



INTERIM

Brand Styleguide

04.21.20

enViibe **Outline of Content**

Introduction	03
Corporate Identity	04
Logotype	06
House Fonts	07
Color Palette	08
Creative Platform	10
Do's and Don'ts	
Files and Naming	11
Contact	12



Corporate Identity

Logotype Color

Using the Poster Sans Regular font, a simple logotype was created to use in conjunction with the new icon. For use in body, headlines and navigation, it should always be in lower case with a capital V.

The prismatic cluster, a Venn Diagram atop the two ii's represents the coming together of data.

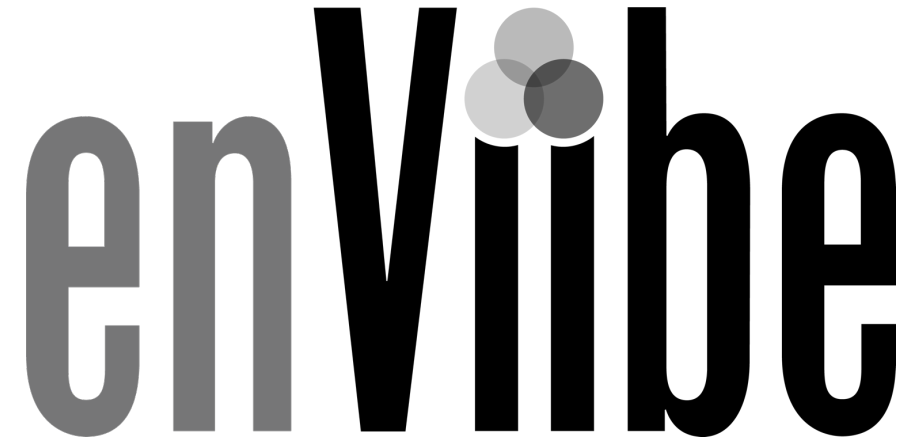




Corporate Identity

Logotype Black and White

Using the Poster Sans Regular font, a simple logotype was created to use.





Corporate Identity

Reverse Color

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



Corporate Identity

Reverse Black & White

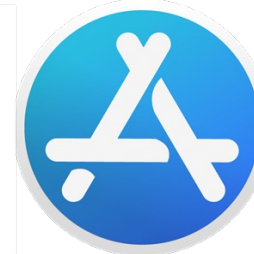
The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



Corporate Identity

Blue Analysis

Blue is a color that evokes trust, honesty, loyalty and confidence. It symbolizes faith and wisdom. Lighter shades equal understanding, health, and tranquility. Darker shades evoke knowledge, power, integrity. In nature: sky blue, the ocean. In fashion: denim, indigo are pervasive. In art: lighter shades of blue pop over white AND black. On screens: it pleasantly differentiates text from backgrounds.

