



ENTERPRISE

Brand Style Guide



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Mission

Enterprise Rent-A-Car is an ongoing American success story. Our guiding principles, and humble beginning, revolve around personal honesty and integrity. We believe in strengthening our communities one neighborhood at a time, serving our customers as if they were our family, and rewarding hard work. These things are as true today as they were when we were founded in 1957.

Mantra

Convenience, Community, Sustainability.



Brand Positioning Statement

For the people who need a way to get around without the hassle of maintaining a car, or just want a fun upgrade for the weekend, Enterprise ensures that all of their customers are treated like family while renting a car that not only exceeds performance expectations but also helps sustain our planet for future generations.



Archetype & Character : Hero+ Explorer

Hero: Dependable, Nobel, Strong

Enterprise wants to be seen as a brand that can achieve the impossible and will go above and beyond for their customers.

“Whatever the mission- Enterprise” and
“We’ll pick you up”

Explorer: Exciting, Fearless, Daring

Celebrate the Journey

You don’t have to settle for the status quo
Renting a car should make more places accessible.

Enterprise offer long and short term rentals.



Target Audience

Millennials, Gen X, Boomers

People who look for a brand that shares similar values as them.

People who want the best of everything and never settle for sub-par.

People who are in tight situation who need fast and reliable car rentals.

People who enjoy traveling and frequently need rental cars for their journeys.



Design Statement

MISSION COMPLETE

The main purpose of the Enterprise design system is to communicate the four key points in our mission statement. We want to display our commitment to strength, integrity, community, and sustainability to our customers. By doing this we will remind them of our values and encourage them to trust us. Throughout our visual identity, we used a sophisticated and minimalistic approach to elevate the brand aesthetic. We want to indicate to customers that they will receive top tier service and rentals from our brand. We want to differentiate from the competition by using a more reserved approach and present ourselves with a design system that reflects the quality of the brand.



Primary logo

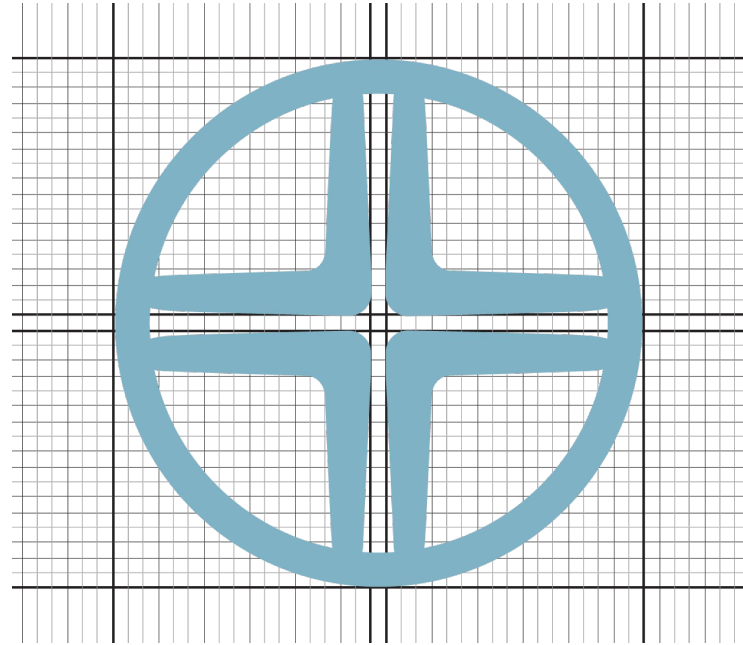


Logo icon



Structural Analysis

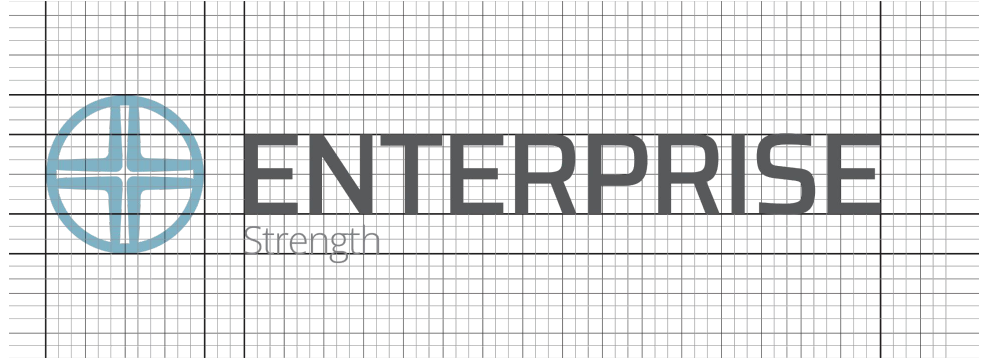
The logo is symmetrical and has even spacing between elements. The four triangle tips meet in the dead center of the circle that makes the symbol feel resolved. No applications should alter this structure.



