



BRAND STYLE GUIDE

ENC BRAND AUDIT

- Need for a more distinct brand identity
- Need for consistency in formatting, fonts, colors.
- Provide enhanced design approach to elevate look and feel of ENC evergreen communications.
- Opportunity for brand tagline to support marketing and awareness of ENC purpose and mission.

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OPPORTUNITY

Create an identity that feels:

Sophisticated
Natural
Editorial
Warm
Quietly luxurious

Develop a distinctive typographic wordmark.

Produce a color system to unify the touchpoints.

Use a serif + sans-serif system.

COLOR PALETTE

PRIMARY

OAK GREEN 1B4F24	LIGHT GREEN 99AF19
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The ENC Primary colors are generally to be used in headlines, logos, and hero brand banner placements.

ACCENTS

MINT D6F2EB	EMERALD 095151
SAND EFECE1	SUN E0D84C

The ENC Accent colors are used for background colors and can be used for headlines in unique marketing moments.

TYPOGRAPHY

SERIF FONT HEADLINES ARE SOPHISTICATED & CLASSIC.

Headlines are paired with a san serif font which is more available across marketing platforms and channels.

Applied across newsletters, social posts, emails, the type approach gives the brand communications an elevated and distinctive look and feel.

HEADLINE FONT

CALVINO

Use Calvino (Adobe) for headlines and set in ALL CAPS.

BODY COPY FONT

Use Roboto in BLACK for body copy.

GRAPHICS

ENC KEYLINE

The ENC Keyline graphic is a visual nod to the ENC logo. It is used to establish a balanced lockup for headlines with pre-headers or sub-headers.

———— ENCINO NEIGHBORHOOD COUNCIL ————
ROOTED IN COMMUNITY

HOME FOR THE HOLIDAYS
———— ENCINO WINTER WONDERLAND ————

———— ENCINO SUMMER ————
NEWSLETTER

NEWSLETTER

Banner templates with seasonal colorways simplify and modernize the landing pages. Decorative illustrations inspired by Encino's landscapes create seasonal themes.



ADVERTISEMENT



IN-SITU



ENC BRAND NEXT STEPS

- Michelle and Tom update Fall Newsletter with new brand guidelines
- Tom will propose key social templates to update with new brand guidelines
- Further develop Home For The Holidays ad for OOH

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