



01. Logo

Principle

Open Power dynamism is expressed through the logo gradients.

The primary version of the logo should always be applied to convey this, except in the case of functional / technical limitations.

To define which logo to apply where, just follow the decision tree.

Logo

Primary logo

The gradient, multi-colored version of the logo is the primary logo. It should be our preferred option in all brand materials.

To provide maximum contrast and legibility it should only be used on white backgrounds, never on black, photography or color.



Logo

Primary logo —
Small-scale version

The small-scale version, which has a simplified gradient, must be used for applications smaller than 20 mm width for print or 50 px height for digital.

This version has better readability in small sizes, while maintaining the same look as the primary logo.

Primary logo



Print:
20 mm width
and up
Digital:
50 px height and up



Small-scale version



Print:
from 7.5 mm
to 20 mm width
Digital:
from 10 px
to 50 px height



Logo

Exclusion Zone

This is a clear area that no other graphic elements can enter. It also helps readability in all applications.

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



Exclusion zone = two cursors

Logo

Primary logo on colors

This version has to be used when
a colored background is required.



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Logo

Primary logo on colors —
Small-scale version

This version has to be used when a colored background is required and the applications are less than 20 mm wide for print, or 50 px high for digital.

It is slightly different from the small-scale version of the Primary logo, since the gradient has to be removed to improve readability.

Primary logo



Print:

20 mm width
and up

Digital:

50 px height and up



Small-scale version



Print:

from 7.5 mm
to 20 mm width

Digital:

from 10 px
to 50 px height



Logo

Primary logo —
Monochromatic version

The monochromatic version has to be used whenever the primary color version cannot be applied, or for special uses on colored backgrounds.

The image shows the 'enel' logo in a white, lowercase, sans-serif typeface. The letters are bold and modern. The logo is centered horizontally against a solid black rectangular background.The image shows the 'enel' logo in a black, lowercase, sans-serif typeface. The letters are bold and modern. The logo is centered horizontally against a solid white rectangular background.

Logo

Logo application on
different backgrounds

The white version of the logo has
to be used whenever the primary
color version cannot be applied,
or for special uses on colored
backgrounds.

The black version of the logo is
used depending on the intensity
of the background color.

Dark background

Average background

Light background

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Logo

Logo application on
photographic background

The white version of the logo has
to be used whenever the primary
color version cannot be applied,
or for special uses on photographic
backgrounds.

The black version of the logo is
used depending on the intensity
of the photographic background.

The Primary logo negative Black version should only
be used in the case of light photographic backgrounds
to avoid legibility problems. Always prefer the main
version over the Primary logo negative Black version.

Dark background

Color Monochrome

Average background

Light background

Color

Monochrome

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Logo

Logo application on
photographic background

Don'ts

Some examples of incorrect
logo application that don't follow
the rules explained previously.



Logo
Solid logo

The solid logo should only be used in applications that don't allow gradients (e.g. hardware applications, where the logo needs to be embossed, engraved or embroidered), or in applications where color and gradient printing is restricted (receipts, faxes, etc).

The solid logo can be used in black, white and colors.

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Logo

Solid logo —
Examples

Examples where the solid version can be applied:

