enel

Basic Elements

02.

Logo

Principle

The multicolor Enel logo embodies **energy and modernity.** Its **unique design** makes it easily recognizable, symbolizing **strength and reliability.**

Always use the Primary Logo for maximum impact— unless technical limitations apply.

Check out the **decision tree** 🔗 to determine which logo fits best for any situation!

Enel Primary Logo

The primary logo is the **MULTICOLOR** version. Its SOLID shape improves visibility and makes it even more distinctive.
It should be the our **preferred option** in all Brand materials.

To provide maximum contrast and legibility, it should only be used **on white or light backgrounds**.

NOTE: The transition to the solid logo should be applied to all new materials and gradually on the most exposed touchpoints.

Existing materials with the gradient logo will continue to be valid and the logo replacement should be considered when planned updates.

Exclusion Zone and Minimum size

This is a clear area to which no other graphic elements can be applied. It also assists with legibility in all applications.

The exclusion zone corresponds to the width of two Cursor spaces and is mandatory.

Exclusion Zone

Two Cursor spaces

Minimum size

Print 7.5mm / Digital 10px
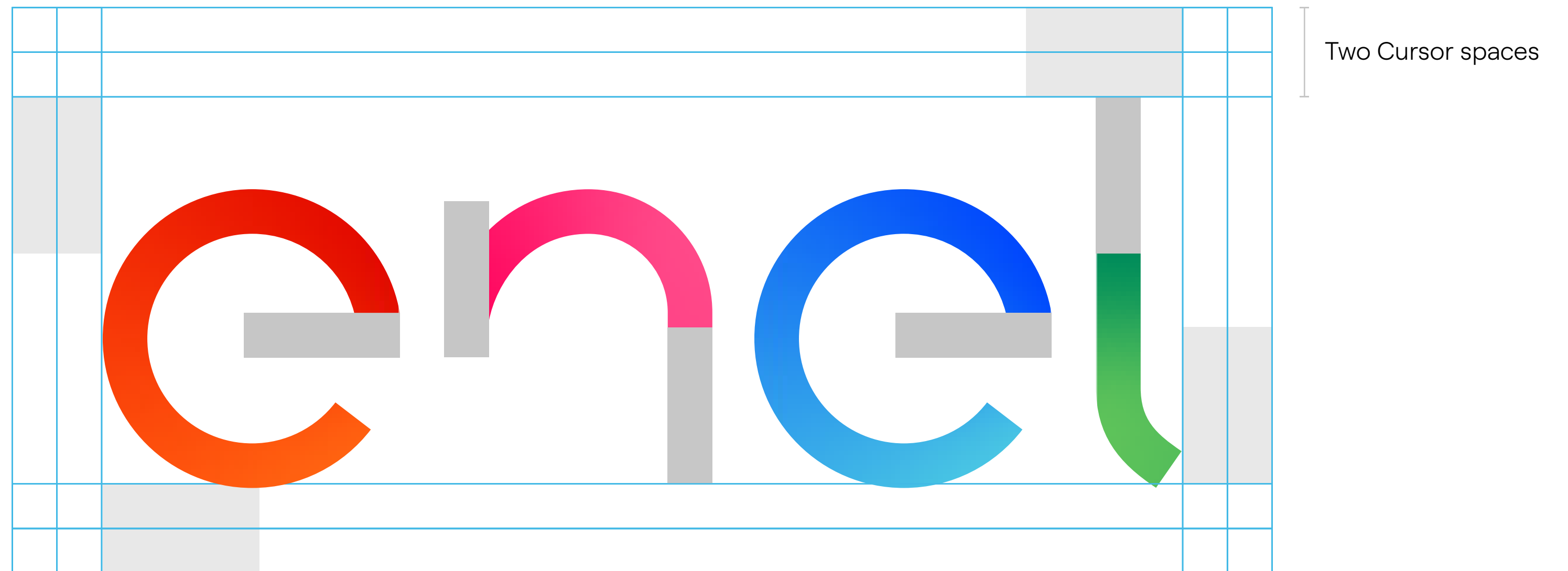
Don'ts

The **resizing, distortion and reinterpretation** of individual components or any **other alteration** of the mark, in applications not defined in the guidelines, must be considered **incorrect**.
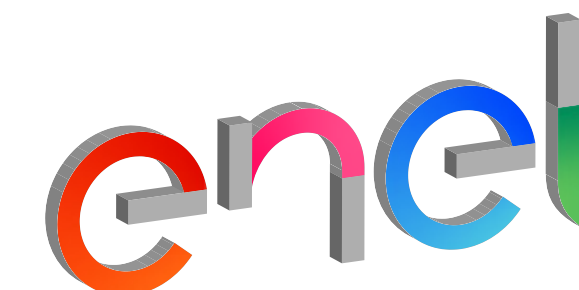
01

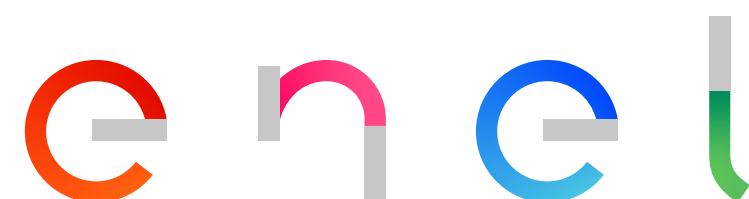The proportions of the logo must not be altered.

02

Only use the specified colors.

03

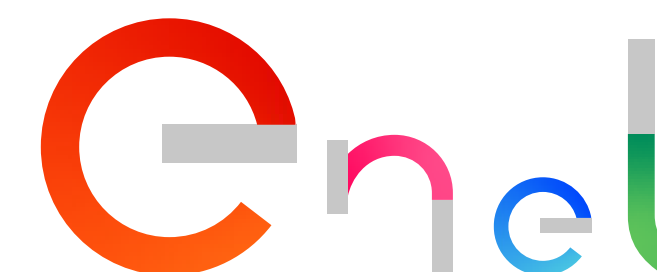No graphic effects should be applied to the logo.

04

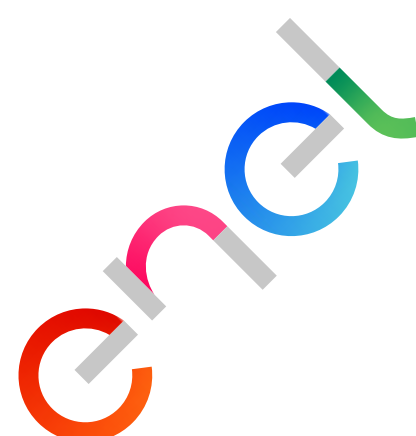Do not apply kerning to the letters of the logo.

05

Do not break the logo with hyphenation.

06

The proportions of the logo must not be altered.

07

Do not use the logo at different orientations.

08

Do not use elements of the logo individually.

**09**

Do not use the logo in outline.

Secondary Logo

The secondary logo is the **monochrome black and white version**. It should be used **on colored backgrounds** whenever the primary logo cannot be applied.

