



ENIGMA
INDUSTRIAL SERVICES

Brand Guidelines



As Industrial Services providers and Access specialists we have been servicing UK industries since 1935, across industrial, construction, housing, infrastructure, energy & power, agrochemical and food & beverage sectors. Over time our service offering has increased to support the needs of clients. We embed an ethical approach, high standards and excellent safety record, all of which go some way to explaining our loyal client base and reputation as a trusted service provider.

Our brand guidelines ensure we provide a consistent uniform message that effectively portrays the company values throughout communication delivered to stakeholders.

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Introduction

Why our brand matters!

Our brand is the first impression we leave about our company, our people and our values.

Our logo and Strapline are the visual stamps of our brand, so it is vital that we consistently apply and use these correctly.

This guide will show you the basic correct usage relating to positioning, sizes, colours and spacing. Along with detailed information and guidance on how to correctly use the Enigma brand throughout communication.



Our Core Values

At the heart of the Enigma brand are 4 core values;



INSIGHT:

Promote a strong ownership culture achieving the optimum blend across the aim of meeting client goals, our business objectives and individual incentives.

INNOVATION:

Focussed on continuous improvement, we research and consider new ways of doing things from product development, through our supply chain, extending to sales and service delivery.

INVESTMENT:

Encourage investment proposals which are focused on areas where we believe we can deliver an edge, evolving as we strive to develop solutions to meet the expectations of clients.

INTEGRITY:

Lead a Safety focussed culture whilst taking personal responsibility, value differences and build open, honest, transparent and respectful relationships.

Remember our strapline forms a very important part of our culture and this guide tells you how and when to use it.

Our Logo

Always use the approved logo artwork.

To ensure consistency of visuals across all media, the Enigma logo may only be reproduced in the corporate colours shown. These are the preferred options and you must seek advice from the marketing department if you need to produce artwork which varies from this guidance.

Our brand

The logo has been created to convey a professional approachable confident bold modern ethical company.

General Usage

The logo must only be used once on each design to avoid repetition that dilutes the brands overall communication message. The logo must not be altered in any way or placed next to any third party logo without prior approval from the marketing department.

Approval

All usage of the Enigma logo device or official branding must be approved by the Enigma Marketing Department please email: marketing@enigma-is.com





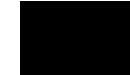

Secondary Corporate Logo Device



Primary Corporate Logo Device

Important: Any use of the Enigma logo device or corporate branding on clothing, corporate literature, promotional merchandising, stationery, adverts, marketing material, signage, social media, sponsorship, video media and websites must be approved before publishing or printing.

The official logo should always appear in Enigma gold on a black background.
Please see page 15-16 for the official brand colour information.

			
RAL 1018 Colour	Pantone 123c	RAL 9005 Colour	Pantone Black 6c

Logo Exclusion Zone

Respecting The Clear Space

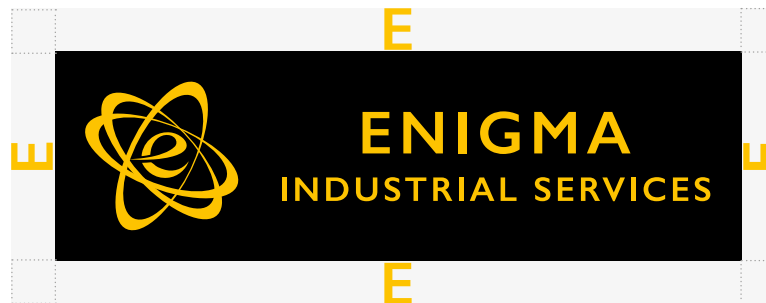
To maintain brand clarity, our logo must always be surrounded by adequate clear space. This clear space is known as an 'exclusion zone' and ensures the logo device is never dominated by another object element. This clear space has been defined in proportion with the logo and must never contain graphic elements, text, illustrations or lines that will clutter the space and result in a distraction. The minimum area of exclusion around our logo is the equivalent of the letter 'E' in the name. This distance is shown by the grey shaded area in the illustration diagrams. Never allow other design elements to encroach into this space.

Please note: As the logo is increased in size so too does the logo exclusion zone. The area of exclusion increases proportionately with the logo.

Minimum Size

The Primary logo should never be used smaller than the 28mm width indicated and the Secondary logo below 33mm width to ensure the type is legible and easily readable. When reproducing the logo at the minimum width it's very important that you check it will be legible, especially when reproduced on printed material. For example text below 5pt in size is usually deemed unreadable.

In special circumstances when the logo must be reduced below the specified minimum width dimensions please email: marketing@enigma-is.com for written authorisation approval to proceed.



Black & White Logo

When the colour palette is limited or only one colour is available due to printing application techniques or budget constraints. Colour palette limitation considerations could mean you are unable to use the primary colour logo. The Enigma corporate branding 'Primary' or 'Secondary' logo devices must be produced in black and white should these restrictions apply.

Reversed Logo Style

The logo must only be placed onto a white background area. Also, when printing in greyscale please ensure the logo is legible. In special circumstances when printing limitations apply the logo device and text maybe reversed into black and placed onto a white background.



Logo Proportional Sizing

The size of the Enigma logo may vary depending on the overall size of your design document. It should always be positioned to be clearly visible and not crowded by other design elements.

