

BRAND IDENTITY GUIDELINES



Ernie Kanter™

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Brand Identity

Brand Identity is the final look of visual outlines, having every possible aspect of visual identity in well-crafted standards. Keeping this standards manual in hand builds consistency and accuracy for all graphic elements. It also improves the recognition and instills a sense of trustworthiness.

The Enes Kanter brand throughout all different media as well as printed products needs to be managed by this Brand Identity Manual. All the guidelines in this booklet, from stationery to various different forms, has been created for this purpose.

Overview



Enes Kanter™



Ernie Kanter™



Components

BALL

Creating a logo for such a big name has to be directly related with his occupation. Since his occupation is the main reason for his fame, a successful NBA player and a basketball go hand in hand.



TEXT

The font of the Enes Kanter logo is a pure handcrafted special character formed as the core of the basketball using the ball's own natural lines. The logo uses only the owner's initials, "E" and "K."



TOGETHER

Stylizing and simplifying the basketball and using its natural lines will form the basic shape of logo. Seeing the recognizable basketball shape and lines, as well as Enes Kanter's, initials is the most crucial and elegant part of the logo. To spot both concepts in same simple shape is the most valuable asset of Enes Kanter Brand.





01

This part refers to logo and Logotype as a locked-up single entity

02

The second box stands for the illustrated visual logo itself

03

This part is the typographic element of the logo and is also the illustrated hand writing font special for Enes Kanter.

Any nessecary requests in need of guidelines and alternate usage should be referred to the main point of contact. For all visual identity queries, please contact communications@eneskanter11.com.

Visual Guidelines

Following guidelines are the best suggestions for the Enes Kanter's brands' most accurate message. Having these guidelines will play the important role in between all communications the Enes Kanter brand and related subjects.

Eps, ai, extension files (vector) should be used for all printed materials extensions white .jpeg (pixel) ones should primarily used for on-screen projects.

It is also recommended to contact your vendor for their preferred file extension before finalizing your submission.

Standards



PRIMARY LOGO

The primary form of the Enes Kanter logo should be used as two parts. Basketball shape logo with initials of EK on top and literally Enes Kanter typographic face at the bottom. Space in between adjusted by 1/2 of the basketball form



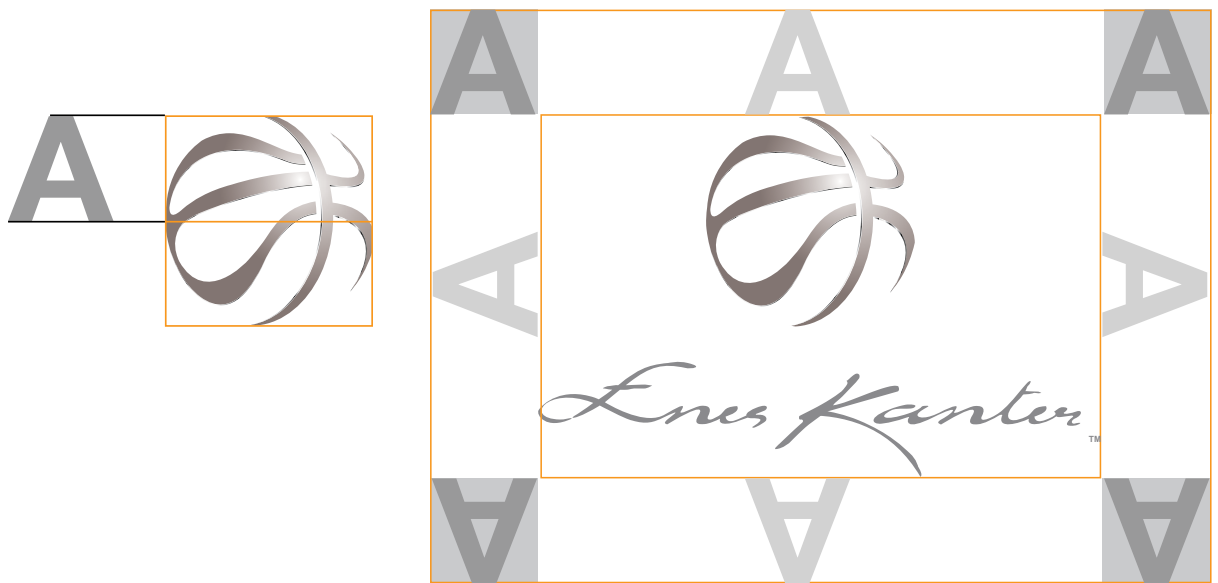
SECONDARY LOGO

The secondary form the logo should be used according to available space, any case that has no available area for the primary logo with exclusion zone should use the secondary logo. It is two-part as well. Basketball shape initials and Enes Kanter typographic face on right side of the ball, space also adjusted 1/3 of basketball heights.

Exclusion zones

EXCLUSION ZONES

In terms of maximizing visual appearance, the logo needs a space. Having an exclusion zone locks up this space with adjusted standards. Please use this standard with every graphic platform which includes the Enes Kanter logo. The horizontal and vertical logo exclusion zones can be calculated by 1/2 of basketball heights.



Using right logo

RIGHT LOGO

The logo must be used in the same exact form as in this brand manual. Variations, Color, Exclusion Zones, and all other standards must follow the guidelines of this identity catalogue.

INCORRECT USE

01

Do not change or alternate the colours of the logo. It should always be presented in 100% of the same colour.

02

Do not ever stretch, distort or rotate the logomark or logotype.

03

Do not modify the logo with effects such as 3D rendering or drop shadows.

04

Do not alter the relationship between the marque and the logotype. Or do not try to alternate logotype.

