



ENLINK
MIDSTREAM

MAINTAINING BRAND INTEGRITY

■ CORPORATE STYLE GUIDE

TABLE OF CONTENTS

Brand Statement	3
Corporate Logo	4
Logo Variations	5
Primary Tagline	6
Primary Tagline Variations	7
Secondary Tagline	8
Secondary Tagline Variations	9
Grayscale	10
One-Color / Black	11
One-Color / Reversed	12
Two-Color / Reversed	13
Color Charts	14
Logo Usage On Brand Colors	15
Logo Usage On Off-Brand Colors	16
Reversed / Photography	17
Reversed / Primary Tagline	18
Reversed / Secondary Tagline	19
Scaling	20
Isolation Space	21 - 22
Improper Usage	23 - 24
Example Collateral	25
Corporate Typefaces	26 - 27
Desktop Typefaces	28
PowerPoint Typefaces	29
Employee Email Signatures	30
Conclusion	31

Brand Statement

- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

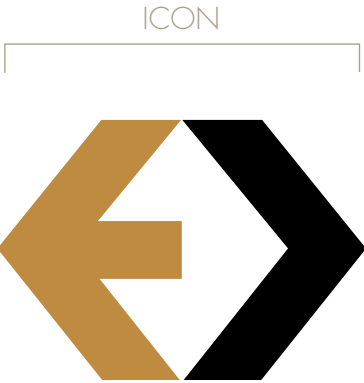
BRAND STATEMENT

EnLink Midstream provides integrated midstream services across natural gas, crude oil, condensate, and NGL commodities. EnLink operates in several top U.S. basins and is strategically focused on the core growth areas of the Permian’s Midland and Delaware basins, Oklahoma’s Midcontinent, and Louisiana’s Gulf Coast. Headquartered in Dallas, EnLink is publicly traded through EnLink Midstream, LLC (NYSE: ENLC), the General Partner, and EnLink Midstream Partners, LP (NYSE: ENLK), the Master Limited Partnership. Visit www.EnLink.com for more information on how EnLink connects energy to life.

- Brand Statement
- Corporate Logo**
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

CORPORATE LOGO

The corporate logo for EnLink plays on the concept of connections and links. As a midstream company that connects the nation to energy, we follow arrows of transportation, tighten hexagon bolts, and connect pipes.



ENLINK
MIDSTREAM

FUTURA DEMIBOLD —

LOGOTYPE

ONYX	PMS PROCESS BLACK	RGB 0, 0, 0	CMYK 60, 60, 60, 100	HEX #000000
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GOLD	PMS 1245	RGB 190, 139, 64	CMYK 24, 45, 87, 4	HEX #BE8B40
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- Brand Statement
- Corporate Logo
- Logo Variations**
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

LOGO VARIATIONS

VERTICAL ORIENTATION:

The vertically oriented logo should be the default choice.

HORIZONTAL ORIENTATION:

When vertical space is constrained, consider using the horizontal orientation.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline**
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

PRIMARY TAGLINE

The primary tagline is "CONNECTING ENERGY TO LIFE." When applicable, using the logo with the tagline is appropriate and encouraged. **Under no circumstances should the size ratios, colors, or placements change.**



CONNECTING ENERGY TO LIFE

ROCK PMS 7536 RGB 168, 159, 136 CMYK 36, 32, 48, 1 HEX #A89E87

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations**
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

PRIMARY TAGLINE VARIATIONS

The primary tagline is "CONNECTING ENERGY TO LIFE."
 When applicable, using the logo with the tagline is appropriate and encouraged. **Under no circumstances should the size ratios, colors, or placements change.**
 Below are various approved orientations.



VERTICAL ORIENTATION



HORIZONTAL ORIENTATION 1



HORIZONTAL ORIENTATION 2

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline**
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

SECONDARY TAGLINE

The secondary tagline is "STRONG. INNOVATIVE. GROWING." When applicable, using the logo with the tagline is appropriate and encouraged. **Under no circumstances should the size ratios, colors, or placements change.**



ENLINK
MIDSTREAM

STRONG. INNOVATIVE. GROWING.

