



EN VORENTOE

# BRAND MANUAL

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**brand**

## *who we are*

EN VORENTOE is a dance group characterized by cooperation, ingenuity, finesse, multidimensionality.

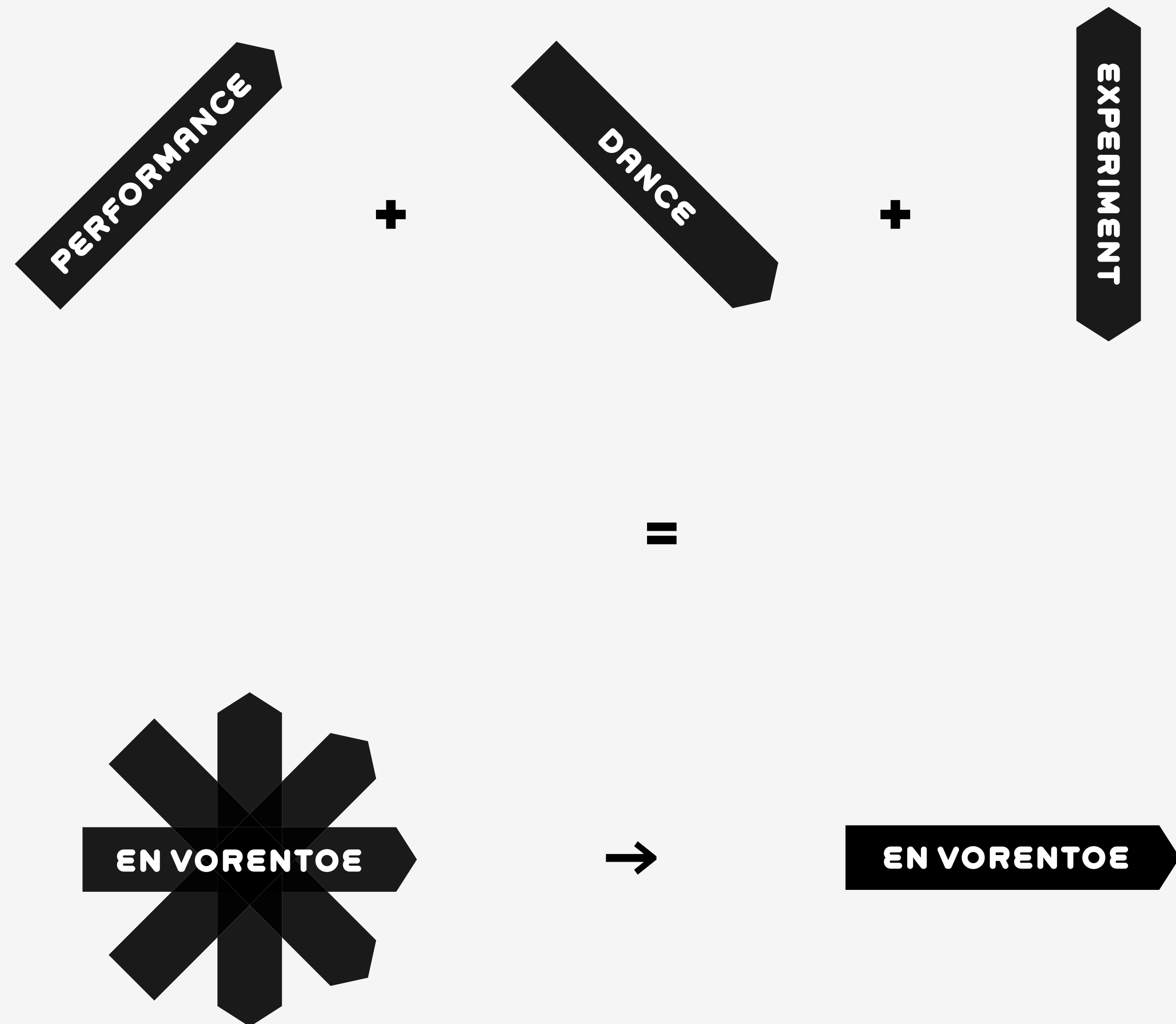
EN VORENTOE describes body, free choice of topics through dance/movement means of expression blending together with music, musical composition, sound and experimental technologies.

