

ENCRE

BRAND GUIDELINES | VERSION 1.0

How to use the ENCRE name, wordmark, monogram, and colors. Please follow these rules in articles, listings, and partner materials. Do not recreate or alter the logo files. Use the files in the logo package.

NAME

Write the name as **ENCRE** (all capitals) in headlines and logos, or **Encre** in running text. The legal entity is Encre Media Group, LLC. Tagline: **Independent Media. Worldwide Distribution.** Supporting line: **Your work. The world.**

COLORS

Ink Black #101010 RGB 16, 16, 16	Charcoal #292827 RGB 41, 40, 39	Stone Gray #77716B RGB 119, 113, 107	Warm Ivory #F0EDE7 RGB 240, 237, 231
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Black and charcoal are the foundation, ivory provides contrast and breathing room, and stone is an accent for secondary text and dividers. Do not rely on low-contrast gray for essential information.

WORDMARK



The wordmark is uppercase with wide spacing, in ivory on black or ink on ivory. Keep clear space around it equal to at least the height of the letter E on every side. Use the supplied vector (SVG) files for print and the PNG files for screens.

MONOGRAM



The E monogram is for small spaces such as favicons, app icons, and social avatars. Do not use it in place of the wordmark in headlines.

DO

- Use the wordmark on high-contrast backgrounds (ink or ivory).
- Keep clear space around the wordmark and use the supplied files.
- Use one-color versions wherever possible.
- Describe Encre accurately: services, partners, and results only as confirmed by Encre.

DO NOT

- Stretch, skew, rotate, outline, or add effects (gradients, glows, shadows, metallic finishes).
- Place the wordmark over busy imagery without enough contrast.
- Add symbols, taglines, or other marks to the wordmark.
- Redraw or retype the wordmark.
- Imply an endorsement, partnership, or guaranteed result that Encre has not confirmed.

TYPOGRAPHY

Headlines and interface text use a clean, modern sans-serif. Keep layouts simple, with generous space and a clear hierarchy. Reserve all capitals for short labels, not long text.

VOICE

Confident, informed, and direct. Speak to creators as professionals. Be specific about process and terms. Avoid hype, buzzwords, and guarantees about reach, revenue, or placements.

QUESTIONS AND APPROVALS

For permission to use the marks beyond editorial coverage, contact the press team: use the press inquiry form on the Encre website.