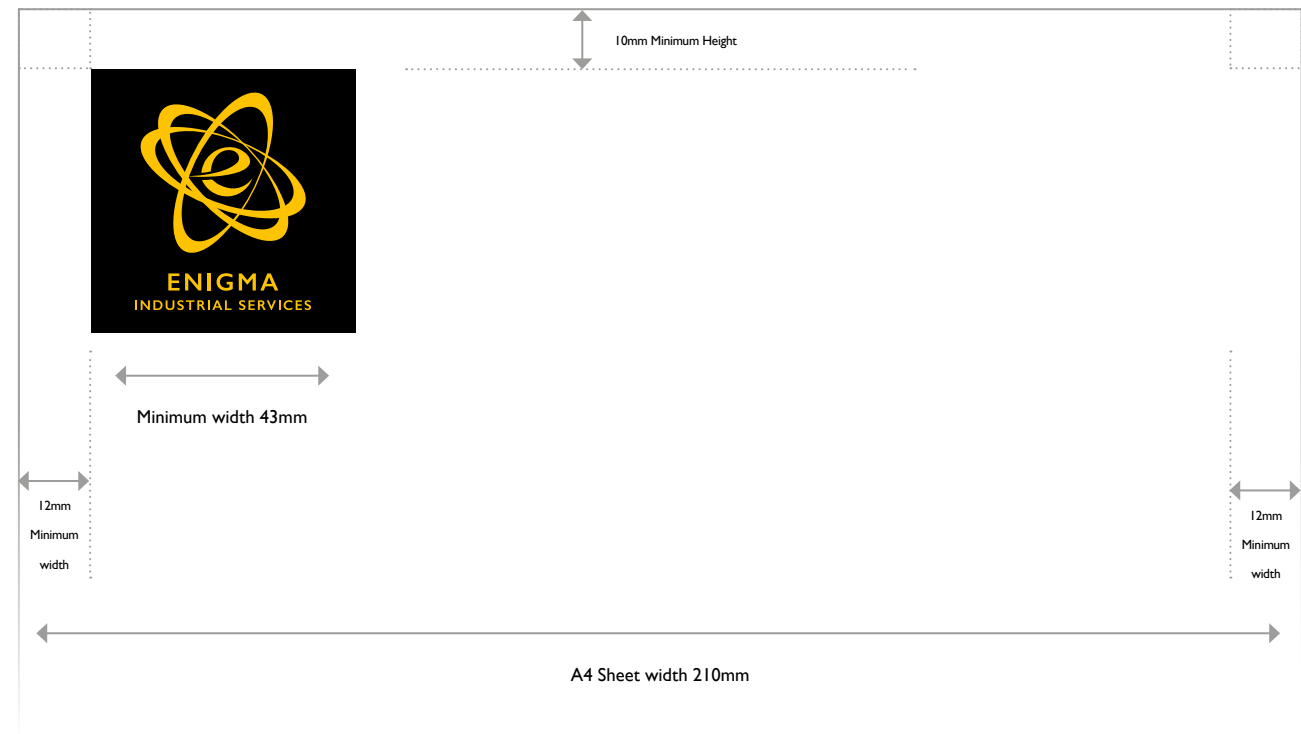
The logo typically appears at the top left/right corner or bottom left of the page. The standard size guidelines shown below cover some of the more common document sizes.

Document	Primary Logo	Secondary Logo
Smaller than A6	28mm	33mm
A6	28mm	33mm
A5	35mm	41mm
A4	43mm	50mm
A3	61mm	71mm
A2	86mm	100mm
A1	122mm	144mm

Minimum Logo Size

To ensure clarity the Primary logo MUST NEVER be used smaller than the 28mm width indicated and the Secondary logo below 33mm width. Please note small text below 5pt is usually deemed unreadable.

A4 Document Example

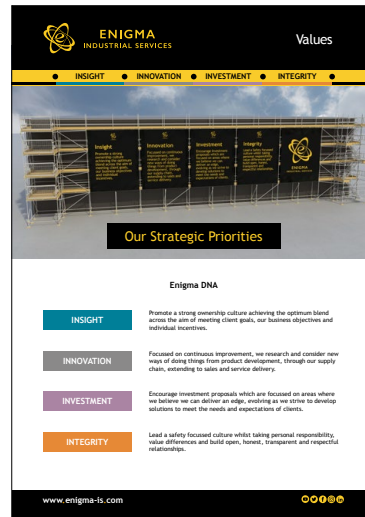


Positioning The Logo

For design versatility, the Enigma logo may be positioned in either top left or top right. On literature back covers, where the logo is attached to contact details, it should always be positioned in the bottom left, just above the address text.

Please also ensure enough space is provided around the logo to avoid cropping. At the very minimum you need to leave a clear space as per indicated on page 7 in this brand guidelines document.

Please note the logo should only appear once on the design. In special circumstances including the design and layout for signage the logo maybe centered. However, all realigning of the logo in design layouts requires the full approval of the Marketing Department, prior to publishing you must email all visual layouts to marketing@enigma-is.com for approval.



Top Left Logo Device



Top Right Logo Device



Rear Cover Example - Bottom Left

Our Strapline

When to use our strapline.

Our strapline should be used whenever and wherever we are promoting Enigma both internally and externally. That means in all marketing material – brochures, signage, advertising, newsletters, PowerPoint presentations, email campaigns and websites, and on our fleet vehicles.

