haifin

an e& enterprise company

1. Logo
Lockup

The primary wordmark is made up of the haifin logo with endorsement

Usage
The logo should always be used on advertising and external communication.

Design note
This is the primary logo colour option.

Orientation
Where possible, the logo must always appear horizontally.

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2. Colour
Primary palette

Our primary colour palette consists of e& Red, Grey and e& White.

Grey is the most prominent colour in the brand and should be used in most instances.

The breakdown of colours shown represents the make-up of our four key brand colours. Make sure to use the correct value depending on its output. CMYK for print, RGB for screen, Pantone for lithographic printing and HEX for web.

To safeguard against deviations from our brand colours during reproduction, always use a Pantone formula guide. Note: Pantone is often abbreviated to PMS; Pantone Matching System (e.g. PMS 190 c).

The following pages are RGB reproductions of our Pantones and should be used as a guide only.

e& Red

Print
Pantone 2347C
C0 M94 Y100 K0

Digital
R224 G7 B0
HEX: #E00800

Grey

Print
C61 M52 Y52 K22

Digital
R99 G99 B99
HEX: #636363

e& White

Print
Pantone N/A
C0 M0 Y0 K0

Digital
R255 G255 B255
HEX: #FFFFFF

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3. Colour
Secondary palette

Our secondary colour palette consists of
e& Maroon and e& Beige.

The breakdown of colours shown represents the
make-up of our four key brand colours. Make
sure to use the correct value depending on its
output. CMYK for print, RGB for screen, Pantone
for lithographic printing and HEX for web.

To safeguard against deviations from our brand
colours during reproduction, always use a
Pantone formula guide. Note: Pantone is often
abbreviated to PMS; Pantone Matching System
(e.g. PMS 190 c).

The following pages are RGB reproductions
of our Pantones and should be used as a
guide only.

e& Maroon

Print
Pantone 7421C
C7 M100 Y35 K64

Digital
R75 G15 B30
HEX: #4B0F1E

e& Beige

Print
Pantone 7527C
C12 M10 Y14 K0

Digital
R230 G230 B220
HEX: #E6E6DC

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4. Colour
Logo colour palette

Our primary colour palette for logo usage consists of Grey, e& Red for the main logo wordmark and endorsement section.

The breakdown of colours shown represents the make-up of the three logo colours. Make sure to use the correct value depending on its output. CMYK for print, RGB for screen, Pantone for lithographic printing and HEX for web.

To safeguard against deviations from our brand colours during reproduction, always use a Pantone formula guide. Note: Pantone is often abbreviated to PMS; Pantone Matching System (e.g. PMS 190 c).

The following pages are RGB reproductions of our Pantones and should be used as a guide only.

Grey

Print
C61 M52 Y52 K22

Digital
R99 G99 B99
HEX: #636363

e& Red

Print
Pantone 2347C
C0 M94 Y100 K0

Digital
R224 G7 B0
HEX: #E00800

e& White

Print
Pantone N/A
C0 M0 Y0 K0

Digital
R255 G255 B255
HEX: #FFFFFF

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5. Logo Colourways

Colourway 1
On Maroon background

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an e& enterprise company

Colourway 2
On Grey background

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an e& enterprise company

Colourway 3
On Red background

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an e& enterprise company

Colourway 4
On White background

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an e& enterprise company

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6. Logo
Endorsement
for a company

The 'an e& enterprise company' endorsement logo should only be used when endorsing another company. It should sit below the logo, with the distance between the logo being the same as the x-height of the 'ampersand' in the logomark.

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an **e& enterprise** company

The logo should have clear space equal to the
size of the "e&" in the endoresement.

The 'an e& enterprise company' endorsement
logo should only be used when endorsing
another company. It should sit below the logo,
with the distance between the logo being the same
as the x-height of the 'ampersand' in the logomark.
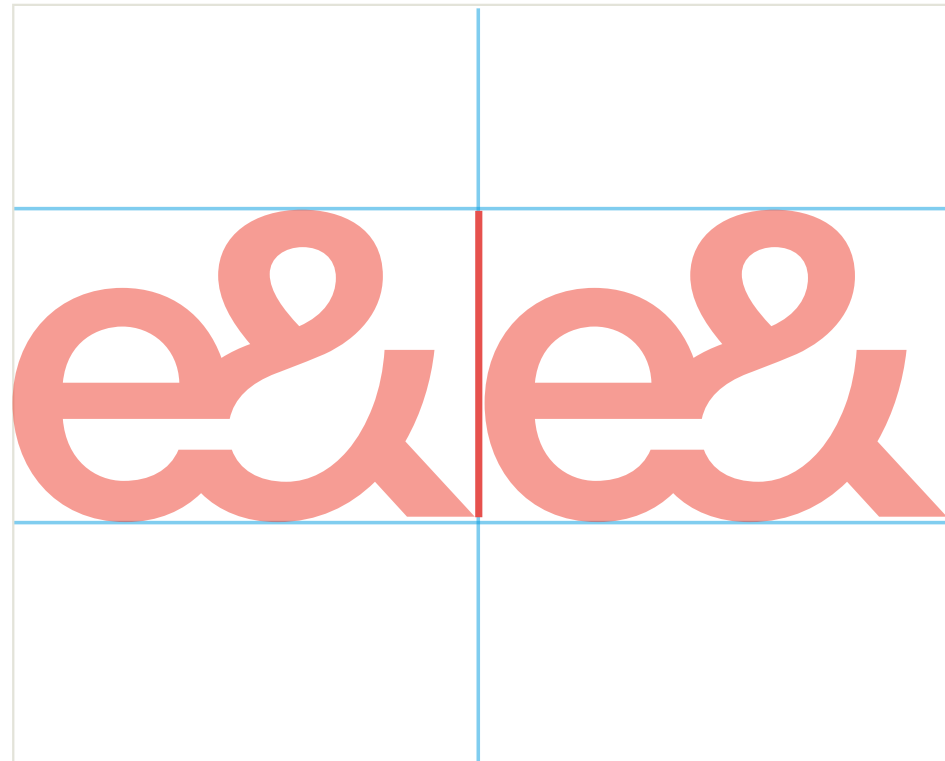

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This slide displays the relationship between the endorsement logo and partner logos. By applying a clear space rule, a consistent and balanced relationship can be formed.

When co-branding, display our logo in our primary colour, whenever possible. We want our partners' and our own logo to look their best. The spacing between the ampersand and the two logos should be the width of the lowercase 'e' in the enterprise logo lockup.

Partnership logos should align neatly with the endorsement logo.

Usage
When we work with a partner and need to co-brand their communication.

Colourway 1
Maroon on White

Colourway 2
White on Maroon

Misuse
These are examples of what not to do with the logo lockups. These also apply to the e& enterprise lockup.

Incorrect use of colourways

Maroon logo on maroon

Maroon logo on dark photography

White logo on light background

White logo on detailed photography

Maroon logo on red

Maroon logo on dark, solid background

White logo on red

White logo on bright, solid colour background that isn't a brand colour

Distort logo

Use different colours

Alter the scale of any part of the logo

Outline logo lockup

Rearrange logo lockup

Rotate logo

Add dropshadows or effects

Try to recreate logo with type

When in doubt about anything please reach out to the e& brand team on groupbrand@eand.com

Thank you