



Brand Guide

May 1, 2017



A synergistic hangout for creative growth.



Contents

1	Cover	16	Colors	31	Vision	46	Appendix
2	Mission	17	Palette	32	Interim	47	Organigram
3	Contents	18	Typography	33	Vintage	48	Showcase
4	Logo	19	Lato	34	Motives	49	Timeline
5	Formats	20	Essence	35	Logomark	50	Thanks
6	Inverted	21	Values	36	Moodboard		
7	Engraved	22	Origins	37	Wordmark		
8	Outcide	23	Philosophy	38	Moodboard		
9	Grids	24	Content	39	Treatments		
10	Symbol	25	Blog	40	Moodboard		
11	Stacked	26	Social	41	Process		
12	Horizontal	27	Media	42	Anthology		
13	Do's & Don'ts	28	Forums	43	Credits		
14	Meanings	29	Projects	44	Imagery		
15	Metion	30	Products	45	Moodboard		

Logo

The encide logo is designed to be flexible with a small, consistent handful of options to choose from depending on what is most appropriate for a goal. Key formats include logomark, horizontal, stacked, engraved (3D), and outside (3D). In most cases, the logomark and horizontal formats should be utilized. For official uses of the logo on encide-owned entities, the logomark, horizontal, and stacked formats will appear in black, white or brand colors. For community projects, the logo should be used as creatively as possible, provided that the brand is clearly recognizable.

The wordmark is a densely personalized, delicate melding between Aller Bold Italic by Dalton Maag Ltd, Lato Bold Italic by Łukasz Dziejczak, Maven Pro Bold by Joe Prince of Vissol Ltd, Bariol Bold Italic by Atipo, Imprima Regular by Eduardo Tunni, Palo Alto Oblique by TypeFaith, PT Sans Bold Italic by ParaType, and Candal Regular by Vernon Adams.

Logo

Formats

- 1 Symbol
- 2 Horizontal
- 3 Small (200x50)
- 4 Stacked





 ***encide***

 ***encide***

 ***encide***

 ***encide***



encide





Logo
Grids



Logo » Grids

Symbol

Ratio 9:10

Space 3 units

Usage Primary



Logo » Grids

Stacked

Ratio 7:10

Space 3 units

Usage Tertiary



Logo » Grids

Horizontal

Ratio 4:1

Space 1 unit

Usage Secondary



Logo

✔ Do's & Don'ts ✘

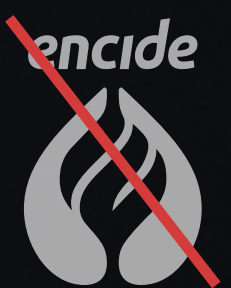
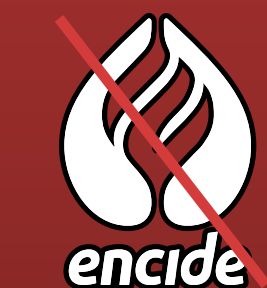
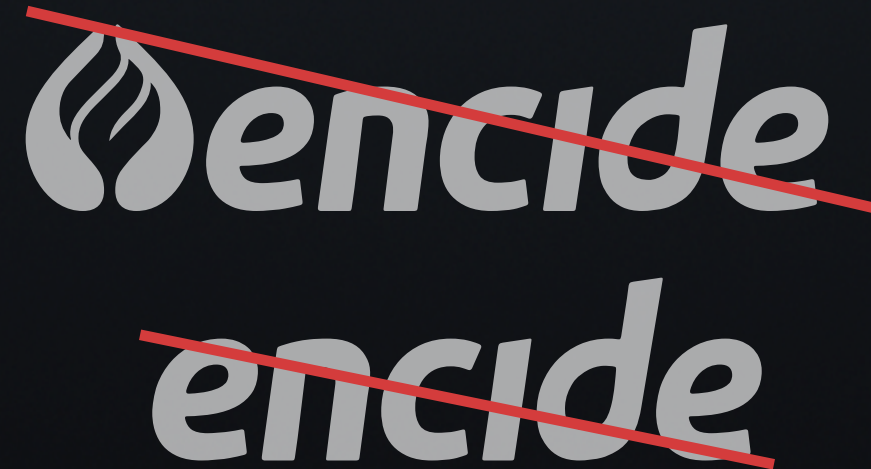
- Do maintain aspect ratios and spacing.
- Do use both flat and (subtle) gradient styling.
- Do punch the logo out of a wall to create a window effect.

- Do use more than the minimum clear spacing when appropriate.
- Do use visual styling to inset, emboss, or deboss the logo to appear 3D.
- Do exercise reasonable freedom in creative projects to showcase the logo.



- Don't cut out the EC monogram.
- Don't distort, rotate, squish, or flip the logo.
- Don't apply drop shadow effects to the clean logo.

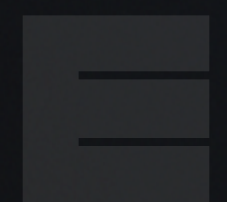
- Don't change the relative proportions of the mark to the word or use just the wordmark.
- Don't apply flat, inner or outer strokes to any of the lockups. Keep the entire shape visible.
- Don't change the relative positioning of the mark to the word. Don't use the mark with other fonts.



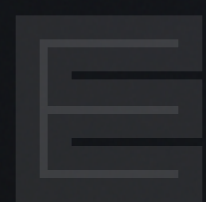
Logo

Meanings

We are a creative community drawn to personal growth and symbiosis. Encide's linguistic versatility offers a noun, homonym, and preposition. Given that **en-cide** is a two syllable expression echoing the prepositional word "inside," we find a gratifying symbolization to be the arrival of a monogram that visually fits the first letter of one syllable *inside* of the other. Considering that our name's primary syllable begins with the letter **e**, we have found a remarkably understated method to insert the secondary **c** using nothing more than an uppercased letterform with a mild omission. The monogram is then spun and held in a deliberately ambiguous shape cognizant of life, growth and longevity. To minimize lines and link dual entities, the enclosure opens into negative space, and emerges a bold, singular symbol. Let it be a droplet, leaf, egg, or flame. The fluidic curves are made consistent with the legible, agile, and humanist wordmark by forming droplet apertures within the letters **e** and **d**. Lastly, the meaning is accented by figurative labels. Members inside of our private circle are called *enciders*, while others are facetiously referred to as *outciders*. Our intent is *not* to be exclusionary, but rather to seek out those with common passion, respect and grit who will help to sustain and multiply the synergy encide. It is expected that the symbol's prepositional metaphors will be realized in separate stages. The prominent e inside of the droplet should be swiftly inferred, while the discovery of the subtly nested c should be a distinct moment of crystallization.



