

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.

We have put together this series of guidelines to help you n making others understand who we are. In following these 'rules', we can grow an identity that is strong, coherent, and recognizable for everyone.

Go green

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?

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.



minimal size
11mm



safe zone



Alone
we are smart,
together
we are brilliant

It's a family thing

The Enko schools logos all look similar. This is a good thing - people recognise us as 'Enko'.

Based on the circle from the Enko logo, we have created a circle 'Enko schools'. We have attached the name of each school campus to it.

The circle can be used separately from the campus name in some circumstances including: schools' facades and on material promoting many schools.

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



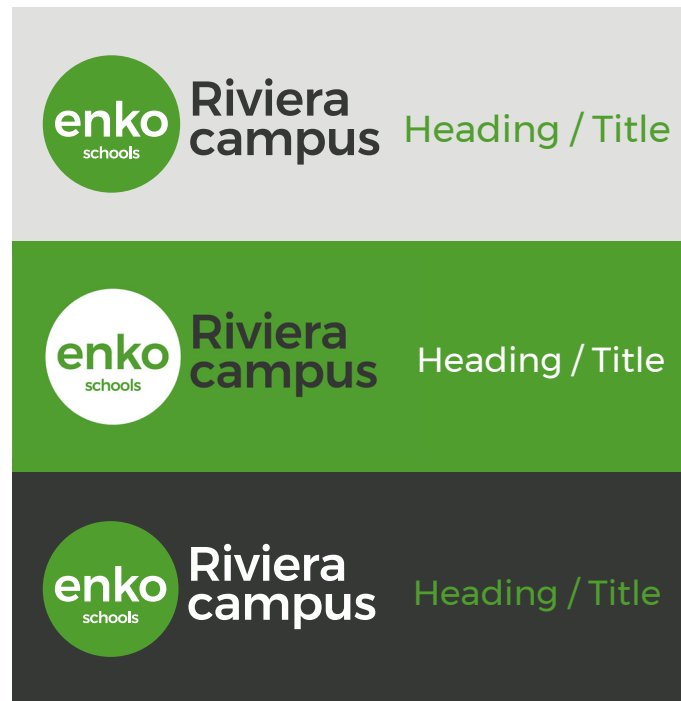
Use with caution

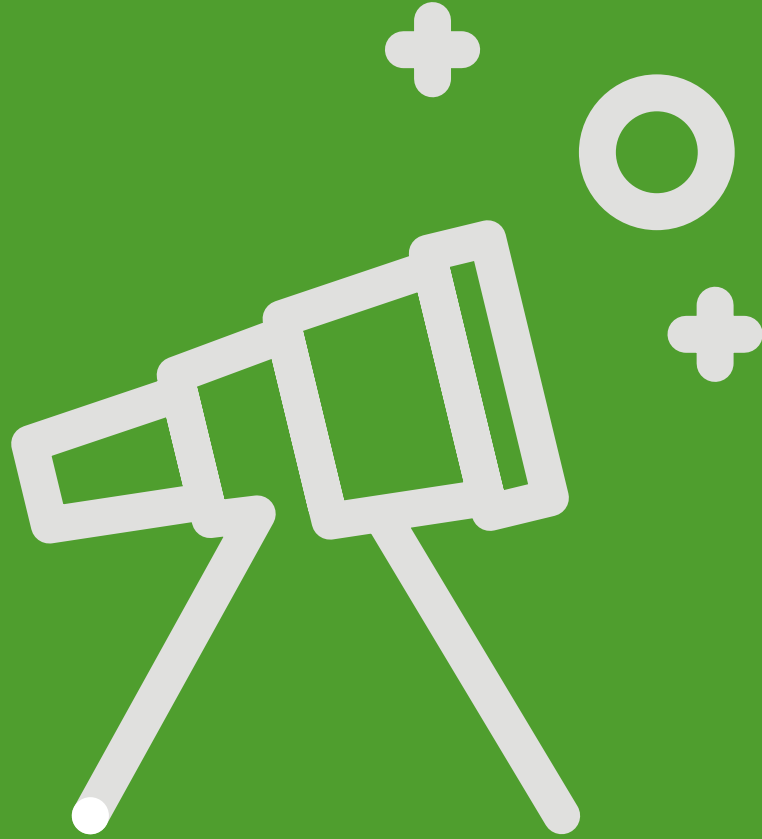
There are three versions of each school logo. Make sure you use each version properly.

The positive version should be used in the vast majority of cases, on all white or clear backgrounds.

The negative version 1 must be used on green backgrounds only.

The negative version 2 must be used on dark backgrounds.





