

How we look. How we think.

Brand book

Here at Enko,  
we share a lot:  
we share goals,  
we share ambitions,  
we share jokes,  
we share stories,  
we share knowledge,  
we share perspectives,  
and above all,  
we share a common  
identity.

# Sharing is caring

This 'identity' is more than just a brand; it represents the way we think and, ultimately, who we are as people. We are constantly moving forward as a community and this sense of dynamism is reflected by the 'swipe' symbol, which forms the base of our brand identity.

Although this is all clear to us, it may not always be as clear to everybody else. For this reason, we have put together a series of guidelines that help others understand who we are. In following these 'rules', we can grow an identity that is strong, coherent, and recognisable for everyone.

# Go green

There are two versions of the logo: negative and positive. Use whichever is clearest on the given background.

Whilst the logo may be scaled up infinitely (so long as proportions are respected), it must only be decreased to a size of 11mm. We consider this to be the smallest size where 'Education' remains easily legible.

Nobody likes to feel boxed in, neither does our logo. That's why we keep a 'safe zone' around its edges. This zone is constructed by halving the width of the Enko logo.

Our bold, bright green is taken directly from the flag of the African Union. This not only shows our heritage and pride in the continent, but is also rather unique in the context of education logos. After all, who ever achieved excellence through blending in?



minimal size  
11mm



safe zone



Alone  
we are smart,  
together  
we are brilliant

# It's a family thing

The Enko brand family all look pretty similar. This is a good thing - people recognise us as 'Enko'. That said, we have maintained the unique visual characteristics of some Enko schools, again reflecting our understanding and appreciation of heritage.

Based on the circle from the Enko logo, we have developed a brand identity from the digital 'swipe' - an everyday action that represents the unlocking of potential and possibility, and thus what we offer here at Enko.

Our logos must always be recognizable. Always use the correct version. Distorting, altering or stretching our logos is forbidden.



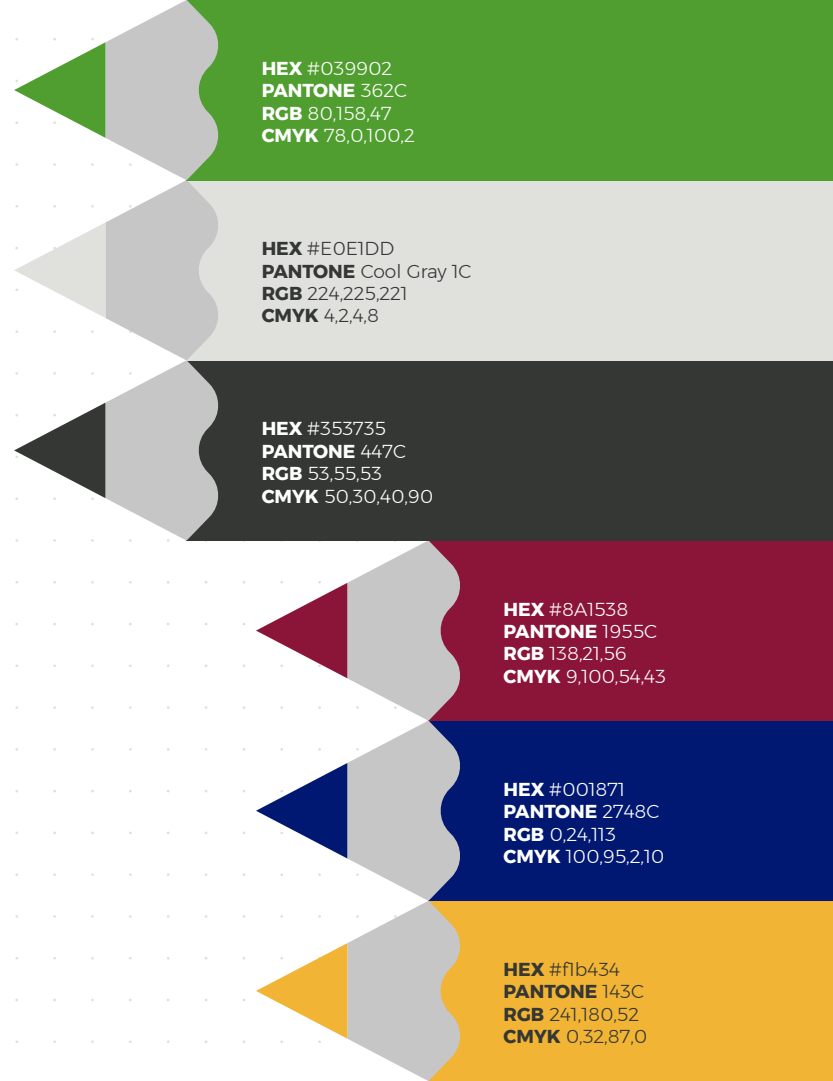


**Embracing  
the future  
with confidence**

# True colours

Our brand identity consists of four different colours and two shades of grey. The colours are inspired by various flags from across the African continent, as well as the flag and emblem of the African Union.