Simple E



Skeleton E



Monogram EC



Rotated EC



Curvy EC



Droplet EC



Negative EC



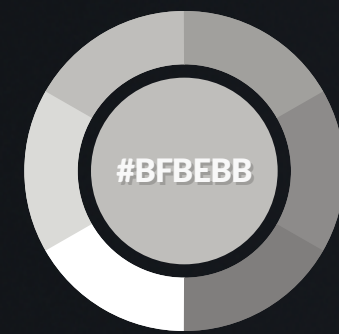
Encider

Colors

Our colors are both inspired by and forged from nature through elements like metals, rocks, and gemstones. The anatomy of our palette can be broken into primary backgrounds, a secondary accent, and tertiary substitutes. Our two primary backgrounds are a light, golden silver and a dark, desaturated grey. Light represents metal, while dark is rock. Our secondary accent, and the most dominant color of substance is a rich green; roused by gemstones. Lastly, the tertiary colors, which are also taken from gemstones, include yellow, red, blue and purple. Each gemstone color offers a rich variety of delicious flavors to work with across generous creative permutations.



Colors
Palette



Caramel Chrome

Metal. Glossy. Tasty. Hinting of a delicious, golden caramel that's exquisitely addictive to the senses. Reflective & smooth.



Code Citrine

Gem. Valuable.
#E6b941



Refresh Ruby

Gem. Vigorous.
#BA3534



Savvy Slate

Rock. Dark. Sleek. Historically, 'blank slate' was utilized in the earliest of known canvases. Resourceful & metamorphic.



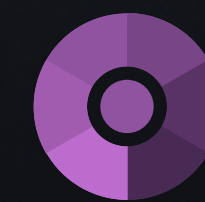
Eternal Emerald

Gem. Unique. Eonic. Emeralds are considered to be eminently precious, delicate gemstones. Rare & fortuitous.



Surface Sapphire

Gem. Vitreous.
#3943BB



Avid Amethyst

Gem. Vitality.
#90539F

Typography

Our font of choice is the legible, scalable, and humanist typeface known as Lato by Warsaw-based designer Łukasz Dziedzic. It includes five font weights and a timeless aesthetic with undeniable clarity. Much of our site's content lives in written form, so choosing a font that offers a pleasant reading experience was of the utmost importance. In most cases, only light, regular, or bold weights should be used. Both hairline and black are nice to have but not the first choices for officially branded materials. Italics should be used sparingly on interactive designs, but is welcome in written paragraphs. The typography used for all Encide touchpoints follow consistent and simple principles which use custom forms of constrained writing which consider all written structures. Curated justifications and word lengths in vertically stacked lists are considered to fit within simple, pairing sets. Subtle, imperceivable tricks like letter spacing are used to help make these tiny efforts look just right without actually affecting the vernacular decisions or compromising legibility. The end results will be beautifully shaped paragraphs and lists that are precisely written. All efforts to title sections, products or projects should seek for one word titles (e.g. "Encide Interface Battlebay" became "Interfaces"). Two word titles can be used on rare occasions, but it should not be the norm. The written version of "Encide" should appear in Lato wherever possible. It is stylized with a capital E in writing. The wordmark consists of lowercase letters to place emphasis on the symbol. Encide may appear in all caps or all lowercase on occasion — typically when it helps to achieve consistency within the overall, visual composition of the brand touchpoint it is being utilized for.



Typography

Lato

Regular Body

Bold Subtitles

Lite Headlines

Lato Regular *(Italic)*

Lato Bold *(Italic)*

Lato Lite *(Italic)*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Get encide. (@#\$%^&*+[]\|{}|:;:'<=,~!>?)(@#\$%^&*+[]\|{}|:;:'<=,~!>?)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Grow inside. (@#\$%^&*+[]\|{}|:;:'<=,~!>?)(@#\$%^&*+[]\|{}|:;:'<=,~!>?)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789
Graduate outcide. (@#\$%^&*+[]\|{}|:;:'<=,~!>?)(@#\$%^&*+[]\|{}|:;:'<=,~!>?)

Essence

Our community is filled with healthy diversity. We have minimalist designers, fantasy interface gurus, sketchbook artists, 3D modelers, motion junkies, and savvy front-to-back-end developers. We welcome anyone creative who is looking to push themselves and assist others in realizing and reaching their personal goals creatively, technically, professionally, or otherwise. While each member has distinct goals and interests, we do share fundamental values and penchants that have kept us cohesive and active. Our rich history and some popular styles within our niche have helped to define our design language which is unapologetically true to our roots while attentively modern and regularly refined. Encide is a lifestyle brand for hands-on creatives who are deeply passionate about expanding their skillsets and careers in harmony with the changes in technology.

Essence

Values

Word cloud defining our strengths and goals.



Essence

Philosophy
















Our design language is minimal with depth, and content is king. Both dark and light atmospheres should be used provided that the content is highly legible in contrast. Less is more, except when it's not, and no design is ever truly complete.

As a design community, we understand the absurdity of the word "final" when discussing a living, breathing brand presence. Every web page, document, or product is in a transient state fueled by quick and purposeful iterations.

As an entity, we embrace the common fear and discomfort of change that all users experience. History reminds us that change is both necessary and provocative, despite inevitable failures that should be celebrated as progress. It's important to understand that our brand's philosophy and design language should not be recognized as representatives of our member's. We are a truly diverse group of individuals with our own goals who share a popular interest in providing and seeking help from those we can trust. The styling on our buttons should have little or no impact on that fundamental mission of achieving unparalleled symbiosis.

