

# ENMAX Corporate Visual Identity Mini-Guide



The ENMAX corporate visual identity symbolizes our activities, attributes and values. It is expressed, in part, through the consistent use of our name, unique signature, colours and typefaces. Please follow these guidelines for the correct use of these identity elements. For more information or design assistance, call Marketing Communications at (403) 514-3383.

## SIGNATURE USE

Always use electronic or hard copy reproduction art to reproduce the ENMAX signature.

Never scan, redraw, stretch or alter the signature in any way.

Enlarge or reduce the full signature proportionately. The minimum width of the signature is 18mm.

Wherever possible, reproduce the signature in ENMAX Red against a white or light-coloured background.

As a general rule, position the signature in the top left of an application.

Always position the signature in a clear area free from other text and graphics. Follow the clear space guide below.

## SIGNATURE CLEAR SPACE REQUIREMENT



Leave a minimum clear space around the ENMAX signature to ensure that other text or graphic elements do not crowd the signature or weaken its impact. The minimum required clear space is based on "X", which is the height of the capital letters of "ENMAX". Where possible, leave a clear space greater than the minimum required.



### ENMAX Red is the ENMAX Corporate Color

In lieu of ENMAX Red, you may use PANTONE® 186 Red, the standard for which is as shown in the current edition of the PANTONE Color Formula Guide.

The color shown here has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard.

Wherever possible, the signature should appear in ENMAX Red on a white or off-white background. It may also appear in black or in white reversed through a dark colour. In on-colour printed applications only, the signature may appear in the single colour of the application.

### POSITIVE SIGNATURE Colour Options



### REVERSE SIGNATURE Colour Options

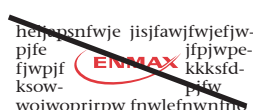


Avoid backgrounds that do not provide sufficient contrast. Against a light-coloured background or a background screened to 30% or less, use a black signature. On a dark-coloured background or a background colour screened to more than 50%, use a white signature reversed through the background colour. Never reproduce the signature in two or more colours.

## SIGNATURE MISUSE



Do not contain the signature within an oval on printed material.



Do not surround the signature with text or graphics.



Do not alter the signature in any way.



Do not separate the ENMAX swash and use it on its own.



Do not reproduce the signature in two colours.



Do not use the ENMAX red signature on any competing backgrounds