Design and
Brand Guidelines

V_0.1_2020
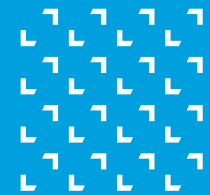
The Company Introduction

The design guidelines

These guidelines describe the visual and verbal elements that represent **Entando's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message about who we are is essential to presenting a strong, unified image of our company.

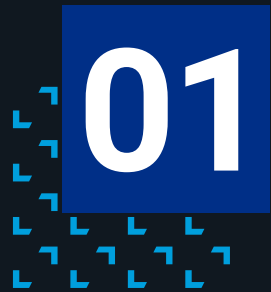These guidelines reflect **Entando's** commitment to quality, consitency and style.

The **Entando** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Entando** name and marks.

ENTANDO

Table of Contents

01 The Corporate LOGO Signage

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

The Corporate Fonts
and Typography

The Full Logotype

The entando logo is characterized by two basic elements: the typo logo element consisting of custom typefaces and two brakets that cage the type logo.

The brackets elements symbolize the typical sign of the code that refers to web development, these two elements express what is the main feature of Entando, a Micro Frontend platform.

The Custom type instead shall to express the possibility that you have with Entando of being able to build customized web applications, the letters are characterized by broad shoulders and almost regular geometric shapes, the inclination in the temples of the T and D recall growth and the desire to aim up. Overall, the logo expresses a sense of dynamism, reliability and the desire to innovate and become a leader in the market.

LOGO LIGHT VERSION   **LOGO DARK VERSION**

3   4

1) The general Logo
The main logo is the dark logo used on white or colored backround. For darker backrounds you will find an alternative below.

2) The Logo Dark Version
will be used when the backround color ist light colored.

3) The Logo Light Version
will be used when the backround color ist dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the Entando Brand team if you have any questions or need further help.

Logo Construction, Clearspace And Computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
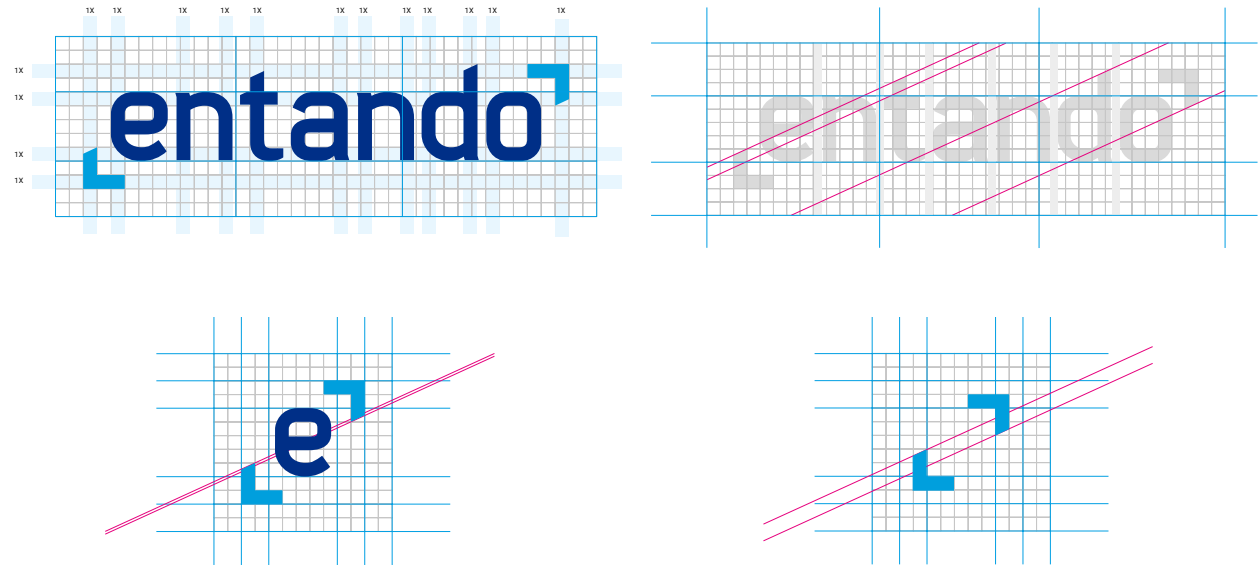
Clearspace

