



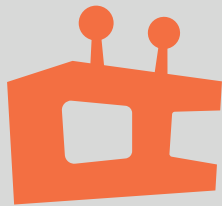
Corporate Identity Guide  
«Enex.Space»



# APPLICATION OVERVIEW

## CORPORATE IDENTITY

Logotype



Corporate font

**5KA SANS** Thin  
**DESIGN** Light  
Condensed  
Regular  
SemiBold  
**Condensed Bold**  
**Black**

Aa Dd  
Mm Yy Cc  
**W Pp Q**

Signature colors



**ENEX.SPACE**  
**GREETING YOU!**



# THE LOGO SIGN

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The brand name is a stylized  
spacebot «Enex»



# THE LOGO PROPORTIONS

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This slide shows the proportions of the logo and the ratio of the sign to the logo, where one unit is equal to «x» (from the text block).

## THE LOGO PROTECTIVE FIELD

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The free field around the «Enex.space» logo ensures its best visual perception and maximum impact on the consumer.

As shown in this slide, the size of the free margin corresponds to the parameters of the sign.

No graphic, photo or text elements should fall within the free margin of the logo.

# THE LOGO MINIMUM SIZE

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Device	Format	Size	Color	Usage
iPhone	App Icon	60 pt / 120 px	Blue gradient	App Icon
	Spotlight	40 pt / 80 px	Blue gradient	Spotlight
	Settings	29 pt / 58 px	Blue gradient	Settings
iPad	App Icon	76 pt / 152 px	Orange gradient	App Icon
	Spotlight	40 pt / 80 px	Orange gradient	Spotlight
	Settings	29 pt / 58 px	Orange gradient	Settings

The minimum size of the logo must meet the reproduction conditions under which it remains recognizable and all elements of the logo are readable.

If necessary, use the small format version (character).

# THE LOGO

## WHAT NOT TO DO

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a)



b)



c)



d)



e)



f)



g)



h)



i)



- a) it is forbidden to change the proportions of the logo elements
- b) it is forbidden to change the ratio or location of the logo and sign
- c) it is forbidden to delete any logo elements

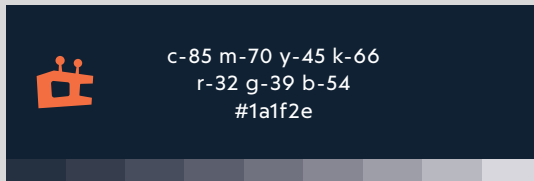
- d) it is forbidden to change the arrangement of logo elements
- e) it is forbidden to reproduce any part of the logo in the form of a contour
- f) it is forbidden to change the brightness of the logo

- g) it is forbidden to place a logo with a stroke on the background of a picture or photograph
- h) it is forbidden to change the colors of the logo, with the exception of corporate
- i) it is forbidden to deform logo shape