Content

We believe that content is king above all else. Our brand is a balance between user generated content and meticulously curated media of all kind. Ambitions, ideas, inspiration, values and visual goodness define our permanence. We provide two tiers of content, the inner circle and the outer circle. Each has it's own target audience and goals. They carry equal weight and each one acts to grow the other. Snippets of each tier can be seen on social media.

domain		encide.com(net/org)
shortener		enci.de/
behance		/encide
deviantart		encide.
dribbble		/encide
facebook		/encide
flickr		/encide
google+		+encide
instagram		/encide
linkedin		company/encide
pinterest		/encide
slack		encide.
twitter		@encide
vimeo		/encide
youtube		/encide

Content
Blog

Weekly articles from news to resources and inspiration.

The screenshot shows a web browser window with the URL `encide.com/blog/`. The page features a dark theme with a navigation bar at the top containing the Encide logo, a user profile icon, and links for 'Blog', 'Shop', and 'Forum'. The main content area is a grid of three article thumbnails on the left and their text descriptions on the right.

- Thumbnail 1:** 'Portfolios 2016 (Part 2/2)' with a red and white design. Text: 'BY TIM SILVA IN CULTURE ON OCTOBER 4TH, 2016'. Description: 'Check out these portfolio websites from members of the Encide community in 2016! The portfolio is something that many designers struggle with, but we all need to create one at some point.' Tags: CSS, CULTURE, DESIGNERS, DOMAINS, ENCIDE, HTML.
- Thumbnail 2:** 'Portfolios 2016 (Part 1/2)' with a white and blue design. Text: 'BY TIM SILVA IN CULTURE ON SEPTEMBER 27TH, 2016'. Description: 'Check out these portfolio websites from members of the Encide community in 2016! The portfolio is something that many designers struggle with, but we all need to create one at some point.' Tags: CSS, CULTURE, DESIGNERS, DOMAINS, ENCIDE, HTML.
- Thumbnail 3:** 'Interface B-Sides 2014 (Part 3/3)' with a white line-art illustration of a creature. Text: 'BY TIM SILVA IN INSPIRE ON SEPTEMBER 20TH, 2016'. Description: 'This is part 3 of 3 in a series of articles which looks at some of the unpublished materials from the 2014 Encide Interfaces project.' Tags: BRUSHING, CONCEPTS, ENCIDE, FUN, FUTURISTIC, IDEAS.

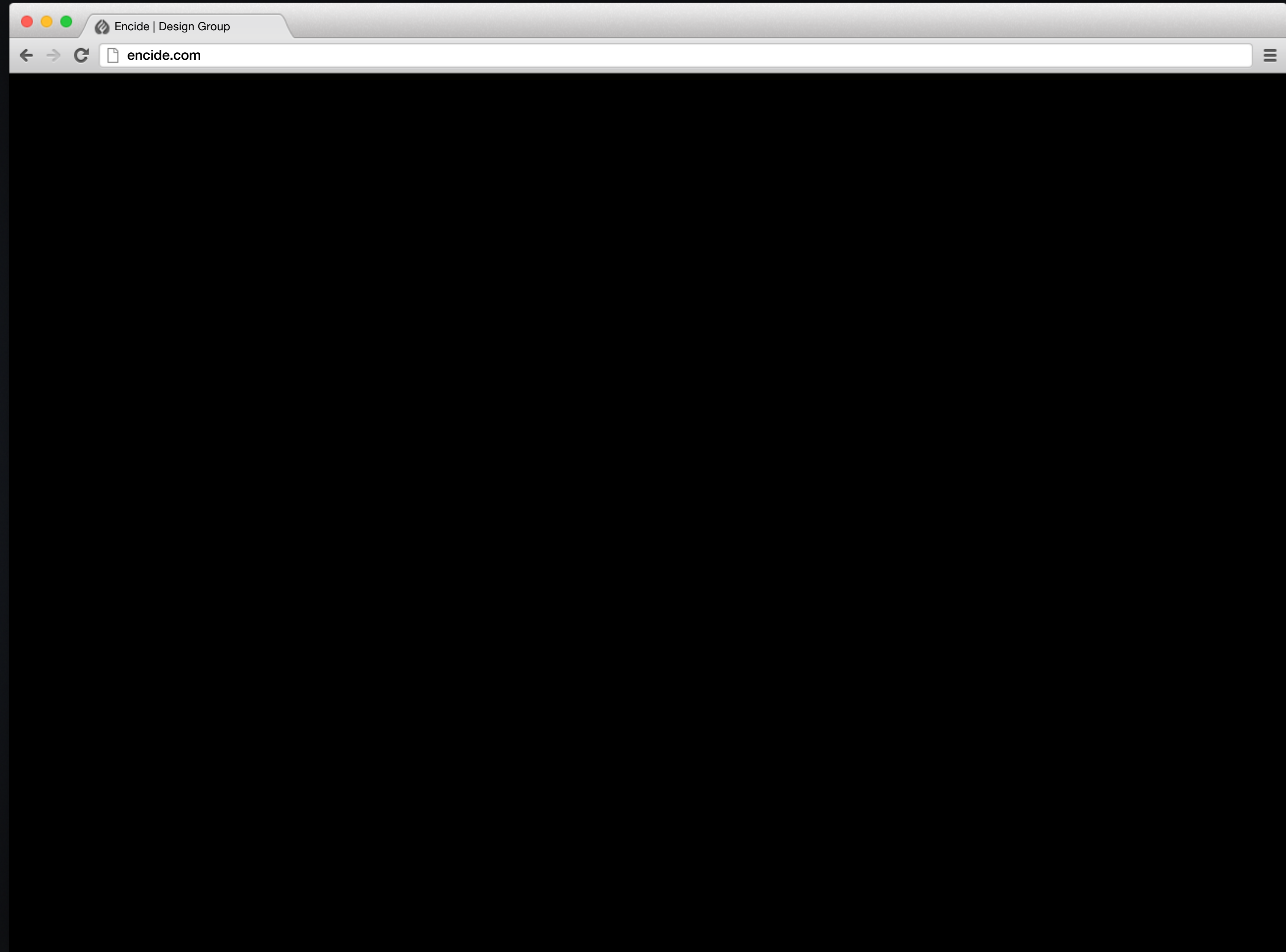
Content
Social

Curated artwork and featured content previews from the site.



Content
Media

Original content including videos
and podcasts.



COMING SOON

Content
Forum

The beautiful home to our wonderful community.