05

Do not outline the logo mark or logotype. Use the same exact version shown in this manual.

06

Do not create versions with lines not on logomark or logotype



01



Enes Kanter

02



Enes Kanter

03



Enes Kanter

04



Enes Kanter

05



Enes Kanter

06



Enes Kanter

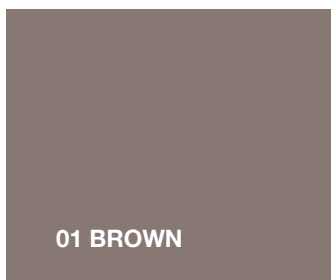
Color standards

BRAND COLOUR

Enes Kanter Logo and Logo type must always be used as the same color this manual as. There are two main colors for the Logo Brown and Gray

Brown is known for stability, structure, it is and being a down-to-earth color evoking humbleness and responsibility. Brown is honest, genuine and sincere, some shade of brown has sense of elegance and sophistication stylish and classy, when it is associated with of white or ivory.

Gray is known for coolness, sophistication and balance in psychological reflections. Gray is a color of maturity and steadiness, it has a control of black and white yet it has potential to go with any energetic colors.

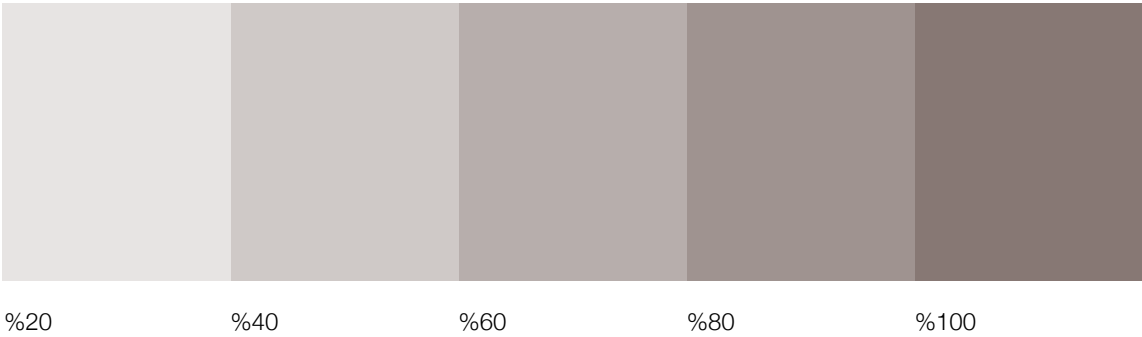


PANTONE 409 C
CMYK 50 50 50 10
RGB 131 118 114
HEX #837672

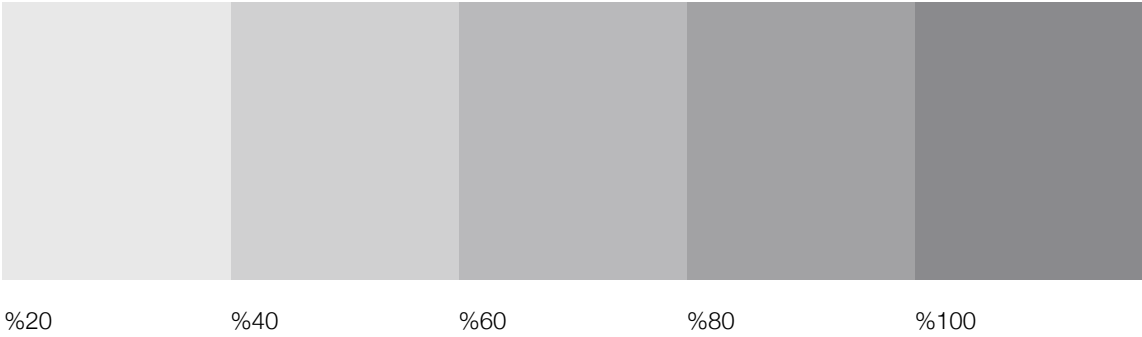


PANTONE COOL GRAY 8 C
CMYK 48 40 38 4
RGB 138 138 141
HEX #8a8a8d

PANTONE 409 C



PANTONE COOL GRAY 8 C



Color variations

VARIATIONS

Enes Kanter Logo has created in a color scale that it can easily be used in both contrast colors (black and white). Without changing its shade or alternating its color logo it can easily be used in both backgrounds.

However, in needs of single or duo-tone color, it should be used in 2 main colors.

Single color version 1 : **PANTONE 409 C**

Single color version 2 : **PANTONE COOL GRAY 7 C**

ON ANY DARK COLOR WITH A DENSITY OF %70 OR MORE LOGO CAN ALSO BE USE AS NEGATIVE (WHITE) COLOR, IN CASE OF BACKGROUND COLOR OPTIONS.

OUR 2 CORPORATE BROWN AND GREY MUST BE FIRST TO CHOSE AS BACKGROUND COLOR FOR NEGATIVE WHITE LOGO

2 color (flat) version: Brown(**PANTONE 409 C**) ball with gray (**PANTONE COOL GRAY 7 C**) Enes Kanter logotype





Typefaces

This is also one of the components of Enes Kanter's brand the following fonts Didot and Helvetica Neue should be used for related areas. These fonts are emphasis to the Enes Kanter personality and mission. Please refer to the following samples for font usage.

Helvetica Neue Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

Didot Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

Didot Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, lorem a id pretium dui, luctus imperdiet purus sed quis, auctor vivamus volutpat, lorem sed lectus nunc rutrum sollicitudin. Vitae accumsan augue praesent nullam sollicitudin donec, elit libero orci commodo elit ac, urna dui eget tempus.