The **white version is preferred**. The black version of the logo should only be used in restricted visibility situations.
See the decision tree 🔗 if any further details are required.
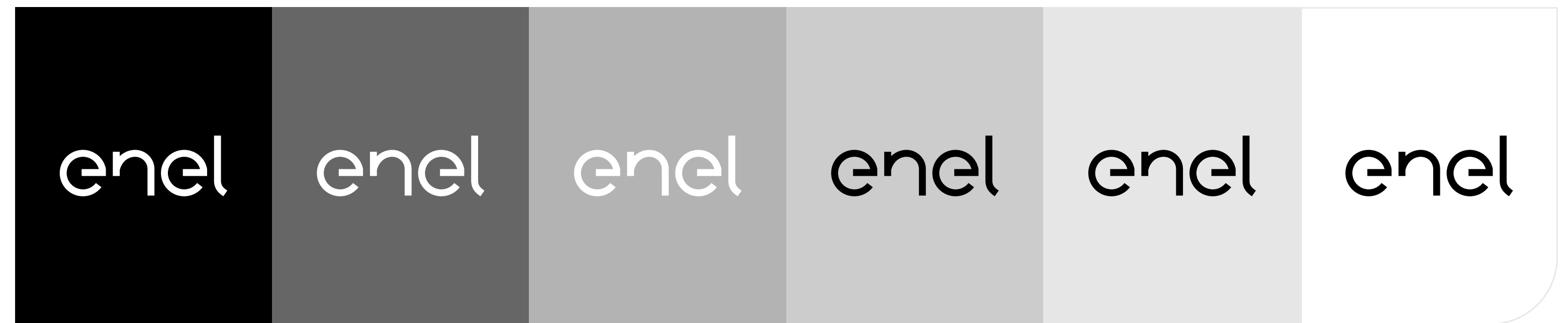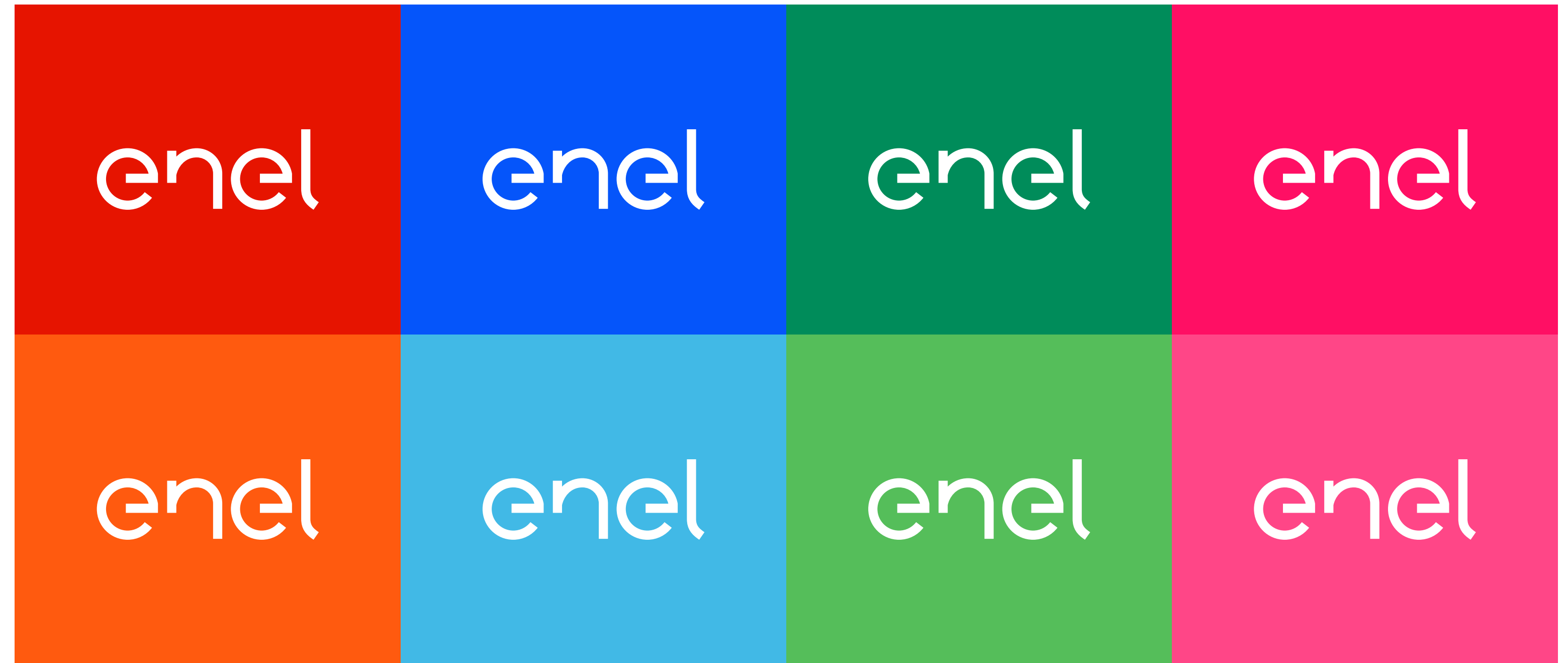
Secondary version white
on dark or average backgrounds

Secondary version black
on light backgrounds

Logo application on photographic background

On photographic background should be used the **secondary logo**.
In particular, the white version should be used on dark-average backgrounds. The primary logo is only valid for use on light photographic or white backgrounds, while the black version of the logo is applied on light backgrounds only when visibility is not guaranteed on multicolor.

Color images

Monochrome images

On dark or avarage photographic background

On light photographic background

Don'ts

Decision tree

Follow the decision tree to **identify the logo you need to use**.

Enel Logo

White or light background

Dark or average background

Light background when visibility is not ensured if multicolor

Primary logo multicolor version

Secondary logo white version

Secondary logo black version
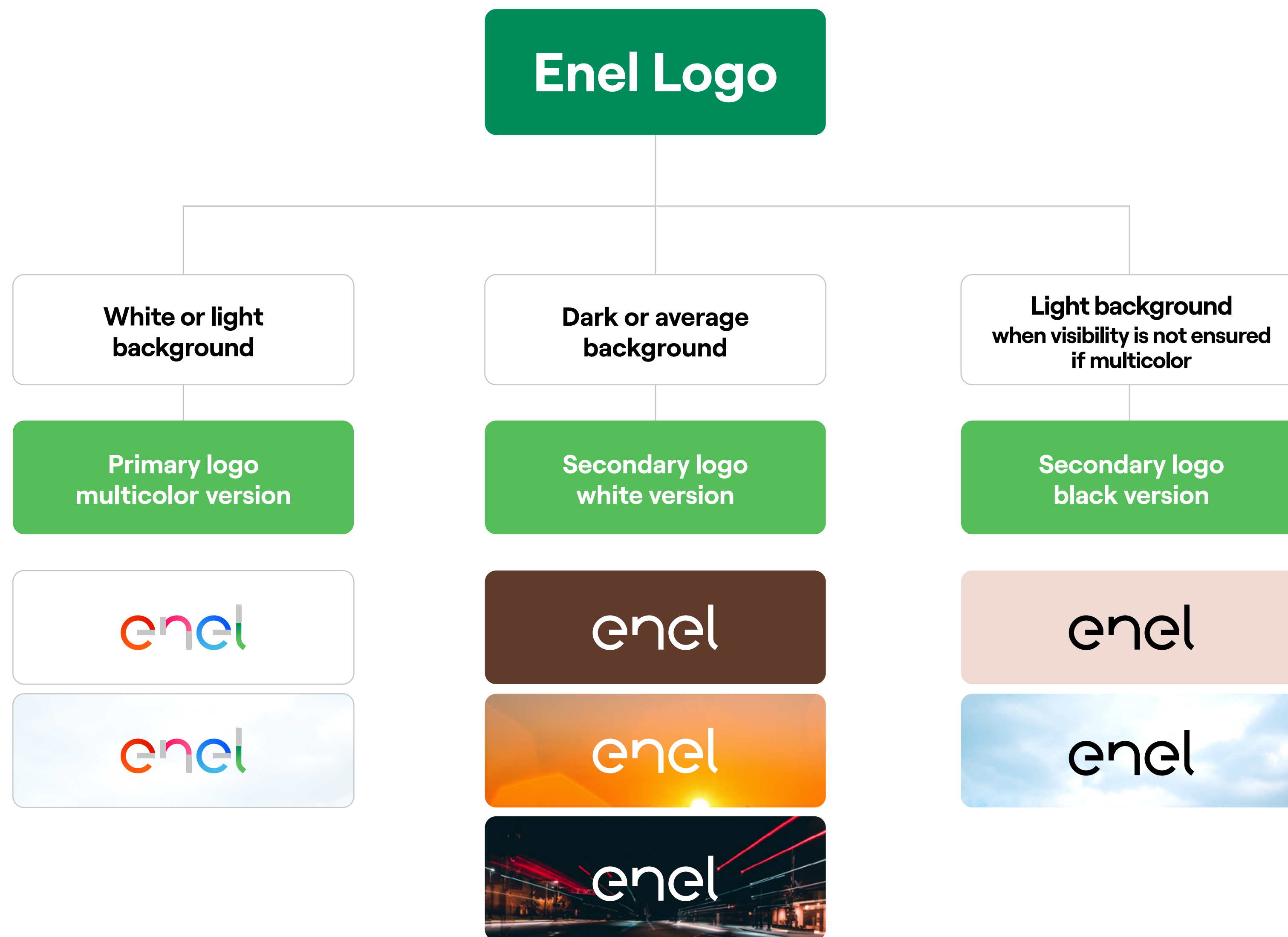
NOTE: The primary logo is the multicolor version. It should be the our preferred option in all Brand materials.

Secondary Logo Magenta

Exceptional use only

Only in exceptional cases and after consulting the Global Brand Strategy Team is it possible to use the monochrome magenta version of the secondary logo.