**Logo**

## *the idea behind the logo*

The logo is created by combining parts that represent outputs of EN VORENTOE creation. That is, performance, dance and experiment.

EN VORENTOE logo is an arrow pointing to the right, which represents the direction forward, to the future. This is because the EN VORENTOE (with its creation) was ahead of its time.



# *our logo*

light background



dark background



# *clearspace*

Always leave the logo some space to breathe to ensure it's visibility and impact. No graphic elements of any kind should invade this zone.



clearspace (x) = 2/3 logo height (h)



## *minimum size*

Both versions of the logo may be upscaled proportionately to any size. However, to maintain legibility, minimum width restriction apply.

The logo consists of the text "EN VORENTOE" in a bold, uppercase, sans-serif font, enclosed within a black arrow-shaped border pointing to the right.

minimum width: 163 mm / 100 px

## *logo incorrect usage*



EN VORENTOE

✗ do not change the color



EN VORENTOE

✗ do not add drop shadow



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✗ do not stretch / shrink the aspect



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✗ do not add your own type



EN VORENTOE

✗ do not rotate



EN VORENTOE

✗ do not place on a background with active color patterns, textures or graphics that reduce visibility and contrast

**typography**

## *our type*

The EN VORENTOE brand uses the Kanit typeface in various forms of communication and on the website.

Kanit Bold is used for headings and feature text. Kanit Regular is used for body text.

Kanit may be used in the full range of weight offered in the family.

# Kanit

**Bold**

**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**  
**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**

**Regular**

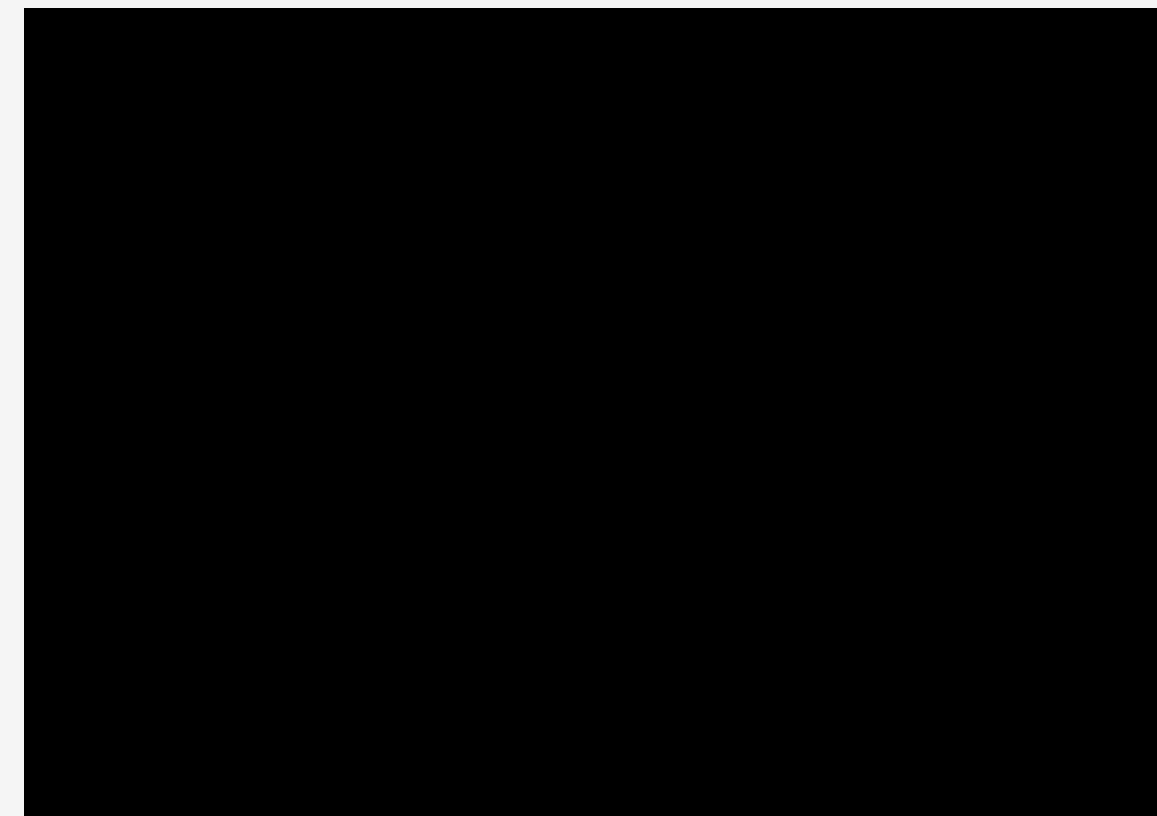
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**0 1 2 3 4 5 6 7 8 9 0**

# colors

# color palette

The brand's color palette is various lightness of black color.