In reports and bid documents, the logo with the strapline should only be used on the front cover sheet.

The strapline should never appear on stationery, financial and HR communications or process documentation. In cases where print quality/production restraints may occur then the strapline should not be used.

Only use the approved logo and strapline artwork. Do not create your own version or interpretation of the logo or strapline.

Logo artwork containing the new strapline is available from the divisional marketing teams and Head Office Marketing Department. They will provide guidance on how the strapline can be used and will approve its suggested usage.

Ensuring Legibility

The strap-line must never be displayed or reproduced smaller than 7pt and you should also check it will be legible at your chosen size if placing onto a printed item.



Official Strapline



Crop Line
Indicator

For printing reproduction purposes we have added bleed to either end of the strapline logo enabling the graphical device to be printed full width. The strapline should be cropped and displayed as per the dash line indicators shown above.

Crop Line
Indicator



Core values - Colour Palette

Logo & Strapline Usage Guidelines

How to display the corporate strapline throughout communication correctly.

Source	Enigma Logo	Strapline
All workwear (inc. PPE)	Yes	No
Vehicle livery	Yes	Yes
Stationery	Yes	No
Bid documentation	Yes	Front and back covers only
PowerPoint	Yes	Title slides only
Promotional items	Yes	At the discretion of the marketing team
Exhibition stands	Yes	Yes
Newsletters, Brochures and case studies	Yes	Yes
Policy, operational and functional documentation	Yes	No

Please Note: The logo should always be displayed when the strapline is shown on communication.

Using the logo



Never reproduce our logo on any alternative dark linear gradient background.



Never scale, or stretch our logo disproportionately, slant or distort the logo in any way.



The logo element must never be filled with an image photograph or texture fill picture.



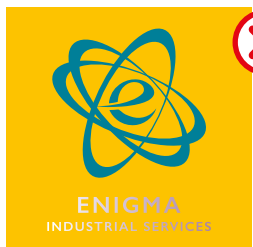
Never present our Logo on an angle.



Never present the logo on its vertical axis or by using a perspective view point.



No effects should be applied to the logo for example please do not add bevel edges



You must not change the colour values, direction or transition values by using a gradient fill or pattern.



The 'E icon or outer nucleus' device must never be modified or removed from the logo to display the text lettering only.



The logo shape elements that form the logo device must not be altered in any way.

Always ensure the Enigma logo device is readable and legible when reproduced. Please check reproduction limitations and technical setup guidelines or restrictions. If unsure please contact the Marketing Department by email: marketing@enigma-is.com for professional advice and assistance.

Using the official strapline



❌ Never present our Strapline on an angle.



❌ Never alter the Strapline wording.



❌ Our Strapline must always include the five dots.



❌ Never reproduce our Strapline on any alternative dark Linear gradient background.



❌ Never add any special effects to the strapline for example bevelled text.



❌ Always ensure the strapline will not be cropped into our obscured when printed.



❌ Never alter the strapline typeface fonts.



❌ Never alter the strapline layout in any way.



❌ Never alter the strapline colours.



❌ Never scale, or stretch the strapline disproportionately, slant or distort the logo in any way.



❌ Do not remove the core values secondary colour line border.






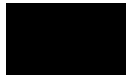
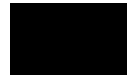

❌ You must not change the colour values, direction or transition values by using a gradient fill or pattern.

Always ensure the Enigma logo device is readable and legible when reproduced. Please check reproduction limitations and technical setup guidelines or restrictions.
If unsure please contact the Marketing Department by email: marketing@enigma-is.com for professional advice and assistance.

Brand Colour's

Primary Colour Palette

Colour is extremely important to our brand; differentiating us from our competitors and providing a strong visual link to our identity across a wide range of applications. Enigma brand colours should be applied 100% solid.

Enigma Gold				Enigma Black					
									
		CMYK 0c 25m 100y 0k	RAL 1018 Colour	Pantone 123c			CMYK 30c 30m 30y 100k	RAL 9005 Colour	Pantone Black 6c
RGB	255, 200, 54	CSS	rgb(255, 200, 54);						
HSL	44, 100, 61	CSS	hsl(44, 100%, 61%);						
HSB	44, 79, 100	HEX	#FFC836						
CMYK	0, 25, 100, 0	Websafe	#FFCC33						

RGB	0, 0, 0	CSS	rgb(0, 0, 0);						
HSL	0, 0, 0	CSS	hsl(0, 0.0%, 0.0%);						
HSB	0, 0, 0	HEX	#000000						
CMYK	30, 30, 30, 100	Websafe	#000000						

PLEASE NOTE: When using the CMYK black values for process printing purposes you must use the 'Rich Black' logo version to ensure dense ink coverage is achieved providing a solid colour reproduction. Large areas of black ink coverage should also be updated with the 'Rich Black' colour values 30c 30m 30y 100k for the best results.

	Rich Black CMYK	C: 30 M: 30 Y: 30 K: 100
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Colours shown are representative only. For accurate colour representation please refer to a Pantone coated EURO guide book.

Which colour value do I use?

Pantone	Colour values should be used for special / spot colour professionally printed material.
CMYK	Colour values should be used for standard full-colour process professionally printed material.
RGB, HSL & HSB	Colour values should be used for on-screen presentations in PowerPoint, Word, Excel, email, etc.
Hex and Websafe	Colour values should be used for web design only and online graphics.
RAL	Colour values should be used for varnish, powder coating and plastics including metal coating.