Logo Symbol
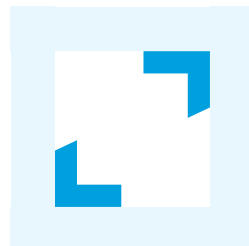
Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation
-
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

Application
on a Background

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 3.33 mm

40 mm

30 mm

20 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm

15 mm

10 mm

5 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm

15 mm

10 mm

5 mm

02 The Corporate typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Entando.Inc layouts.

The Corporate Fonts
Primary Font

Logo Construction, Clearspace And Computation

The font

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

R O B O T O

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z **Regular**

0 1 2 3 4 5 6 7 8 9 0 **Figures**

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ ' **Special Characters**
« ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ ∆ º ª © ƒ ð , å ¥ ≈ ç

**CONTEXT TEXT
AND INNER HEADLINES**

Small Text	Entando Type - Roboto Regular 9 pt Type / 12 pt Leading	

Copy Text	Entando Type - Source Sans Pro Regular 11 pt Type / 16 pt Leading	

Highlighted Text Text	**Entando Type** - Roboto bold 11 pt Type / 16 pt Leading	

**HEADLINES AND
TYPOBREAKS**

Sublines Sections H3	Entando Type - **Roboto regular - Lowercase** **14pt Type / 16pt Leading**	

Big Headlines and Title H2	# Entando Type - **Roboro Bold - Lowercase** **24pt Type / 28 pt Leading**	

Sequencer and Title for Marketing H1	# The Header - **Roboto Bold - Lowercase** **30pt Type / 36 pt Leading**	
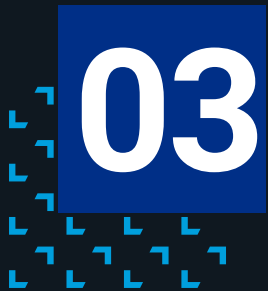
03 Corporate Color System

The Primary Color System and Color Codes

Color plays an important role in the Entando's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Entando brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System

Primary Color system

-

Explanation:
Entando has two official colors: Light Blue, Dark Blue. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.
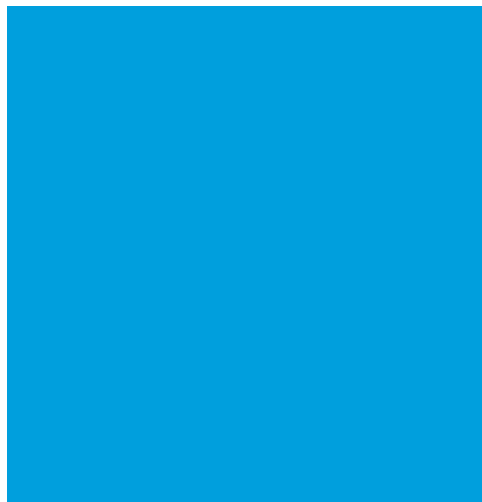
PRIMARY COLOR
LIGHT BLUE

-

COLOR CODES
CMYK   : C81 M15 Y0 K0
Pantone : 299C
HKS   : 02K
RGB   : R0 G10 B223
Web   : #00A0DF

PRIMARY COLOR
DARK BLUE
-

COLOR CODES
CMYK   : C100 M83 Y27 K9
Pantone : 287C
HKS   : 98K
RGB   : R0 G47 B135
Web   : #002F87

100 %   80 %   60 %   40 %   20 %   COLOR TONES
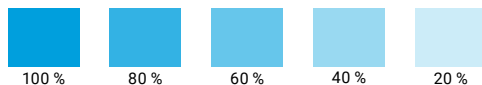
100 %   80 %   60 %   40 %   20 %   COLOR TONES
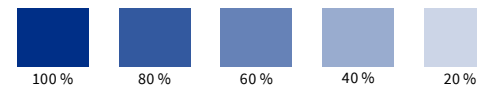
Yellow Gradient   THE GRADIENT

Grey Gradient   THE GRADIENT

Secondary Color system

-

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10 % of the palette in one piece.

