



# BRAND GUIDELINES



An abstract graphic featuring large, flowing organic shapes in orange and teal. Scattered throughout are various circles and ovals in the same color palette, some with thin white outlines. The background is white, and the shapes create a sense of movement and depth.

## OUR GOALS

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To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspiration tool for partners to effectively plan and execute their Enthuze product merchandising and brand communications.



# TABLE OF CONTENTS

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4	Strategic Brand Overview
6-9	Brand Usages for Print and Web
10-11	Color Systems
12-13	Typography
14-15	Brand Applications

# STRATEGIC BRAND GUIDELINES

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A new era begins. Enthuze Energy Drink, the well-known product with the one-of-a-kind taste now has an entirely new look. With these guidelines we present an outstanding redesign of Enthuze and its complete product range. Come with us and enter the new and exciting world of Enthuze. Enjoy good taste!

The first order of business in brand stewardship is realizing that it's not about business at all...

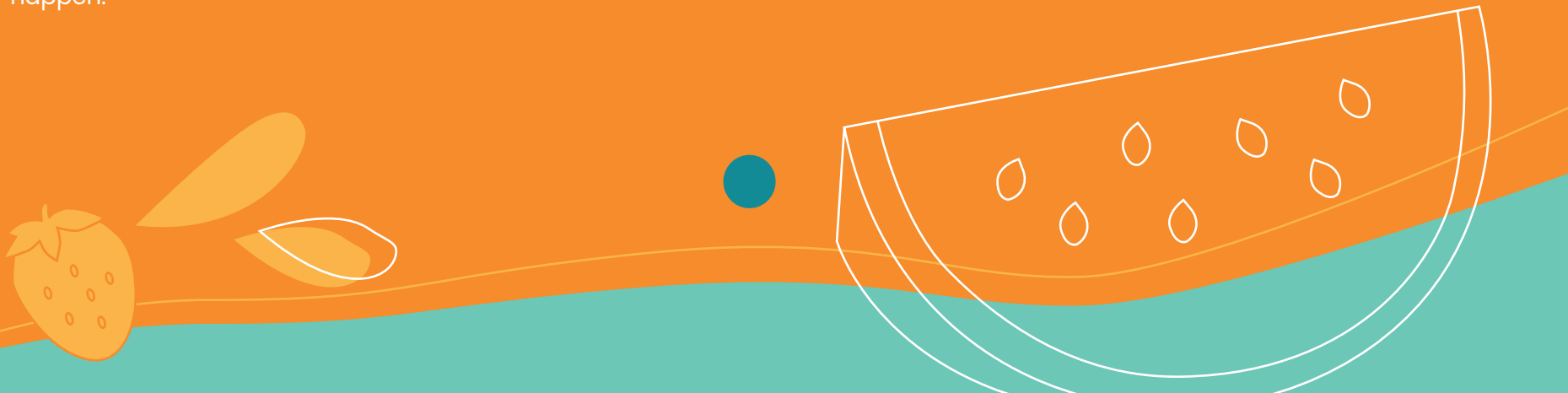
We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.

