



# ENGANCHE

b r a n d i n g   g u i d e

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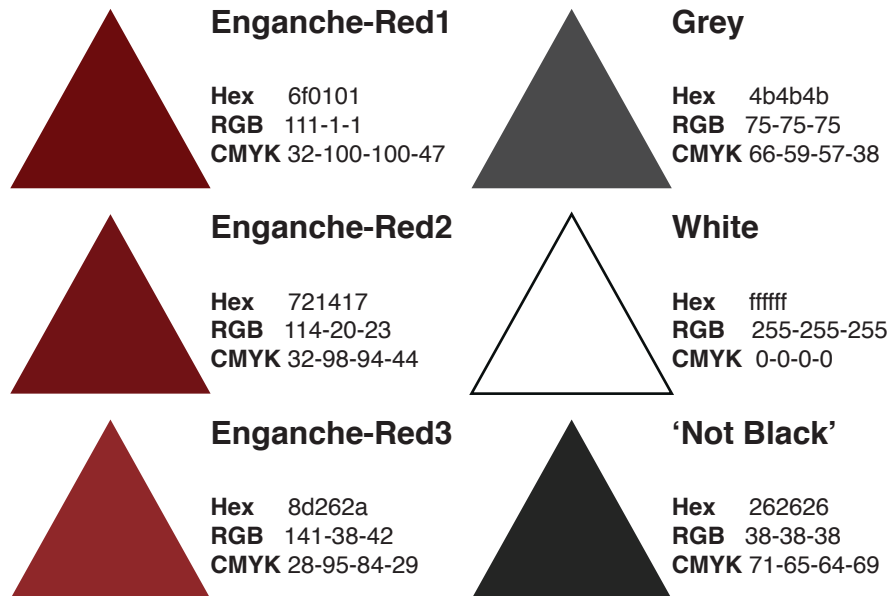
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# COLOUR

Colour is important to Enganche. It defines our branding, our identity, and our ethos. The colour schemes are designed to work with most applications. In most cases, the logo should be used in 'Enganche-Red3' but can be used in White when this is not possible.

In any case, the logo alongside the logotype should only be used in a single colour, unless a tagline is used. Text bodies should be in white or 'Not Black'. Headers should be in Enganche-Red1.

Below is the full Enganche colour palette.



# TYPEFACES

3 distinct typefaces are used within the Enganche branding and literature. These have been carefully selected to show Enganche as modern, stylish and refined. As the typefaces are as recognisable as our brand (and make up elements of our logo). The guidelines must be strictly adhered to.

**ENGANCHE**  
The main logotype of Enganche

Headings and titles  
**DIDOT Bold**

Subtitles  
**HELVETICA Bold**

Text Body  
**HELVETICA Regular**

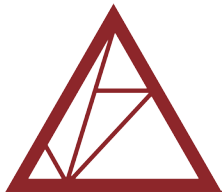
Lorem Ipsum Pudant qui untio. Quid moditam quaspidunt dolest, que omnis si quam volor sit vidunt occumendem sam iduntius pro volendit aspe verspel endiapietur accupta diae nullesequas vollab idelige ndant. Olora nulparchicat quat eaquam, culluptae nim cuptatur alis ex experfe rionseq

**ENGANCHE**  
v e n t u r e c a p i t a l

Montserrat light (with kerning to fit the title) should be used as a subtitle. Gill Sans Regular can also be used as a subtitle when a longer title is required.

# LOGO

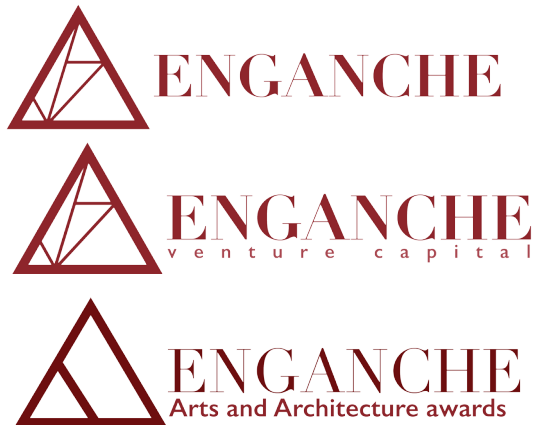
The logo and logotype must be used in most applications. However, for a suitable mysterious effect, there are applications where a logotype could be used



This is the main Enganche logo, inspired by the famous 'Glass pyramid' at the Louvre gallery in Paris. As such, our logo symbolises our connection with both art and architecture. Our logo also demonstrates a

number of other key marketing words;

- Power
- Strength
- Wealth
- Danger
- Modern
- Business Dynamics



For new customers, external publications and most general uses, use the logo without the tagline. For existing customers and internal communications, use the version with the tagline.

Alt version for arts and architecture awards.

# EXAMPLES



# EXAMPLES