Monogram

The Monogram logo should only be used **in specific circumstances**. For example, **for digital applications it is used as**:

- Favicon (color version);
- App icon (color version);
- UX element (white version).

Please, refer to Global Brand Strategy Team for its use.

Positive version

Negative version

Minimum size

Print 7.5mm / Digital 10px

Rules of Enel Brand Relationships

04.

Co-existence

Introduction

When the Enel Brand coexists with Enel sub-brands and/or third-party logos, two options are available: **co-branding and combined logos.**
Please note that the use of both options depends on different factors that need to be evaluated.
Please contact the Global Brand Strategy Team for advice.
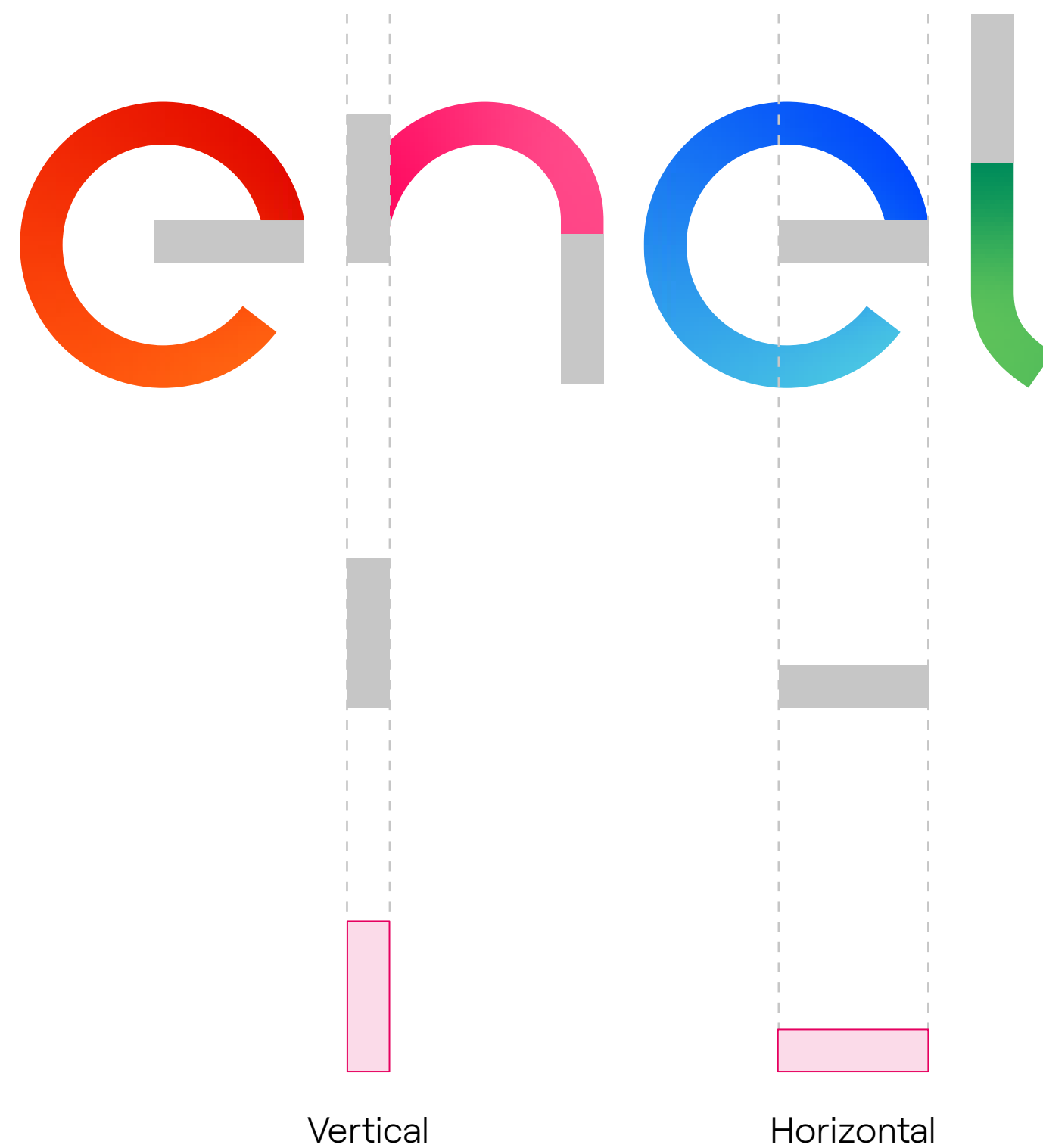
Co-branding

Golden Rule

When **Enel is co-branding** with Enel sub-brands and/or third-party logos, the Primary logo 🔗 should be preferred whenever possible.

In this visual option, it is important to maintain the right hierarchy and proportions among Brands.

See the instructions in the following pages.

Basic rules

The **Cursor** is the **unit of reference** and defines the rules to combine Enel logo with other Brands.

Vertical

Horizontal

Enel leads co-branding

Logos are aligned **horizontally** or **vertically** leading the line or column. Logos are aligned together and the distance between each element is **eight Cursor spaces** (examples on the right). The third-party logos should be scaled in size for optical balance and a visual match with the Enel logo, and must not be larger than the latter.
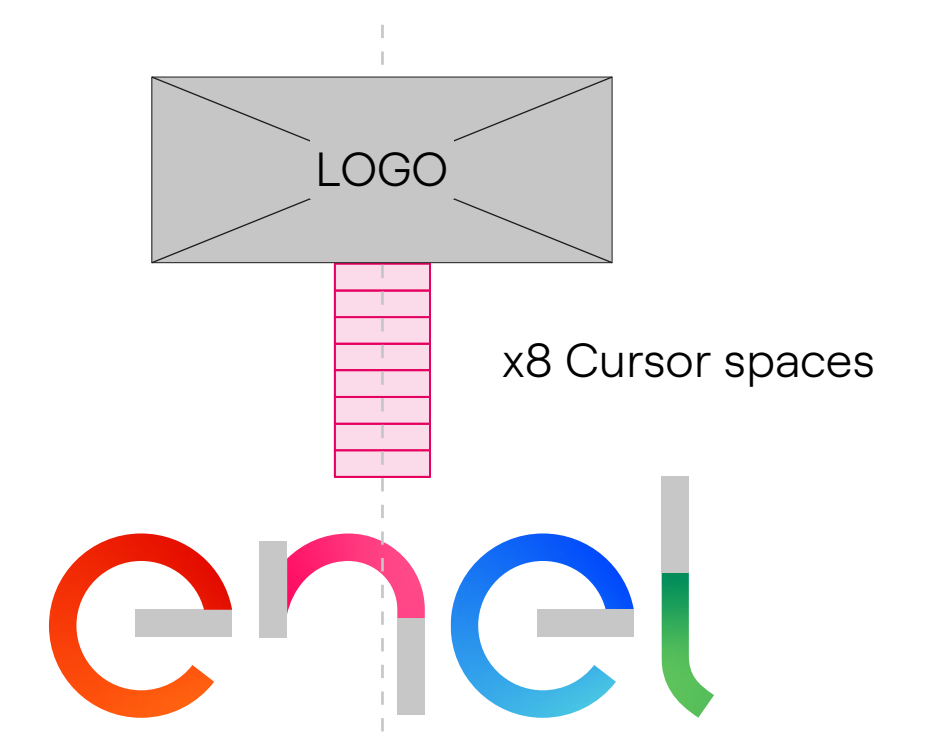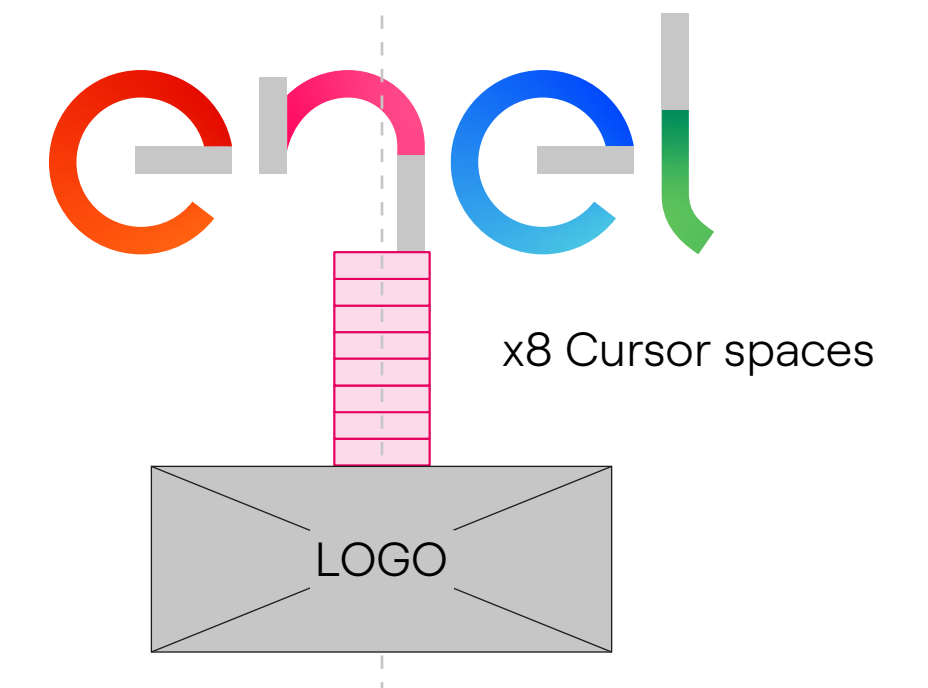When composing the line, logos must be balanced according to the overall structure.