Tones

COLOR CODES

CMYK   : C93 M77 Y56 K78   RGB   : R16 G24 B32
Pantone : Black 6 C   Web   : #0101820

Tones

COLOR CODES

CMYK   : C0 M98 Y60 K0   RGB   : R235 G0 B69
Pantone : 192C   Web   : #EB0045

Tones

COLOR CODES

CMYK   : C0 M47 Y89 K0   RGB   : R255 G158 B24
Pantone : 137C   Web   : #FF9E18

Tones

COLOR CODES

CMYK   : C100 M0 Y60 K0   RGB   : R0 G168 B135
Pantone : GreenC   Web   : #00A887

04 Corporate Stationery

International Paper Stationary

Stationary is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationary. It includes specifications for typography, color, printing method, paper stock and word processing stationary brand management guidelines do not include invoices, credit letters, business forms, checks, e-mail tags or other business processes

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

The Company Letterhead

-

Explanation:
This shows the approved layouts with the primary elements of the Entando stationery system for the front- and backside of the letterheads.

Usage:
The letterhead will be used for all official communication that is going out of Entando.

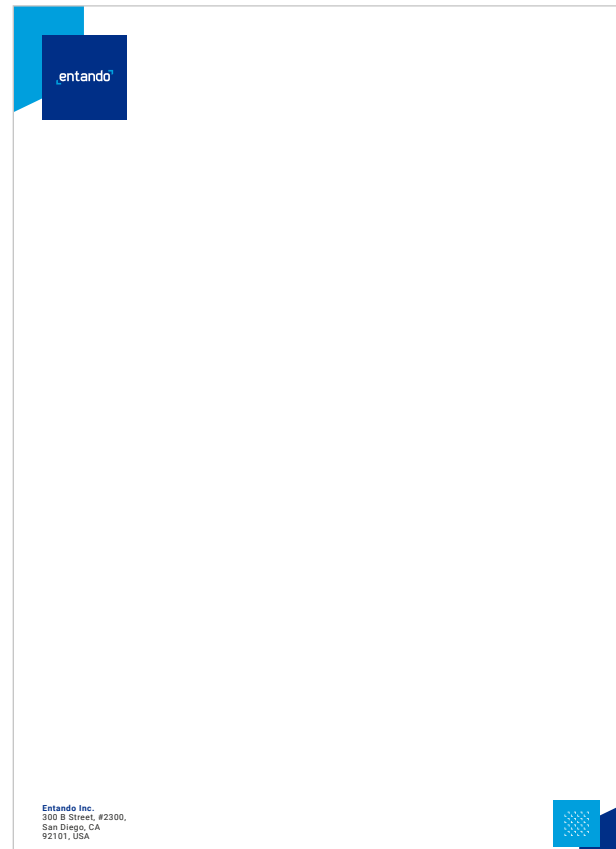## PARAMETER

Dimensions
297 x 210mm
DIN A4

Weight
120g/m Uncoated white

Print
Offset
CMYK

Entando Inc.
300 B Street, #2300,
San Diego, CA
92101, USA

Spett.le
Nome Azienda S.r.l.
Via del mare, 28,
00000 Citta CAl
P.Iva: 01234567890

Cagliari, 30/06/2020

c.a. Dott. Mario Rossi

Oggetto: Questo è solamente un finto testo, impaginato per darvi l'idea di come sarà il risultato finale

È inutile che leggiate questo testo: non è quello che vedrete sulla pagina stampata. Si schizza coi pennarelli quella che sarà poi una foto, ma non si può "schizzare" un testo pubblicitario così, "tanto per rendere l'idea". Un testo pubblicitario è un complesso e delicato incastro di documentazione di prodotto, comunicazione, persuasione e creatività. Se poi volete, possiamo metterci anche un po' di bella scrittura. Tutte cose che sarebbe un po' riduttivo "schizzare".

