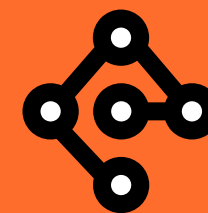


# BRAND GUIDELINES

version 1.1



**enumivo**

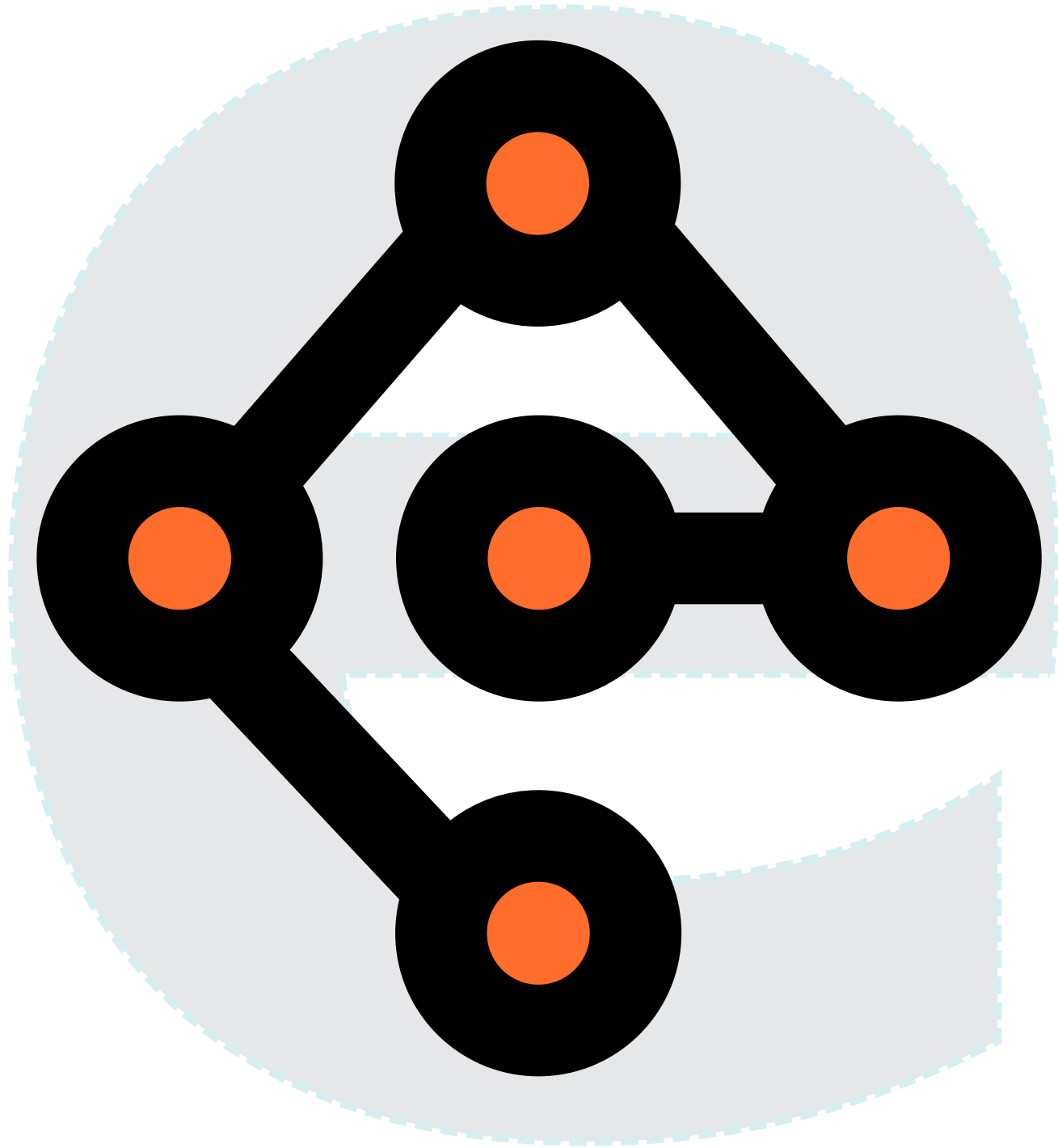
# LOGO

## SYMBOLISM

The Enumivo logo is an abstraction of the letter 'e' using five dots connected by straight lines – the use of which is a nod to graph theory – a branch of mathematics with many applications in computer science.

Graphs are used to represent computer networks and other data models.

In this case, the logo represents the blockchain technology upon which Enumivo is built. The chain starts from the center, representing the founder's idea. It slowly radiates outwards as more and more people share the vision and join the chain.



## WORDMARK

The Enumivo wordmark consists of the word "enumivo" in lowercase with the lower dot of the logo forming the dot of the letter i.

The word being all in lowercase suggests equality.

In some use cases when the entire logo cannot be used on top of the word (e.g. due to space limitations), the single dot may be used.



## SLOGAN

The Enumivo slogan is "Social Justice For All" and it is written in all caps below the Enumivo wordmark.



# TYPOGRAPHY

The Enumivo wordmark uses the DTL Prokyon typeface by Erhard Kaiser, from the Dutch Type Library. It is an OpenType font that includes both lining and old style figures.

## DTL Prokyon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The slogan uses the Flood typeface by Joachim Müller-Lancé. It is immediate, urgent, and provocative in its stylized detailing, without being overly dramatic.

## FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# COLORS



### PANTONE

16-1364 TPX  
Vibrant Orange  
Hex: FF6D2D

Orange is the color of joy, enthusiasm and creativity – encapsulating the spirit of optimism and volunteerism that gave birth to the Enumivo project.



### PANTONE

17-4919 TCX  
Teal  
Hex: 478589

Teal combines the freshness of green with the stability of blue bringing with it a sense of calm, quiet strength.

# COLOR SCHEMES

Enumivo has 2 main color schemes. One on a white background and the other on an orange background.

When set against an orange background, the nodes of the logo should be filled with white instead of orange. If the slogan is present, it should be set to 20% gray.

An acceptable scheme for dark backgrounds is to use a white outline on the logo and to set the wordmark in orange. Similar to the orange background, the slogan should be set to 20% gray.



## CLEAR SPACE

When the logo is used with other graphic elements, ensure that there is enough space around the logo so that it does not look too cramped or tight. The suggested space is to leave the equivalent of one "node" on all sides.



# PHOTO OVERLAYS

When superimposing the logo on a photo, study the background first. If the background is noisy (has a mix of different colors or shades), always use the orange background variant of the logo or wordmark.

Only use the clear layout when the photo background is uniformly light and untainted by dark spots or shadows which may interfere with the black lines of the Enumivo logo or wordmark.





# MISUSE



Do not deform by stretching.  
Always resize proportionally.



Do not add effects such as drop shadows, embossing, glow, etc. The only exception is using a white outline on the logo for dark backgrounds (see page 5).



Do not use texture fills or gradient fills.



Do not use other colors.



Do not skew or rotate the logo.



Do not change the font.



Do not add other elements.



Do not skew or rotate the wordmark.