Enigma-is

Embracing new ideas giving maximum advantage

Brand Guidelines

Contents

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.

1414 ENI/24/05/22V1
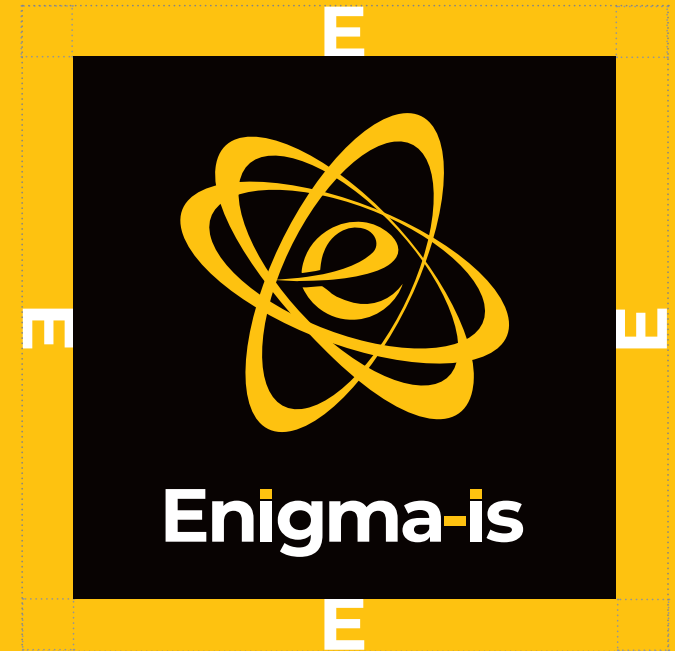
Brand Approval

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.

Submit your logo request to **marketing@enigma-is.com**

You must NOT proceed before you have received official written approval confirmation from the marketing department.

1414 ENI/24/05/22V1

Our Core Values

At the heart of the Enigma brand are 5 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.

INCLUSIVITY:

We provide access to opportunities and resources for people who might otherwise be excluded or marginalised by creating an inclusive culture where everyone feels valued with equal opportunity to succeed. Enigma actively encourages stakeholder engagement.

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 Values form a very important part of our culture and this guide tells you how and when to use it.

Our Values

When to use our values.

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.

| INSIGHT | INNOVATION | INCLUSIVITY | INVESTMENT | INTEGRITY |

Official Strapline

| INSIGHT | INNOVATION | INCLUSIVITY | INVESTMENT | INTEGRITY |

Crop Line Indicator

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.

| INSIGHT | INNOVATION | INCLUSIVITY | INVESTMENT | INTEGRITY |

Core values - Colour Palette

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Using the official 'Values' graphic

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

❌ Never present our Strapline on an angle.

IDEAS • INNOVATION • INCLUSIVITY • *INSPIRATIONAL* • INTEGRITY

❌ Never alter the Strapline wording.

INSIGHT INNOVATION INCLUSIVITY INVESTMENT INTEGRITY

❌ Our Strapline must always include the five dots.

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

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

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

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

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

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

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

❌ Never alter the strapline typeface fonts.

INSIGHT INNOVATION INCLUSIVITY INVESTMENT INTEGRITY

❌ Never alter the strapline layout in any way.

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

❌ Never alter the strapline colours.

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

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

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

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

INSIGHT • INNOVATION • INCLUSIVITY • INVESTMENT • INTEGRITY

❌ 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.

1414 ENI/24/05/22V1

Logo & Values 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.

1414 ENI/24/05/22V1

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

CMYK 0c 25m 100y 0k	RAL 1018 Colour	Pantone 123c

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

Enigma Black

CMYK 30c 30m 30y 100k	RAL 9005 Colour	Pantone Black 6c

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

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

1414 ENI/24/05/22V1

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

1414 ENI/24/05/22V1

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.

Enigma Project Case Study
Headline

Service provided by the business
Sub-Heading

Font size

In general the size of body text is Montserrat 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

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.

Enigma - Company Service

Enigma provide a diverse range of services and support multiple market sectors throughout the UK. 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

Our Service

Enigma provide a diverse range of services and support multiple market sectors throughout the UK. 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

1414 ENI/24/05/22V1

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.