Structural Analysis

The logo mark and enterprise are evenly spaced and the word enterprise is in the center of the logo mark.

The capital E in the word enterprise should be used as a spacing unit to ensure that the logo has enough space around it.



Dynamic Color System

Primary



RBG 129, 178, 198
CMYK 35, 10, 0, 22
HEX #81B2C6



RBG 73, 103, 123
CMYK 41, 16, 0, 52
HEX #49677B



RBG 234, 188, 102
CMYK 0, 10, 56, 8
HEX # EABC66



RBG 146, 170, 102
CMYK 14, 0, 40, 33
HEX # 92AA66

Secondary



RBG 88, 89, 91
CMYK 3, 2, 0, 64
HEX #58595B



RBG 0, 0, 0
CMYK 0, 0, 0, 100
HEX #000000



RBG 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF

Primary

Light blue creates a feeling of both strength and calmness. Blue is also associated with trust and clarity. The majority of car companies use green, so we wanted to differentiate from the competition.

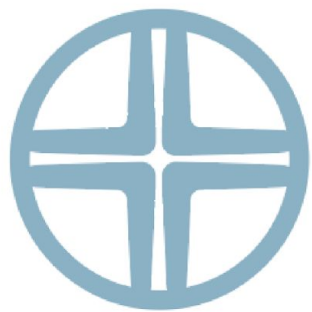
Dark Blue stands for integrity, stability, and dependability. No company can have integrity without being stable.

Yellow stands for community, loyalty, and friendliness which is at the core of enterprise's values.

Green stands for life, growth, and being more sustainable.

Secondary

Gray, black, & white is used for all type and negative space to contrast against the primary colors.



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Strength

In the primary logo, all the lines lead towards the center, showing the strength at the core.



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Integrity

For integrity, we chose a diamond that is nestled between two other shapes that symbolizes security and trust which are attributes that are essential for integrity.



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Community

Within the community, We show overlapping shapes to show the unity within one bond. Also symbolizes buildings from an aerial perspective.



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Sustainability

And in sustainability, we wanted to show the shapes pointing forward to represent that we can strive for better. It also represents a tree growing.

Typography

Saira (Medium, Bold, Light)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuv

wxyz

1234567890

!@#\$%^&*()+=?/

Open Sans (regular, semibold, light)

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuv

wxyz

1234567890

!@#\$%^&*()+=?/

Do Not !



~~Enterprise~~

Do not use
lowercase

~~ENTERPRISE~~



Do not rearrange
logo



~~ENTERPRISE~~

Do not use
outside colors



~~ENTERPRISE~~

Do not use a drop
shadow



~~ENTERPRISE~~

Do not rotate
the logo



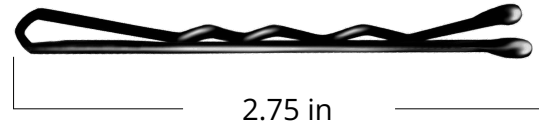
~~ENTERPRISE~~

Do not change
the leading

Logo in scale

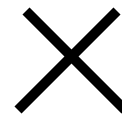
The brand logo should not be smaller than a bobby pin. Any smaller, the type may become illegible. If the logo must be put in a smaller space, just the logo mark without the word enterprise should be used.

The smallest the logo mark should be used is the eraser on a pencil (0.15). This could be used for social media profile picture or app cover.





Feels natural and unposed. Doesn't feel like a stock photo.



Unnatural lighting and looks posed. Doesn't portray a realistic brand image.





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LEARN FOR BUSINESS CAR SALES LOCATION VEHICLES RESERVATION

Home / About

ABOUT ENTERPRISE RENT-A-CAR

WHAT'S THE ENTERPRISE WAY? TAKING CARE OF OUR CUSTOMERS, OUR COMMUNITIES, OUR EMPLOYEES AND OUR ENVIRONMENT.

Culture and hard work created Enterprise

Enterprise Rent-A-Car is an ongoing American success story. Our guiding principles, and humble beginning, revolve around personal honesty and integrity. We believe in strengthening our communities one neighborhood at a time, serving our customers as if they were our family, and rewarding hard work. These things are as true today as they were when we were founded in 1957.

