

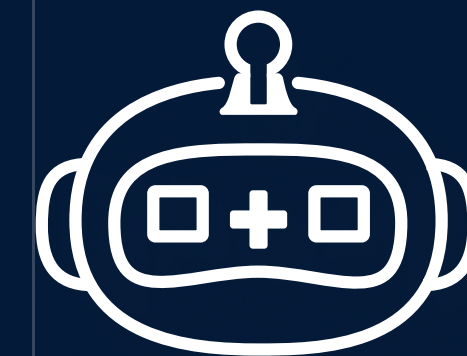
# Enjeux Branding Kit

# Logo

---

# Logo

This document communicates the brand identity of brand name.  
Clearly articulating the mission, values and persona for the design  
of all subsequent brand artifacts.



# Logo Mark

This document communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.

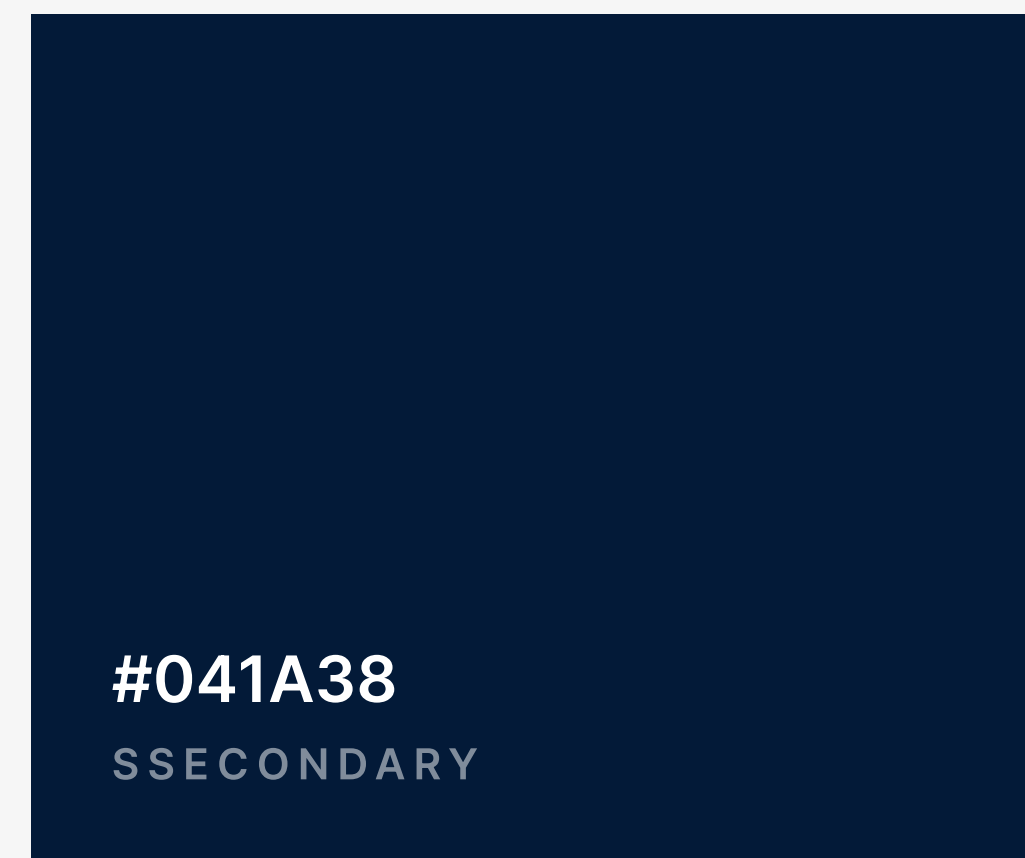


# Colors



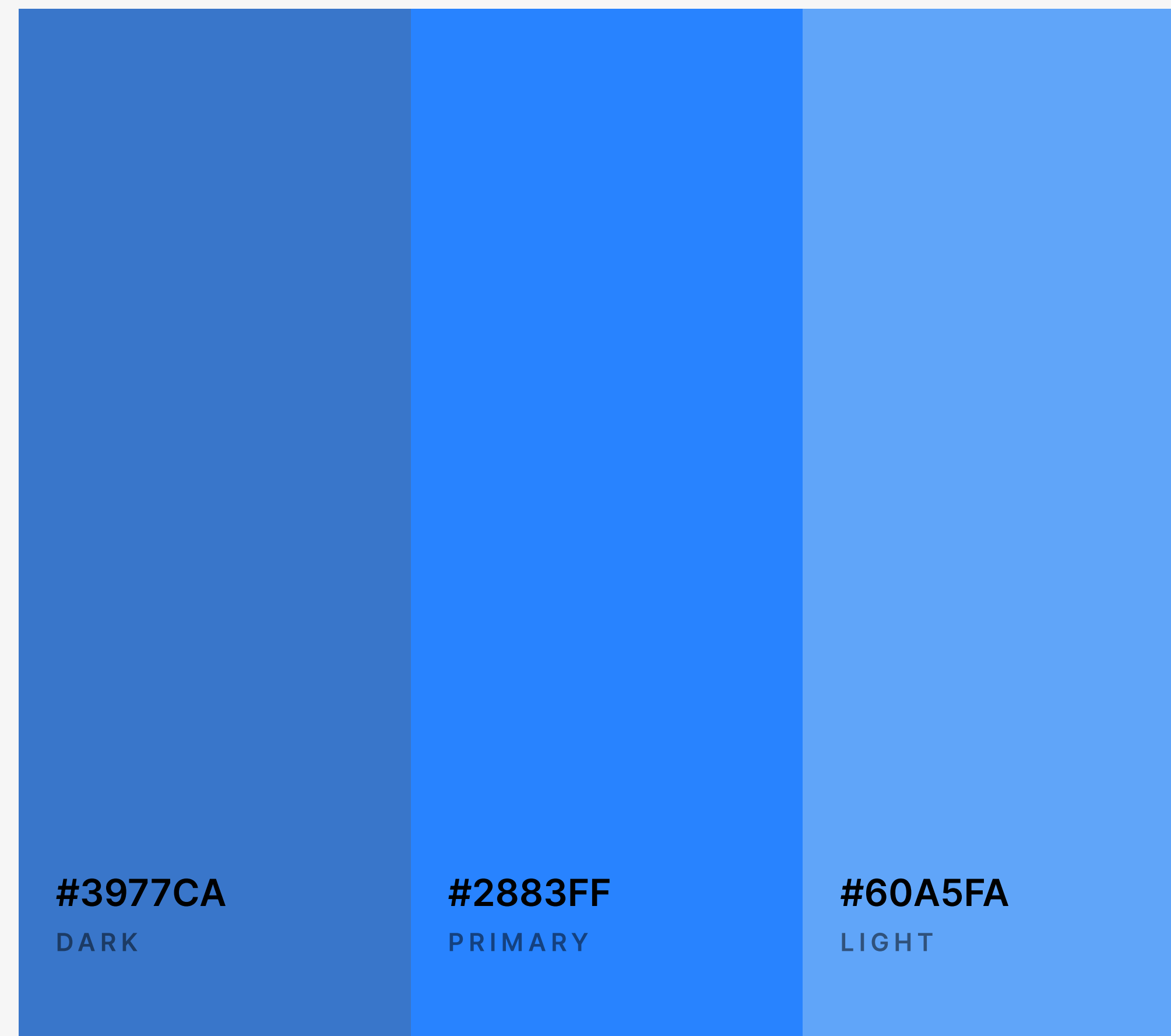
# Base Colors

This document communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.



# Shades of Colors

This document communicates the brand identity of brand name.  
Clearly articulating the mission, values and persona for the design  
of all subsequent brand artifacts.



# Shades of Greys

This document communicates the brand identity of brand name.  
Clearly articulating the mission, values and persona for the design  
of all subsequent brand artifacts.



# Typography



# Header Texts

This document communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.

**Space Grotesk** !@#\$\$%^&\*()\_

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

**Aa**

Light

Regular

Medium

**Bold**

# Body Texts

This document communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.

