



 Enrich Layer

Brand Guidelines



THE ENRICH LAYER VOICE



VOICE

/ VISION

Our vision is to be the indispensable partner for our clients, ensuring their market superiority. We create the benchmark, ethically impeccable data platform that guarantees the achievement of target outcomes and fuels long-term, confident growth.

/ MISSION

We achieve this by providing the Enrich Layer a single API conduit that seamlessly delivers decisive intelligence into their systems: decades of historical context (1.2 billion profiles) combined with up-to-the-minute market indicators and trends.

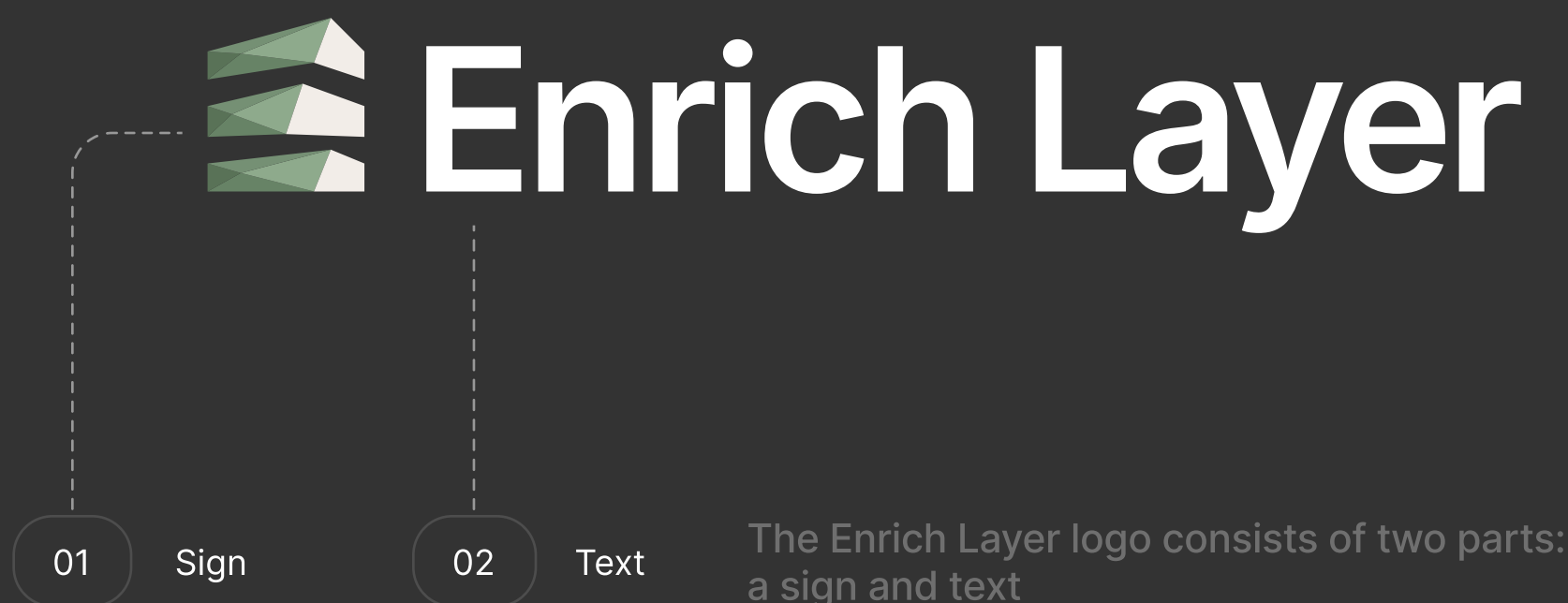
/ PURPOSE

We exist so that every client can confidently realize their ambitions. Our core purpose is to instantly transform vast data volumes into focused, applicable analytics that directly impact the success of their products and strategies.

/ QUIETLY POWERFUL TONE

Our focus is on compelling dependability, analytical superiority, and providing our clients with the simplest path to success.