Please note in special circumstances when the Enigma Yellow/Gold Pantone 123c colour is not available for selection. It's possible to use Pantone 116c however, prior approval is required by the Enigma Marketing Department.

	Pantone 123c		Pantone 116c
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Brand Colour's

Secondary Colour Palette

Our secondary colour palette is used to compliment our communications, making them less 'regimented' and more visually vibrant. Please note that these "Secondary Colours" should be used sparingly.




Enigma secondary colours should always be applied at 100% solid. Tints of secondary colours are not permissible.

Emerald

		
CMYK 100c 3m 58y 16k	RAL 6027 Colour	Pantone 327c




RGB	0 135, 120	CSS	rgb(0 135, 120);
HSL	172, 100, 26	CSS	hsl(172, 100%, 26%);
HSB	172, 100, 53	HEX	#008675
CMYK	100, 3, 58, 16	Websafe	#009966

Orange

		
CMYK 0c 65m 100y 0k	RAL 2008 Colour	Pantone 165c




RGB	255, 103, 39	CSS	rgb(255, 103, 39);
HSL	18, 100, 58	CSS	hsl(18, 100%, 58%);
HSB	18, 85, 100	HEX	#FF6727
CMYK	0, 65, 100, 0	Websafe	#FF6633

Dim Grey

		
CMYK 0c 0m 0y 59k	RAL 7005 Colour	Pantone Cool Gray 8c




RGB	136, 139, 149	CSS	rgb(136, 139, 149);
HSL	226, 6, 56	CSS	hsl(226, 6%, 56%);
HSB	226, 9, 58	HEX	#888B95
CMYK	0, 0, 0, 59	Websafe	#999999

Enigma White

		
CMYK 0c 0m 0y 0k	RAL 9016 Colour	Pantone White




RGB	255, 255, 255	CSS	rgb(255, 255, 255);
HSL	0, 0, 100	CSS	hsl(0%, 0%, 100%);
HSB	0, 0, 100	HEX	#FFFFFF
CMYK	0, 0, 0, 0	Websafe	#FFFFFF

Plum

		
CMYK 67c 68m 0y 0k	RAL 4005 Colour	Pantone 3593c

RGB	154, 109, 181	CSS	rgb(154, 109, 181);
HSL	278, 33, 57	CSS	hsl(278, 33%, 57%);
HSB	278, 40, 71	HEX	#9A6DB5
CMYK	67, 68, 0, 0	Websafe	#9966CC

Silver

		
CMYK 0c 0m 0y 25k	RAL 7047 Colour	Pantone Cool Gray 2c

RGB	208, 209, 219	CSS	rgb(208, 209, 219);
HSL	235, 13, 84	CSS	hsl(235, 13%, 84%);
HSB	235, 5, 86	HEX	#D0D1DB
CMYK	0, 0, 0, 25	Websafe	#CCCCCC

WWW.Logo URL Strapline

Enigma Industrial Services proactively promote the organisation online, by using the WWW. Logo URL throughout marketing communication. The WWW. Logo is also ideal for banners and signage to ensure instant brand recognition.

Affiliate Marketing

If you would like to promote the Enigma Industrial Services brand online via digital marketing we recommend using the WWW. Logo device. Any organisations interested in affiliate marketing and presenting an opportunity should email written proposals to: marketing@enigma-is.com

The minimum usage width for the logo device is 86 pixels provided the (Fig.1) version is used. When printed the minimum acceptable width size is 31mm ensuring the web address remains legible at 11pt font size.

www.enigma-is.com

www.enigma-is.com

www.enigma-is.com



Fig.1 Minimum permitted width 31mm / 11pt font size
Equivalent to 86 pixels wide

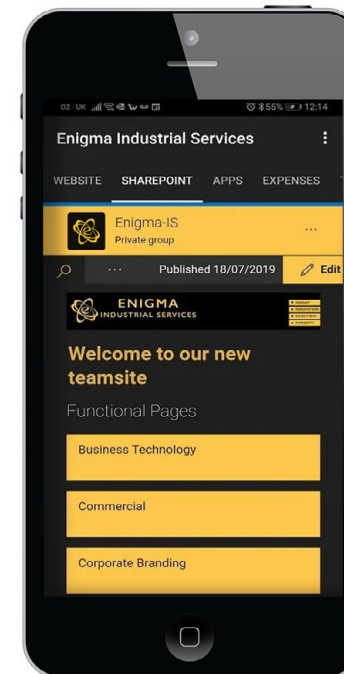
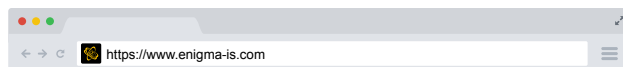
Tile Logo

The Enigma Industrial Services tile logo device is for use online or within digital applications when size restrictions apply. The Enigma Industrial Services tile logo device has been developed to be impactful and easily recognisable even when used at small sizes. The minimum recommended usage size for the Enigma Industrial Services tile logo device is 32 pixels.

Please email: marketing@enigma-is.com clearly stating your intended usage, we will also require a visual of the digital graphic prior to publishing.

Website Favicon

This logo device is also suitable for creating a web browser Favicon.