**Embracing
the future
with confidence**

True colors

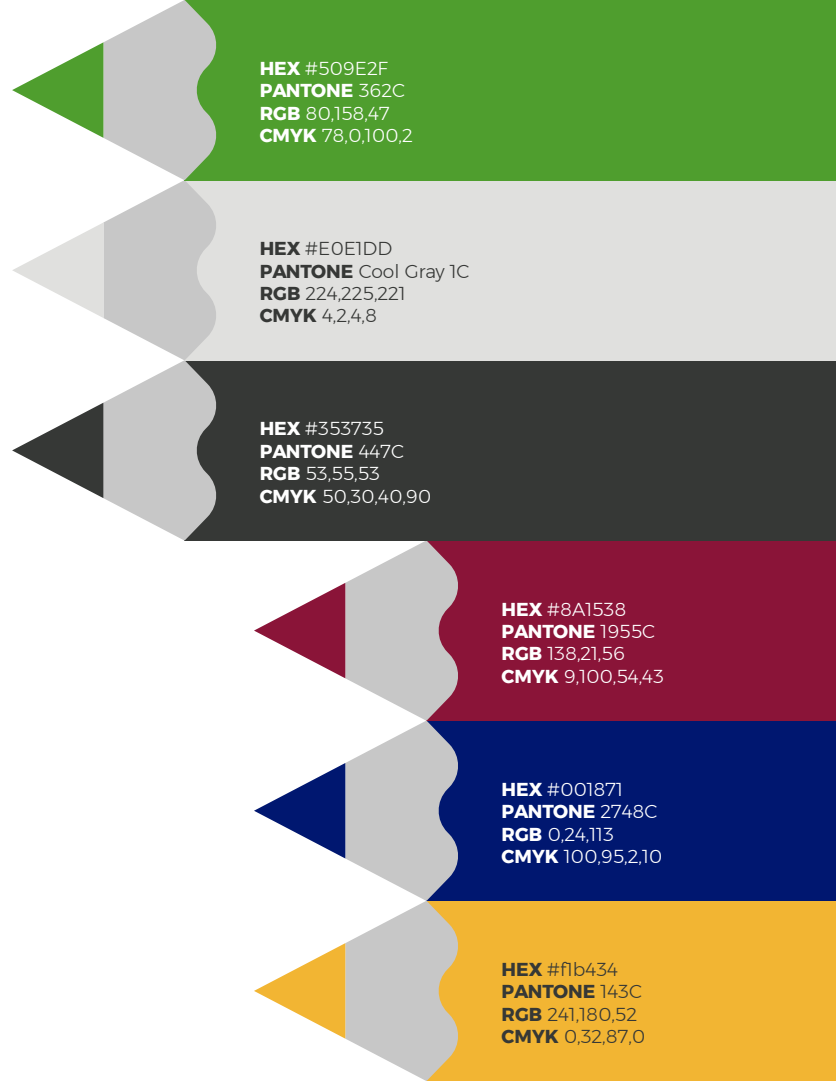
Our brand identity consists of four different colours and two shades of grey. The colours are inspired by various flags from across the African continent, as well as the flag and emblem of the African Union.

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

When to use what?

Use the HEX code or the RGB code for digital

Use the CMYK only for printing, and check with the printer beforehand!



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



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.

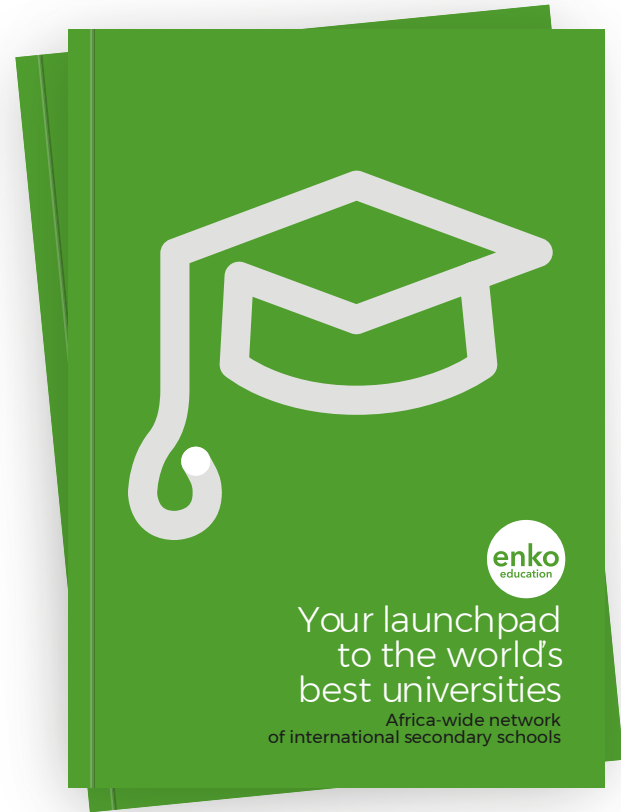
Imagine,
believe,
achieve



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

Learning is power.

enko schools **La Gaieté campus**


International Primary School
2 - 11 years old
9 Miniprix Bastos
+237 697 265 900

International Secondary School
11 - 18 years old
9 Nouvelle route Bastos
+237 698 156 176

Enrol Now



La Gaieté campus




enko schools

Unlock
Your
Potential

Enrol now!