## color code

CMYK C=0, M=0, Y=0, K=100

RGB R=0, G=0, B=0

LAB L=0, A=0, B=0

WEB #000000



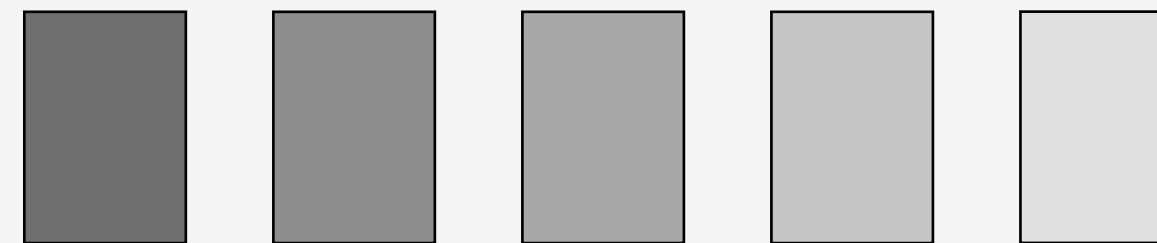
L 100

L 7

L 15

L 24

L 35



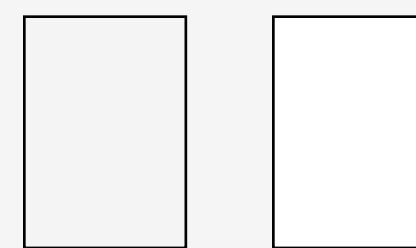
L 47

L 59

L 69

L 80

L 89



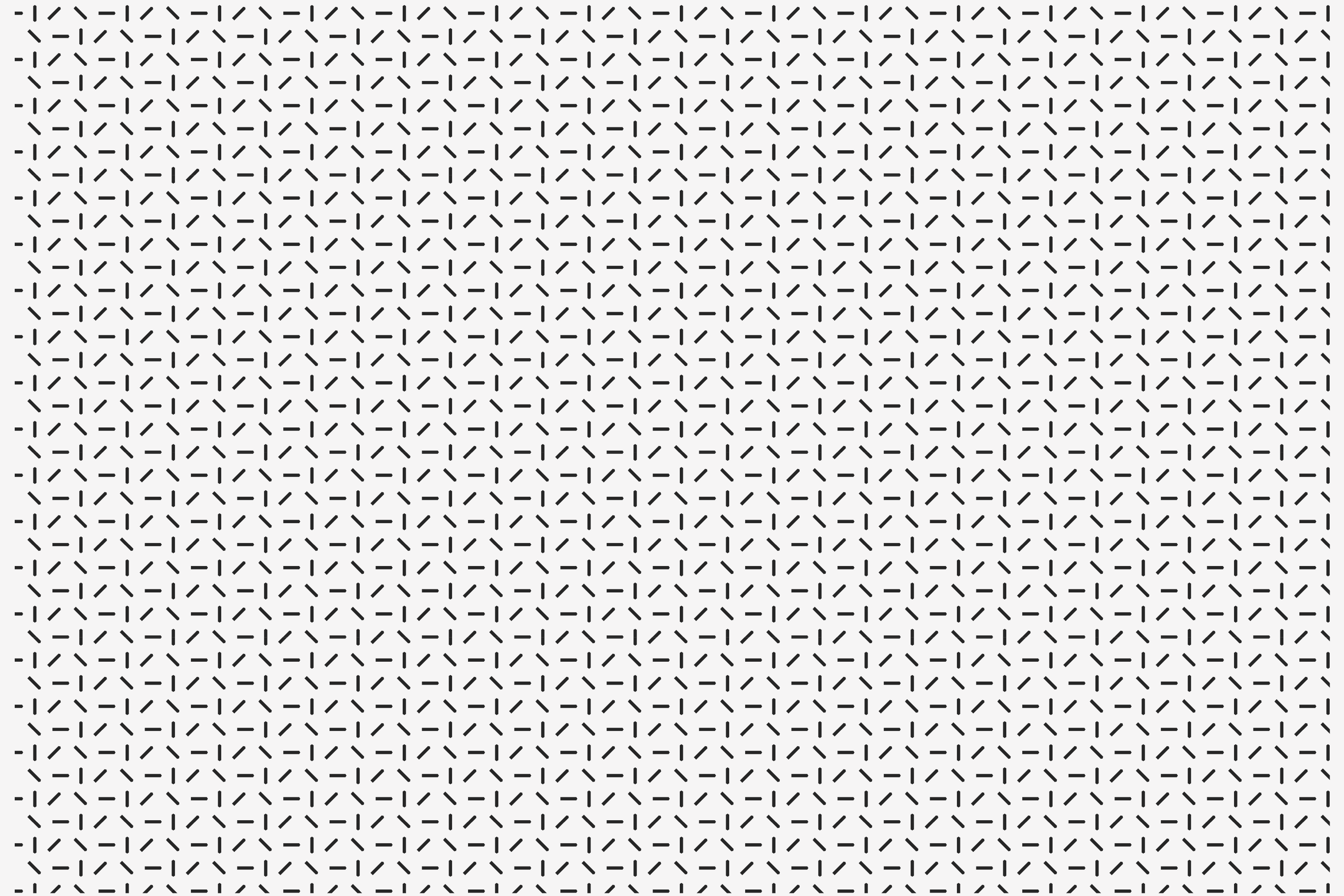
L 96

L 100