Typography Rules

Writing our name

When writing our company name we must always use a capital 'E' followed by all lower case lettering, i.e. we always write it as 'Enigma'.

Enigma

Capitalisation of headings

The first letter of the first word should be upper case with the remainder of the heading (except for proper names) in lower case. Upper case may also be used to begin service names or other significant words.

Contract Scaffolding Project

Headline

Industrial Protective Coating Application Service

Sub-Heading

Font size

In general the size of body text is Gill Sans Regular 9pt in printed literature and 10pt in electronic documents, such as email. The website body copy paragraph text should be 14pt in size to ensure it's fully legible and easy to read.

9pt Standard paragraph size

10pt Electronic communication/ document paragraph size

14pt Website paragraph size

Text Size Hierarchy

When creating written communication it's important to structure the information using a font size hierarchy to clearly indicate titles, sub titles, section headings and paragraphs. The text sizes throughout the document communication must be consistent so all the titles are the same size/format for example. This provides a clear uniform consistent literature style that is easy to read and navigate when sourcing information.

Main Title

Sub Title

Section Heading

Paragraph Text

Text colour

For professionally printed materials, main titles and sub-titles must always appear in 100% solid Black. Use 100% solid Dim Grey for all other text or 100% solid Black.

Scaffolding Hire Services

As Industrial Services providers and Access specialists we have been servicing UK industries since 1935, across industrial, construction, housing, infrastructure, energy & power, agrochemical and food & beverage sectors. Over time our service offering has increased to support the needs of clients. We embed an ethical approach, high standards and excellent safety record, all of which go some way to explaining our loyal client base and reputation as a trusted service provider.

Solid Black

Solid Black

Scaffolding Hire Services

As Industrial Services providers and Access specialists we have been servicing UK industries since 1935, across industrial, construction, housing, infrastructure, energy & power, agrochemical and food & beverage sectors. Over time our service offering has increased to support the needs of clients. We embed an ethical approach, high standards and excellent safety record, all of which go some way to explaining our loyal client base and reputation as a trusted service provider.

Solid Black

Dim Grey

Company Vocabulary

When writing any communication relating to the business. Please use suitable wording and tone of language that professionally represents the organisation. Remember, you are the voice of the company and using appropriate language, that is not derogatory is essential to avoid damaging our corporate brand image.

Typography

Gill Sans

The primary typeface for the Enigma Industrial Services brand is 'Gill Sans' the font should be used throughout all communication. All body copy text should be written in Gill Sans Regular weight. Please do not use Gill Sans Ultra Bold this typeface weight is not part of our corporate brand guidelines.

~~**Gill Sans Ultra Bold**~~

Also, please note you must ensure all text is legible and readable and we advise that paragraph body copy text should be no smaller than 9pt.

The Enigma Industrial Services Logo device utilises the Gill Sans Semi Bold font weight. Gill Sans is a standard Microsoft Windows system font and should be available for use on all company computers.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Light Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Semi-Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Semi-Bold Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]
 Gill Sans Bold Italic

Typography

Lato

When the Gill Sans font is unavailable for online web or digital applications the 'Lato' font family must be utilised. The Lato font can be downloaded via the FREE online Google typeface collection. Lato is the closest equivalent match to the Gill Sans font family and the typeface can be downloaded and installed on both PC Window and Apple operating system computers.

We use the Lato typeface family on the official Enigma-is.com website for all written communication.

Google Fonts

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]

Lato Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Lato Regular Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]

Lato Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Lato Light Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]

Lato Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Lato Bold Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890±!@£€\$%^&*()_+?{}[]

Lato Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Lato Black Italic

Typography

Trebuchet MS

Fallback Typeface One

When the Gill Sans font is unavailable or Lato font for online web/digital applications. Including circumstances when font restrictions. Usually due to technology or system setup preferences. You may use the following fall back fonts Trebuchet MS or Arial.

However, if you encounter this problem please email: marketing@enigma-is.com to notify us of the situation. We can then provide professional advice and supply a solution by evaluating the restrictions based on the individual circumstances.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Trebuchet MS Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Trebuchet MS Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Trebuchet MS Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Trebuchet MS Bold Italic

Arial

Fallback Typeface Two

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&()_+?{}[]*

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£€\$%^&*()_+?{}[]

Arial Bold Italic

Email Signatures

Visual Layout Template Example

Electronic communication shares the same importance as printed stationery in portraying the correct and consistent brand image.

Email Format

Email messages: Should be in HTML format by default. Plain text should only be used when the equipment does not support HTML (e.g. in hand-held devices) or when replying to messages already in that format.

Email Font: Our email font is Calibri, 10pt (roman, not italic). The colour should be the system default i.e. black for original messages and shades of Grey for replies. Other colours may be used for emphasis only, when the requirement arises to highlight particular words or phrases.

Email Background: Do not use a background.

Signature structure

Firstname Surname - Qualifications (optional) Job Title
Enigma Division

Email:
Website: www.enigma-is.com
Mobile No:
Landline or Office Number:
Address:

Template Example

To:	
Cc:	
Bcc:	
Subject:	

Kind Regards
Full Name – Title
Enigma Industrial Services Limited



name.surname@enigma-is.com
 07900 000000
 Visit us at: www.enigma-is.com
 2nd Floor - Hawthorn House, Woodlands Park, Ashton Road, Newton-Le-Willows, WA12 0HF
 01925 294 970

Clothing

Corporate Branded Uniform & Safety Workwear

It is important that the clothing chosen promotes the Enigma image in a way that is smart and appropriate to its purpose.

