En`coda 432hz

Encoda

BRAND GUIDELINES

BRAND STRATEGY

Our brand is more than our name or our logo. It's the sum total of everything we say and do.

En`coda is a deeply therapeutic experience and represents wellbeing.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

432hz

En`coda

LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

432hz

En`coda

Logo
MASTER LOGO

Our logo is simple, clean, and stylish. The codes in the circle represent the frequency of change this is a bespoke hand drawn piece specifically for En`coda the text represents the earth, greener sustainable side. This logo must be always used in its entirety. The logo is available for use in white, turquoise or black in all instances where the logo is used on its own. Overall style - modern and professional.

Clear
SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.

1 CM

50% OF X

50% OF X

50% OF X

50% OF X

THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.
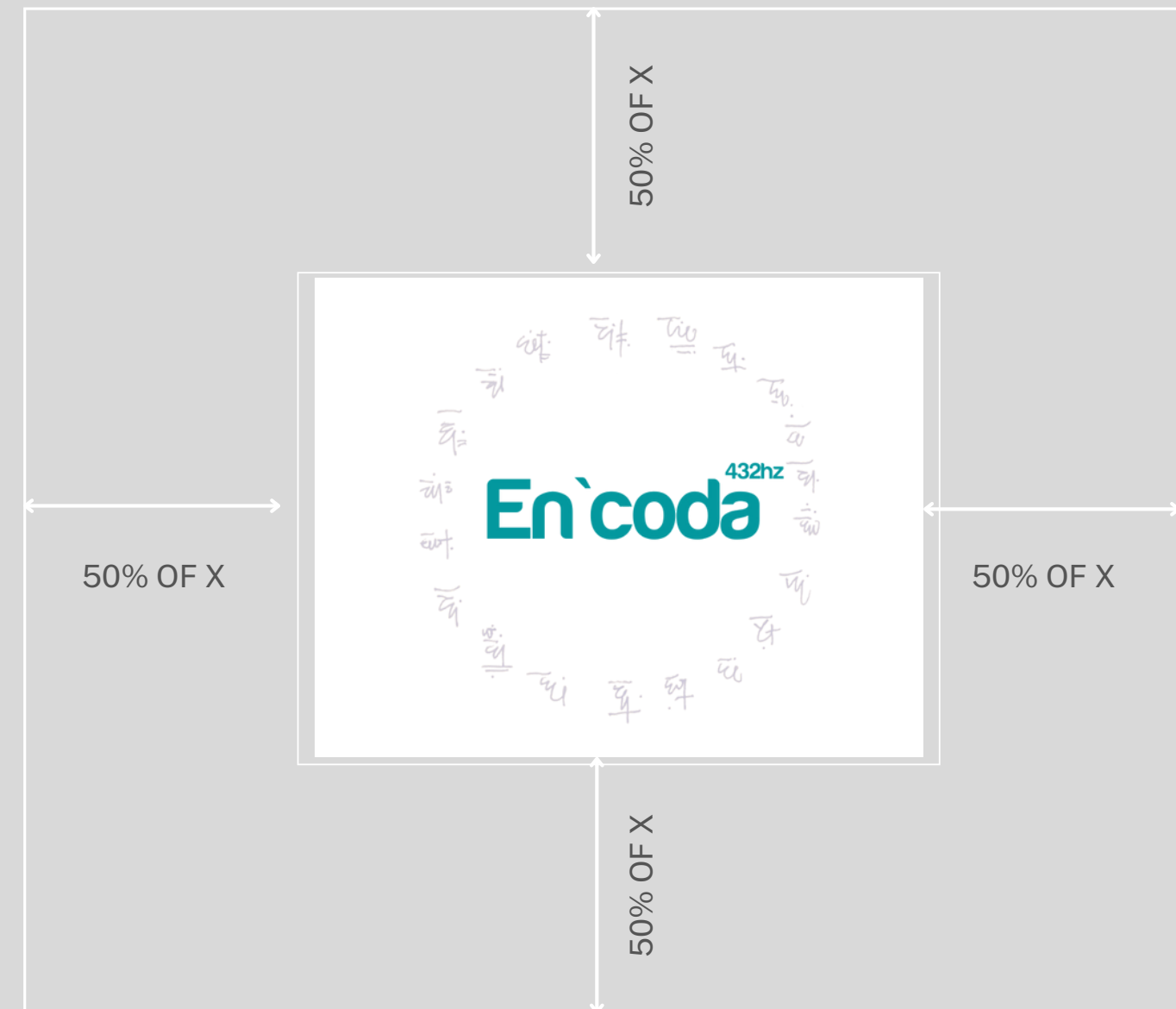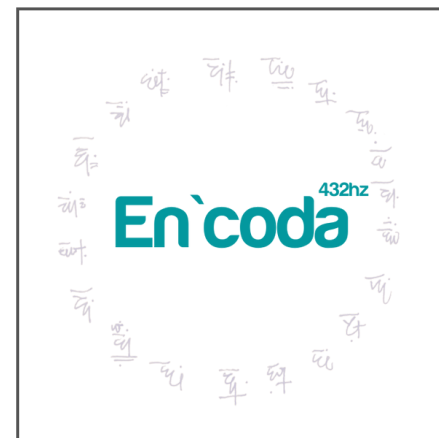
Logo
MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific "do not" for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.

Do not alter the logo's colors in any way.

Do not add elements or shadows.

Do not place the logo in a holding shape.

Do not alter the logo's shape in any way or use the code writing on its own

Do not change the relationship of components.

COLOUR

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

En`coda 432hz

Palette
BRAND COLOURS

The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, ranging from turquoise to gray being the most important to Light Grey being the least used.

TURQUOISE

COOL GRAY
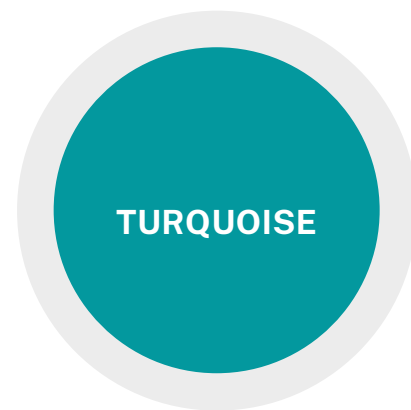
Colour Code
#03989E

Colour H
#F2F4F4

En`coda 432hz

TYPOGRAPHY

Harabara is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

Typography
PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications Hatton is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

HARABARA BOLD

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa

Typography

MAIN COLLECTION

HARABARA

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

ARTICULAT

To be used for
main copy and
body of text.

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

Brittany

To be used mainly
for captions and
secondary titles

ABCDEFGHIJKLMNOPRSTUVWXY3

abcdefghijklmnoprstuvwxyz

1234567890!@#%&()+

IMAGERY

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities and operations.

Imagery
PHOTOGRAPHY

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.

En`coda

432hz

tenille@tenillebentley.com
en-coda.com | +618 9200 6263