ROCK PMS 7536 RGB 168, 159, 136 CMYK 36, 32, 48, 1 HEX #A89E87

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations**
 - Grayscale
 - One-Color / Black
 - One-Color / Reversed
 - Two-Color / Reversed
 - Color Charts
 - Logo Usage On Brand Colors
 - Logo Usage On Off-Brand Colors
 - Reversed / Photography
 - Reversed / Primary Tagline
 - Reversed / Secondary Tagline
 - Scaling
 - Isolation Space
 - Improper Usage
 - Example Collateral
 - Corporate Typefaces
 - Desktop Typefaces
 - PowerPoint Typefaces
 - Employee Email Signatures
 - Conclusion

SECONDARY TAGLINE VARIATIONS

The secondary tagline is "STRONG. INNOVATIVE. GROWING."
 When applicable, using the logo with the tagline is appropriate and encouraged. **Under no circumstances should the size ratios, colors, or placements change.** Below are various approved orientations.



STRONG. INNOVATIVE. GROWING.

VERTICAL ORIENTATION



STRONG. INNOVATIVE. GROWING.

HORIZONTAL ORIENTATION 1



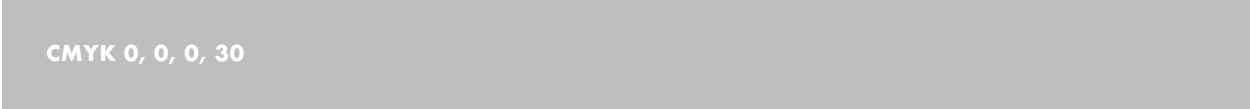
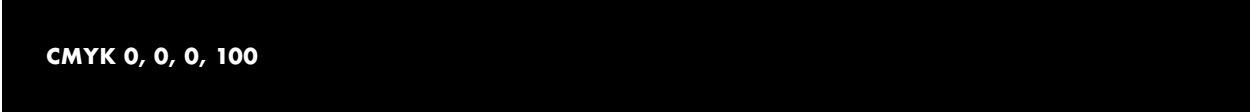
STRONG. INNOVATIVE. GROWING.

HORIZONTAL ORIENTATION 2

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale**
 - One-Color / Black
 - One-Color / Reversed
 - Two-Color / Reversed
 - Color Charts
 - Logo Usage On Brand Colors
 - Logo Usage On Off-Brand Colors
 - Reversed / Photography
 - Reversed / Primary Tagline
 - Reversed / Secondary Tagline
 - Scaling
 - Isolation Space
 - Improper Usage
 - Example Collateral
 - Corporate Typefaces
 - Desktop Typefaces
 - PowerPoint Typefaces
 - Employee Email Signatures
 - Conclusion

GRAYSCALE

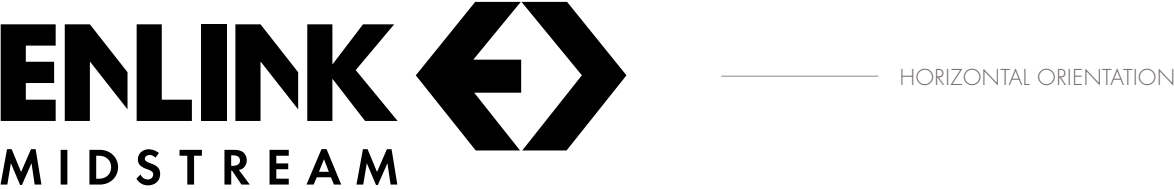
When needed, the logo may print in grayscale using two percentages of black: 30 percent and 100 percent.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black**
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

ONE-COLOR / BLACK

When printing is limited, the logo may be printed in 100 percent black.



CMYK 0, 0, 0, 100

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed**
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

ONE-COLOR / REVERSED

When printing is limited or the logo needs to sit on top of dark colors, use the reversed white logo.



