choices reflect an understanding of their needs and an eagerness to help in any way we can. Our priority is explaining our products and assisting clients in using those products to their full potential.

Our goal is to educate without being confusing or patronizing. When writing something on behalf of Enboard, it may be helpful to think of our organizational voice as being the following:

- Professional
- Confident
- Intelligent
- Helpful
- Expert
- Innovative

## VOICE

Writing in active voice keeps sentences simple and readers engaged. In active voice, the subject of the sentence does the action. Passive voice often uses more words than necessary and can be vague, using “was” and “by” to indicate the subject of the sentence has an action done to it. Try rewriting passive voice sentences so that the subject is closer to the beginning of the sentence.

## POINT OF VIEW

In general, adopt a second person point of view to write as though you're speaking to the reader. Second person often uses the personal pronoun “you,” but sometimes the word “you” is implied. It gives a friendly tone and helps avoid passive voice by focusing the discussion on the reader. Consider omitting “you can” when possible to avoid repetition.



# WRITTEN COMMUNICATION



## ACRONYMS

Given the complexity of the technology solutions offered by Enboard, it's tempting to use acronyms for the purpose of being concise. However, acronyms can have an adverse effect not only on message clarity, but also on search engine optimization. Although some acronyms like USB, FAQ, and URL are widely understood and preferred to the spelled-out term, others aren't well known or are familiar only to some clients.

When introducing an acronym, first spell out the term, then include the acronym in parentheses after. On subsequent mentions within the same topic, page, or screen the acronym can be used without being spelled out.

If an acronym will appear only once in your content, just spell out the term. Don't introduce it in parentheses after the spelled-out version.

Avoid using an acronym for the first time in a title or heading, unless it's a keyword that you need to place in the title or heading for search engine optimization.

If the first use of the acronym is in a title or heading, introduce the acronym (in parentheses, following the spelled-out term) in the body text.

Lowercase all words in the spelled-out form of an acronym except for proper nouns.

If the acronym stands for a singular noun, add a lowercase "s" to make it plural. If an acronym stands for a plural noun, don't add an "s".

Avoid making an acronym possessive unless it refers to a specific person or organization.

# WRITTEN COMMUNICATION

## CAPITALIZATION

Both headings and subheadings should be written in title case, with the first letter of every word capitalized except for articles (a, an, the), prepositions (at, in, to, with, etc.,) and conjunctions (for, and, but, or, yet, so). Many of the services offered by Encore are capitalized to grab readers' attention. Below is an suggested list of items we normally do not capitalize along with Enboard terms that are capitalized.

### FREQUENTLY MISCAPITALIZED WORDS:

- apps/applications
- authentication
- automation
- beta
- client
- customer
- domain
- email
- federated
- forest
- job roles (excluding specific titles)
- login
- online
- portal
- project team, project status, etc.,
- resource
- security group
- source data
- stakeholder
- student information system(s)

### CAPITALIZED ENBOARD SERVICES:

- Account Provisioning
- Enhanced Authentication
- Identity Access Management
- Identity Verification System
- Multi-Factor Authentication
- Resource Provisioning
- Self-Service Password Reset
- Single Sign-On
- Usage Analytics

### FILE EXTENSIONS:

When referring generally to a file extension type use all uppercase without a period. Add a lowercase **s** to make plural. Common examples include:

- GIF
- PDF
- HTML
- JPGs

### FILE NAMES:

When referring to a specific file, the filename should be lowercase:

- workscope.pdf
- profilepic.jpg
- index.html

# WRITTEN COMMUNICATION

## GRAMMAR AND MECHANICS CHOICES

Adhering to certain rules of grammar and mechanics helps keep our writing clear and consistent.

### COMMON NOUNS:

If there's more than one of a thing, it's a common noun. Most technology concepts, product categories, devices, and features are common nouns, not proper nouns.