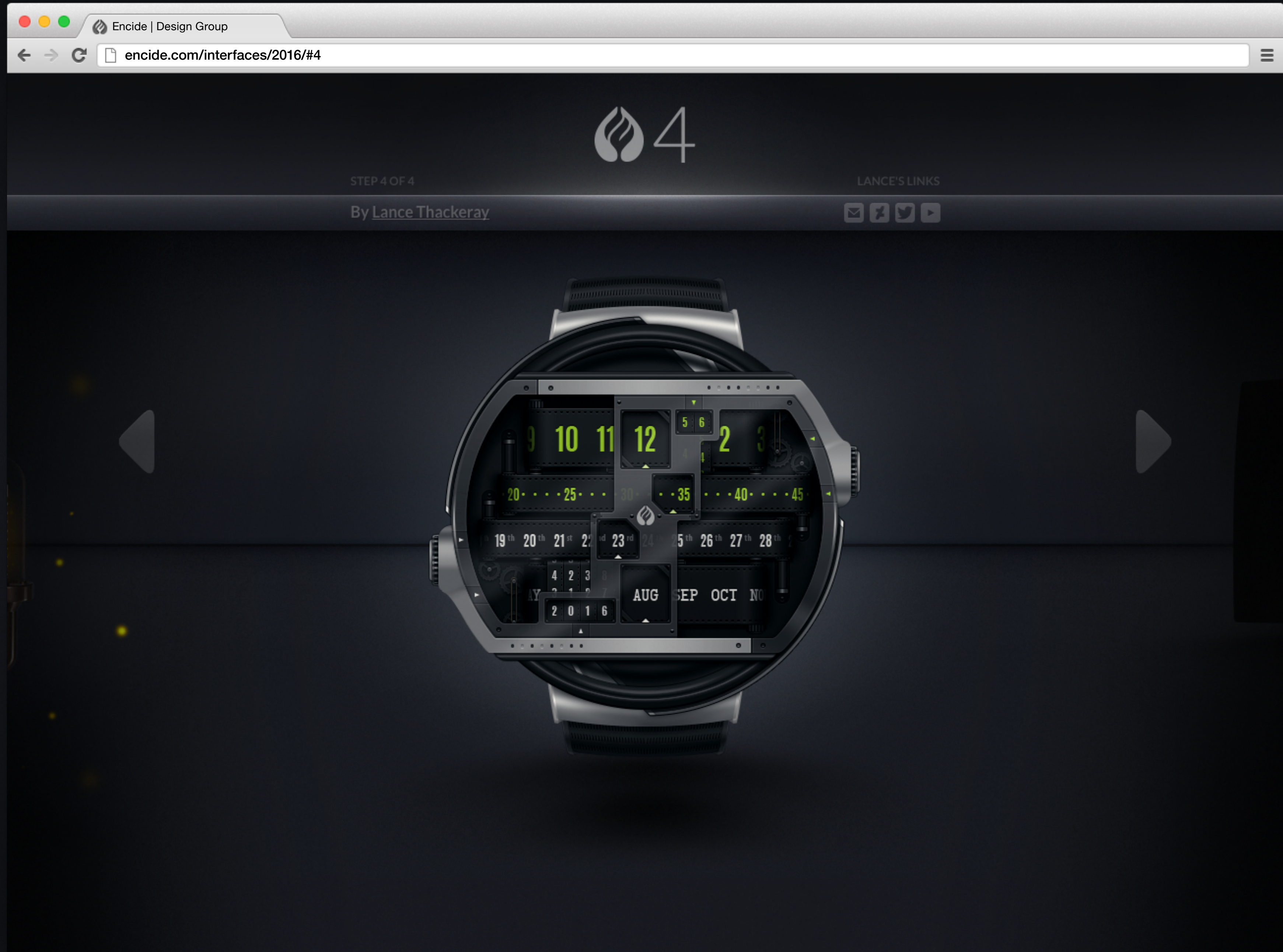
The screenshot shows a web browser window with the URL encide.com/forum/. The page features a navigation bar with the Encide logo, a user profile icon, and links for Blog, Shop, and Forum. Below the navigation bar is a table of forum topics. The table has four columns: Topics (Categories), Replies, Views, and Latest. Each row represents a forum topic with its title, author, category, and statistics.

Topics (Categories)	Replies	Views	Latest ^
Upcoming Article: Portfolios 2016 new 1 2 by Tim Silva in News	23	222	8 hours ago by curtis
Encide Interfaces 2016 (Guidelines) by Tim Silva in 2016	2	62	1 day ago by Frode Aabak
Chrome's new design new by Frode Aabak in General	1	7	5 hours ago by Frode Aabak
Scraps & Leisure new 1 2 3 ... 605 606 607 by Andrej in Works	9,100	102,190	5 hours ago by curtis
Our new game page design new by Jacob Cattrall in Works	7	88	6 hours ago by curtis
Step - ?? - [WIP] - Nuvarel new by Nuvarel in 2016	5	28	14 hours ago by Skybrix
Website for my dad by Ejsing in Works	9	108	15 hours ago by Tim Silva
Step - ?? - [WIP] - Nelutu 1 by nelutu in 2016	8	85	17 hours ago by Tim Silva
Step - ?? - [WIP] - Lewis	4	34	1 day ago

Content

Projects

Competitions and collaborations organized for our members.



Content
Products

High quality products ranging from handy resource kits to source files, tutorials, and physical goods.

Encide | Eros

encide.com/product/eros/

Shop › Products › Downloads › Eros

TI | Blog Shop Forum

eros

Eros
BY TIM SILVA IN DOWNLOADS

Released May 26th, 2016

\$8.95 Add to Cart

CONCEPTS DOWNLOADS FUTURISTIC INTERFACES MECH PHOTOSHOP SLEEK SOURCES WIREFRAMES

After I published a WinAmp skin way back in 2008, I became fascinated with the process of engineering futuristic, fantasy designs from ideas into usable interfaces. When an observer

Vision

The following word clouds and moodboards are meant to demonstrate elements and styling that have influenced the arrival of our new brand. Each collection contains attributes and cues that were explored and sought after creatively. Curated snippets from the exploration have been organized into an easy to understand format to tell the story of our brand's inception and journey.