Enel leads co-branding

Horizontal

x8 Cursor spaces

LOGO

x8 Cursor spaces

Vertical

x8 Cursor spaces

LOGO

LOGO

x8 Cursor spaces
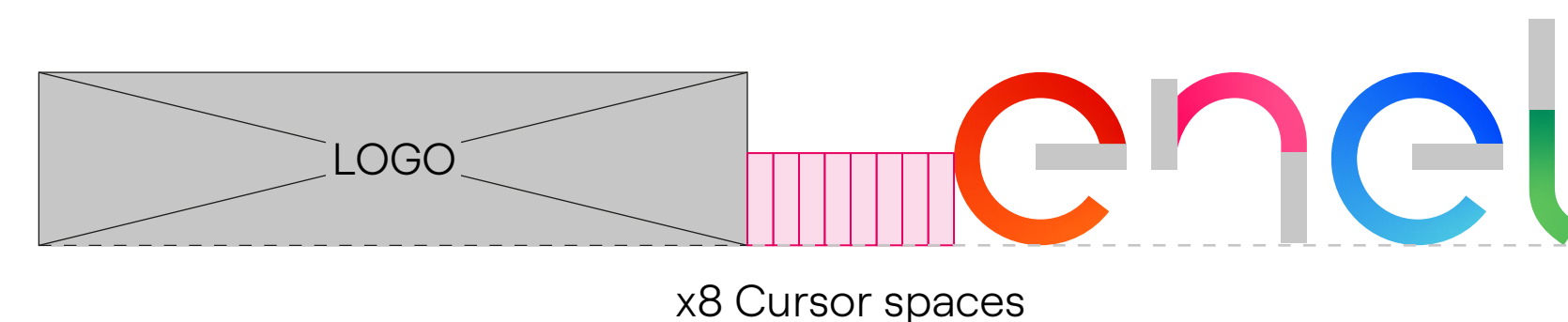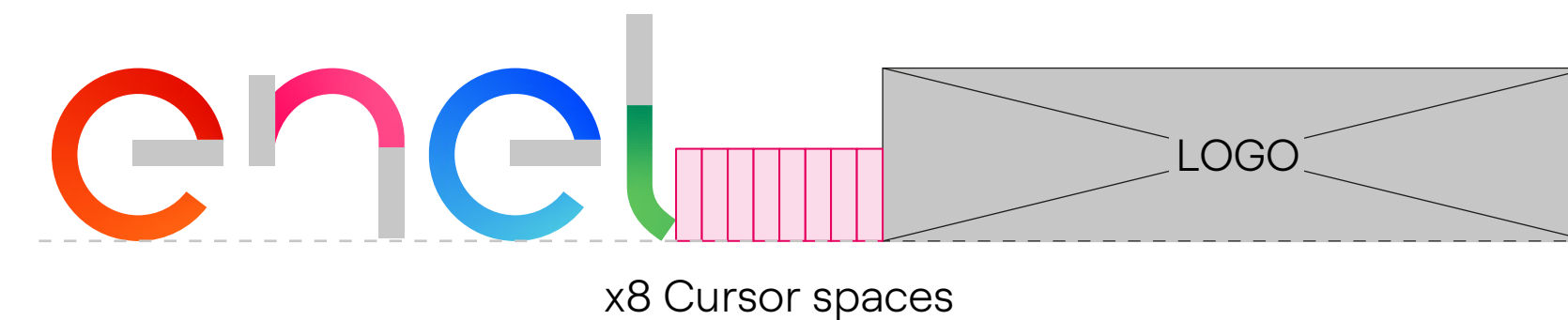
Enel has equal co-branding

In a neutral environment, the Enel logo is displayed on an equal footing with other Brands.
To preserve its visibility, it is important that the **exclusion zone** is always respected.
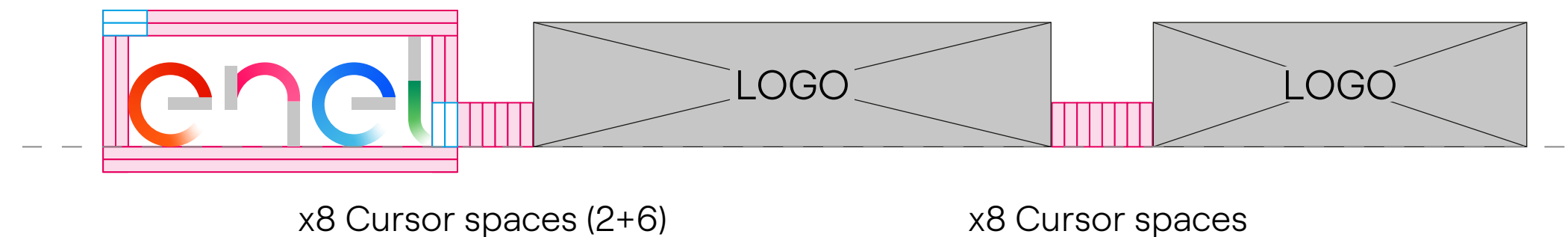The recommended distance within the logos is **eight Cursor spaces** and must never be less than two.
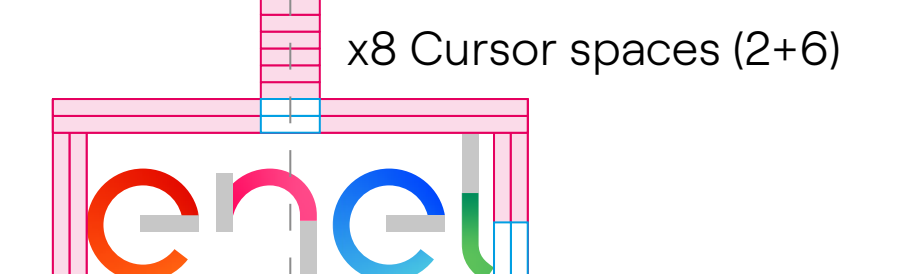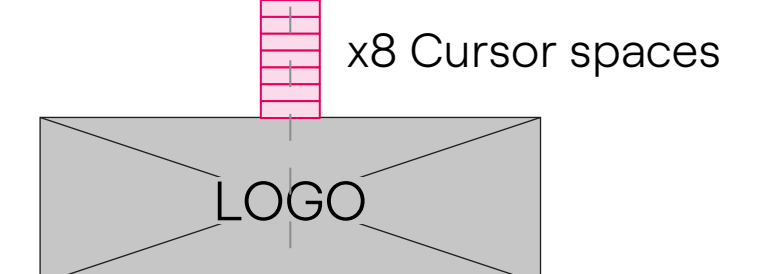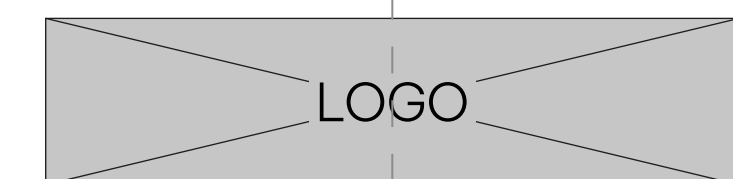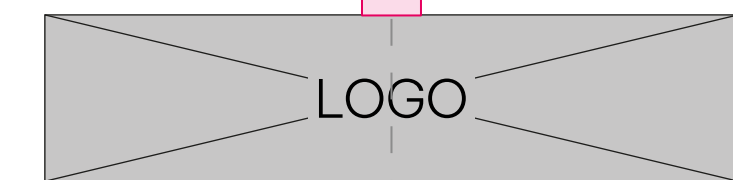
Equal co-branding