Corporate Typeface

Montserrat

The corporate typeface for the Enigma brand is 'Montserrat' the font should be used throughout all external communication for example advertising, corporate literature and the company website. All body copy text should be written in Montserrat Regular weight.

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 Logo device utilises the Montserrat Bold font weight. Montserrat is NOT a standard Microsoft Windows system typeface however, the Montserrat font family is available via **FREE** download from **Google Fonts** and can be installed onto devices.

https://fonts.google.com/specimen/Montserrat

Google Fonts

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

Montserrat Light

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

Montserrat Regular

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

Montserrat Medium

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

Montserrat Semi-Bold

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

Montserrat Light Italic

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

Montserrat Regular Italic

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

Montserrat Medium Italic

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

Montserrat Semi-Bold Italic

1414 ENI/24/05/22V1

Corporate Typeface

The Montserrat Extra Bold and Black weight fonts should only be used for titles or to create sub-branding assets.

Websites & Digital Media

The Montserrat font can be downloaded via the **FREE** online Google typeface collection and should be used throughout all digital communication including websites or online platforms (apps). When the Montserrat font is unavailable for online web or digital applications the 'Arial' font family must be utilised.

Google Fonts

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

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

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890±!@£$%^&()_+?{}[]*
Montserrat Extra Bold Italic

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

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

1414 ENI/24/05/22V1

Primary Typeface

Gill Sans

The primary typeface for Enigma internal documentation is 'Gill Sans' the font family 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.

Gill Sans is a standard **Microsoft Windows** system font and should be available for use on all company computers.

Microsoft

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

Gill Sans Light

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

Gill Sans Light Italic

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

Gill Sans Regular

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

Gill Sans 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

1414 ENI/24/05/22V1

Fallback Typeface

Arial

When the Montserrat or Gill Sans font families are unavailable for online web/digital applications, including circumstances when font restrictions apply, usually due to technology or system setup preferences. You may use the following fall back fonts Arial typeface family.

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±!@£€$%^&*()_+?{}[]

Arial Regular

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

Arial Bold

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

Arial Italic

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

Arial Bold Italic

1414 ENI/24/05/22VI

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

Primary Corporate Logo Device

Secondary 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 20-21 for the official brand colour information.

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

1414 ENI/24/05/22V1
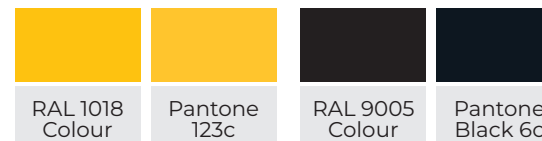
Logo Exclusion Zone

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.
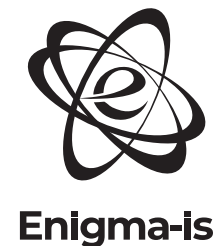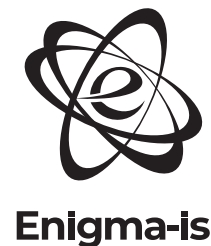
Minimum permitted width
33mm

Minimum permitted width
28mm

1414 ENI/24/05/22V1

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 grey-scale 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.

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Restricted Colour Logo

Only when colours are restricted the following variations may be reproduced by applying the one colour Enigma 'gold variation' logo onto a black background. It's also possible to print the Enigma solid black logo onto a flat surface background area that is Enigma gold or closely resembles the colour (for example when sourcing branded merchandise items).
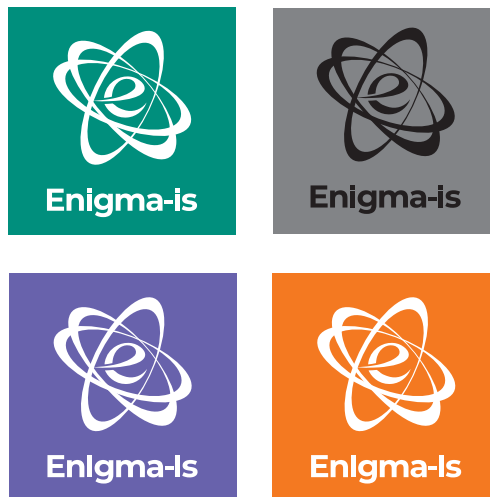
Secondary Colour Palette Backgrounds
In exceptional special circumstances when it's not possible to print the logo onto a black, white or Enigma gold surface. You may reproduce the logo in white on a secondary palette colour background. Special permission must always be granted by the marketing department to proceed with this option. Ideally a black, white or Enigma gold surface should always be sourced and alternative reproduction solutions presented for review.