It is recommended that all workwear (except for high-visibility safety equipment) be based on our core LOGO colours: Enigma Gold on a solid plain Black background. With all clothing garments, when limitations with fabrics and production techniques exist. You must endeavour to use the closest shades available that represent the official Enigma brand colours.

Patterns or designs may be chosen if they reflect the corporate colours and relate to a partnership arrangement that is in the contract.

All branded clothing and workwear must initially be approved for Enigma use by both the QSHE & Energy Director and the Operational Services Director prior to being sent to the Marketing Department for branding approval. Upon approval the item will be added to the companies clothing catalogue.

Dual Branding

In some circumstances our clients may wish us to include their logo as part of a design. As every client logo is different and the relationship that we have with them unique, the creation of a dual branded marque requires special consideration. If you need to do this, please speak to the marketing team for advice and approval of any subsequent artwork. We will also require the corporate brand guidelines from the 3rd party company so we can conduct a comprehensive review and create a suitable design proposal solution.



Please note: All branded clothing must be ordered via the official Enigma PPE (Personal Protective Equipment) Catalogue to ensure corporate branding compliance. The official catalogue PPE clothing range and safety equipment items are only provided by our nominated supplier Lee Brothers.



T: 0121 567 4111
F: 0121 567 4140
W: leebrothers.co.uk
E: sales@leebrothers.co.uk

Merchandising

Official Enigma branded items

When looking to produce branded merchandising try to seek items that are connected with the construction / industrial industry sector. Branded items that are useful to the recipient are far more likely to be kept and used by the person receiving the item. Practical branded merchandising items can include umbrellas or a flask/water bottle that can help to improve a persons wellbeing when attending work or during their private leisure time for example.

Also when searching for merchandise ideas, it's important that only the primary official Enigma gold and black brand colours are used. All branded merchandising concept proposals must be emailed to: marketing@enigma-is.com for official brand approval. You must also check the constraints with logo reproduction when using screen-printing methods.

Remember when sourcing merchandising be imaginative and avoid obvious choices like pens, mugs & key-rings.

Logo Reproduction & Merchandising Quality

Always check the reproduction vibrance of the Enigma Gold brand colour when printing onto a black background. We need to avoid the colour appearing dull or contaminated due to printing onto a darker surface. Also, please check the printing technique being utilised can reproduce the fine line and detail incorporated within the logo device.

Samples & Printed Prototypes

To avoid undesired or unexpected results we always recommend sourcing a sample prior to ordering. This enables us to check product quality and review suitability based on business ethics. Ideally, you need to request a fully printed prototype sample when possible to also evaluate logo reproduction.



Vehicle Livery

Graphic Panel Guidance

Due to the wide selection and type of vehicles available it's very difficult to create guidelines for all vans & trucks. However the guide is to indicate what should be shown on the vehicle panels. No more graphics or text should be added to the panels except when creating a specific promotional photographic vehicle wrap for example. All vehicle graphics must be sent to the Enigma Industrial Services Marketing Department via email: marketing@enigma-is.com for approval before printing.



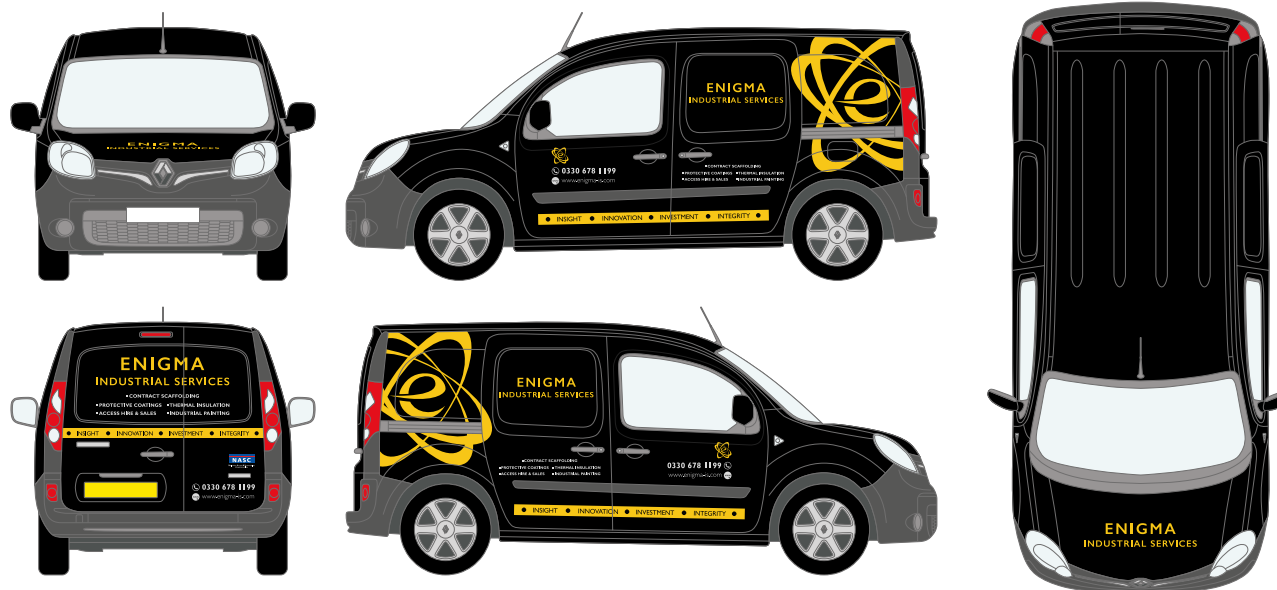
The Enigma primary appointed supplier for all vehicle livery signage is MediaFleet located in Oxon. We have indicated the signage layout for a Renault Kangoo one of our most popular fleet vehicles. All other vehicle types within the Enigma fleet should revolve around this main central design layout.