Horizontal

Exclusion zone = two Cursor spaces

x8 Cursor spaces

x8 Cursor spaces (2+6)

Exclusion zone = two Cursor spaces
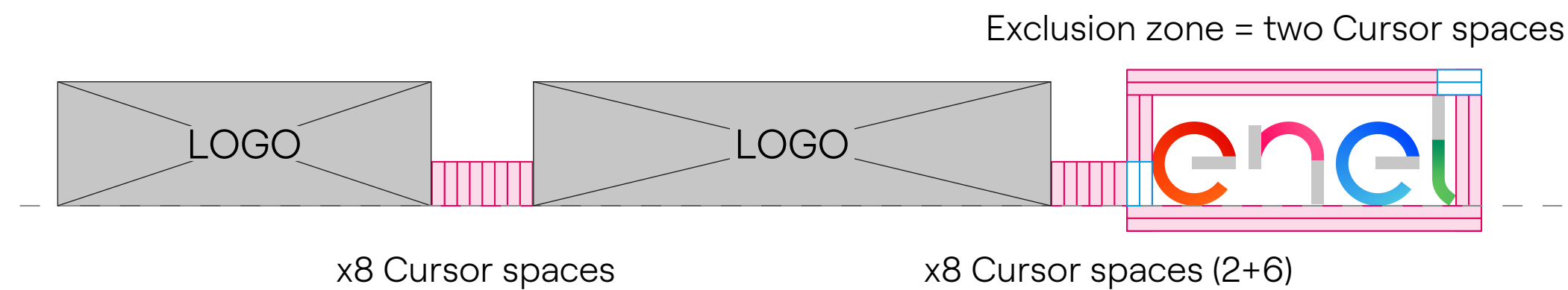
x8 Cursor spaces (2+6)

x8 Cursor spaces

Vertical

Exclusion zone = two Cursor spaces

x8 Cursor spaces (2+6)

x8 Cursor spaces

x8 Cursor spaces
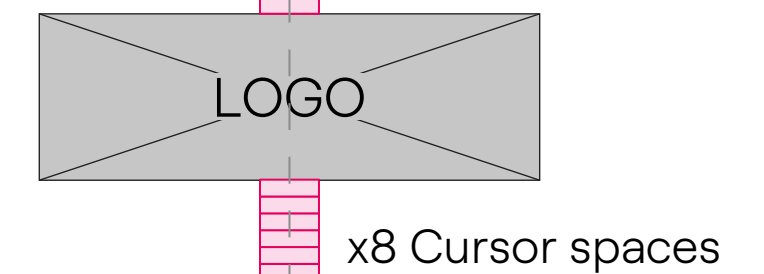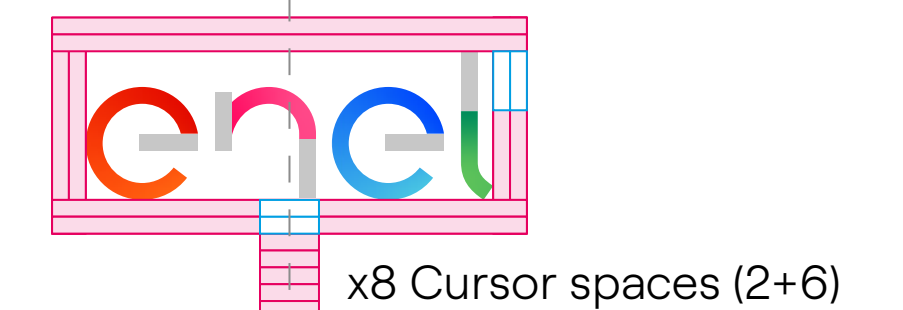
x8 Cursor spaces (2+6)

Exclusion zone = two Cursor spaces

Combined logo

Golden Rule

The combined logo **merges the Enel Brand with one or more third-party logos** and must be used according to the guidelines as presented below.

Basic rules

The first step is to determine the size of the Enel logo and therefore the size of the Cursor space, which becomes the **unit of reference for the entire construction**.