1414 ENI/24/05/22V1

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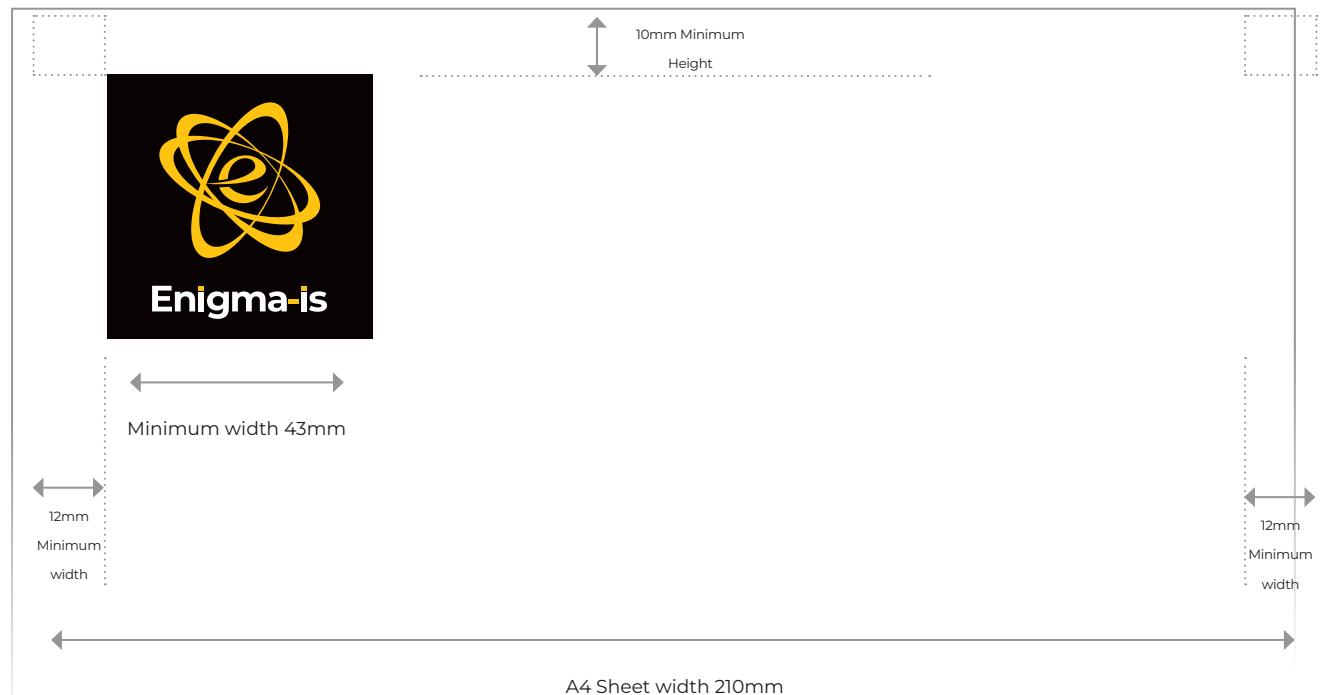
The logo typically appears at the top left/right corner or bottom left of the page. The standard size guidelines shown below cover some of the more common document sizes.

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

10mm Minimum Height

Minimum width 43mm

12mm Minimum width

12mm Minimum width

A4 Sheet width 210mm

1414 ENI/24/05/22V1

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.
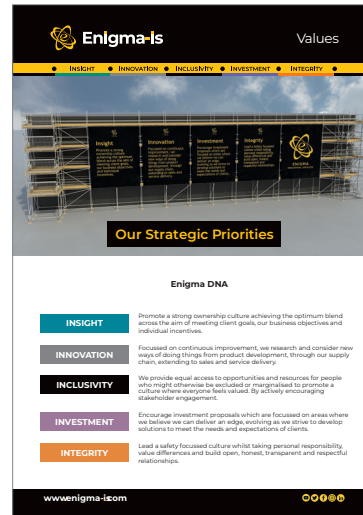
Top Left Logo Device