These colours must always be used unaltered, meaning they should never be rasterized or diluted.



Work hard,  
play hard





# Font of all knowledge

Our typeface, Montserrat, is both simple and modern. It can be downloaded and used free of charge and should be employed across all mediums for maximum brand coherency.

When technical constraints prevent us from using the Montserrat font (Office Suite or email), we use Verdana as a substitute font. Verdana has a family likeness with the Montserrat, and is available on every computer.

Montserrat font

Simple  
& modern

Verdana font

Easy  
to use

# Which font and when?

	Montserrat	Verdana
Editions	✗	
Website	✗	
Kakemono	✗	
Poster	✗	
Email		✗
Office suite		✗
Other Graphics Work	✗	



# Our icons

To build on the graphic identity created for our school logos, we have created a series of icons also based on the 'swipe' symbol. These icons are composed of fluid, rounded lines as well as a circle, representing the end of the swipe motion.

The icons have been created in both positive (green circles) and negative (white circles). If possible, only apply icons onto background in the Enko white or Enko green.

As with all Enko graphic elements, never change the proportions of the icons; the weight of the icons' lines should always be equal relative to one another.

Imagine,  
believe,  
achieve



# The 'swipe' system

Our graphic system aims to structure all of the brand communication together and create recognition. It is directly inspired by our logo.

Solid green or white are used, plus an illustration or a photograph. This system allows for the highlighting of all of our values in a clear and descriptive way.



# How does it work?

To build our system well, we must respect a few simple principles.

The "safe zone" is defined by our logo: it allows our messages to always be highlighted. Our main colours distinguish us and allow us to have maximum recognition. We use them in solid form whenever possible. Our logo introduces or concludes our messages.

Montserrat is mainly used in Light and Medium. The use varies according to the medium.

Verdana is generally used in Regular. Choose size 11pt font for standard texts.



# Get inspired




**enko**  
education

Unlock  
your  
potential

**enko**  
education

Dare  
and learn



Your launchpad  
to the world's  
best universities

International secondary programmes  
Form 1 to Upper six equivalents  
Leading to the prestigious  
International Baccalaureate diploma  
[enkoeducation.com/bonajo](http://enkoeducation.com/bonajo)  
enjo@enkoeducation.com

\*The International Baccalaureate (IB) is a non-governmental organization that provides a range of international education programmes for students from over 140 countries. For more information, visit [www.ibo.org](http://www.ibo.org).

**enko bonajo**  
international school



A school of the group  

Le tremplin  
vers les  
meilleures  
universités  
du monde

Programmes secondaires internationaux  
de la 6<sup>ème</sup> à la 12<sup>ème</sup>  
menant au prestigieux diplôme du  
Baccalauréat International®

Rejoignez Enko pour  
bonajo@enkoeducation.com

**enko bonajo**  
international school



A school of the group  

Le tremplin  
vers les  
meilleures  
universités  
du monde

Programme International de la 6<sup>ème</sup> à la 2<sup>ème</sup>  
Middle Years Programme® conçu par l'Organisation  
du Baccalauréat International®

"Le Collège Enko Riviera est un établissement scolaire  
candidat souhaitant proposer le Programme de premier  
cycle secondaire du Baccalauréat International (IB) et ainsi  
devenir une école du monde de l'IB."

Tous ensemble, une seule vision. Former des acteurs  
engagés pour bâtir un monde meilleur.

\*Le Collège Enko Riviera est un établissement scolaire candidat  
souhaitant proposer le Programme de premier  
cycle secondaire du Baccalauréat International (IB) et ainsi  
devenir une école du monde de l'IB.

**enko riviera**  
international school



A school of the group  

La différence Enko Riviera

Le programme international du MYP (Middle Years Programme) certifié  
par l'Organisation du Baccalauréat International (IB®).  
Une approche centrée sur l'apprentissage et son développement académique et personnel  
Bilinguisme, un programme flexicourbe incluant des cours d'anglais renforcés.  
Une excellente préparation au programme IB DP dispensé en 1<sup>er</sup> et 2<sup>ème</sup>.  
Les nouvelles technologies au cœur de l'apprentissage, salles équipées de wi-fi,  
salle informatique high-tech.