Vertical
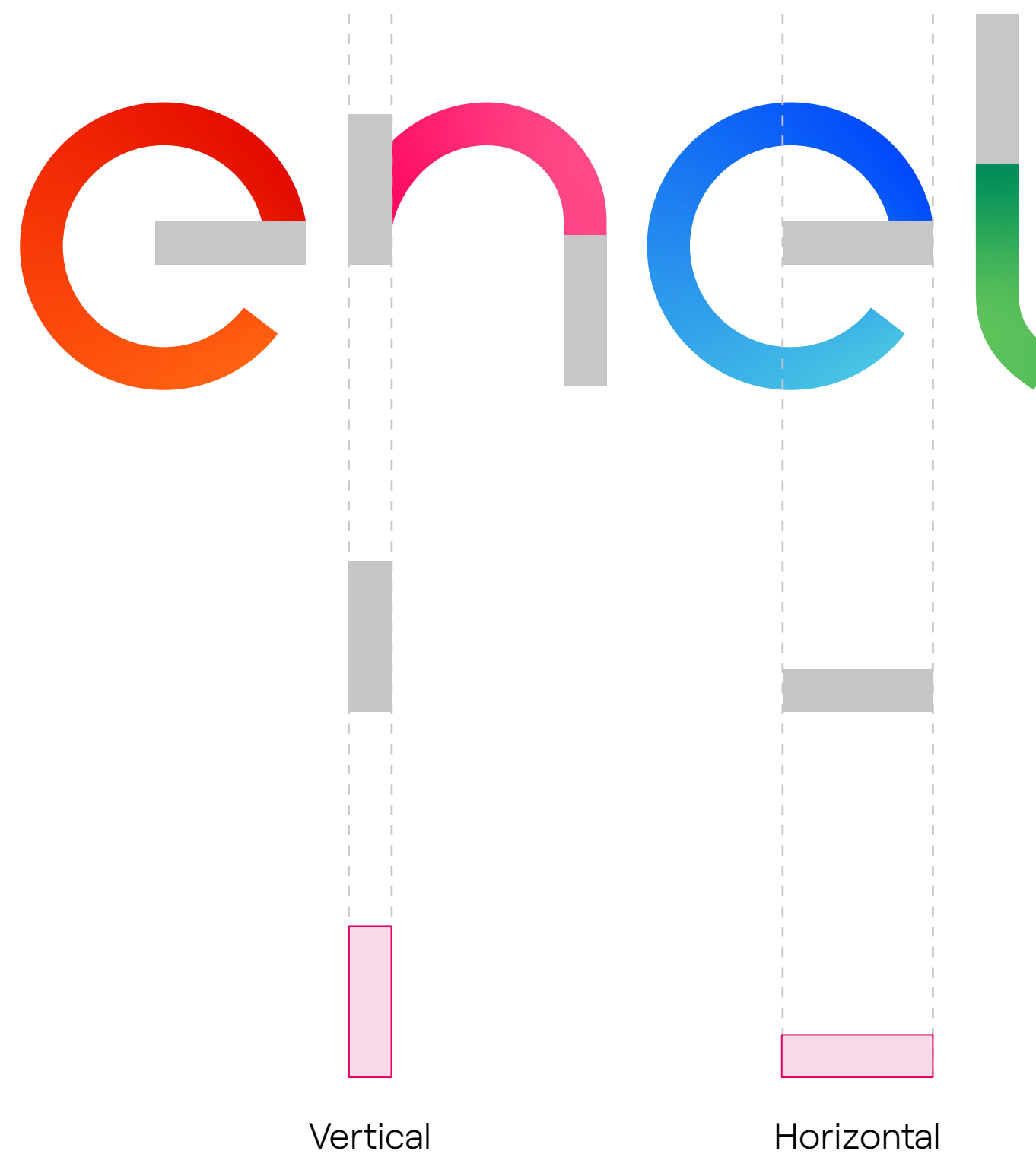
Horizontal

Proportion of third-party logos

Third-party logos must be **six Cursor spaces** (arranged horizontally) taller than the Enel logo, **three above** and **three below the "l"**.
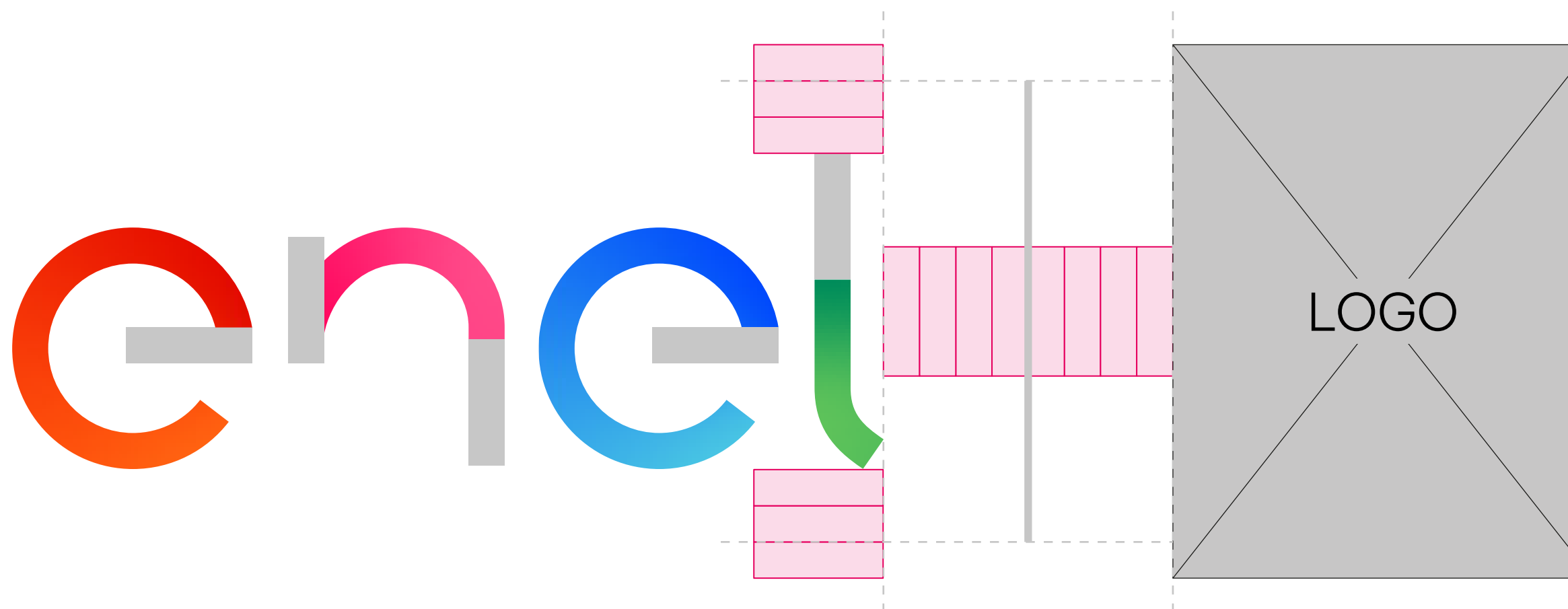
x3 Cursor spaces

LOGO

x3 Cursor spaces

Vertical

Horizontal
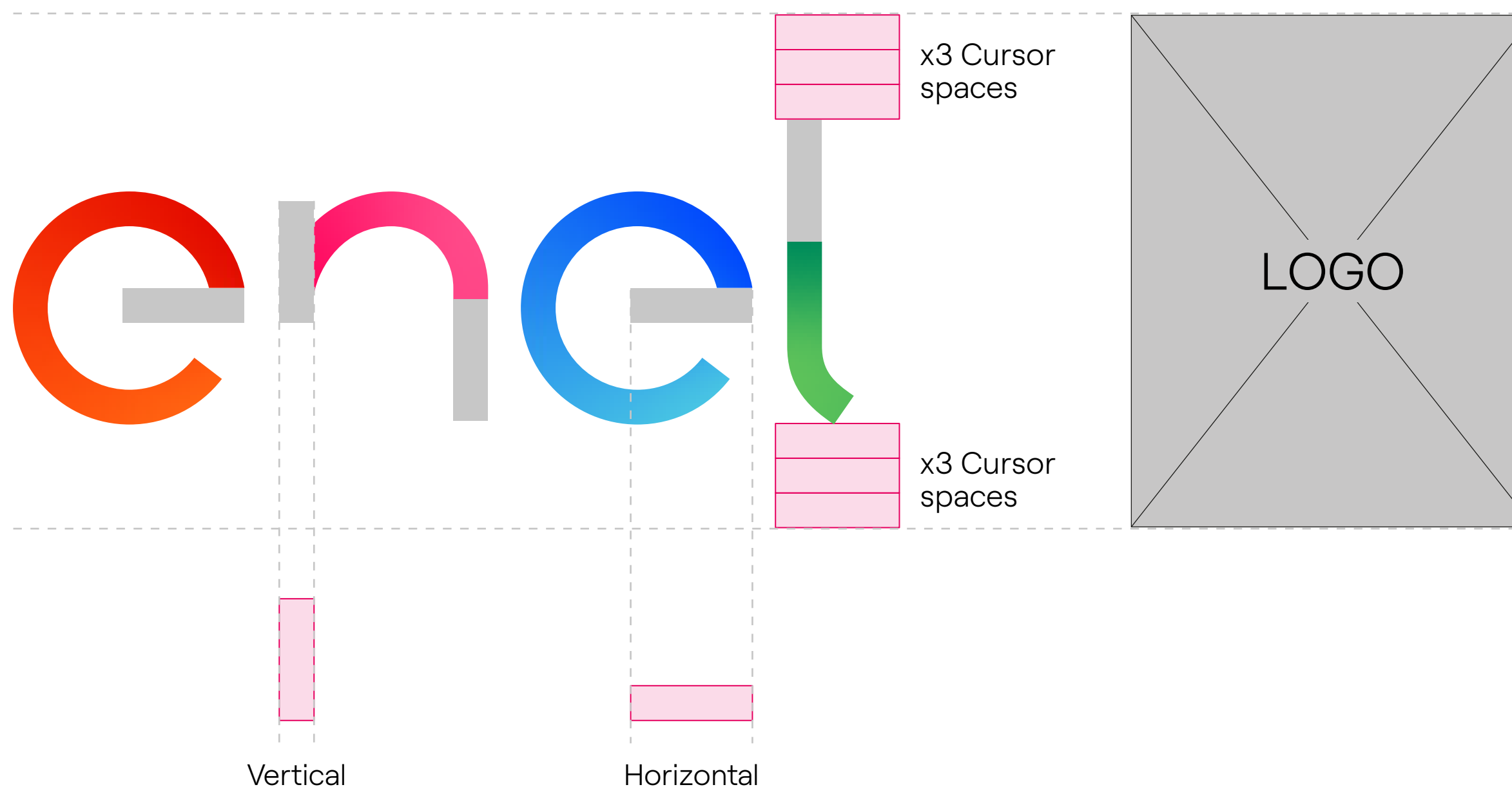
With vertical logos

Unit of reference and proportions

The distance is **eight Cursor spaces** (arranged vertically) from the end of the "I" of the Enel logo to the beginning of the third-party logo.

A **divider with the gray color** code of the Cursor is used to visually separate the two logos.
The divider is placed in the middle with four Cursor spaces to the left and four on the right. Its height is four Cursor spaces more than the "I" of the Enel logo, two above and two below.

With vertical logos

Application

The **primary logo** should be preferred. The secondary logo has to be used whenever the primary cannot be applied.