Vision

Interim

In 2009, a clever symbol was introduced. The idea was a monogram of a lowercase **c** inside of a lowercase **e**, a playful spin on Encide's conspicuous homonym. The mark has been showcased on collaborations, portfolios, galleries and many sources of inspiration since it was formed. While it is beautiful and familiar, it was never designed as a complete, all-purpose logo for the Encide brand.

Jeff Nielsen's original symbol



Vision

Vintage

A handful of classic logo treatments and styles that we should never forget.



Vision
Logomark

Word cloud illustrating the ideal logomark.



Moodboard

Logomark moodboard based on preceding word cloud.



Moodboard

Logotype moodboard based on preceding word cloud.

adcore unicer *extion* PS3 UNVAEL BASIC Aptina Nicola
nutrio tea PURE wasa OCEAN baldesi human nunorganic
Gather MAD ARCANA ESPN NONA PHURIA CARVED
INSIDERS ADEMA MEDION CIVIC INFUSE *illumination*
USA nando DERBI GEMINI TWYST FXM SIX
sift share STAND STORM *BOLT* Malea Mark quotes
kemso VANBELKUM deviantART asana: DAYBREAK NESPRESSO INSPI(RED)

Vision

Treatments

Ideas for how the logo can be used and displayed.



Moodboard

Tasty logo applications and styles that have informed our aesthetic direction.



Anthology

Archive of vectorized logo explorations.



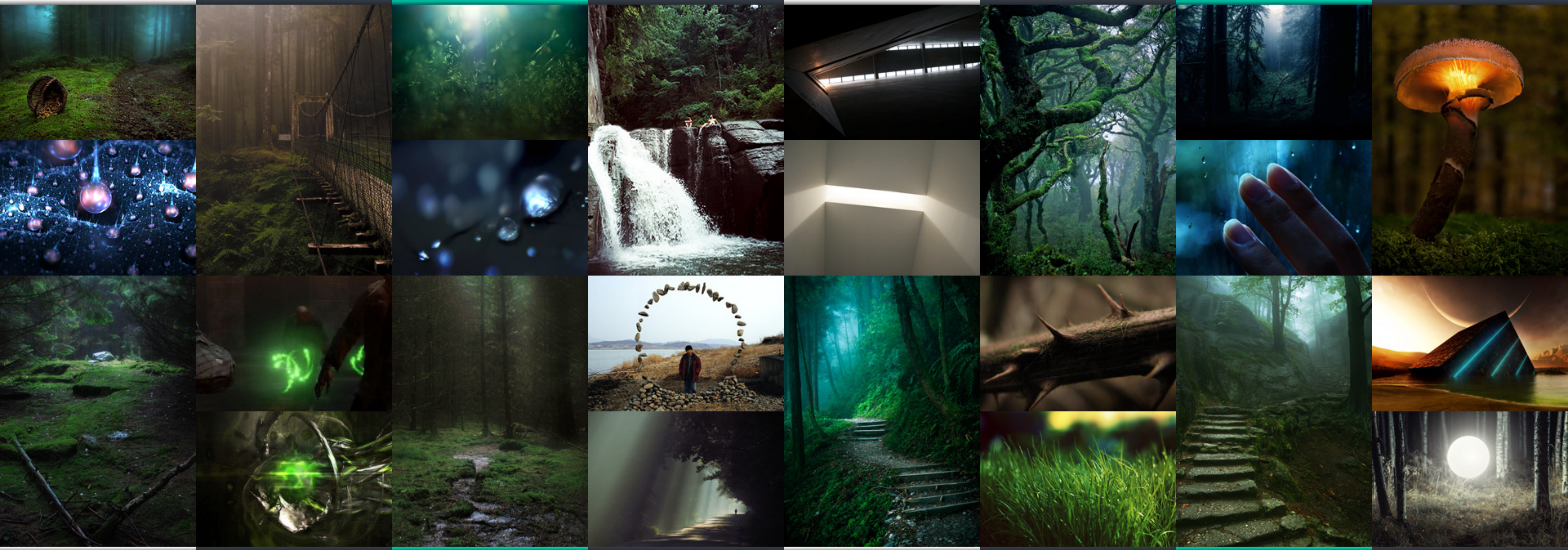
Credits

Jeff Nielsen, the founder of Mished, conceived the name “encide” in March 2008. Weeks after, Tim Silva attempted to insert an **e** inside of the inner space of a **c** as a favicon. It wasn’t designed as a continuous monogram, but rather, an awkwardly squeezed pair of letters. Months later, Eric Fortier offered the crystal white and liquid blue icons (see vintage) for us to use to indicate if there were new posts in a board. It was an unconventional monogram; a lopsided **c** that curled in on the top to *look* like a hybrid with an **e**. A year later in late 2009, Jeff modestly unviolved a new monogram idea in an avatar. We loved it and instantly adopted it as our new logo. We launched the first interface battlebay weeks afterwards and showcased the symbol on as many of our steps as possible. Since late 2009, that symbol has been used hundreds if not thousands of times by designers both inside and outside of our forum. Since the logo was never designed with a wordmark or an accompanying brand, Tim faced many challenges while using the logo in other contexts. In mid 2012, he started passively exploring new ideas to add a wordmark to Jeff’s symbol. During some sketches, Tim discovered that the common uppercase **E** and **C** use similar lines and that they could be merged into one monogram by removing the connecting, upper piece of the vertical bar. This simple idea launched into over a year of attempts to harness this principle into a meaningful form. The first wave resulted in a round and sharp symbol punched out of a circle with a techy wordmark. During a community review, Andrej Elbers introduced a fluid curvature to the shape, which result in a liquid flame resemblance that was well received amongst the community. Tim explored this curvy modification and arrived at a negatively-spaced, droplet enclosure with a matching, humanist font. Special thanks to Adis Hasanic, Ali Ghandour, Axel Norvell, Eduardo Santos and Kadir Inan for offering useful feedback, unique ideas, and values that had an impact on the end result.

Vision » Imagery

Moodboard

Types of imagery that should be used with the encide brand.



Appendix

Additional information and history pertaining to the encide brand.

Appendix

Organigram

...