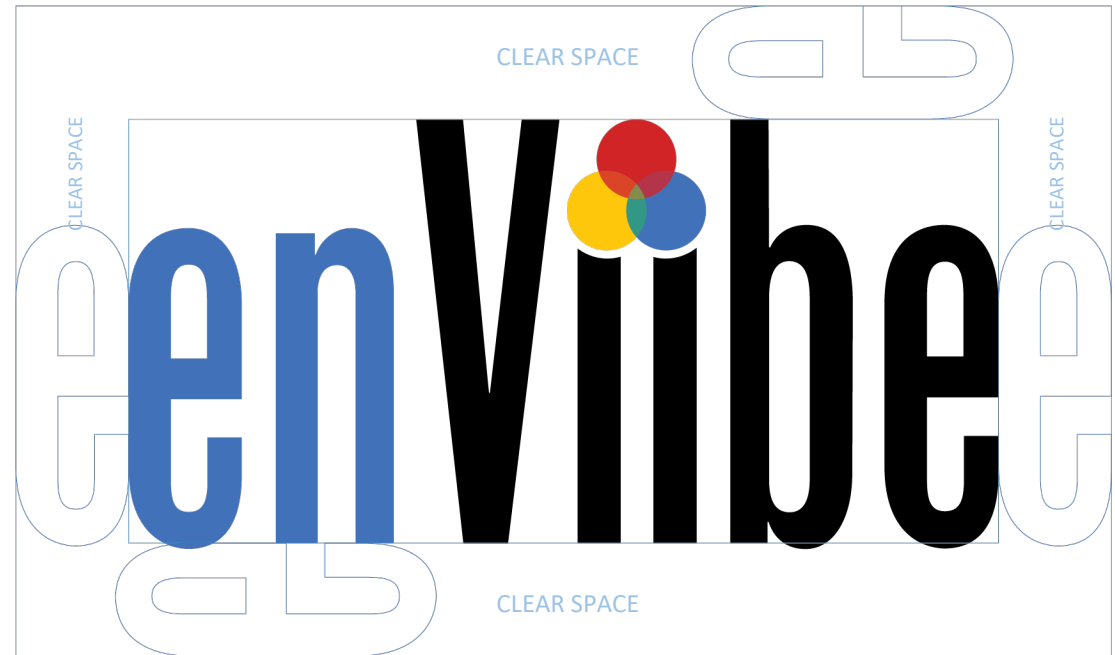




Corporate Identity

Clear Space

Keep the Logotype clear from intrusion. Do not adjust any of the spacing between any of the elements. Once registered, we can add the trademark symbol®





Corporate Identity

Tagline

The addition of the tagline is an alternative 'nesting' of the logotype. Lorem Ipsum

enlighten.
engage.
enjoy.

Typograph

YUse the Proxima Nova Family of Fonts for it's clean and modern simplicity. To supplement the options, more compatible condensed fonts have been added to echo the logotype font of Poster Sans Regular, which is not a webfont.

PROXIMA NOVA BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

AVENIR NEXT CONDENSED

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

PROXIMA NOVA MEDIUM

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

LORIMER NO 2 CONDENSED MEDIUM

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

PROXIMA NOVA LIGHT

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

DIN COND MEDIUM

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

Corporate Identity

Colors

The primary colors Are used in the prismatic Venn diagram atop the ii's as well as the blue in the "en" of the name. The palette can be used to color code types of content.



Brand Red

USE: This is part of the prismatic Venn Diagram. Can also be used to color code SPORTS

RGB

R - 206
G - 37
B - 39

CMYK

C - 12.55
M - 98.82
Y - 100
K - 3.14

HEX

#CE2527



Brand Blue

USE: This is part of the prismatic Venn Diagram as well as the "en" in the logotype. Can also be used to color code NEWS

RGB

R - 67
G - 113
B - 184

CMYK

C - 78.41
M - 54.99
Y - 0
K - 0

HEX

#431B8



Brand Yellow

This is part of the prismatic Venn Diagram. Can also be used to color code ENTERTAINMENT

RGB

R - 255
G - 199
B - 9

CMYK

C - 0
M - 22.35
Y - 100
K - 0

HEX

#FFC709



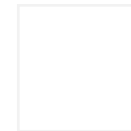
Black

USE: This colors the logotype and body copy.



Medium Gray

USE: 67% Black

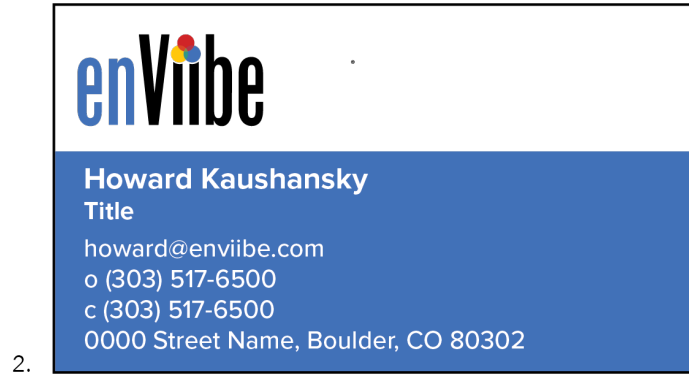


White

USE: White is the main background when using the logotype.

enViibe Corporate Identity

Business Cards



Convergence

A Venn diagram is a diagram that shows all possible logical relations between a finite collection of different sets. These diagrams depict elements as points in the plane, and sets as regions inside closed curves. A Venn diagram consists of multiple overlapping closed curves, usually circles, each representing a set. With enViibe, this Venn diagram represents the **“Convergence of News, Data and Time”** as presented as the dots of the two i’s in the name. This collision of circles becomes a backdrop for the brand across media expressions. The personification of the ii’s represents the social sentiment on the news of the moment.