The printed vehicle branding is cut from pre-coloured vinyl film rather than printed sheets due to the colour vibrance available and durability characteristics that will outlast the vehicles working lifespan.

The high performance permanent polymeric vinyl colours are:

Enigma Yellow: Oracal 751 C 020 Golden Yellow
 White: Metamark M7 White
 Silver: Metamark M7 Silver Metallic

Only the Enigma Industrial Marketing team and the Operational Services Director can liaise with Media Fleet in relation to vehicle livery branding projects.













mediafleet
 delivering your brand

James Parry
 Head of Design & Specification
 T: 01993 772525
 M: 07966 897 545
 E: james.parry@mediafleet.co.uk

Corporate Service Logo Icons

Business Function Department Service Sub Branding Identity

DEPARTMENTS	 ENIGMA QUALITY, SAFETY, HEALTH, ENVIRONMENT & ENERGY	 ENIGMA HR ASSIST	 ENIGMA PROCUREMENT	 ENIGMA BUSINESS TECHNOLOGY	 ENIGMA DESIGN & ENGINEERING	 ENIGMA FINANCE	 ENIGMA COMMERCIAL
DEPARTMENT SERVICE FUNCTIONS	 ENIGMA EMPLOYEE ASSISTANCE PROGRAMME	 ENIGMA FLEET	 ENIGMA COMMERCE	<p>To clearly identify all departments within the organisation throughout corporate communication we have created a set of visual icons (Secondary Logos).Also, to further highlight the specific functions and services provided by each department we have produced a set of sub branding icons (Tertiary Logos).The logo icons complement the Enigma Industrial Services primary logo device throughout corporate literature and marketing communication material. These additional branding logo icon devices help to provide a clear corporate structure for both internal employees working within the organisation and external prospective or existing clients when communicating with Enigma.</p>			

Building signage

Including temporary installations and vinyl banners

Due to the extensive range and type of buildings along with production parameters all signage must be designed by the head office design team to ensure maximum visibility and exposure in-line with current brand guidelines.

If you are looking to have some Enigma branded signage installed please email multiple pictures to: marketing@enigma-is.com of the building interior or exterior location you require the sign to be positioned. Along with a written brief description to fully describe your objectives.

We will then create some mock up visuals and conduct a site evaluation with a sign maker to ensure the installation is managed correctly in accordance with brand guidelines.

Safety Signage

All safety signage requirements must be ordered via the Enigma Marketing Department in conjunction with our official appointed signage printer supplier and reviewed by the Enigma QSHE department to ensure compliance in accordance with current regulations.

Partner Signage

If additional 3rd party logos must be incorporated into Enigma signage please email across their brand guidelines along with your brief to: marketing@enigma-is.com

Vinyl Banners & Temporary Installations

Temporary vinyl banner installations placed onto scaffolding can provide excellent exposure by advertising the Enigma brand in city centre high footfall areas for example. Please email: marketing@enigma-is.com with suggestions for upcoming opportunities.



Sponsorship & Endorsements

Representing the Enigma brand

Please note any applications for 'Sponsorship' by Enigma Industrial Services must be emailed to: marketing@enigma-is.com for review. If your application for sponsorship is successful and approved, you must fully consent to following our brand guidelines. You must also professionally represent the brand at all times and any misuse or negative publicity will lead to your sponsorship contract being immediately terminated.

Promotional Advertising & Public Relations

Whilst representing the brand all written communication including any imagery, promotional advertising, editorials, PR or verbal interviews and online posting must be emailed to: marketing@enigma-is.com for review prior to publishing.

Protecting The Brand

Remember: When representing Enigma Industrial Services you are the public image of our brand. Please conduct yourself in a respectable pleasant professional manner at all times.



Warning: Please note the logo text and device must never be removed from the black background surrounding box.

All billboard advertising design layout brief requests must be sent to marketing@enigma-is.com

Accreditations & Governing Bodies

Representing the Enigma brand

We actively encourage all Enigma employees to promote our accreditations and awards throughout company literature when deemed relevant. These achievements help to reinforce our core values and support the Enigma brand both internally and externally when used in communication material and promotional advertising.

Many of these accreditations and awards have been gained in accordance with industry recognition for the professional services we provide. The company ISO accreditations for quality, management, energy and occupational health & safety management should be incorporated into corporate literature when the opportunity arises. Along, with logos that display our affiliation and membership with professional governing bodies and trade organisations.

However, before publishing please check appropriate usage guidance by emailing: marketing@enigma-is.com to request approval.