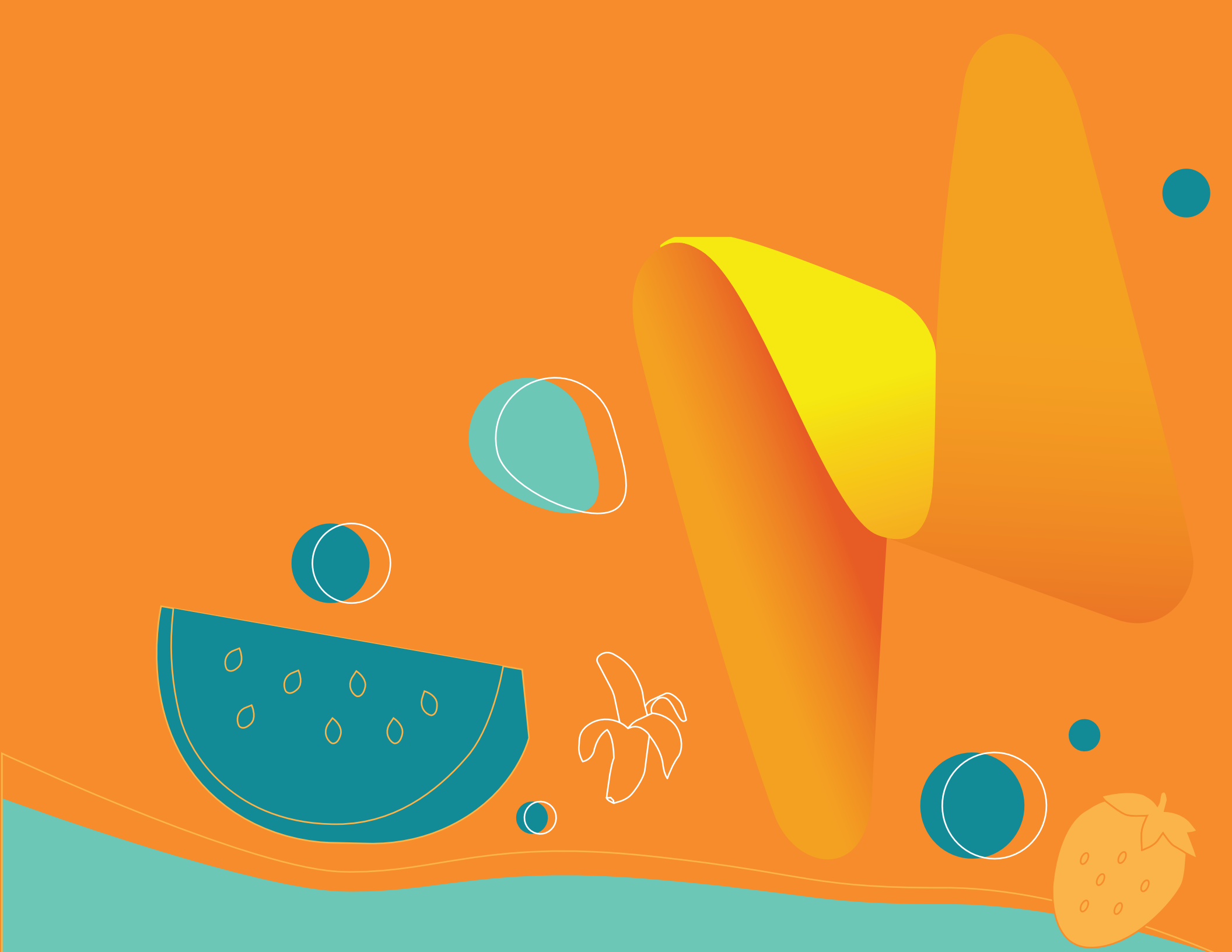
A brand is built brick by brick, day by day, cup by cup by the people who experience our drink.

It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of Enthuze. Treat the logo how you would treat those people – with care, respect and intentionality.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through harnessing our internal energy.







# BRAND USAGES FOR PRINT AND WEB

## Logo system

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity



# Primary Logo / brandmark

An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by. This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.

## Preferred Usage

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.



## Clear Space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.





# Integrity of the Mark

1. Do not alter color from accepted standards.
2. Do not screen the logo.
3. Do not place the logo within a line of text.
4. Do not fill shapes with patterns or add special effects.
5. Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo.
6. Do not violate the signature clear zone.
7. Do not skew or scale the width or height.
8. Do not alter size or proportions of the logo in relation to the logotype.
9. Do not rotate the logo to any degree.



lacus sit amet, eleifend felis. Vivamus ut dui enim. Cras id nulla accumsan, tristique massa sed, venenatis ipsum. Praesent ut dignissim sem. Aliquam sed porta diam, id viverra turpis.