Examples of common nouns include cloud computing, smartphone, and open source. Capitalize technology terms as proper nouns only when:

- You need to distinguish a component or product, such as SQL Server, from a general technology with a similar name, such as an SQL database server.
- The terms are typically capitalized in the industry.

### NOUN TIPS

Don't use uppercase for emphasis, instead use italics sparingly.

Don't capitalize the spelled-out form of an acronym unless it's a proper noun.

In bulleted list items, only capitalize the first word unless it includes a proper noun.

Capitalize the first word of labels and terms that appear in user interfaces and APIs unless they're always lowercase (fdisk, for example).

In programming languages, follow the traditional capitalization of keywords and other special terms.

### CONTRACTIONS

As part of our effort to keep Enboard's writing style friendly approachable, our house style supports the use of contractions. Consistency is key, though; don't mix contractions and their spelled-out counterparts. Also, avoid forming a contraction from a noun and a verb, such as "Encore's releasing a SSO portal update", because it gives the impression of being possessive.

### PROPER NOUNS:

Proper nouns are one of a kind and are capitalized when they occur. Proper nouns include:

- Unique, named places, organizations, events, shows
- Product, service, app, and tool names
- Titles of documents
- Managed standards, such as Bluetooth





# TYPOGRAPHY

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## COMFORTAA FONT FAMILY

Designed by Johan Aakerlund and distributed by Google Web Fonts, Comfortaa is a rounded geometric sans-serif font-family intended for large point sizes. As a benefit, Comfortaa provides a wide variety of glyphs in addition to standard characters. Due to legibility issues, especially at smaller point sizes, and lack of serifs, Comfortaa is not to be used for body copy. The Comfortaa font-family is included in the marketing resources folder provided in One Drive.

### Comfortaa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;'@#\$%&\*()-“”

Consider using Comfortaa bold for first headings. It may also be used for second level headings, at a reduced point size, where personal preference dictates. Ensure tracking and leading are consistent at the second level.

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### Comfortaa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;'@#\$%&\*()-“”

Consider using Comfortaa Regular for second, third and forth level headings based on personal preference. Reduce point size and Ensure tracking and leading are consistent at the third and fourth levels level.

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### Comfortaa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;'@#\$%&\*()-“”

Because of its uniquely wide nature, Comfortaa Light nearly mirrors the width of Comfortaa Bold. For this reason it is unsuited for smaller headings. Use sparingly for first and second level headings.

# TYPOGRAPHY

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## SOURCE SANS PRO FONT FAMILY

Designed by Paul D. Hunt, Source Sans Pro is Adobe's first open source font-family. This font-family is a sans serif typeface intended to work efficiently (and specifically) in user interface design. Source Sans Pro contains a variety of weights ranging from Extra Bold to Extra Light providing adaptability to different circumstances. Like Comfortaa, Source Sans Pro provides a wide variety of glyphs. Source Sans Pro is included in the marketing resources folder provided in One Drive.

### Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;’@#\$%&\*()--“”

Source Sans Pro Bold works well for first and second level headings. We find that at smaller point sizes, because of the tight tracking, legibility is reduced.

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### Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;’@#\$%&\*()--“”

Source Sans Pro Regular is used, near exclusively, for body copy. Its unique properties make it legible and agreeable to a wide variety of audiences. Use at varying point sizes but take into account leading and tracking keeping a consistent rhythm.

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### Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.,;’@#\$%&\*()--“”


Source Sans Pro Light may be used in instances of second, third, and forth level headings. Point size, tracking and leading will be adjusted at the designers' preference and legibility based on any given situation.



# COLORS

## BASE COLOR SWATCHES

The thread intertwining all of Encore's marketing materials are the six color swatches seen below; Bright Red, Dark Red, Pale White, Medium Gray 1, Medium Gray 2, and Dark Gray. Enboard employs three of Encore's color swatches: Bright Red, Pale White, and Medium Gray 2. All 6 color swatches include CMYK, RGB, and HEX values used given the situational requirement. The color reference is included in the marketing resources folder provided in One Drive.




