

# ENMAX signature usage mini-guide

## COLOUR

The ENMAX signature can only be reproduced in red, white or black.



## CLEAR SPACE

Minimum clear space for the signature must be equal to the dimensions of the uppercase E in ENMAX.



The minimum print width of the ENMAX signature is 18mm. For digital applications, the minimum width is 100 pixels.



Associated elements, such as headings or titles can align with:



Left edge of the arc.

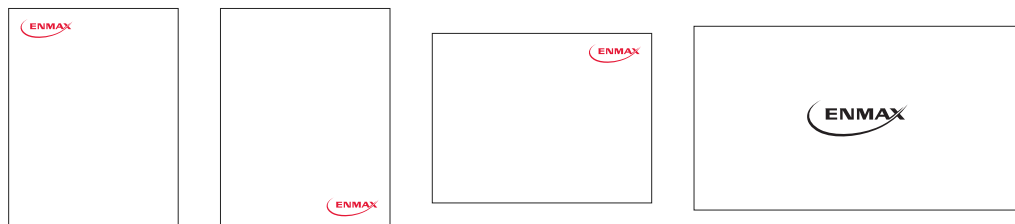
Below the E in ENMAX.

To the right of the X in ENMAX.

Clear space requirements must be maintained for each of these options.

## GENERAL POSITIONING

In most cases, the ENMAX signature will be positioned in the top left or right, lower right or the centre of the area in a document.



## INCORRECT USAGE



✗ Don't place the ENMAX signature on any colour or image which makes it difficult to read.



✗ Don't reproduce the signature in any colour other than red, white or black.



✗ Don't enclose the signature within a tight box.



✗ Don't enclose the signature within an oval.



✗ Don't reproduce the signature with a shadow or reveal.



✗ Don't stretch or alter the signature in any way.



✗ Don't reproduce the signature on an angle.



✗ Don't use the signature in a sentence, or introduce elements within the clear space required around the signature.