Today, our massive network means Enterprise is the largest transportation solutions provider. We offer car and truck rentals, as well as car sharing and car sales. We're there when you need us with over 8,000 locations worldwide.

We take an active role in sustainability, not only because it's smart for our business, but because we believe in making the world a better place for future generations. Because of our size, we are in a unique position to foster innovation, advance research and test market-driven solutions.

It all started with seven cars and a hunch

One man's vision is how the Enterprise story begins. Back in 1957, a decorated WWII Hellcat pilot returned home after serving over the skies of the South Pacific. This man, a true innovator named Jack Taylor, had a steadfast dedication to his country, his family and the dream of starting a business.

Utilizing lessons learned in the Navy—including the value of hard work, team spirit and simply doing the right thing—Jack embraced the novel concept of leasing automobiles, with a fleet of seven cars.

Enterprise is now a household name for frequent travelers, road trippers and those with a car in the shop. We're a brand that's recognized as a worldwide leader in the car rental industry. We value employees and customers as much as a member of the family. Today Enterprise continues to drive success through a simple, yet powerful set of beliefs to become a leader in car rental, serving all of your transportation needs.



CULTURE

Customer service representative
We pride ourselves on some of the best training around, combined with a strong promote-from-within philosophy.

Learn more about Culture



IN SERVICE

Soldier coming home
The Enterprise culture has military roots that go back over half a century. In 2014 we were honored to receive Best for Vets from the Military Times.

Learn more about Service Initiatives



COMMUNITY

Sustainability research
Learn how our team is giving back to programs and partners that improve the quality of life in the places that we call home.

Learn more about Community Initiatives



DID YOU KNOW?

Founder Jack Taylor selected the name Enterprise as a salute to the WWII aircraft carrier he served on, the USS Enterprise. Today, the "Enterprise" name is synonymous with the leadership and vision of the business.

VALUES

50MM
Enterprise has pledged to plant 50 million trees in 50 years.

60MM
Enterprise is committing \$60 million to help fight hunger.

MILESTONES

1957
With seven cars and a hunch that customers will embrace the novel concept of leasing automobiles, Jack Taylor founds Executive Leasing Company in St. Louis.

of your transportation needs.



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Sustainability research
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Learn more about Community Initiatives

"TAKE CARE OF YOUR CUSTOMERS AND EMPLOYEES FIRST, AND THE PROFITS WILL FOLLOW."



RESERVATIONS

Start a Reservation
View/Modify/Cancel
Get a Receipt
Start a Moving Truck or Van Reservation
Short Term Car Rental
Subscribe with Enterprise

ENTERPRISE PLUS®

Sign In
Learn More About Enterprise Plus®
Join Enterprise Plus®

CAR RENTAL LOCATIONS

U.S. Car Rental Locations
International Car Rental Locations
Airport Car Rental Locations

VEHICLES

Cars
SUVs
Trucks
Minivans & Vans
Moving Trucks & Vans
Exotic Cars

BUY

Enterprise Car Sales

SHARE

Enterprise CarShare
Commute with Enterprise

INSPIRATION

Pursuits with Enterprise
Road Trip Ideas

INTERNATIONAL WEBSITES

Enterprise Canada
Enterprise France
Enterprise Germany
Enterprise Ireland
Enterprise Spain
Enterprise U.K.
Other Enterprise Websites

PROMOTIONS

All Deals & Coupons
Sign Up For Email Specials
Partner Rewards Programs

CUSTOMER SERVICE

Help & FAQs
Contact Us
Customers with Disabilities
Site Map
Safety Recall Information
Website Feedback

BUSINESS

Solutions for Business
Global Franchise Opportunities
General Aviation
Enterprise Truck Rental
Enterprise Fleet Management
Travel Administrator
Travel Advice
Enterprise CarShare
Commute with Enterprise
Entertainment & Production Rentals

INFO

Carriers Link opens in a new window
Help
USDT
USA (English)
Find A Location

THE COMPANY

About Us
Tour Mobility Solutions
Meet Our People
Supporting Those in Service
Community & Sustainability
Enterprise Holdings®
Careers
Press
Affiliate Programs
Youth Sports Fundraising

SPONSORSHIPS

Disney®
NFL
Major



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Motion Guide

1. Order of logo should stay the same
 - a. strength , integrity, community, sustainability
2. Show how they relate to each other
 - a. keep consistent for elements



Thank

You