



Our brand guidelines

Version 2.0

January 2020

Introduction

These standards provide direction for developing and designing communications that are aligned with Enterprise Nation. The consistent application of this identity, including the Enterprise Nation logos, typeface, colours, and graphic elements is essential to communicating our story.

Our values

- Empathetic
- Authentic
- Optimistic
- Approachable

Our logo

Our logo is one of the most important parts of our visual identity; it's how we will be recognised. It lets people know who we are and informs our graphic elements through the identity.

Our logo badge

This is made up of six triangular sections, each a different colour. Each triangle points to a central meeting point.

The rationale behind the mark being that each triangle represents a business/member and that they are all part of Enterprise Nation, but are all uniquely different.



Our logo

Our logo is made up of a word mark 'Enterprise Nation' and our logo badge.

This is our primary logo and should be the first choice where possible.

Download our logo [here](#).



**Enterprise
Nation**

Our logo

Colour alternatives

Our logo comes in a couple of colorways to ensure the logo remains clearly legible on both dark and light backgrounds.

Where possible the full colour logo, this is only used on a white background.

We have mono versions of the logo that can be used on colour backgrounds or when the colour logo isn't suitable, such as when printing in black and white only.



**Enterprise
Nation**



**Enterprise
Nation**



**Enterprise
Nation**

Our logo

What not to do

The logo marks should not be altered, misused or adapted in anyway. Here are some examples:

1. Don't place it on backgrounds of the same colour so elements disappear, ensure there is enough contrast.
2. Don't change the colour of elements within the logo.
3. Don't substitute the wordmark with another font.
4. Don't rotate or change the orientation of the logo
5. Don't change the relationship of the wordmark and badge.
6. Don't squash or stretch the logo.

1



2



3



4



5



6



Using our logo

Let it breathe

To protect the logo from colliding with other objects and ensure it is always clearly legible and given the importance it deserves, an exclusion zone has been placed around it to ensure clear space around the logo.

The exclusion zone around the logo is equivalent to the letters 'E' and 'N' taken from the logo and placed side by side as shown on the right.



MINIMUM SIZE
25PX WIDE
25MM WIDE



Using the logo With partner logos

If the Enterprise Nation logo is to be used in conjunction with a partner logo, shown in this example is Amazon, then it should be treated as described here.

This only works if it is a partnership, more than two logos would require another solution.

Spacing and placement

The partners logo should be placed to the right of Enterprise Nations and the 'N' from EN logo used to create the spacing between each of the logo and the dividing line.



Result

The result should be a well balanced lock up that favours neither partner and respects the two logo marks.



Other logos

By Enterprise Nation logo

The lock up on the right should be used only when using the logo as a supporting element of another graphic or logo e.g. when it's an event logo and there is a need for it to be associated with EN.

This should be used underneath the third party logo as a supporting element, but should not be used as a substitute for the main logo.



Other logos

Proud Partner logo

When a partner wants to display that they support Enterprise Nation but on their own marketing material etc then this logo lockup should be used.



Proud Partner of
**Enterprise
Nation**



Proud Partner of
**Enterprise
Nation**

Our colours

Primary palette

Our colour palette brings a sense of warmth and optimism to the identity.



Orange

R227 G114 B34
C0 M65 Y95 K0
Pantone 158
#E37222



Red

R249 G70 B28
C0 M86 Y80 K0
Pantone Warm red
#F9461C



Green

R190 G214 B0
C34 M0 Y100 K0
Pantone 382
#BED600



Blue

R33 G87 B138
C96 M59 Y4 K19
Pantone 653
#215788



Turquoise

R0 G178 B169
C84 M0 Y38 K0
Pantone 326
#00B7B2



Yellow

R254 G209 B0
C0 M10 Y100 K0
Pantone 109
#FED100



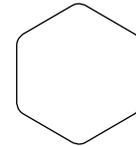
Charcoal

R60 G60 B59
C0 M0 Y0 K90
Pantone Process
Black EC (90%)
#3C3C3B



Sand

R244 G241 B233
C5 M5 Y10 K0
#f4f1e9



White

R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

Our colours

Colour usage

Our colours are an important part of our visual identity and in order to maintain the visual look we would suggest that they are used in the amounts shown here.

The light and dark neutral tones being the largest areas with pops of colour.



Our typeface

Our primary typeface is Interface, it forms the basis of all our collateral.

InterFace takes inspiration from sans serif fonts of the 19th Century, to which it subtly blends in humanist details. This gives the design a softer look than a pure Grotesque would achieve and adds to its individuality.

The main weights we use are light, regular and bold. We use the heavy weighted Interface Corp Black but only occasionally, for example this is used heavily in the StartUp event material.

Interface is available to purchase from [here](#).

Interface

Interface Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Interface Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Interface Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Interface Corp Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Using typography

Here is an example of how Interface could be used through the communication.

Header example

Interface bold

Intro copy

Interface light

Body copy

Interface light/regular

CTA or hyperlink

This is an example of a header

Our primary typeface is Interface, it forms the basis of all our collateral and should be used as the dominant font in all communication.