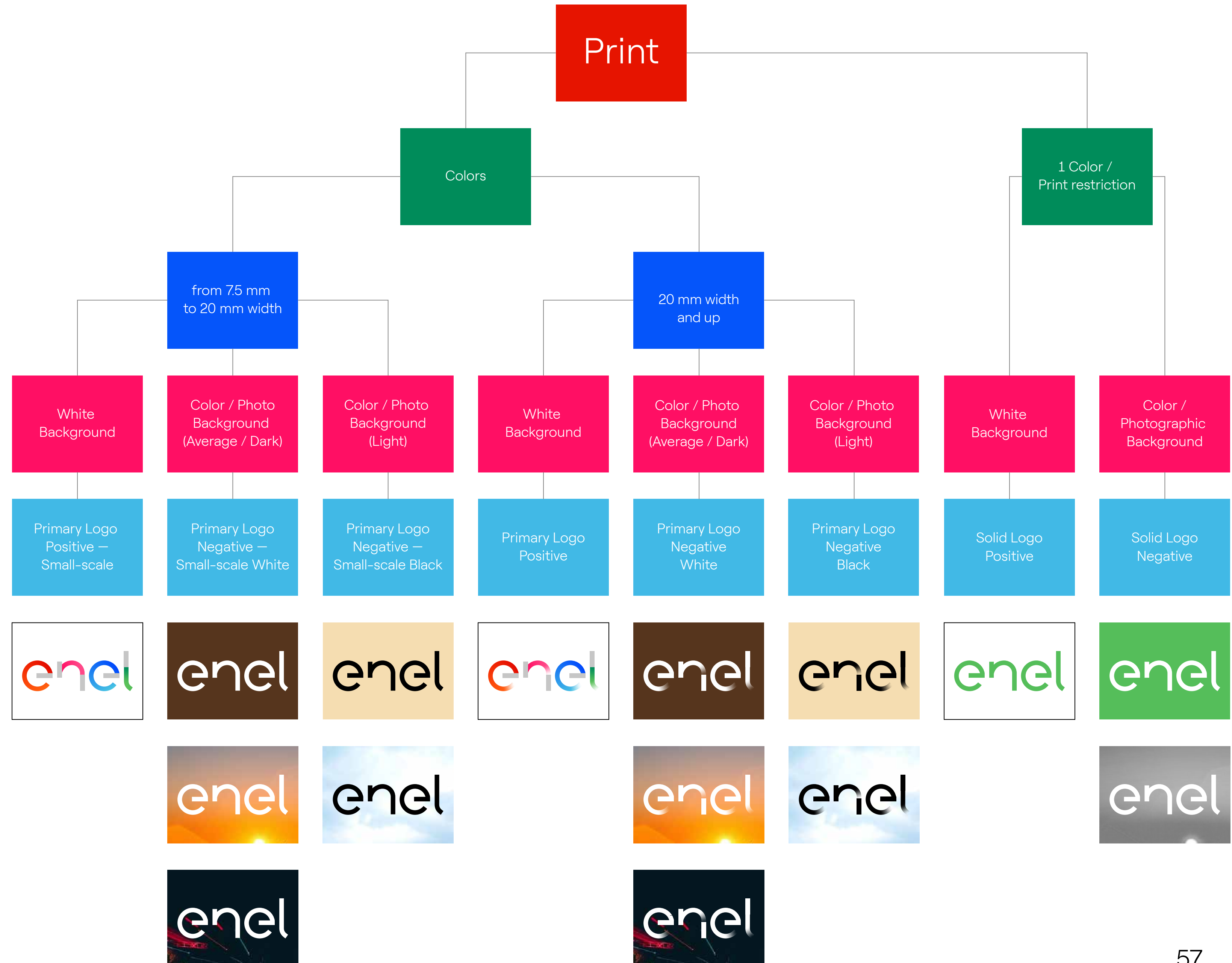
- when the logo needs to be embossed (e.g. hardware application)
- when the logo needs to be embroidered or screen printed (e.g. sponsorship materials)
- when color or gradient printing are restricted (e.g. faxes and receipts).
- In case of managing peculiar events followed by media, if television footages are planned, solid Logo is recommended to ensure maximum visibility.



