



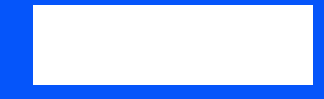
Enel

Visual Identity Guidelines





Basic Elements



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

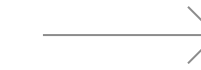
The small-scale version, which has a simplified gradient, must be used for applications smaller than 20 mm width for print or 50 px height for digital.

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.

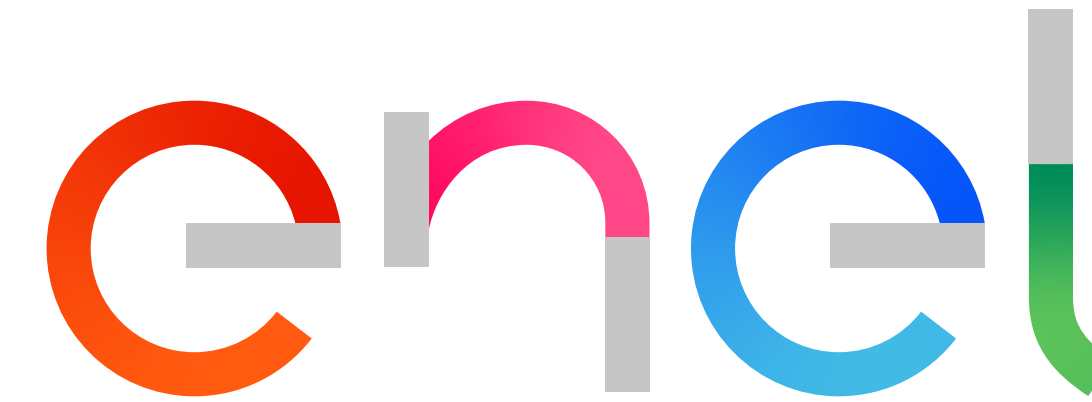


Exclusion zone = two cursors

Logo

Primary logo on colors

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



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