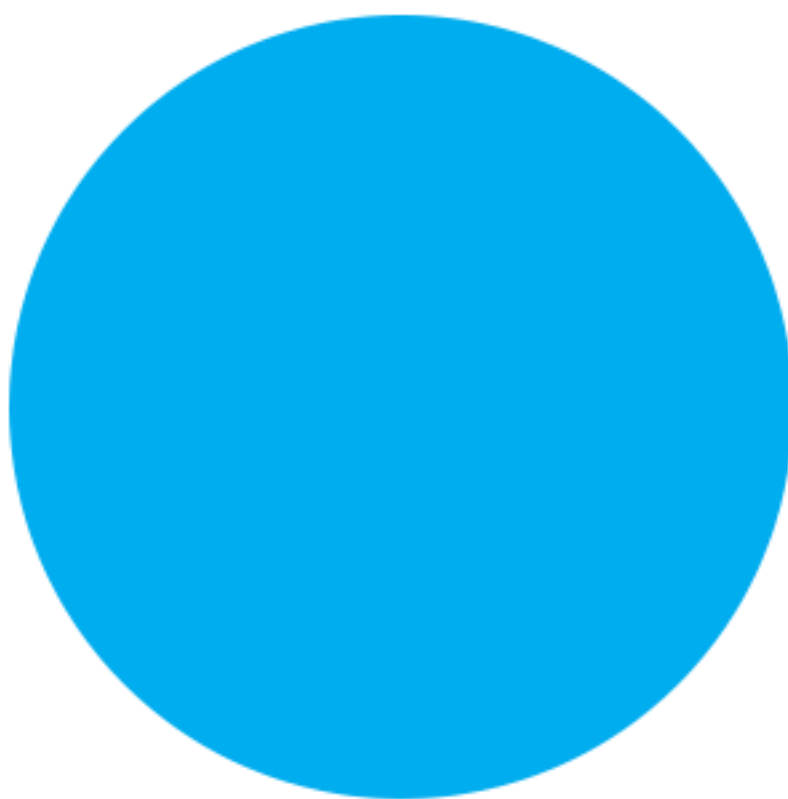


# Esanosys Brand Usage Guidelines

## Esanosys Pronunciation

Esanosys is pronounced as “ee-sano-sys”

## Esanosys Blue

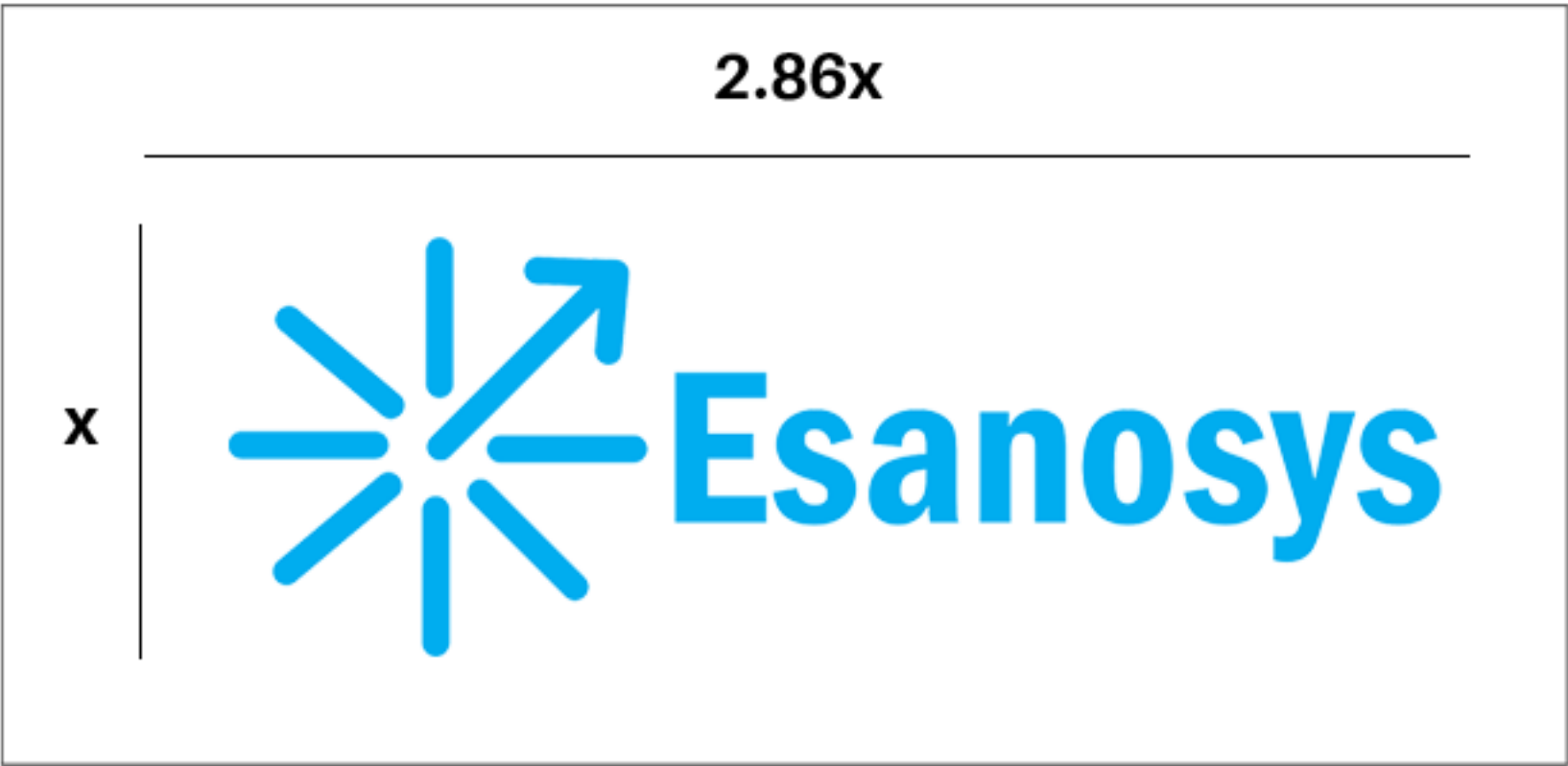


RGB : 0 173 239

CMYK : 69 15 0 0

HEX : 00adef

## Esanosys Proper Logo Usage



There should always be a buffer zone surrounding the Esanosys logo, with no type nor graphics appearing in the zone. If you need to re-size the logo, please note that the aspect ratio is 1:2.86 (as shown above), so the height and width are scaled together. Correct color and style alternates can be seen below.

Esanosys Blue Logo

Esanosys Black Logo

Esanosys White Logo



## Esanosys Improper Logo Usage

Listed below are incorrect applications of the Esanosys logo each distortion dilutes the power of our brand’s graphic identity. However, please note that not every acceptable or unacceptable use of the logo can be addressed here.



Don’t place the logo at an angle



Don’t use a background color which reduces the visibility of the logo



Don’t use heavy drop shadows



Don’t change the directions of favicon



Don’t alter the proportions of the logo

For any clarifications, please email us at [info@esanosys.com](mailto:info@esanosys.com).