**BRIGHT RED**

**CMYK**  
8, 97, 88, 1

**RGB**  
220, 44, 52

**HEX**  
#dc2c34



**DARK RED**

**CMYK**  
21, 99, 94, 13

**RGB**  
176, 35, 51

**HEX**  
#b02329



**PALE WHITE**

**CMYK**  
3, 2, 2, 0

**RGB**  
245, 245, 245

**HEX**  
#f5f5f5




**MEDIUM GRAY 1**

**CMYK**  
19, 16, 16, 0

**RGB**  
204, 202, 202

**HEX**  
#cccaca



**MEDIUM GRAY 2**

**CMYK**  
45, 37, 36, 2

**RGB**  
146, 147, 149

**HEX**  
#929395



**DARK GRAY**

**CMYK**  
58, 49, 47, 15

**RGB**  
109, 111, 113

**HEX**  
#6d6f71

# BRANDMARK

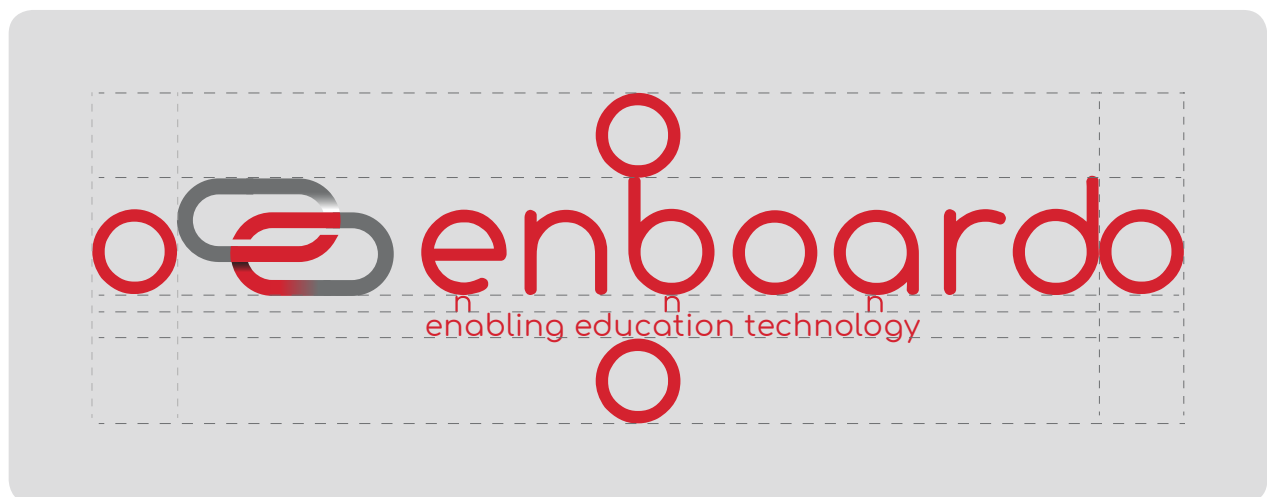
## BRANDMARK OVERVIEW

The Enboard brandmark symbolizes intelligence, confidence, and innovation. Our core concerns of security and dependability are represented through the “chain link” while innovation is represented through the more contemporary Comfortaa typeface.



## BRANDMARK PROPORTIONS

Our logo maintains certain proportional requirements. The margin around the whole of the brandmark is to be the “o” of Enboard. The distance between the “Enboard” lettering and the subtitle will be the proportion of the “n” in the subtitle. Use the graphic below to better help better visualize the proportion requirements.



# BRANDMARK

## BRANDMARK COLORWAYS

These are four instances of the brandmark using Enboard's select colors. Variations include Full Color, Single Color, Grayscale, and Inverse. Other instances may arise, but given the examples below, our hope is to provide direction and insight when handling edge cases. Best practices are listed on pg 13. All logos are the marketing resources folder provided on One Drive.



