

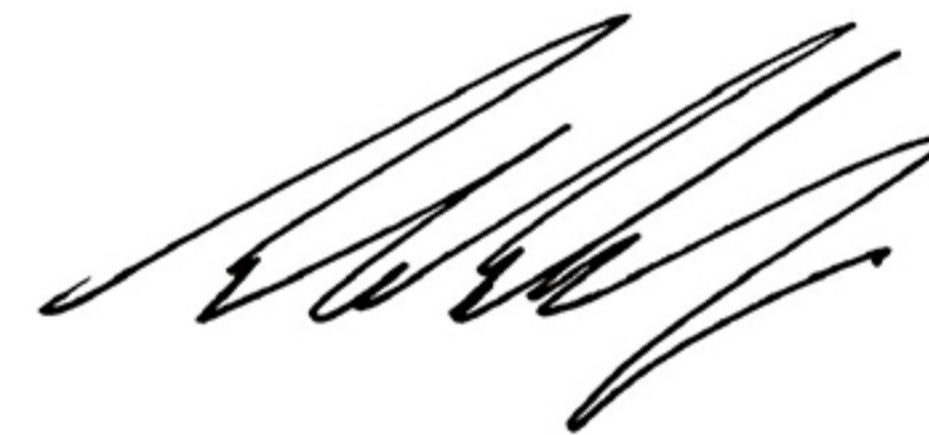
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STANDARDS MANUAL 2024 - 2025

ENTERPRISE

ENTERPRISE STANDARDS MANUAL 2024 - 2025

Welcome to the STANDARDS MANUAL 2024 - 2025. This document defines the core visual and verbal identity of ENTERPRISE as we transition into our new corporate structure. By maintaining consistency across all communication channels, this guide ensures alignment with our mission of innovation, excellence, and collaboration. It serves as a resource for employees and partners to communicate our brand effectively.



Lark Ring
President, ENTERPRISE



Taiga Nakazaki
President, ENTERPRISE

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INCORPORATION

INCORPORATION

Effective immediately, the association, established on 10 April, 2023, has completed its transition to a corporate entity. This incorporation formalises the organisation's legal status as a company, providing a structured framework for governance, operational expansion, and compliance with corporate standards. This transition grants the entity distinct legal and financial responsibilities under corporate law, in alignment with applicable regulations. All previous operations, obligations, and commitments are hereby assumed under the new corporate structure.

Old brand mark



Association ENTERPRISE
Formed: 10 April, 2023.

New brand mark



Corporation ENTERPRISE
Formed: 7 Oktober, 2024.

BRANCHES

BRANCHES

As part of our recent incorporation, ENTERPRISE is delighted to announce the establishment of two official branches. This strategic expansion underscores our unwavering commitment to enhancing our operations and providing exceptional service to our valued clients around the globe. Each facility is designed with distinct focus areas to leverage local advantages and broadens our global footprint but also enhances our ability to respond swiftly and effectively to the evolving demands of our clients. For more information about our new branches and the services they offer, please contact ENTERPRISE.

Branch addresses

Zurich office:

Zeughausstrasse 31,
8004 Zurich,
Switzerland

Tokyo office:

2-3-16 Koishikawa,
Bunkyo, 112-0002
Tokyo,
Japan

BASIC ELEMENTS

BRAND MARK

BRAND MARK

The two brand marks serve as the official signatures of ENTERPRISE, representing our identity and values. They can be displayed in any combination of the brand colours. Their proportions are carefully standardised to maintain consistency and must not be altered.

Placement

The brand marks may be displayed either separately or together. When displayed together, elements arranged either side-by-side or stacked vertically.

Minimum Size

To ensure that products associated with ENTERPRISE are easily identifiable, the brand marks must appear at an appropriate size depending on the medium. The minimum size of the brand marks depends on its dimensions, the production method, and the design grid of the publication or product format.

Example - A



Example - B



Business card

BASIC ELEMENTS

BRAND COLOURS

BRAND COLOURS

A total of seven brand colours from the HEX colour palette have been selected for the corporate stationery. The colours, highlight the versatility of ENTERPRISE. Please note that these colours can be used independently of industry or purpose.

HEX colour: #ffffff



HEX colour: #ff0000



HEX colour: #d7171c



HEX colour: #ffbe00



HEX colour: #f6a802



HEX colour: #696969



HEX colour: #000000

Brand colour

Additional Colours

For special media or occasions, corporate communications may use additional colours.

BRAND FONTS

BASIC ELEMENTS

The Corporate Typeface: “Neu Haas Grotesk” and “Source Han Serif”

Neu Haas Grotesk and Source Han Serif are the designated corporate typefaces and key elements of the corporate design of ENTERPRISE. They are established as the mandatory standards for personalized business stationery and printed publications.