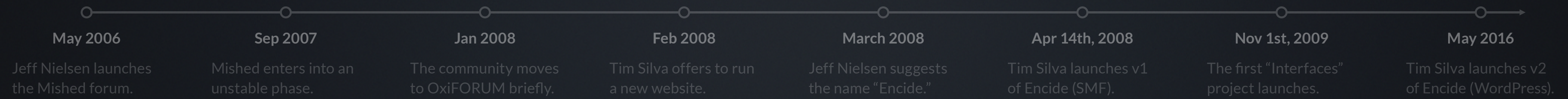
Appendix

Showcase

...

Appendix
Timeline

Significant events from Encide's history.





Thanks!

This is a living document by Tim Silva.
© 2017 Encide LLC. All rights reserved.

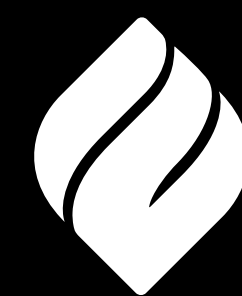
Ideas...

The remaining pages are an appendix of leftover, raw ideas. The design process is often an unfinished, lovely mess. I never plan to “finish” exploring new ideas for encide’s visual identity, so this ongoing exploration will be included. Enjoy. =)

ENCIDE



encide

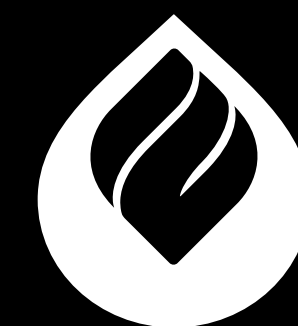
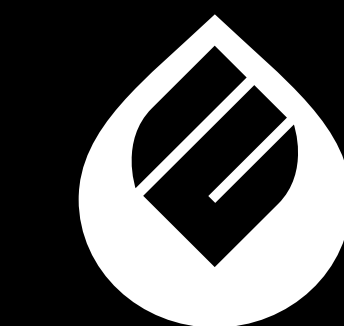


