

2 Color Corporate Logotype



Single Color Corporate Logotype



Minimum "clear area" or constant background



EnFlyer™ Corporate Logotype

The corporate logotype is a unique styling of the name "EnFlyer®." It is the single most important identity element used throughout the company. The logotype must be used to identify all materials emanating from EnFlyer.

This is the only logotype or symbol that may be used within the identification system. Other logotypes or symbols for departments or operating units are unacceptable.

All reproductions of the logotype must be made from original art or digital graphic file(s) supplied by EnFlyer. The corporate logotype may not be redrawn, respaced or altered in any aspect.

The 2-Color Corporate Logotype must be reproduced in **PMS 361 Green** and **Black** on white backgrounds without exception. On dark backgrounds the word "EnFlyer" and the tag line "The Email Marketing Experts" may appear in white (no other exceptions).

The Single Color EnFlyer™ logotype must always be reproduced in a single, solid color and always on a background which affords high contrast and legibility. The Single Color Corporate Logotype must always be reproduced in either Black or White (ie: reversed out of a solid color).

A "clear area" or constant background must always be maintained around the logotype. The logotype is to be separated from any other graphic element by distances proportional to those shown on this page. No type or art of any kind may intrude upon this "clear area."

The corporate logotype must never be reproduced smaller than 1/2"-inch in height (top to bottom of logotype) without approval from the EnFlyer™ home office. The corporate logotype must only be reduced or enlarged proportionately and must never be elongated or condensed.

The corporate logotype may be reproduced without the "The Email Marketing Experts" tagline.

Acceptable



Acceptable