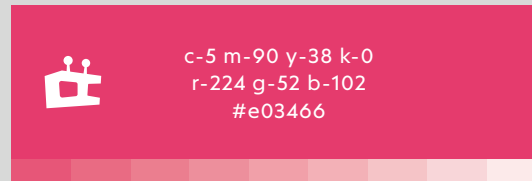
# COLOR PALETTE

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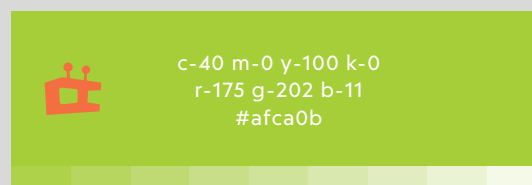
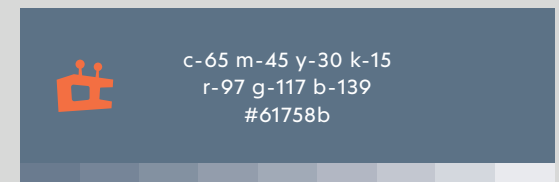
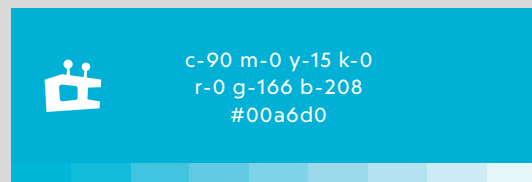
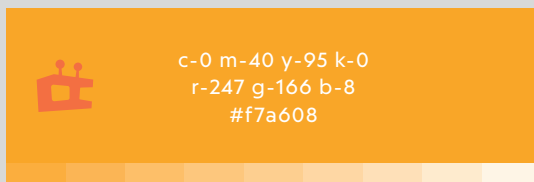
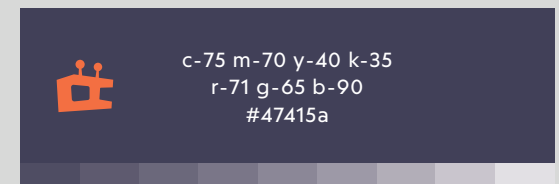
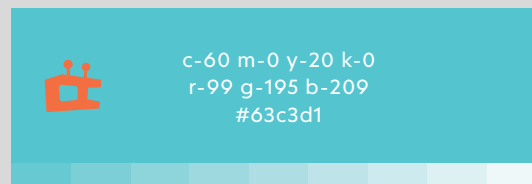
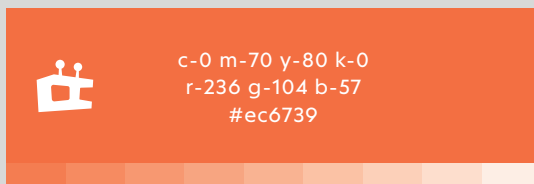
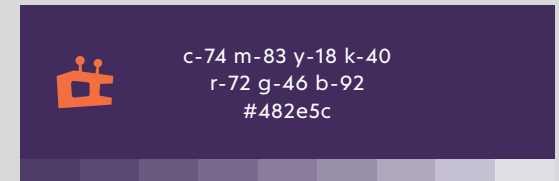
Basic color palette



Additional color palette



Background color palette



When using primary and secondary brand colors, all design elements should be arranged in such a way that the combination of primary colors remains the main one for perception.

Images in this document (pdf format), from the screen or in the printed form cannot be used for color verification. For correct transmission and color matching, please refer to the digital color value.

In cases stipulated by the design, the use of a black and white logo is allowed.



## COLOR PALETTE

ENEX.SPACE



**5ka Sans Design**  
Latin

A B C D  
E F G H  
I J K L  
M N O P  
Q R S  
T U V W  
X Y Z

**5ka Sans Design**  
Cyrillic

А Б В Г  
Д Е Ё Ж  
З И К Л  
М Н О П  
Р С Т У  
Ф Х Ц Ч  
Ш Щ Ъ  
Ы Ь Э  
Ю Я

**5ka Sans Design**  
Inscriptions

5ka Sans Design	Thin
5ka Sans Design	Light
5ka Sans Design	Condensed
5ka Sans Design	Regular
5ka Sans Design	SemiBold
5ka Sans Design	Condensed Bold
5ka Sans Design	Black

**SOUVENIR PRODUCTS**  
**MUGS**

**ENEX.SPACE**





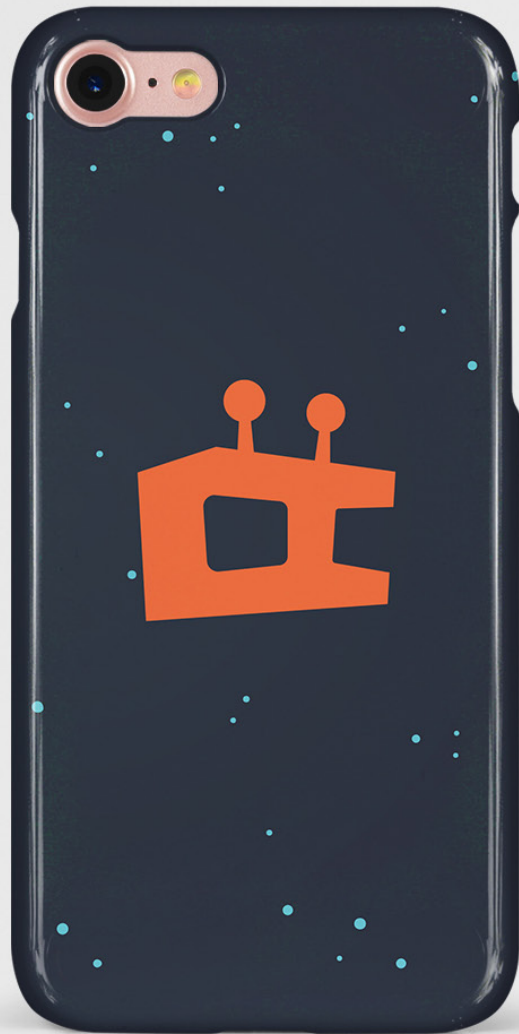
## SOUVENIR PRODUCTS T-SHIRTS

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**SOUVENIR PRODUCTS**  
**COVERS**

**ENEX.SPACE**





Guide developed

**VASILY  
SONNOV**