Abbiamo reso l'idea?

È inutile che leggiate questo testo: non è quello che vedrete sulla pagina stampata. Si schizza coi pennarelli quella che sarà poi una foto, ma non si può "schizzare" un testo pubblicitario così, "tanto per rendere l'idea". Un testo pubblicitario è un complesso e delicato incastro di documentazione di prodotto, comunicazione, persuasione e creatività. Se poi volete, possiamo metterci anche un po' di bella scrittura. Tutte cose che sarebbe un po' riduttivo "schizzare".

Abbiamo reso l'idea? È inutile che leggiate questo testo: non è quello che vedrete sulla pagina stampata. Si schizza coi pennarelli quella che sarà poi una foto, ma non si può "schizzare" un testo pubblicitario così, "tanto per rendere l'idea". Un testo pubblicitario è un complesso e delicato incastro di documentazione di prodotto, comunicazione, persuasione e creatività. Se poi volete, possiamo metterci anche un po' di bella scrittura. Tutte cose che sarebbe un po' riduttivo "schizzare".

Abbiamo reso l'idea? Allora siate fiduciosi: fra poco vedrete il testo vero, che sarà così bello da sembrare finto.

Entando Srl

Entando S.r.l.
Piazza Salento 9,
09127 Cagliari

Fax: +39 1782741566
C.Fiscale/P.IVA: IT03264290929

Soggetta a direzione e
coordinamento di Entando Inc

1

The Company Envelope

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Explanation:
This shows the approved layout with the primary elements of the Entando stationary system for envelopes.
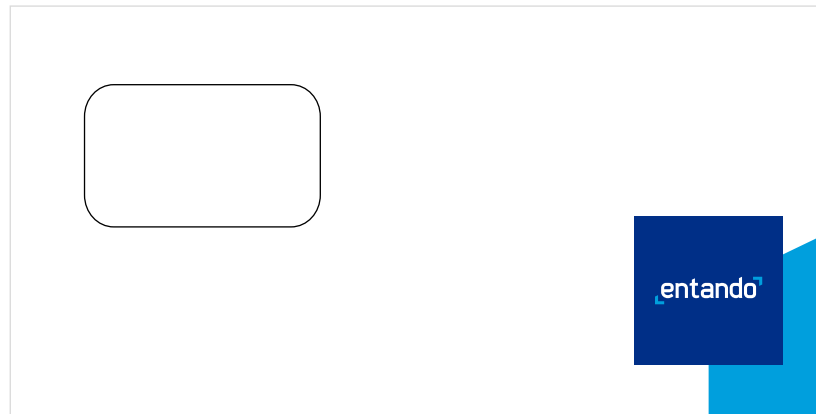
Dimensions
297 x 210mm
DIN A4

Weight
120g/m Uncoated
white

Print
Offset
CMYK

The Company Business Cards

-

Explanation:
This shows the approved layouts with the primary elements of the Entando stationary system for business cards.
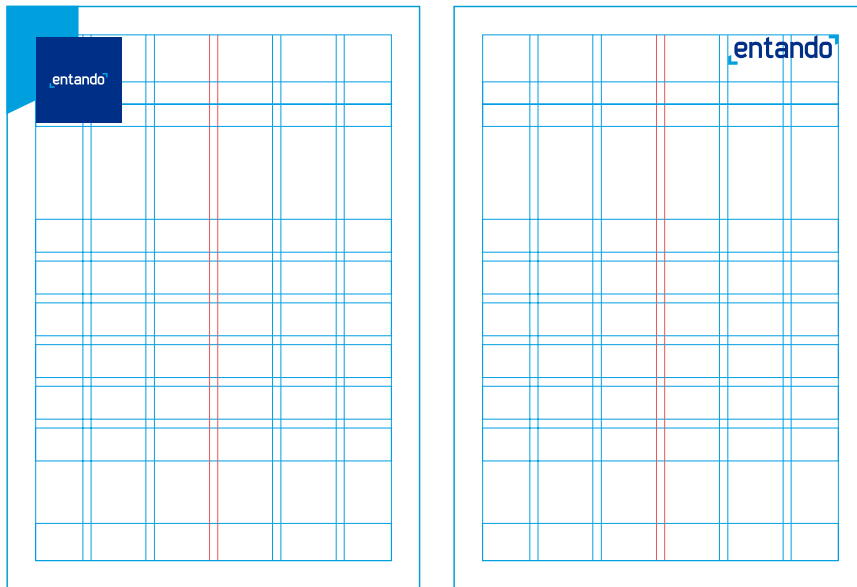
Usage:
The business cards will be used for all official contact and communication of Entando. Insert the Entando letterhead and send your documents throughout the world.