Logo

Decision tree — Print

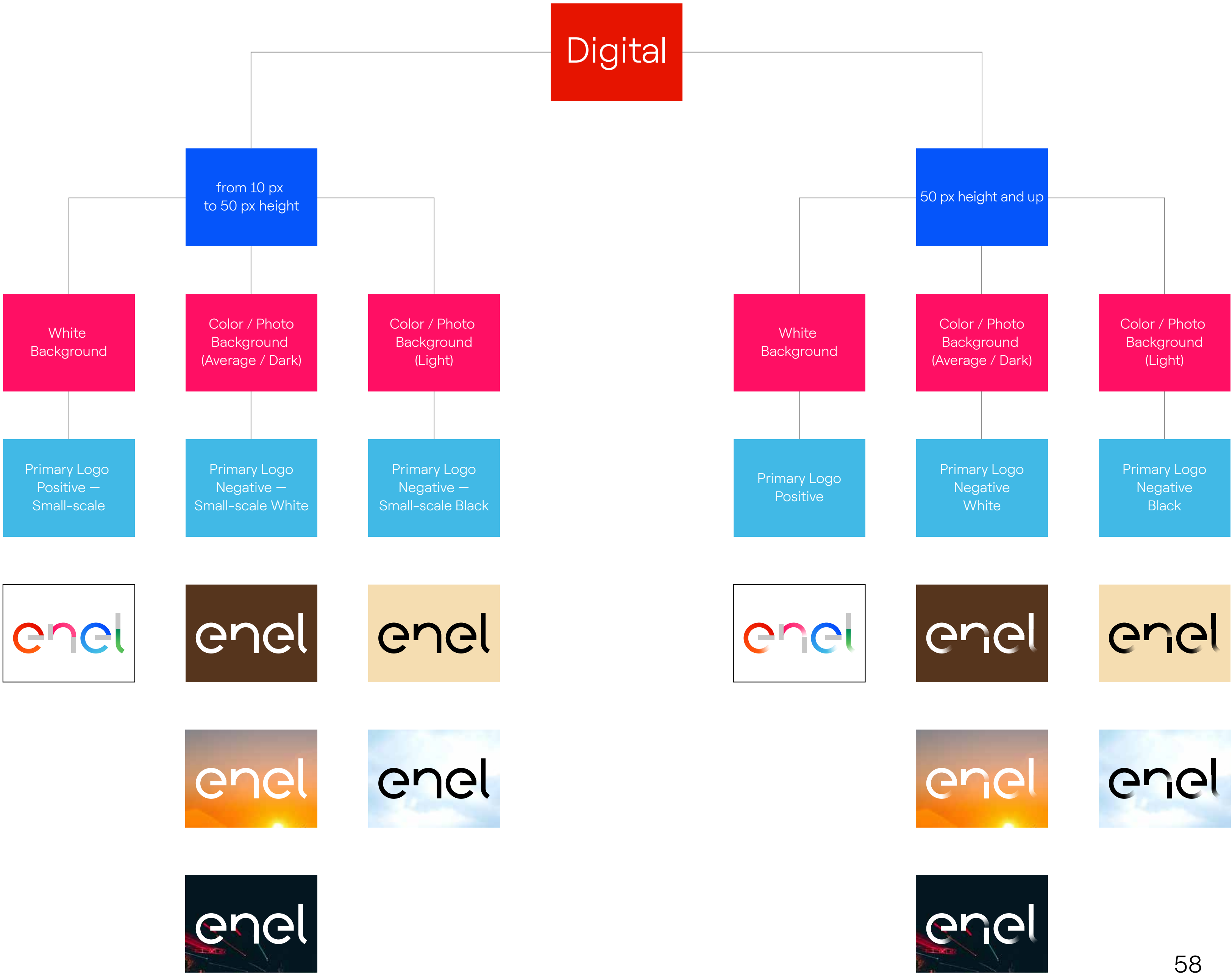
Follow the decision tree to identify
the logo you need to use.



The Primary logo negative Black version should only be used in the case of light photographic backgrounds to avoid legibility problems. Always prefer the main version over the Primary logo negative Black version.

Logo
Decision tree —
Digital

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



The Primary logo negative Black version should only be used in the case of light photographic backgrounds to avoid legibility problems. Always prefer the main version over the Primary logo negative Black version.

Logo

Monogram

The monogram logo should only be used in specific circumstances for digital applications:

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

When used in a size smaller than 50 px high, the monogram has the simplified gradient, as described for the Primary logo “Small-scale version”.

Primary version



Small-scale version



Logo 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 improper.