Template Resources

Visit the TeamSite <https://enigmaindustrialservices.sharepoint.com/sites/Enigma-IS>

We have created an extensive selection of templates and branded corporate digital assets that are available for download via the TeamSite. The official Enigma template library contains an extensive collection of editable files and is being continually updated with new documents. Only use templates and assets downloaded from the TeamSite to ensure the correct branding is present. Also, when creating new documents, please download templates/assets via the TeamSite to ensure the latest correct version is always used. Reusing template files stored locally can lead to mistakes with out of date branding being published.

The TeamSite currently contains the following files/assets available for download:

- Letterhead and other word documents
- Presentations
- Logo's
- Brochures

These can be found via the following link or by selecting the corporate Branding route from the main menu.

www.enigma-is.com/marketing



Brand Approval

Enigma Design & Marketing Department

Any publishing or reproduction of our names, literature, trading styles, trademarks, logos, licensed assets, imagery or copyright material on public or private websites, social media, online marketing, affiliate marketing, marketplaces, 3rd party stockists, Adwords, PPC advertising, point of sale, signage merchandising, clothing, printed adverts, packaging, email marketing, special offers, display network delivery content systems, Youtube videos, promotional videos, TV advertising, news or editorial features without any written agreement and or consent will lead to criminal prosecution under copyright violation laws to protect our identity.

Before publishing please seek professional approval from the Enigma Marketing Department. When permission has been granted to publish or reproduce our names, trademarks, logos, licensed assets, imagery or copyright material. It's your full legal responsibility to ensure any usage is within our current corporate brand guidelines and approved.

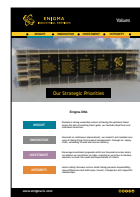
How to request usage approval

Please email all proofs or usage applications to: marketing@enigma-is.com for written brand approval consent.

All brand usage must be emailed to marketing@enigma-is.com for review and approval

This includes all corporate literature and marketing material for example: printed items, signage, vehicle livery, branded clothing or equipment, merchandising and all social media, online digital content including website publishing.

Please note: All press releases, newspaper article, magazine features including both digital and printed adverts must also be reviewed and approved by the Enigma Marketing Department before publishing.



All branded literature included printed items

Signage & Banners

Social Media

Vehicle Livery

Branded clothing or equipment

Merchandising

All digital content including website publishing



New Projects

Creating new marketing collateral & corporate communication

If you need to discuss a project that requires the design of new printed or digital collateral, such as signage, brochures, case studies, flyers, adverts or promotional items, please contact the marketing team for advice or email: marketing@enigma-is.com



Please email your brief document clearly indicating all requirements, deadlines if applicable and approximate available budget for the project to: marketing@enigma-is.com

ENIGMA INDUSTRIAL SERVICES Design & Marketing Project Brief

Project Overview*

To assist you in effectively providing a solution we need to fully understand your initial ideas and thoughts with this proposal. Please clearly and concisely state the purpose and opportunities for this project below.

Objectives*

What are you looking to achieve from this project? Simply we are trying to understand your primary objectives and goals.

Brief*

To avoid unnecessary amendments and revisions, please provide a fully detailed and clearly documented description of your requirements. Please be aware poorly written or incomplete briefs will not be started and further information will be requested.

*Fields marked with an asterisk are required. Additional information required overleaf...

ENIGMA INDUSTRIAL SERVICES Design & Marketing Project Brief

Brief (Continued)

Deliverables and Formats

Please provide all specifications if known with regards to providing any deliverables. For example, if you require printing services please provide information including size, quantities and type of item required for example business cards, presentation folders, leaflets or brochures. Also please request and provide artwork reference setup guides containing technical instructions if having directly with an external printer or publication including trade newspapers or magazines.

*Fields marked with an asterisk are required. Additional information required overleaf...

ENIGMA INDUSTRIAL SERVICES Design & Marketing Project Brief

Support Files/Information

Finally, to ensure we can start your project and avoid any delays, please provide all support files and information including pictures, text content and any documents relating to the project via email. For large documents that exceeding 50kb in size please send the attachments by zipping and uploading on www.wetransfer.com. You will need to click on the 'FREE version' and enter the following recipient email address: marketing@enigma-is.com

Schedule / Deadlines*

To ensure we can meet your desired schedule and deadline, please provide your date for project delivery if applicable. We are then able to provide a workable timeline for your project. Please be aware you may need to allow for additional time based on amendment requests or the earliest possible date we can start your project based on current work commitments. However, if your project is time-critical and requires emergency attention due to important dates, please state this when submitting the brief document.

Target Audience*

Who are you trying to reach with this message? Who are the intended recipients for the marketing or design collateral?

Budget

Please indicate your approximate budget range for this project. The design & marketing department will then be able to provide the most cost-effective solution to meet your project objectives.

Project Brief Submission

Once you have submitted your project brief please allow 2-3 working days for the design & marketing department to review and respond with your request. If your request is deemed urgent please highlight this when submitting your brief. Also, please note we may require additional information, due to this reason we recommend checking your email in-box regularly and responding promptly to any such requests to avoid delays.

*Fields marked with an asterisk are required.

Please email your completed project brief and any supporting documents to: marketing@enigma-is.com

Design & Marketing Project Brief

To submit a brief document please download the official 'Design & Marketing Project Brief' from the TeamSite and complete all sections before sending to marketing@enigma-is.com. Please indicate your project overview, objectives, budget, deadlines if applicable and provide a clear descriptive brief outlining all requirements.



ENIGMA

INDUSTRIAL SERVICES

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Newton-le-Willows
WA12 0HF

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