PARAMETER

Dimensions
85 x 55 mm

Weight
400g/m Uncoated white

Print
CMYK

Peter Jackson
Creative Director

Main Street 4th
2515 Los Angeles
United States

P: +01.1234.5678.90
F: +01.1234.5678.90
E: peter@designinc.com
w: www.entando.com

05 Correct Logo Placement

Correct Logo Placement
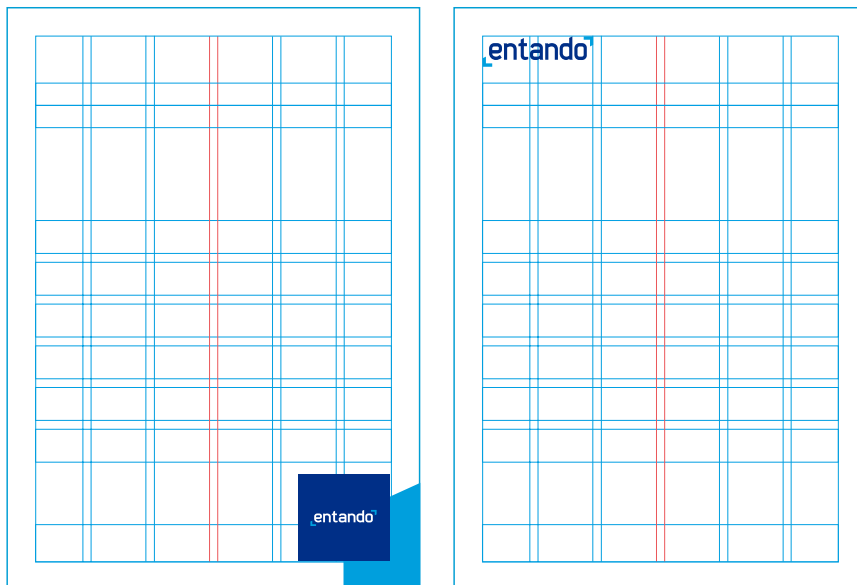
Correct
Logo Placement

Explanation:
To place the Entando logo in the correct way please use one of the approved styles that are shown on the left. Placing the Entnado logo in other ways is not allowed.

PARAMETER

Example
297 x 210mm
DIN A4

Entando is an open source software company providing the leading micro frontend platform for building enterprise applications on Kubernetes.

The company is headquartered in San Diego CA with engineering centers in Europe. Entando was founded in 2015 in response to the growing demand for tools and services to create modern web applications and has since stepped into international markets.

In 2015 Entando was named in the "Cool Vendors in Web Computing" Gartner report. In 2017, it became an official Red Hat Technology Partner. In 2018 the platform won the Digital360 Awards prize in the cloud computing category.

As a leader in modern software paradigms, Entando seeks to continuously and rigorously optimize and standardize the enterprise experience of building applications in the modern world, helping them succeed in any field. Entando has particular expertise in the banking, public sector, and services industries.

Entando is supported by a strong ecosystem of certified partners that bring both industry expertise and local delivery capabilities to address our customers' most common needs: time to market, continuous innovation, and simplicity.

github.com/entando

facebook.com/Entando

linkedin.com/company/entando

www.instagram.com/entandoinc

twitter.com/entando

www.youtube.com/c/EntandoVideos