# graphic elements

# *pattern*

Our graphic element is based on EN VORENTOE logo shape, used repeatedly in different rotation to create a pattern.





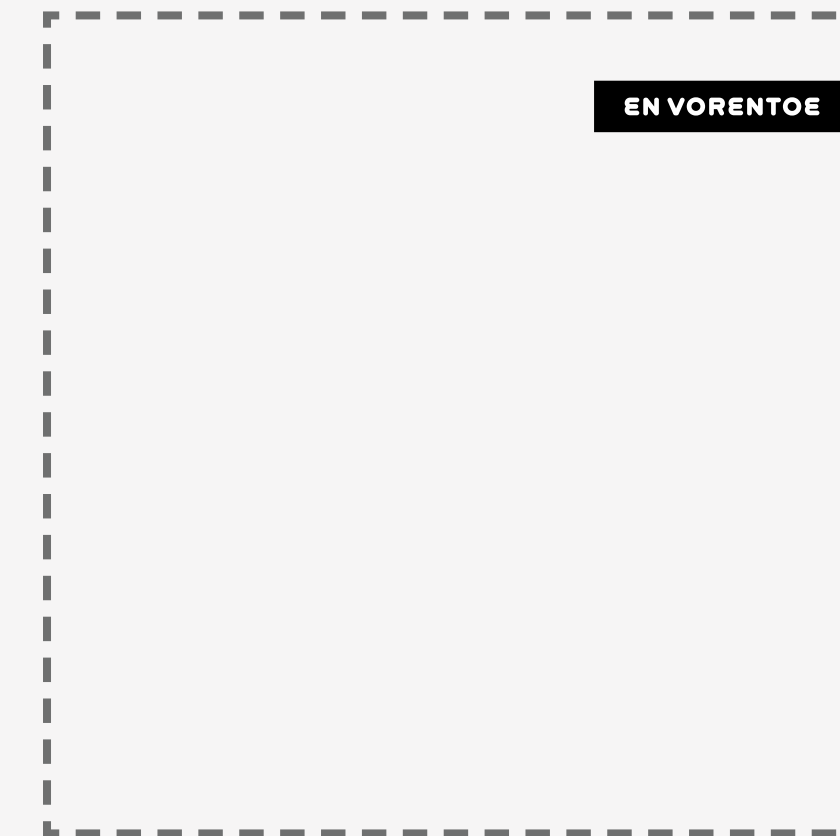
# Logo applications

## *logo placement*

For brand applications the logo can appear on top right corner of the design.