Primary logo

Secondary logo

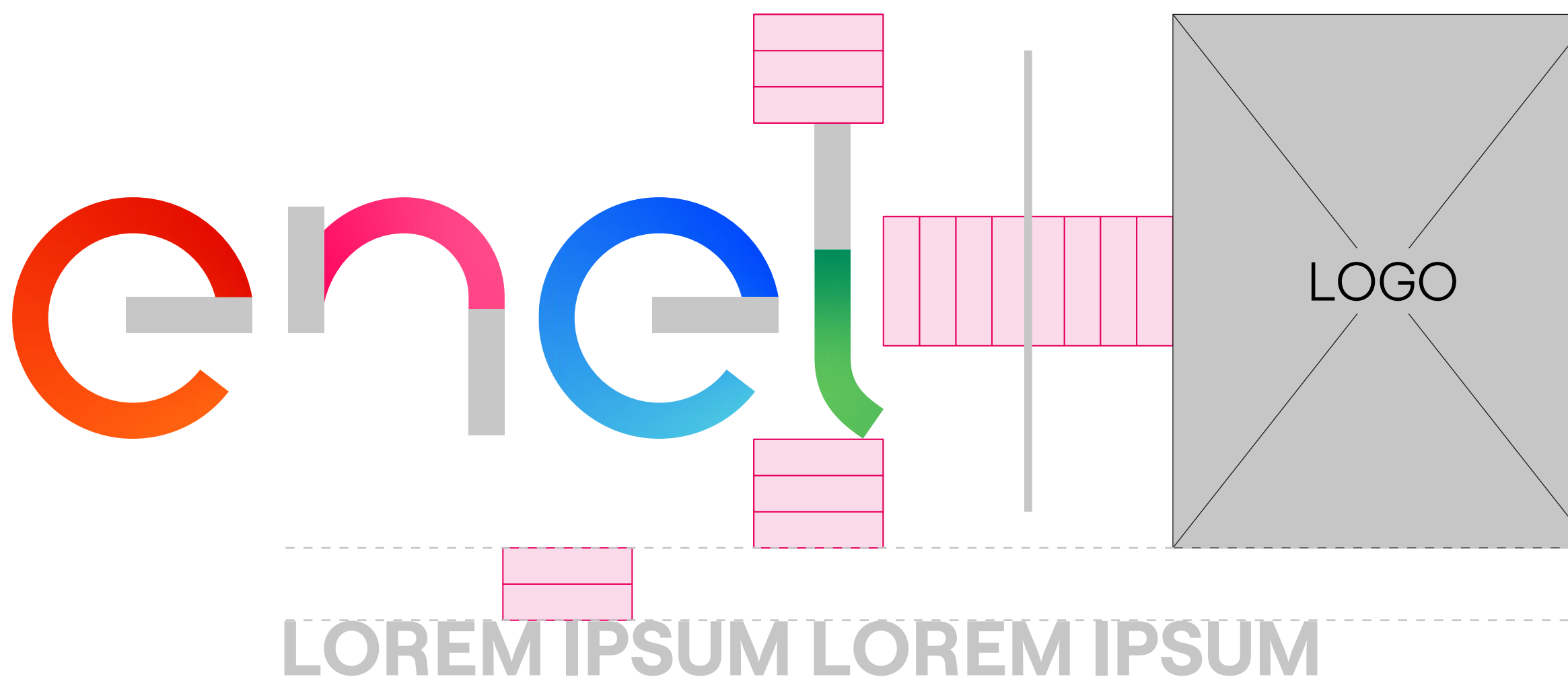# With vertical logos and designation title

Unit of reference and proportions

In case a designation title is needed, it should be positioned **under the combined logo**, adding **two more horizontal Cursor spaces** to the three under the "I" of Enel.

The Designation title should be **written in gray and in a simple, readable font.** It is recommended to use **Enel Roobert** and to choose the **Cursor gray** as the color.
The Designation title is aligned centrally with respect to the entire combined logo.

LOGO

LOREM IPSUM LOREM IPSUM

With vertical logos and designation title

Application

The **primary logo** should be preferred. The secondary logo has to be used whenever the primary cannot be applied.

Primary logo

LOREM IPSUM LOREM IPSUM

Secondary logo

LOREM IPSUM LOREM IPSUM

With horizontal logos

Unit of reference and proportions

In case of matching with a horizontally developed logo, the **height of the latter is equal to the height of the "e"** of the Enel logo.

A **divider with the gray color** code of the Cursor is used to visually separate the two logos.
The divider is placed in the middle with four Cursor spaces to the left and four on the right. Its height is four Cursor spaces more than the "l" of the Enel logo, two above and two below."
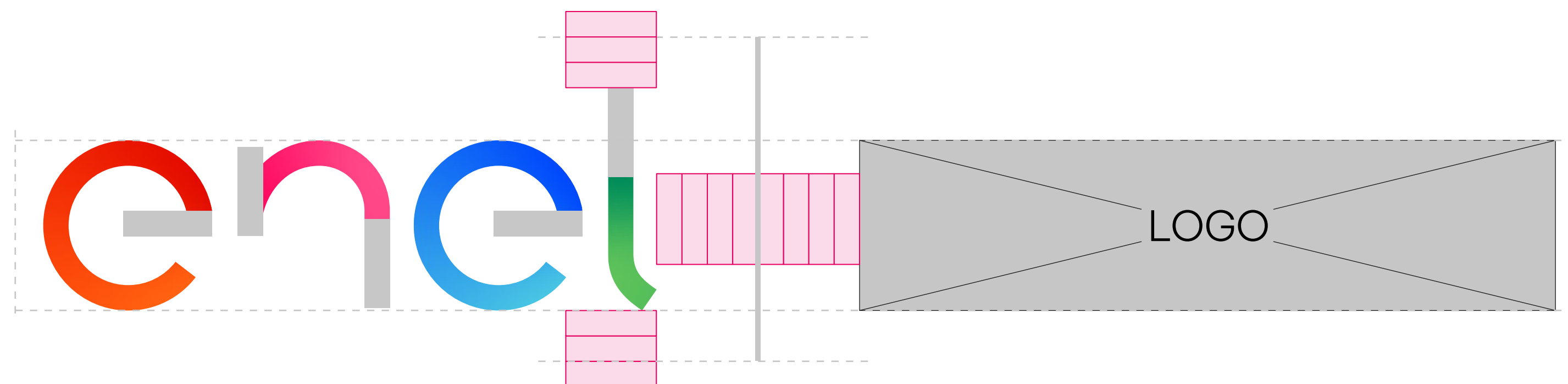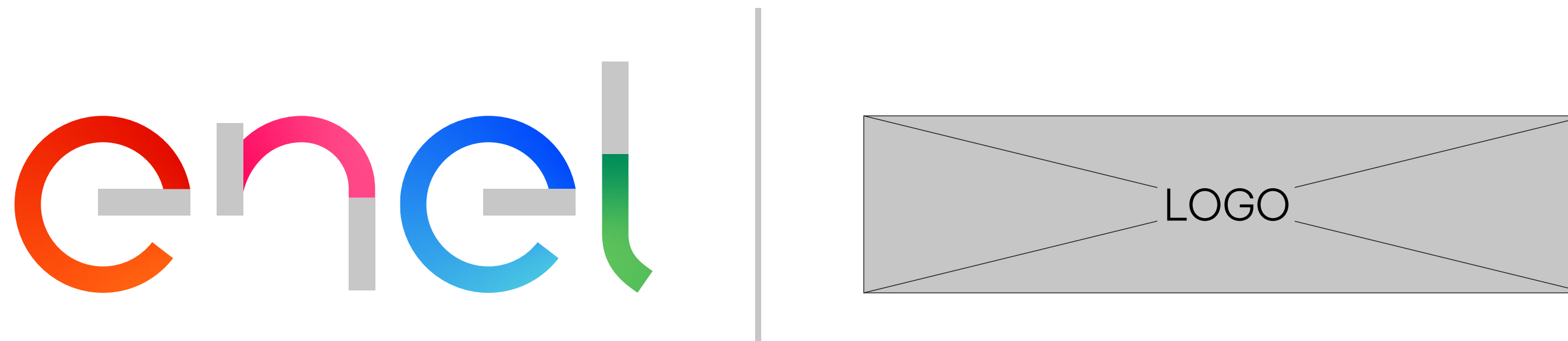
With horizontal logos

Application

The **primary logo** should be preferred. The secondary logo has to be used whenever the primary cannot be applied.

Primary logo

Secondary logo
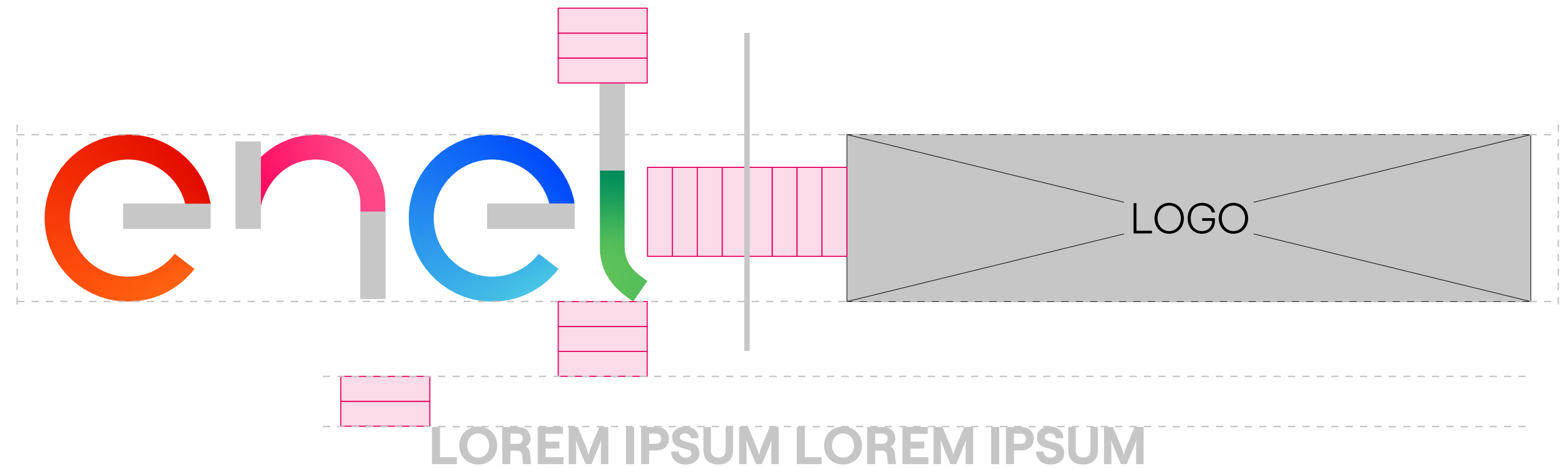
With horizontal logos and designation title