VERTICAL ORIENTATION



HORIZONTAL ORIENTATION

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed**
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

TWO-COLOR / REVERSED

If the layout allows, the logo can be printed in two colors, with white replacing the black.



VERTICAL ORIENTATION



HORIZONTAL ORIENTATION

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts**
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

COLOR CHARTS

PRIMARY:

The primary colors are used in the logo and throughout other marketing materials. These are the base colors to complement.

SECONDARY:

The secondary colors are used as complementary colors when needed. Use these as a guide for exploring photography or possible tabs for section dividers.

PRIMARY

ONYX	PMS PROCESS BLACK	RGB 0, 0, 0	CMYK 60, 60, 60, 100	HEX #000000
GOLD	PMS 1245	RGB 190, 139, 64	CMYK 24, 45, 87, 4	HEX #BE8B40

SECONDARY

CLAY	PMS 179	RGB 212, 75, 45	CMYK 8, 83, 100, 13	HEX #C64820
JADE	PMS 327	RGB 0, 141, 131	CMYK 89, 23, 54, 4	HEX #008D83
				HEX #0BA6A8 (WEB USE ONLY)
ROCK	PMS 7536	RGB 168, 159, 136	CMYK 36, 32, 48, 1	HEX #A89E87
SHALE	PMS 405	RGB 105, 96, 87	CMYK 55, 52, 60, 25	HEX #696057
SKY	PMS 2995	RGB 8, 132, 181	CMYK 84, 38, 13, 0	HEX #0884B5

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors**
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

LOGO USAGE ON BRAND COLORS

Depending on the background color, the logo can be black, one-color reversed, or two-color reversed.

- The full-color logo may only be used on white backgrounds.
- The two-color reversed logo may only be used on black backgrounds.
- The one-color black logo may be used on gold or white backgrounds when full-color or two-color printing is unavailable.
- On other backgrounds where full-color or two-color printing is unavailable, use the reversed white logo.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors**
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

LOGO USAGE ON OFF-BRAND COLORS

The logo can be used on colors not included in normal EnLink branding, as described below.

- On light backgrounds, use the one-color black logo.
- On dark backgrounds and on patterns, such as camouflage and plaid, use the reversed white logo.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography**
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

REVERSED / PHOTOGRAPHY

Always use the reversed logo (white) when applying the logo to photography.

The use of photography should always be limited to EnLink-approved images.

Contact the Public & Industry Affairs team for photo requests.



The logo will always be reversed when set atop photography. Honor the isolation space presented in this guide (21-22). Keep the logo away from busy areas. Instead, the logo should sit on top of simple textures and open space.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline**
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

REVERSED / PRIMARY TAGLINE

The following are examples of the logo and tagline reversed on black.

Only use this approach when printing restrictions are in place.

ENLINK
MIDSTREAM

CONNECTING ENERGY TO LIFE

VERTICAL ORIENTATION

ENLINK
MIDSTREAM

CONNECTING ENERGY TO LIFE

HORIZONTAL ORIENTATION 1

ENLINK
MIDSTREAM

CONNECTING ENERGY TO LIFE

HORIZONTAL ORIENTATION 2

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline**
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

REVERSED / SECONDARY TAGLINE

The following are examples of the logo and tagline reversed on black.

Only use this approach when printing restrictions are in place.

ENLINK
MIDSTREAM

STRONG. INNOVATIVE. GROWING.

VERTICAL ORIENTATION

ENLINK
MIDSTREAM

STRONG. INNOVATIVE. GROWING.

HORIZONTAL ORIENTATION 1

ENLINK
MIDSTREAM

STRONG. INNOVATIVE. GROWING.

HORIZONTAL ORIENTATION 2

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling**
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

SCALING

Please adhere to the following scaling guidelines. The logo should never be smaller than 1/2 inch, while the icon should never be smaller than 1/4 inch.