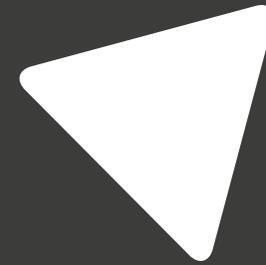
This is an example of a sub header

Our primary typeface is Interface, it forms the basis of all our collateral and should be used as the dominant font in all communication.

InterFace takes inspiration from sans serif fonts of the 19th Century, to which it subtly blends in humanist details. This gives the design a softer look than a pure Grotesque would achieve and adds to its individuality.

www.exampleofhyperlink.co.uk

Our supporting graphical elements



Using the hexagon shape

The hexagon shape reflects our logo and can be incorporated to support other elements within our identity system.

It can be used to crop portrait imagery, frame illustration or hold icons.



Framing portrait photography
such as EN Teams members or EN members



In illustration
It can be used to ground illustration or as part of the illustration itself



Iconography
To hold icons

Photography

Our brand is all about people and the connections and journeys they experience.

With this in mind photography must always contain a human element, feel genuine, true to life and bright. It must feel relate-able and not metaphorical.

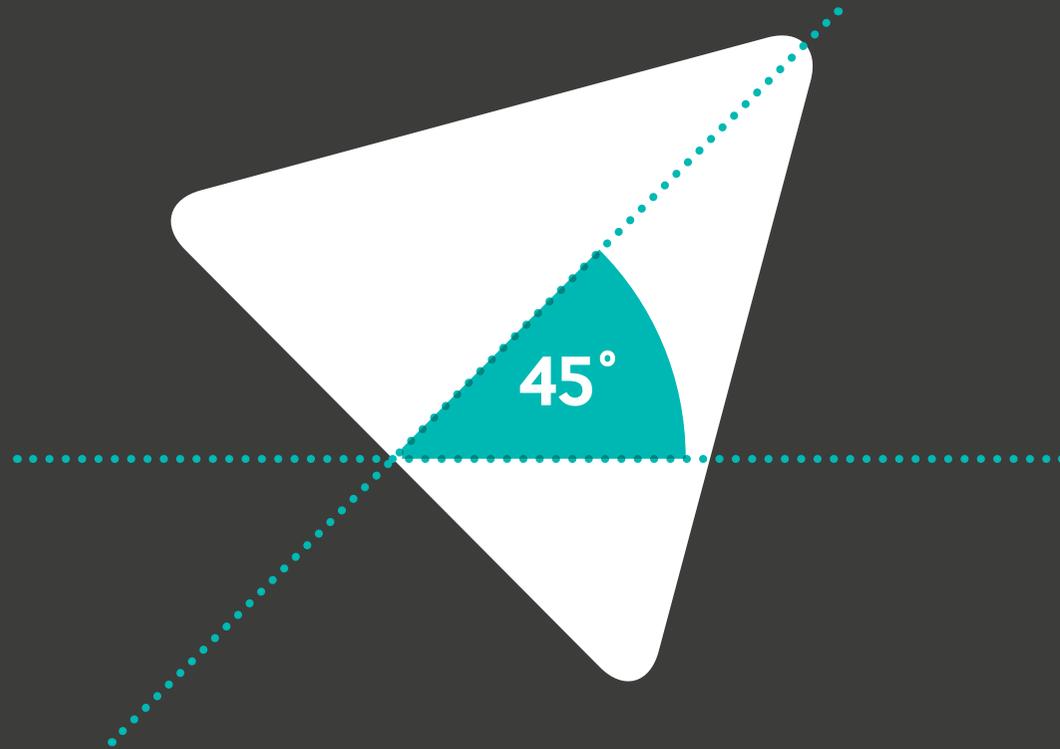


The lift stream

Using the Enterprise Nation triangles, the lift stream is an abstract visualisation of the entrepreneurs 'journey' and Enterprise's Nations mission to help business owners make positive progress in their businesses and move forward.

The lift stream

The lift stream replicates the triangles that are used in creating our badge logo but uses them at a 45° upward angle.



Using the lift stream

Triangles in the Lift stream should always be at a 45 degree upward angle.

The lift stream should always feel like it's moving in the same up and forward direction, always from bottom left to top right.

The supporting graphic is there to create interest, a feeling of forward movement and a sense of optimism. Whilst instilling a feeling of camaraderie, community and variety.



How NOT to use the graphic elements

Here are a few examples of how NOT to use the triangles/lift stream when using them as a supporting graphic device.

This list is not exhaustive.



Do not use triangles at another angle other than 45 degrees upward trajectory.



If using photography within the triangle – Do not crop too tightly, choose an image that suits being cropped in this way.



Do not use the triangles moving backwards or in another direction, only show them moving from bottom left to top right.



Do not use the triangles at different angles, they should all be at the same consistent 45 degree angle.

Using the lift stream

Here are a few examples how the triangles can use used as supporting graphical elements within our collatoral.



Using the lift stream

Here is an example using the Lift stream used with typography.



Thank you

Download our logo assets [here](#)