ENCIDE



encide

encide



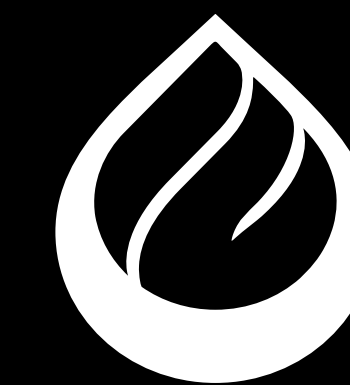
encide

ENCIDE



encide

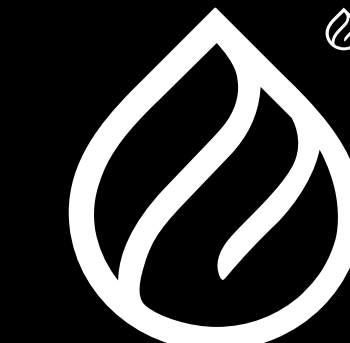
encide



ENCIDE



encide



ENCIDE

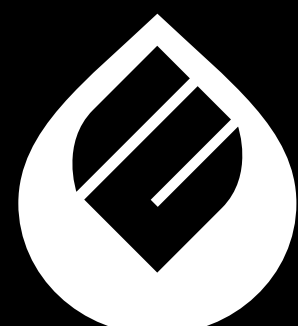


encide

ENCIDE

ENCIDE

ENCIDE



encide

ENCIDE

encide

ENCIDE

ENCIDE

encide

encide

encide

encide

ENCIDE

encide

encide

encide

encide

encide

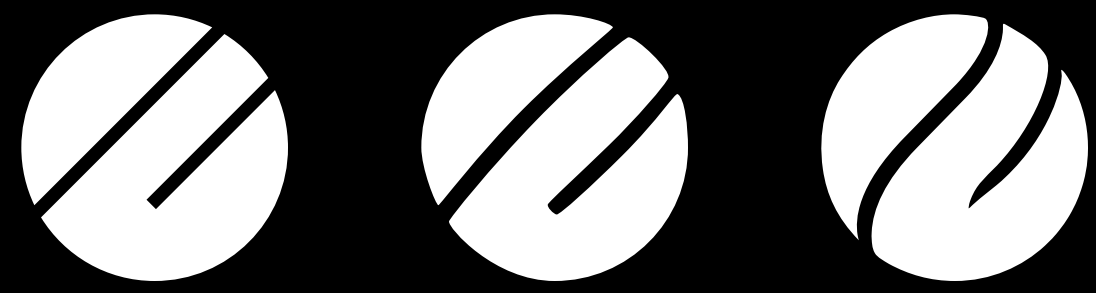
ENCIDE



encide

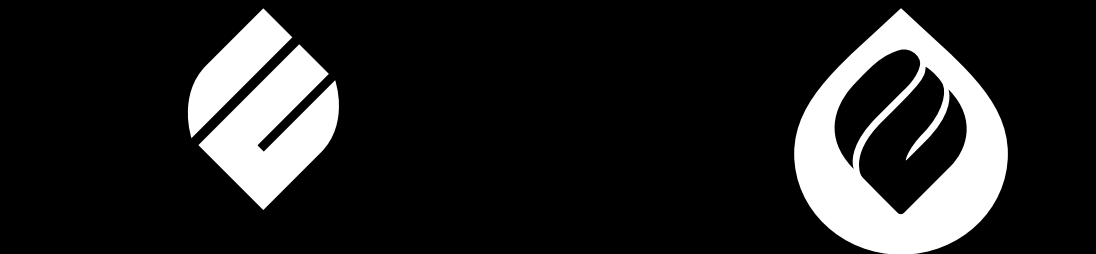
encide

encide

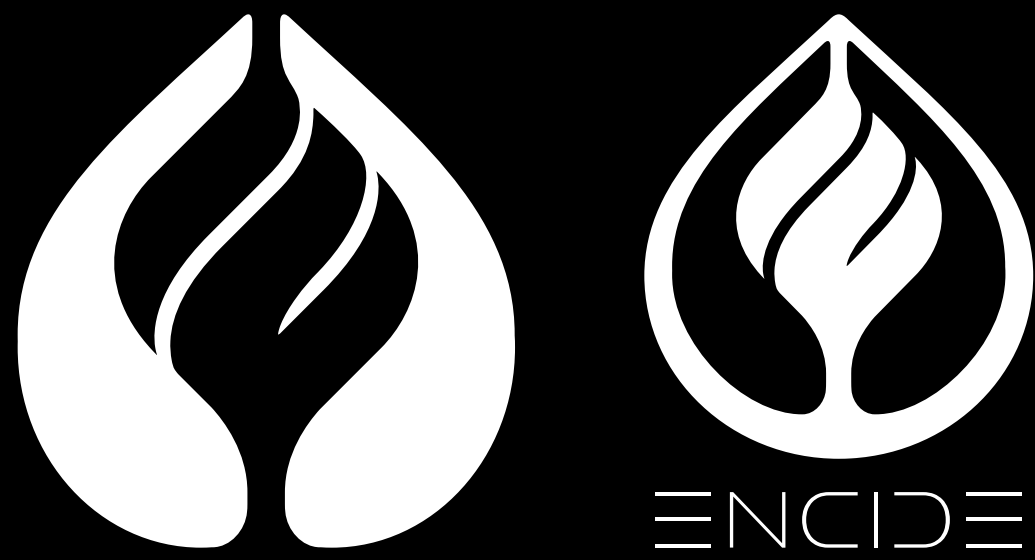


encide

ENCIDE



ENCIDE ENCIDE



ENCIDE

encide

encide

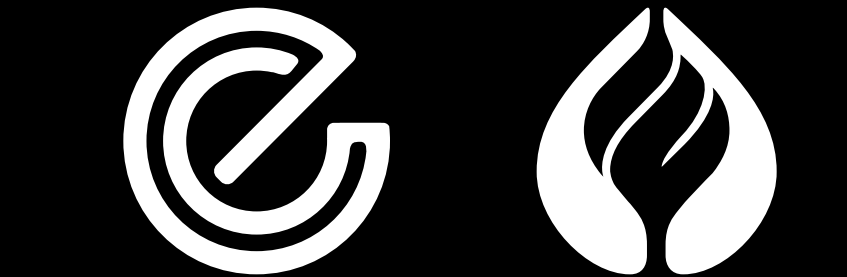
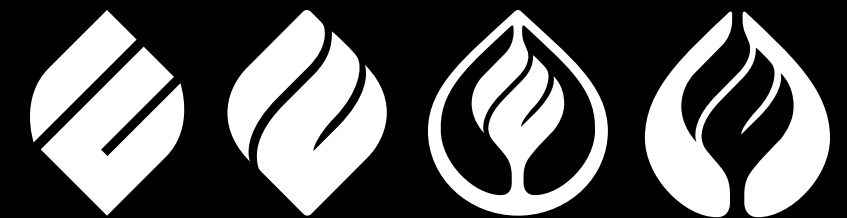


encide encide



encide

encide



encide

encide

encide



encide

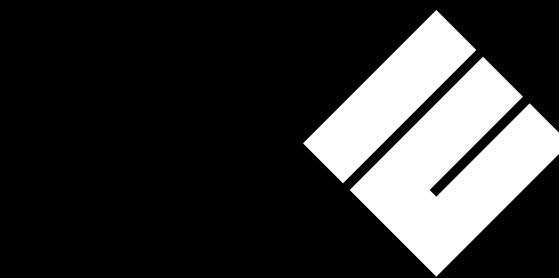
encide

encide

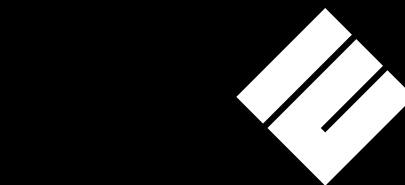
encide



ENCIDE



ENCIDE

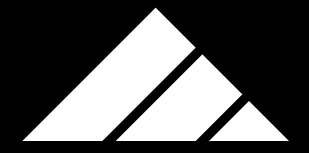
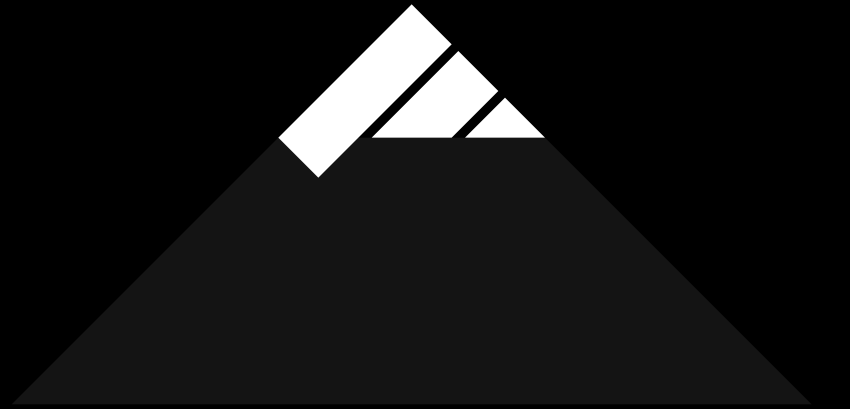