Never smaller than 1 1/2 inches.



Never smaller than 1/2 inch.



Never smaller than 1 1/2 inches.



Never smaller than 3/4 inch.

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space**
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

ISOLATION SPACE

VERTICAL ORIENTATION:

No matter the logo's size, the isolation space should be equal to twice the space between the icon and logotype. Keep all copy and other graphical elements outside of these margins.



 = space between icon and logotype

 = isolation space equals **twice** the space between icon and logotype

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space**
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

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- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage**
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

IMPROPER USAGE

Adhering to proper usage guidelines will maintain EnLink’s brand integrity. The following are examples of improper logo usage and applications. **Under no circumstances should any of these scenarios be published.**



Do not change the size ratio of logo elements.



Be mindful of colored backgrounds. Do not apply the full-color logo to any background other than white.



Do not add a stroke to the logo to make it stand out on a dark background. Use the reversed logo instead.



Never add a drop shadow to the logo.



Do not tilt the logo.



Do not separate the logotype from the icon.

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage**
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

IMPROPER USAGE

Adhering to proper usage guidelines will maintain EnLink’s brand integrity. The following are examples of improper logo usage and applications. **Under no circumstances should any of these scenarios be published.**



Do not change the placement of logo elements or the space between them.



Never change the color.



The icon should never be used alone.



Do not change the placement of logo elements or the space between them.



Never create your own tagline or augment the logo’s wording.

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral**
- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

EXAMPLE COLLATERAL

Pictured are examples of apparel and various accessories. Be mindful of colored backgrounds. **Do not apply the full-color logo to any background other than white.** Please consult the Improper Usage section before making any color choices for apparel.



- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces**
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

CORPORATE TYPEFACES

FUTURA: PRIMARY TYPEFACE

Futura is a geometric sans-serif typeface that serves as the primary font for EnLink Midstream. Futura should be used for external collateral, such as fact sheets, one-pagers, and website assets.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 ZÀÁÂËÏÖØÛ abcde
 fghijklmnopqrstuvw
 xyz à á â é î ï ð ø ù & 1 2 3
 4 5 6 7 8 9 0 (\$ £ . , ! ?)

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces**
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

CORPORATE TYPEFACES

WEIGHT VARIATIONS

EnLink utilizes Futura’s various weights for several scenarios, such as headlines, subheads, and body copy.

EXAMPLE:

HEADLINES ARE SET IN 26PT FUTURA LIGHT, ALL CAPS, WITH 34PT LEADING

EXAMPLE:

SUBHEADS ARE SET IN 14PT FUTURA BOLD, ALL CAPS, WITH 17PT LEADING

EXAMPLE:

Paragraph body copy is set in 10PT Futura Book, sentence case, with 16PT leading.

EXAMPLE:

- Bullets are set in 10PT Futura Book with 12PT leading.
- Bullets are set at 0.25-inch tab spacing.

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
- Example Collateral
- Corporate Typefaces
- Desktop Typefaces**
- PowerPoint Typefaces
- Employee Email Signatures
- Conclusion

DESKTOP TYPEFACES

CENTURY GOTHIC: SECONDARY TYPEFACE

Century Gothic is to be used when creating in-house documents, such as Word documents and press releases.

Use Century Gothic only on computers without access to Futura.

EXAMPLE:

Headlines Are Set in 16PT Century Gothic Bold, Title Case, With Single Line Spacing and 0PT Paragraph Spacing Below

EXAMPLE:

Subheads Are Set in 12PT Century Gothic Italic, Title Case, With Single Line Spacing and 0PT Paragraph Spacing Below

EXAMPLE:

Paragraph body copy is set in 11PT Century Gothic Regular, sentence case, with single line spacing, 0PT paragraph spacing below, and one hard return between paragraphs.

EXAMPLE:

- Bullets are set in 11PT Century Gothic Regular with single line spacing and 0PT paragraph spacing.
- Bullets are set at 0.25-inch tab spacing.