## Inter

!@#\$%^&\*()

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Aa

Extra Light  
Light

Regular  
Semi Bold

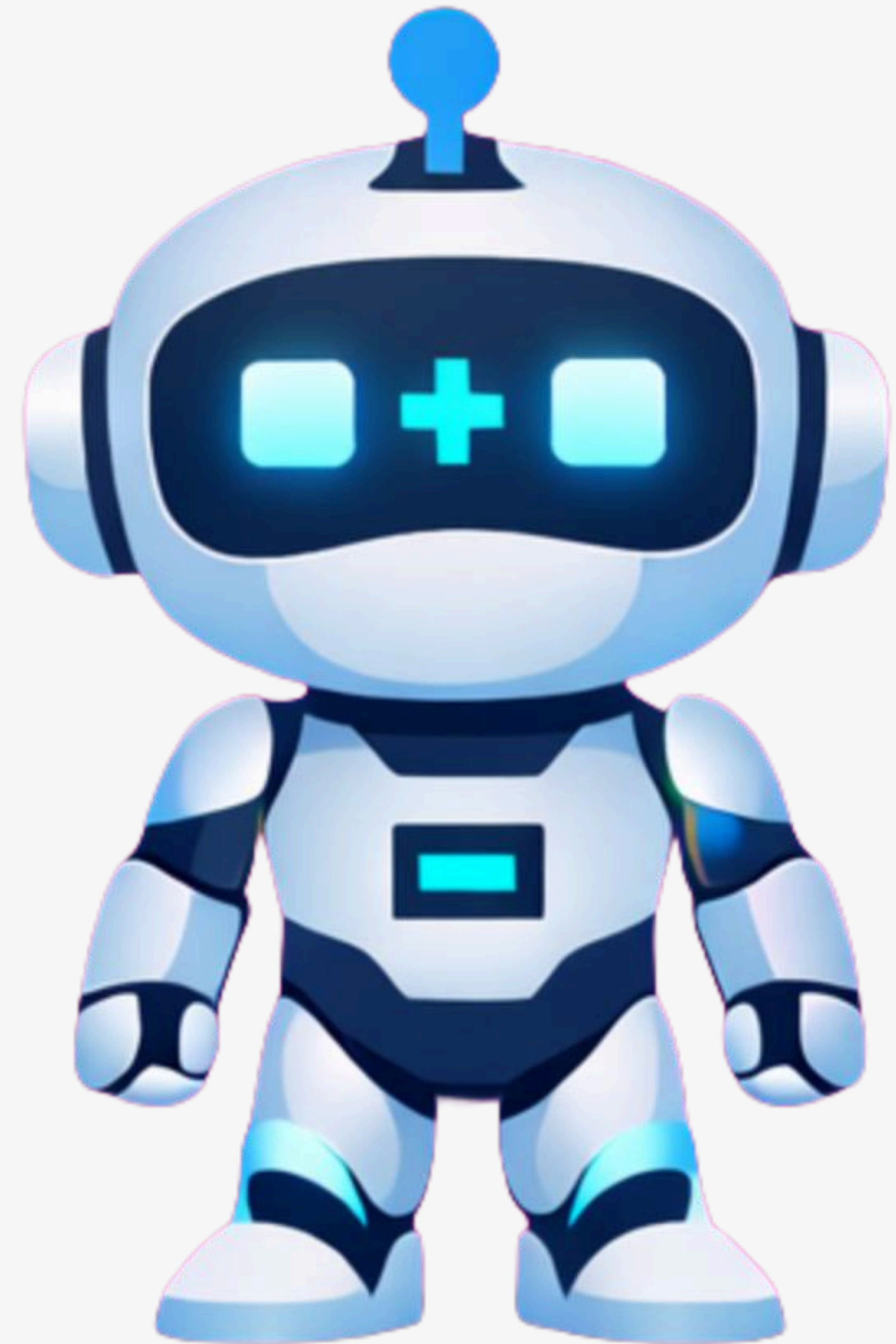
**Bold**  
**Black**

# Character



# The “Mascotte”

This document communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.



# Charadesign

This document communicates the brand identity of brand name.  
Clearly articulating the mission, values and persona for the design  
of all subsequent brand artifacts.