International Primary School +237 697 265 900 Miniprix Bastos, Face à Chrono Service, Yaoundé	International Secondary School +237 698 156 176 +237 652 235 002 Nouvelle route Bastos (échangeur simplifié), Yaoundé
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lagaiete@enkoeducation.com
www.enkoeducation.com/lagaiete



enko schools **La Caieté campus**

International primary school
École primaire internationale



Opening 2019

Since its inception in 2014, Enko La Caieté Campus has produced graduates who currently study at world renowned worldwide universities (Yale College, Ecole Polytechnique Paris, African Leadership University, Sciences Po, University of British Columbia, etc.).

The establishment of an Enko primary school will ensure a one-stop shop for your children's academic pursuits.

Enrolled pupils will benefit from:

- highly experienced and trained teachers
- international learning environment
- experiential learning
- top-notch facilities

Depuis son ouverture en 2014, Enko La Caieté Campus a permis à ses diplômés d'intégrer des universités de renom dans le monde entier (Yale College, Ecole Polytechnique Paris, African Leadership University, Sciences Po, University of British Columbia...).

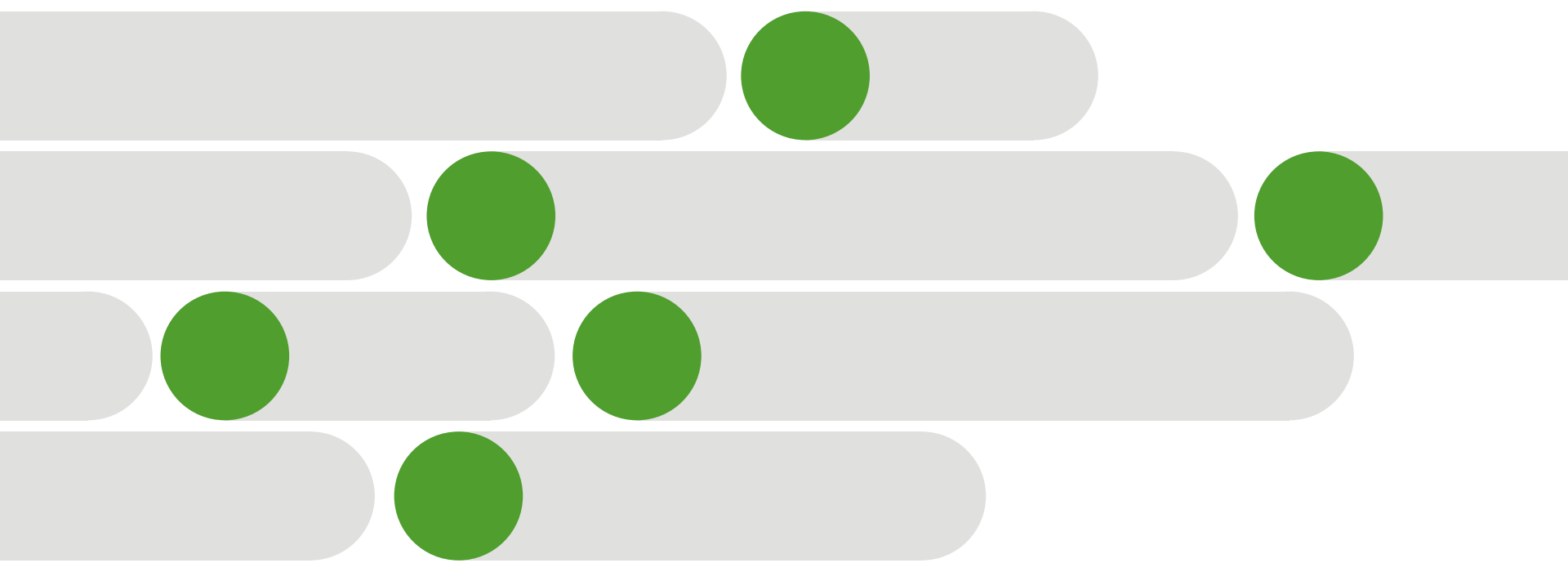
La création d'une école primaire Enko La Caieté vous permet d'offrir à vos enfants un excellent continuum académique.

Les élèves bénéficieront de :

- professeurs expérimentés et formés
- un environnement
- d'apprentissage international
- un apprentissage par l'expérience
- d'infrastructures de qualité

Enrol now!

+237 697 265 900 | lagaiete@enkoeducation.com



Have any questions?

Pop an email to marketing@enkoeducation.com