Brand Statement
Corporate Logo
Logo Variations
Primary Tagline
Primary Tagline Variations
Secondary Tagline
Secondary Tagline Variations
Grayscale
One-Color / Black
One-Color / Reversed
Two-Color / Reversed
Color Charts
Logo Usage On Brand Colors
Logo Usage On Off-Brand Colors
Reversed / Photography
Reversed / Primary Tagline
Reversed / Secondary Tagline
Scaling
Isolation Space
Improper Usage
Example Collateral
Corporate Typefaces
Desktop Typefaces
PowerPoint Typefaces
Employee Email Signatures
Conclusion

POWERPOINT TYPEFACES

CENTURY GOTHIC: SECONDARY TYPEFACE

Century Gothic is to be used when creating PowerPoint presentations.

EXAMPLE:

**HEADLINES ARE SET IN 28PT
CENTURY GOTHIC BOLD,
ALL CAPS**

EXAMPLE:

***SUBHEADS ARE SET IN GOLD 20PT CENTURY
GOTHIC BOLD ITALIC, ALL CAPS***

EXAMPLE:

Paragraph body copy is set in 14PT Century Gothic Regular, sentence case, with single line spacing, 0PT paragraph spacing below, and one hard return between paragraphs.

EXAMPLE:

- Bullets are set in 14PT Century Gothic Regular with single line spacing and 9PT paragraph spacing.
- Bullets are set at 0.25-inch tab spacing.

- Brand Statement
- Corporate Logo
- Logo Variations
- Primary Tagline
- Primary Tagline Variations
- Secondary Tagline
- Secondary Tagline Variations
- Grayscale
- One-Color / Black
- One-Color / Reversed
- Two-Color / Reversed
- Color Charts
- Logo Usage On Brand Colors
- Logo Usage On Off-Brand Colors
- Reversed / Photography
- Reversed / Primary Tagline
- Reversed / Secondary Tagline
- Scaling
- Isolation Space
- Improper Usage
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- Corporate Typefaces
- Desktop Typefaces
- PowerPoint Typefaces
- Employee Email Signatures**
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EMPLOYEE EMAIL SIGNATURES

Email signatures are displayed differently depending on the client, platform, or device. Because formatting can be lost or corrupted, it is important to maintain a consistent logo size and standardized fields, without unnecessary formatting or styling. **Do not use famous quotes or sayings in signatures.**

Departmental slogans or mission statements may be included at the bottom of email signatures only if approved by the Public & Industry Affairs team. These should be italicized in the same font and size as the rest of the email signature.

The EnLink logo, as well as a legal-approved confidentiality warning, is automatically included in all emails sent to contacts outside the company. There is no need to manually add the logo to your signature.

Email signatures should be set in 11PT Century Gothic Regular using black type.

FIRST LAST

Title

Phone: XXX-XXX-XXXX

Mobile: XXX-XXX-XXXX (optional)

Fax: XXX-XXX-XXXX (optional)

email@enlink.com

123 Generic Drive, Suite 000

Somewhere, State 12345

www.EnLink.com

NYSE: ENLK (MLP) | ENLC (GP)

- Brand Statement
- Corporate Logo
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- Secondary Tagline
- Secondary Tagline Variations
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- Conclusion**

CONCLUSION

The EnLink identity is a symbol of excellence, strength, innovation, and growth. Our brand was developed to convey these specific messages, so brand consistency is very important to us. In addition to ensuring brand consistency, these guidelines promote a level of quality that coincides with EnLink's values and promotes the company as a leader within the industry.

We expect all of our vendors and partners to treat our brand with respect by adhering to the rules provided in this guide.

QUESTIONS?

CONTACTS:

MEGAN WRIGHT

Corporate Communications Manager

Phone: 214-721-9694

megan.wright@enlink.com

AMANDA GILPIN

Corporate Communications Representative

Phone: 214-721-9615

amanda.gilpin@enlink.com