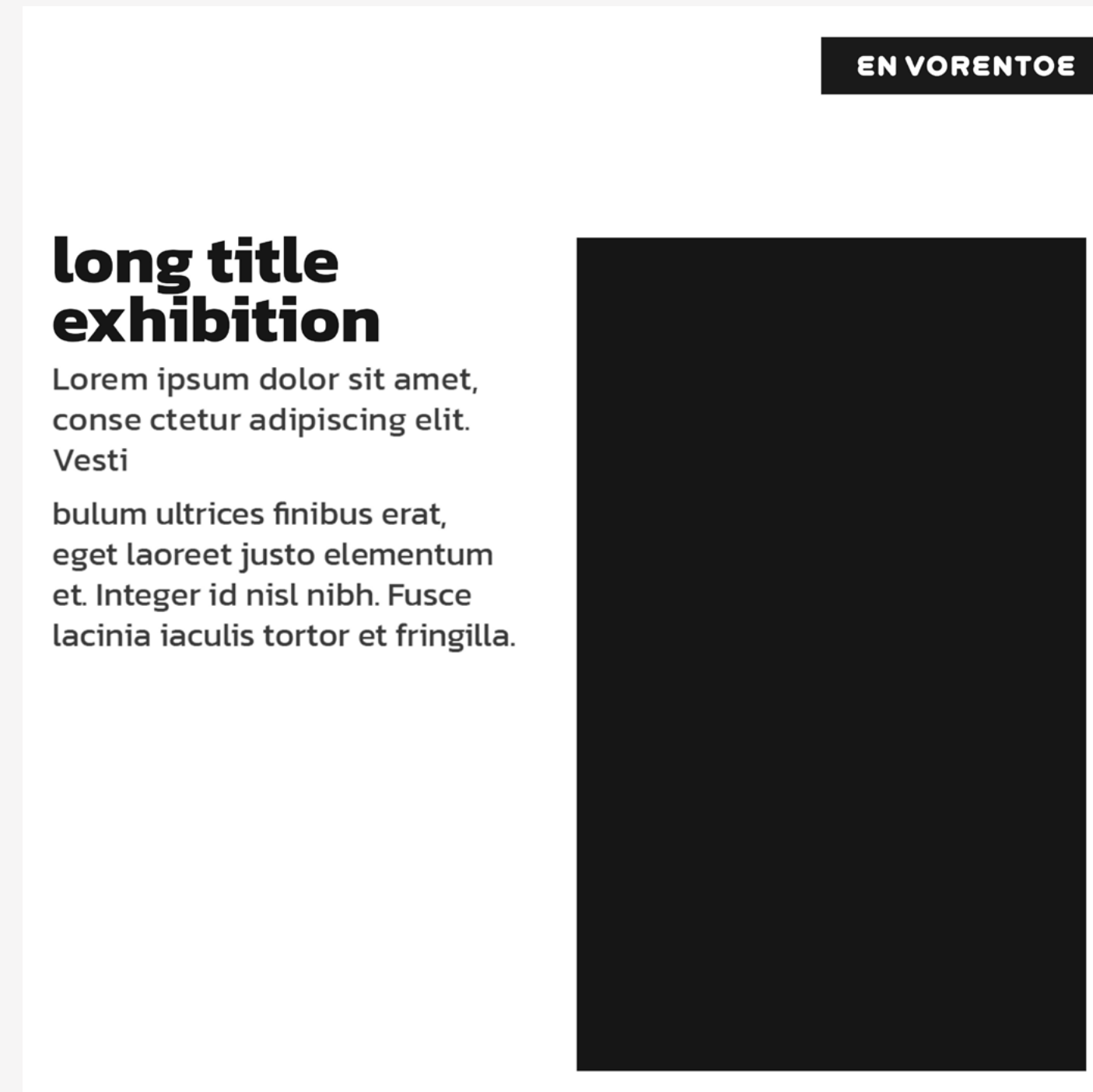
The logo should never be centered. It should always be placed where its legibility is optimal.

The logo should also be visually not distanced from the edges of the design. It should be placed to the right as possible.



# examples of usage

social media posts



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