In case a designation title is needed, it should be positioned **under the combined logo**, adding **two more horizontal Cursor spaces** to the three under the "l" of Enel.

The Designation title should be **written in gray and in a simple, readable font.**
It is recommended to use **Enel Roobert** and to choose the **Cursor gray** as the color.
The Designation title is aligned centrally with respect to the entire combined logo.
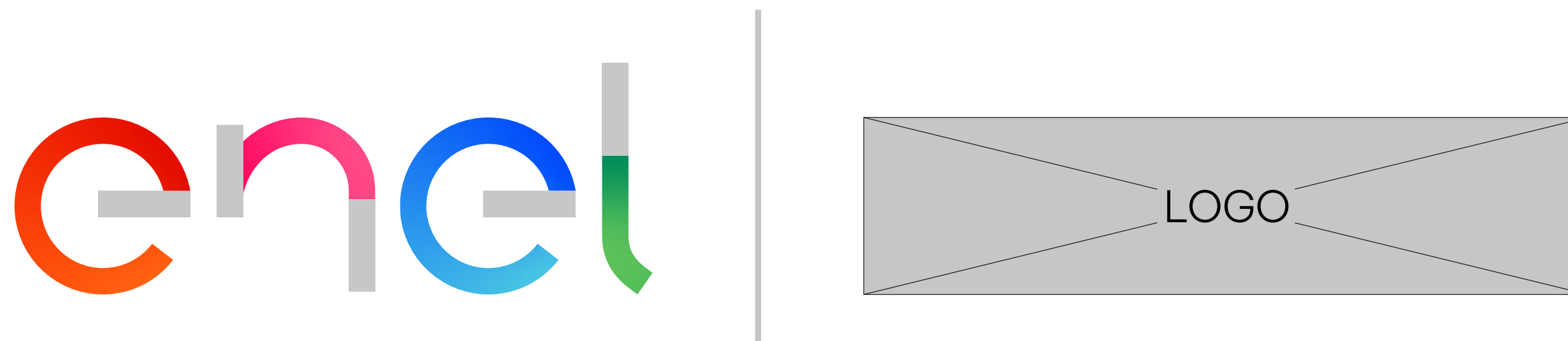
Unit of reference and proportions

LOGO

LOREM IPSUM LOREM IPSUM

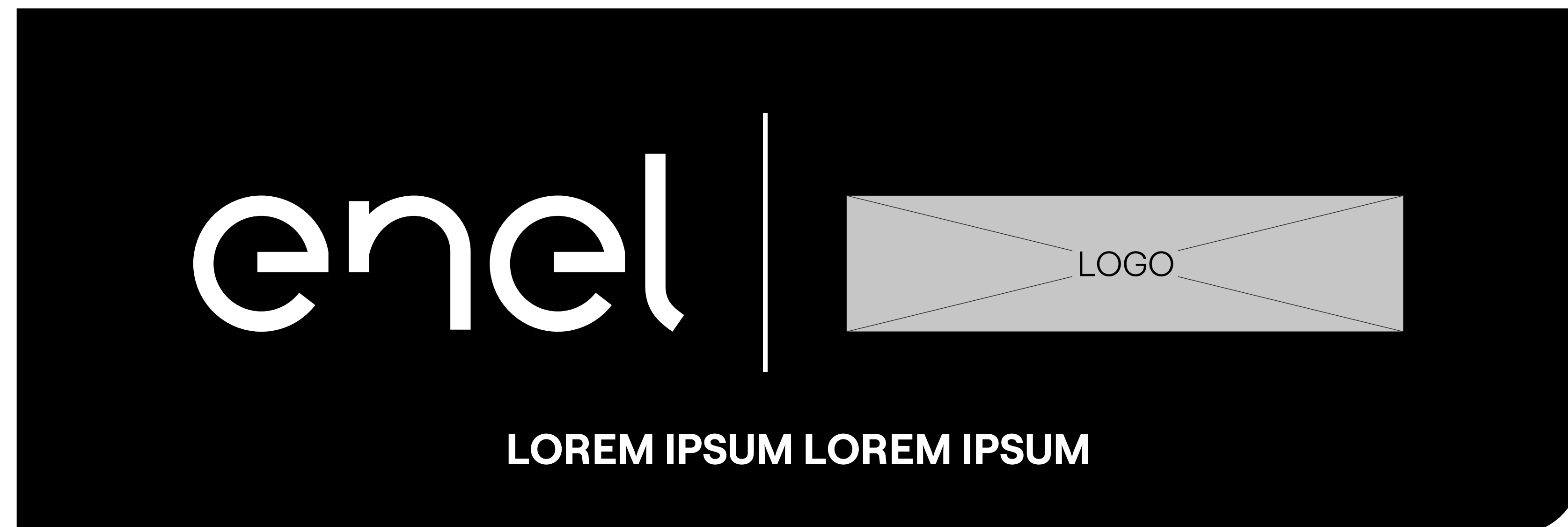# With horizontal logos and designation title

Application

The **primary logo** should be preferred. The secondary logo has to be used whenever the primary cannot be applied.

Primary logo

LOREM IPSUM LOREM IPSUM

Secondary logo

LOREM IPSUM LOREM IPSUM
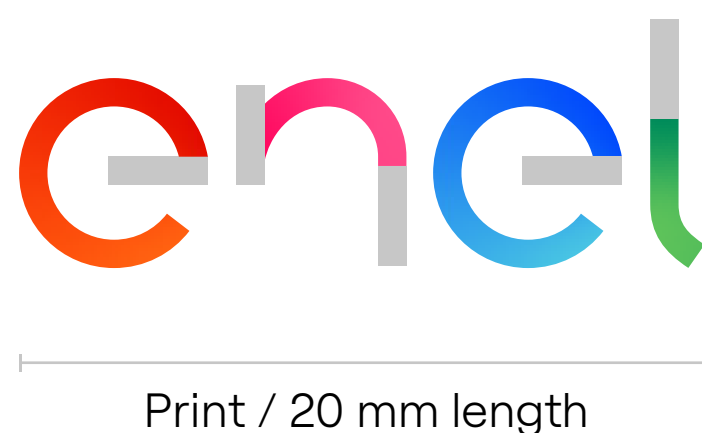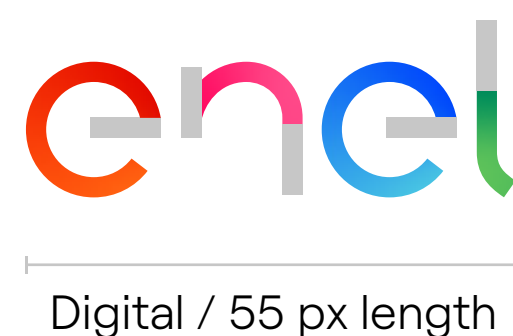
Small-scale version

Basic rules

1. Minimum logo sizes
The starting point should be legibility of the Enel logo and its application to combined logos.

2. Minimum designation size
The starting point should be as shown on the right. These rules also apply to the Enel logo combined with other horizontal ones.

1. Minimum logo sizes

Digital / 55 px length

Print / 20 mm length

OOH / 14 cm length

2. Minimum designation size

LOREM IPSUM LOREM IPSUM

Digital / 150 px length

LOREM IPSUM LOREM IPSUM

Print / 60 mm length

LOREM IPSUM LOREM IPSUM

OOH / 45 cm length