**FULL COLOR BEHAVIOR**



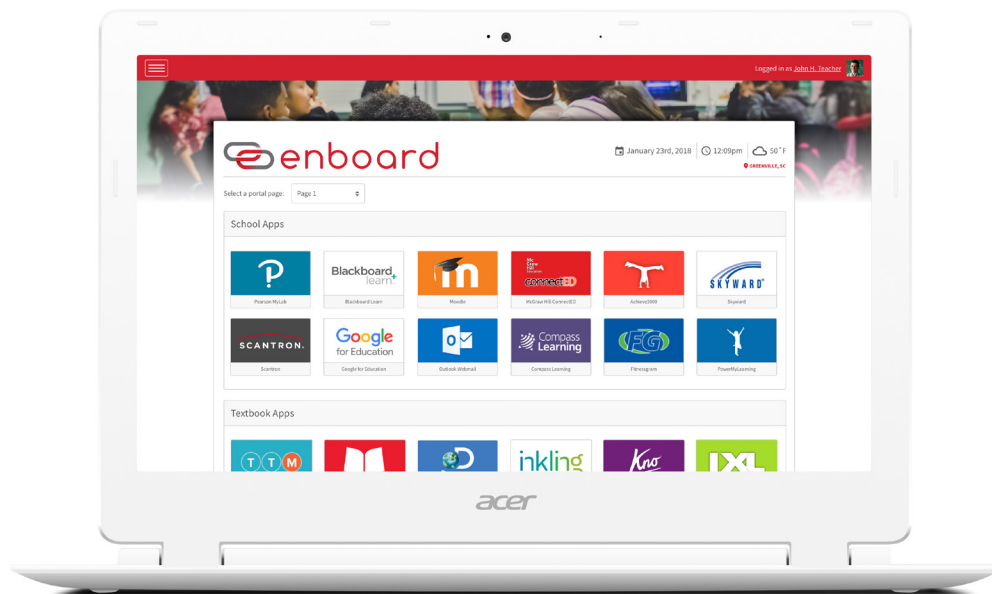
**SINGLE COLOR BEHAVIOR**



**GRAYSCALE BEHAVIOR**



**INVERSE BEHAVIOR**



# BRANDMARK

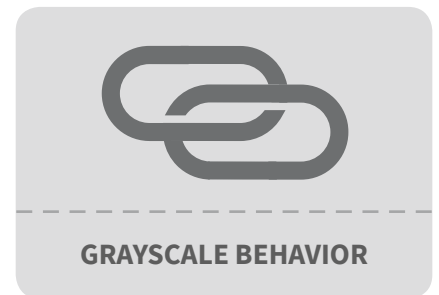
## ADDITIONAL USAGE - WITHOUT TAGLINE

The Enboard brandmark is designed to be used without the tagline. Keep in mind, all best practices (pg 13) still apply when employing this visual method.



## ADDITIONAL USAGE - CHAIN LINK

The “chain link” preceding the product name may be detached and used without the name or tagline. All of the colorways may be for this application. Brandmark handling guidelines apply (pg 13) to the “chain link” alone.



# BRANDMARK

## HANDLING THE BRANDMARK

In reality, there are many times the usage of the brandmark come into question. Use the guidelines below to help you make decisions as to how not to compromise the visual integrity of the brandmark. Taking advantage of these guidelines will establish a professional, concise representation of Enboard and the brandmark.



**DO NOT COMPROMISE COLOR OR CONTRAST**



**DO NOT COMPROMISE PERSPECTIVE**



**DO NOT DROP SHADOW**



**DO NOT ILLEGIBLY SCREEN**



**DO NOT CHANGE TYPEFACES**



**DO NOT USE GRADIENTS**



**DO NOT OUTLINE**