**Une école du groupe enko**

Enko Education est un groupe  
particulièrement d'écoles secondaires  
internationales. Enko Education offre  
une éducation secondaire de qualité  
aux étudiants à travers le continent  
africain, leur offrant un tremplin vers  
les meilleures universités du monde.

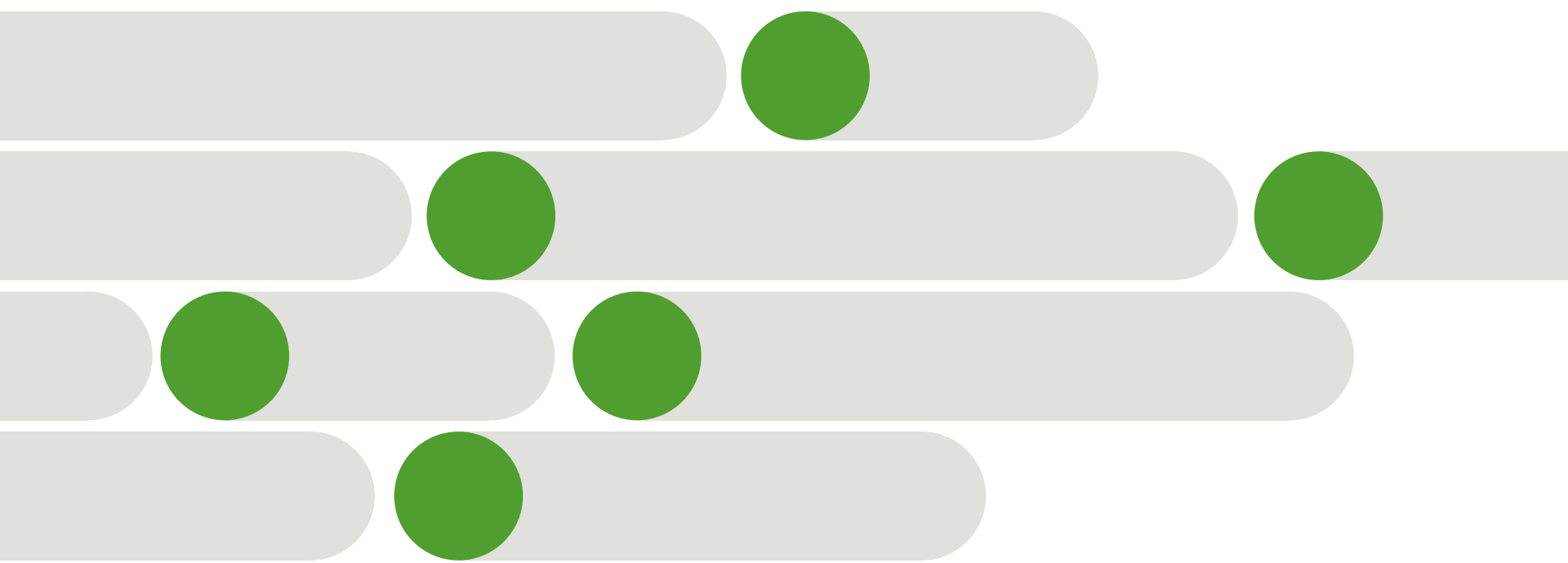
Nous avons conçu les écoles Enko  
Education pour offrir une éducation  
une préparation exceptionnelle pour  
intégrer les meilleures universités.  
Nous avons suivi le programme  
reconnu et respecté du Diplôme  
du Baccalauréat International, et  
nous accompagnons dans leurs  
études les étudiants à travers le  
continent africain. Et nous sommes  
heureux d'être associés à des  
universités prestigieuses telles que Yale University  
(USA), Durham University, King's College  
Imperial College (UK), University  
of Toronto (Canada).

**Accès:**  
Collège Enko Riviera  
Boulevard de la République, 1000  
Kinshasa

**Pour accéder à une session d'information,  
découvrez notre programme, contactez votre entente  
contractuelle.**

enjo@enkoeducation.com  
enjo@enkoriviera.com  
Enko Riviera International School  
Kinshasa

[enkoeducation.com/ib](http://enkoeducation.com/ib)



Have any questions?

Pop an email to [marketing@enkoeducation.com](mailto:marketing@enkoeducation.com)