Top Right Logo Device
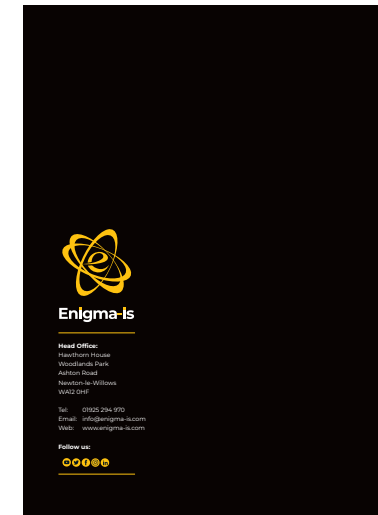
Rear Cover Example - Bottom Left
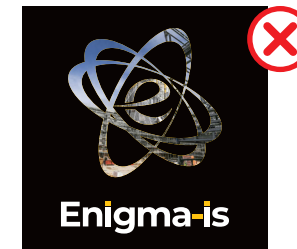
1414 ENI/24/05/22V1

Using the logo

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

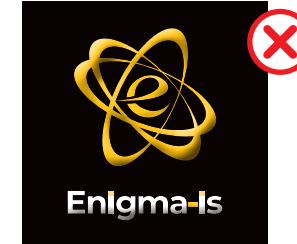Never scale, or stretch our logo disproportionately, slant or distort the logo in any way.

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.

1414 ENI/24/05/22V1

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.

WWW.Logo URL Strapline

Enigma Industrial Services pro-actively 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

1414 ENI/24/05/22V1

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.

1414 ENI/24/05/22V1
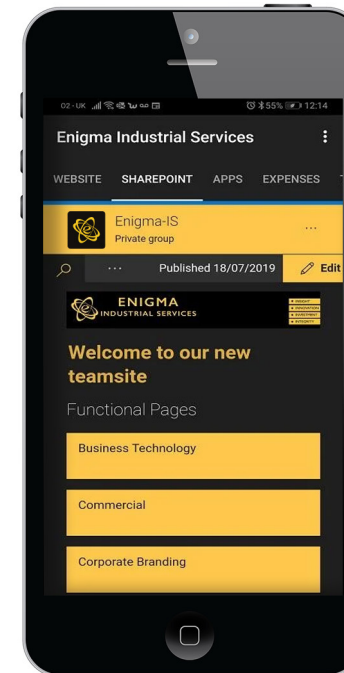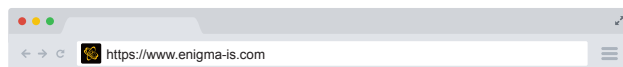
Logo Sub-branding

To distinguish the diverse range of services Enigma provides throughout the UK, the following sub-branding logos have been created to clearly communicate with new and existing clients what the organisation can provide to fulfil their requirements. Enigma's secondary palette has been used to colour-code and visually identify all individual services to ensure a consistent uniform message is communicated.

The standard sub-heading logo has been purposely designed to contain the 'service heading' box within the standard logo layout. However it's possible to extend the bottom background area as per the "X-Height" indicator shown below when space permits to distribute the surrounding box space evenly.

X-Height

X-Height

Hard Services

Examples shown for illustrative purposes:

Access Services

Examples shown for illustrative purposes:

1414 ENI/24/05/22V1

Logo Strapline

The company strap-line **'Embracing new ideas giving maximum advantage'** reflects the organisation's personality and values to create emotion with the intended target audience. The strap-line should always be written in bold to symbolise confidence.

The strap-line shares the organisations vision and clearly defines the benefits to our clients. Enigma continually embraces new ideas to promote innovation, efficiency and safer working practices to evolve with market-leading, cost-effective solutions. We always strive to provide our customers, suppliers, stakeholders and employees with the 'maximum advantage' to help them succeed. By remaining committed to the organisation five core values; Insight, Innovation, Inclusivity, Investment and Integrity.

Embracing new ideas giving maximum advantage

Embracing new ideas giving maximum advantage

Embracing new ideas giving maximum advantage

Embracing new ideas giving maximum advantage

Embracing new ideas giving maximum advantage

It's possible to place the strapline underneath the logo box and this method should be adopted when space is restricted to ensure the wording is legible.

Rule: The *tittle* on all lower-case letter i's within the strapline must always be coloured with Enigma gold.

1414 ENI/24/05/22V1

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