# COLOUR SYSTEMS FOR PRINT AND WEB

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## Mood boards



## Colour Pallete For Logo Brand



Pantone 3248 C  
C 55 M 0 Y 35 K 0  
R 107 G 203 B 184



Pantone 321 C  
C 84 M 30 Y 38 K 3  
R 0 G 137 B 150



Pantone 1365 C  
C 84 M 30 Y 38 K 3  
R 0 G 137 B 150



Pantone 715 C  
C 0 M 54 Y 94 K 0  
R 248 G 141 B 42

## Primary Colour Pallete For Mood Board



Pantone 1595 C  
C 10 M 75 Y 100 K 1  
R 219 G 96 B 21



Pantone 298 C  
C 65 M 10 Y 1 K 0  
R 60 G 180 B 229



Pantone 204 C  
C 3 M 62 Y 8 K 0  
R 235 G 128 B 168



Pantone 3395 C  
C 86 M 0 Y 65 K 0  
R 0 G 192 B 139

## Secondary Colour Pallete For Mood Board



Pantone 1625 C  
C 0 M 44 Y 41 K 0  
R 255 G 164 B 137



Pantone 358 C  
C 35 M 0 Y 57 K 0  
R 170 G 218 B 145



Pantone Yellow C  
C 3 M 9 Y 100 K 0  
R 255 G 221 B 0



Pantone 191 C  
C 0 M 88 Y 39 K 0  
R 244 G 67 B 108





# TYPOGRAPHY

## Brand, Print and Web typefaces

Font for Logo:

**Aa**

Rimouski semibold

abcdefghijklmnopqrstuvwxyz

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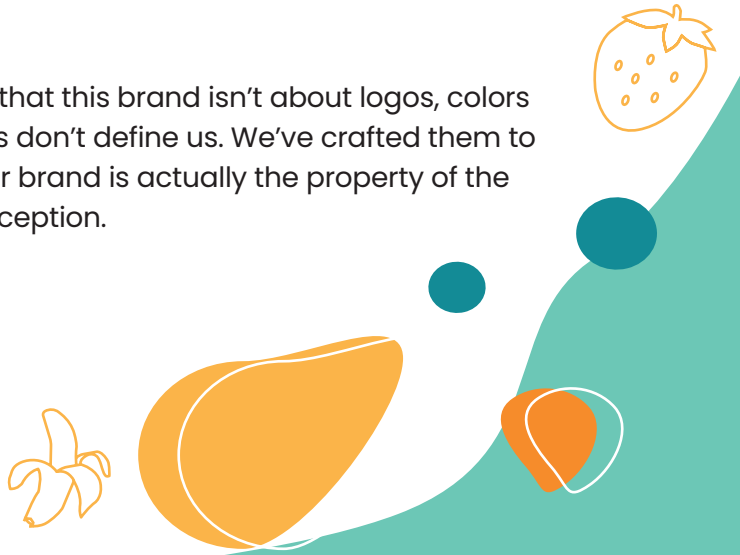
Font for Header:

**Bb**

Raleway Light

1 2 3 4 5 6  
7 8 9 10 11 12

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Font for Sub Head:

Cc

### **Poppins Medium**

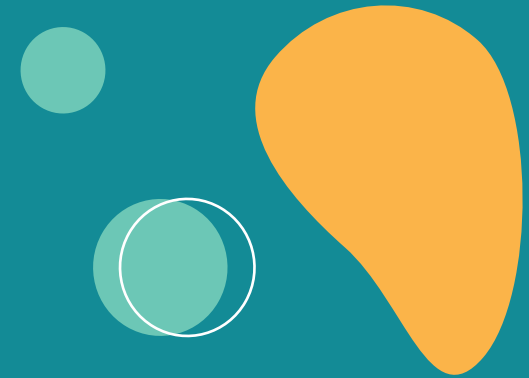
A new era begins. Enthuze Energy Drink, the well-known product with the one-of-a-kind taste now has an entirely new look. With these guidelines we present an outstanding redesign of Enthuze and its complete product range. Come with us and enter the new and exciting world of Enthuze. Enjoy good taste!

Font for Body Copy:

Dd

### **Poppins Regular**

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# BRAND APPLICATIONS

## Applications





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