ENCIDE



ENCIDE

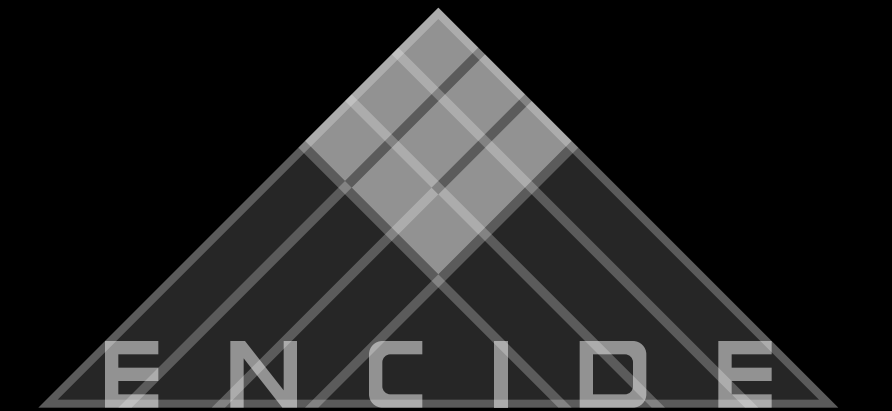
encide



ENCIDE



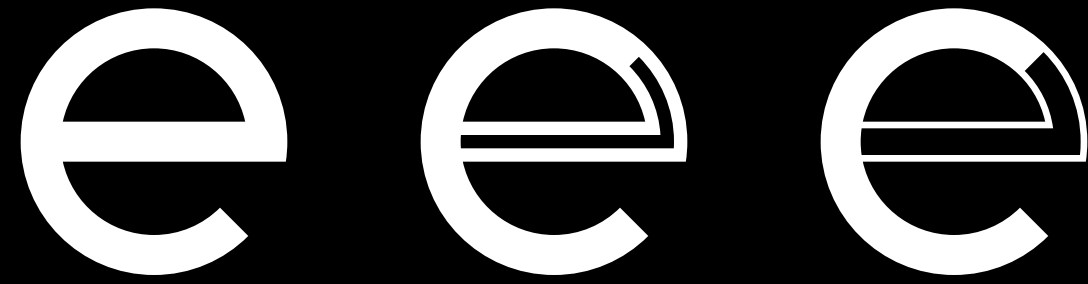
ENCIDE



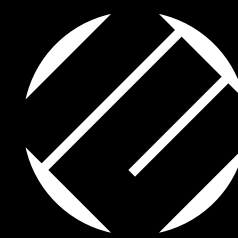
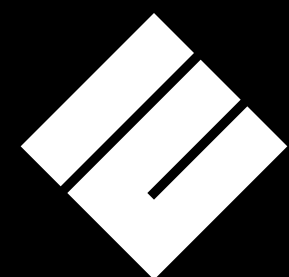
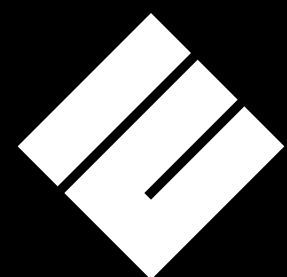
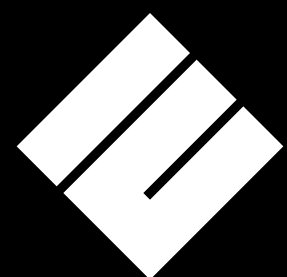
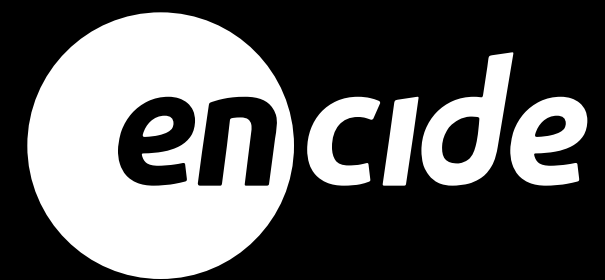
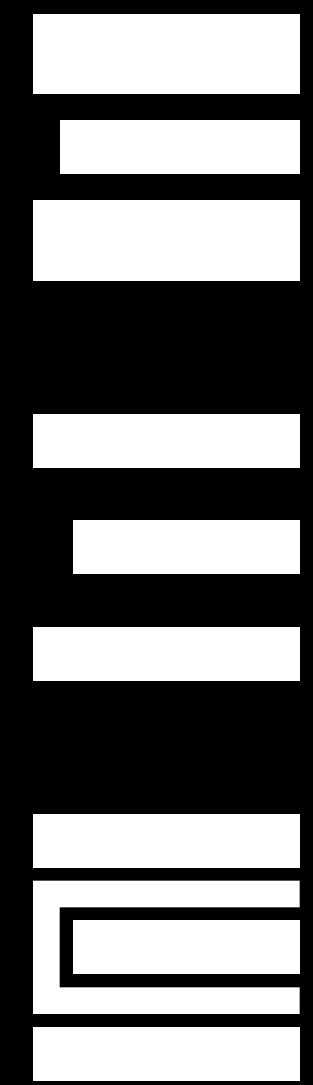
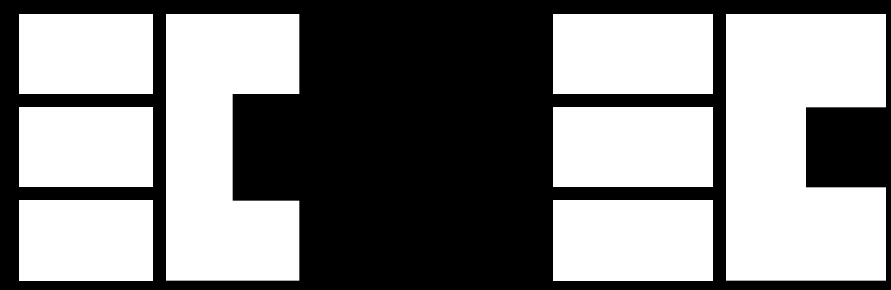
ENCIDE

ENCIDE

ENCIDE



ENCIDE



ENCIDE

ENCIDE

ENCIDE

ENCIDE

Favorites...

These are some of my favorite ideas with compelling notes, pros and cons to show why they didn't hit specific my goals.

Favorites...

Aug 21st, 2013

The EC monogram in a curvy droplet enclosure as a single, solid piece.

Pros

- It's a versatile, single and solid piece.
- The shape scales well both ways.



Cons

- Looks too much like poop. Enough said.

Favorites...

Sep 3rd, 2013

A sci-fi styled wordmark. First drafted in Sep 2013; gradually refined over months.

Pros

- There is a single, solid-piece version.
- Timeless styling; would age well.
- Fits the general brand tone.



ENCIDE
ENCIDE

Cons

- Isn't legible for all people.
- Doesn't scale down well.

Favorites...

Jun 26th, 2014

This is the most obvious EC monogram and wordmark that I could come up with.

Added a wordmark on Dec 23rd, 2015.

Pros

- The mark's 1:1 aspect ratio is useful.
- The EC monogram is fairly obvious.



Cons

- Looks far too corporate, not creative.
- Looks too much like the Enron logo.
- Also looks like the "Evil Corp" logo.

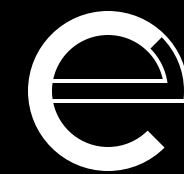
Favorites...

Jun 6th, 2016

An ec monogram which fits a c into the e by punching out an inner piece of the e.

Pros

- It plays well with the e and c shapes.
- It's a single, solid-shaped symbol.



Cons

- The letter ordering isn't clear.
- It doesn't scale down well.

End.

© 2017 Encide LLC. All rights reserved.