LOGO TYPE



The Enrich Layer logo is used in 2 colors:

dark backgrounds Text (White): #FFFFFF
light and white backgrounds Cactus #597358

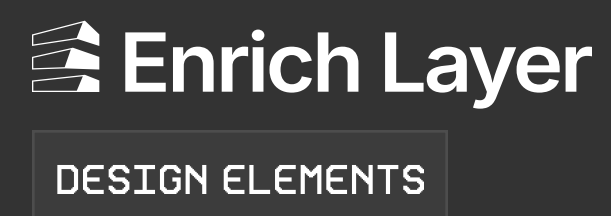


The white logo is preferred for dark backgrounds



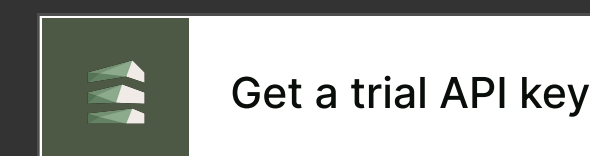
The black logo is preferred for light and white backgrounds

THE SIGN



The architecture of the Enrich Layer sign is based on its core function

The colored sign is used on most media and serves as a key element of the layout.



Primary Color Sign: Renders in the brand's signature green-beige (or sage-green) hues



Monochrome versions demonstrate how the Enrich Layer logo maintains its recognizability in limited palette situations, ensuring maximum contrast and legibility



The white logo is preferred for dark backgrounds



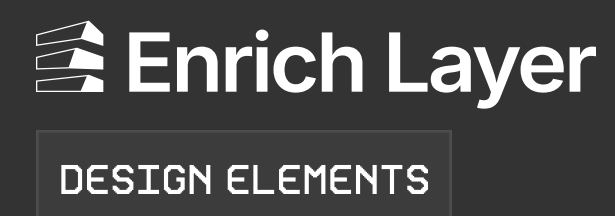
The black logo is preferred for dark backgrounds



The white logo is preferred for dark backgrounds

TYPOGRAPHY

Inter is a modern sans serif typeface optimized for screens. Its high x-height and clear, balanced proportions significantly enhance readability, ensuring information is clear and interaction with the text is effective in any digital environment.



Inter

Font Family

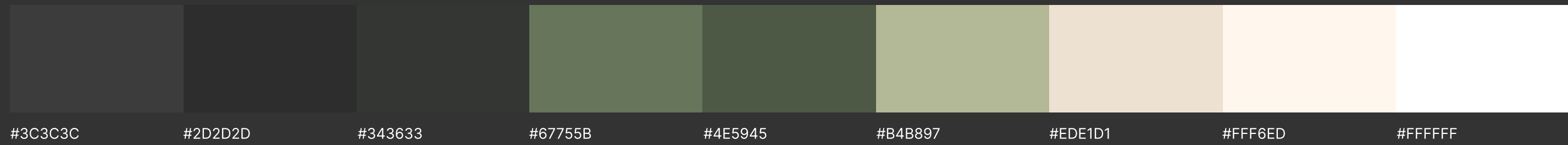
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

01234567890

COLORS

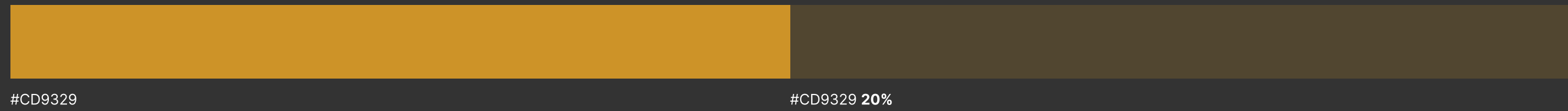


/ DARK SHADES



/ PRIMARY COLOR PALETTE – PINE TREE

This palette sets the style for text, icons, and small elements in websites, interfaces, and marketing materials



/ WARNING

Warning, alerts

PRESS KIT



Download Enrich Layer Press-Kit

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