Neue Haas Grotesk is a neo-grotesque sans-serif typeface designed for clear and neutral typographic communication.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Source Han Serif is a serif typeface designed for East Asian languages.

あのイーハトーヴォのすきとおった風、
 夏でも底に冷たさをもつ青いそら、
 うつくしい森で飾られたモーリオ市、
 郊外のぎらぎらひかる草の波。

BRAND FONTS

BASIC ELEMENTS

Available Cuts in each of the font families

Neue Haas Grotesk

Neue Haas Grotesk

Ultra Thin

Neue Haas Grotesk

Ultra Thin Italic

Neue Haas Grotesk

Thin

Neue Haas Grotesk

Thin Italic

Neue Haas Grotesk

Extra Light

Neue Haas Grotesk

Extra Light Italic

Neue Haas Grotesk

Light

Neue Haas Grotesk

Light Italic

Neue Haas Grotesk

Roman

Neue Haas Grotesk

Italic

Neue Haas Grotesk

Medium

Neue Haas Grotesk

Medium Italic

Neue Haas Grotesk

Bold

Neue Haas Grotesk

Bold Italic

Neue Haas Grotesk

Black

Neue Haas Grotesk

Black Italic

Source Han Serif

源ノ明朝

エクストラライト

源ノ明朝

ライト

源ノ明朝

レギュラー

源ノ明朝

ミディアム

源ノ明朝

セミボールド

源ノ明朝

ボールド

源ノ明朝

ヘビー

BRAND FONTS

BASIC ELEMENTS

"Neue Haas Grotesk" Size Views of 2024 corporate slogan.

8 pt Committed to Growth

12 pt Committed to Growth

16 pt Committed to Growth

20 pt Committed to Growth

24 pt Committed to Growth

36 pt **Committed to Growth**

48 pt **Committed to Growth**

60 pt **Committed to Growth**

72 pt **Committed to Growth**

Additional Sizes

For special media or occasions, corporate communications may use additional sizes.

BRAND FONTS

BASIC ELEMENTS

"Source Han Serif" Size Views of 2024 corporate slogan.

8 pt 成長への献身

12 pt 成長への献身

16 pt 成長への献身

20 pt 成長への献身

24 pt 成長への献身

36 pt **成長への献身**

48 pt **成長への献身**

60 pt **成長への献身**

72 pt **成長への献身**

Additional Sizes

For special media or occasions, corporate communications may use additional sizes.

Font Sizes and Readability

In print, font sizes are measured in points (1 pt = 0.3527 mm).
On the web, font size is specified in pixels or relative units.

Print Font Sizes

For good readability, font size, line spacing, and the use of font weights must be carefully balanced. In practice, certain sizes and spacing have proven effective:

Headings: 12 to 48 pt

Body text: 8 to 12pt

Captions, Footnotes: 6 to 10 pt

Emphasis in Text

To improve readability, it is sometimes useful to highlight specific content in a text. This can be achieved by using different font styles, such as bold and italic.

CORPORATE LANGUAGE

Corporate language is a fundamental element of ENTERPRISE's identity, shaping how we communicate both internally and externally. It reflects our core values, mission, and professionalism, ensuring that every message aligns with our corporate identity and resonates with our audience.

Tone and Voice

The tone of our communication is professional, approachable, and confident. Depending on the context, we adapt our tone to suit the audience, whether formal for corporate reports or conversational for social media. The voice remains consistent, emphasising clarity, respect, and inclusivity, ensuring that our messages are relatable and trustworthy.

Key Principles

1. Clarity – Messages should be concise and easy to understand for each audience group.
2. Consistency – Use standardised terminology, phrases, and style across all channels and materials to maintain alignment with our corporate identity.
3. Inclusivity – Address a diverse audience by using neutral respectful language.
4. Relevance – Tailor the language to the medium and audience, ensuring it feels appropriate and engaging.

Standard Terminology

ENTERPRISE uses specific terms to describe our operations, internal processes, and organisational elements. These terms are meant for internal use and should be consistently applied across all communication within the corporation to maintain clarity and alignment with our corporate identity. A glossary of standard terms is provided in the appendix for reference.

Grammar Standards

1. Use active voice to create dynamic, engaging sentences. In general, passive voice should be used sparingly.
2. Avoid contractions in formal documents, but feel free to use them in less formal contexts like emails or social media.
3. Maintain proper punctuation and formatting to ensure readability.

Internal vs. External Communication

Internal communication should foster collaboration and clarity. Use straightforward, supportive language in emails, memos, and team discussions. External communication, including press releases, marketing materials, and customer interactions, should uphold the highest standards of professionalism and brand alignment.

Localised Language

When communicating in different languages, ensure translations retain the original tone and intent. Avoid literal translations that might misrepresent our message or tone.

Prohibited Language

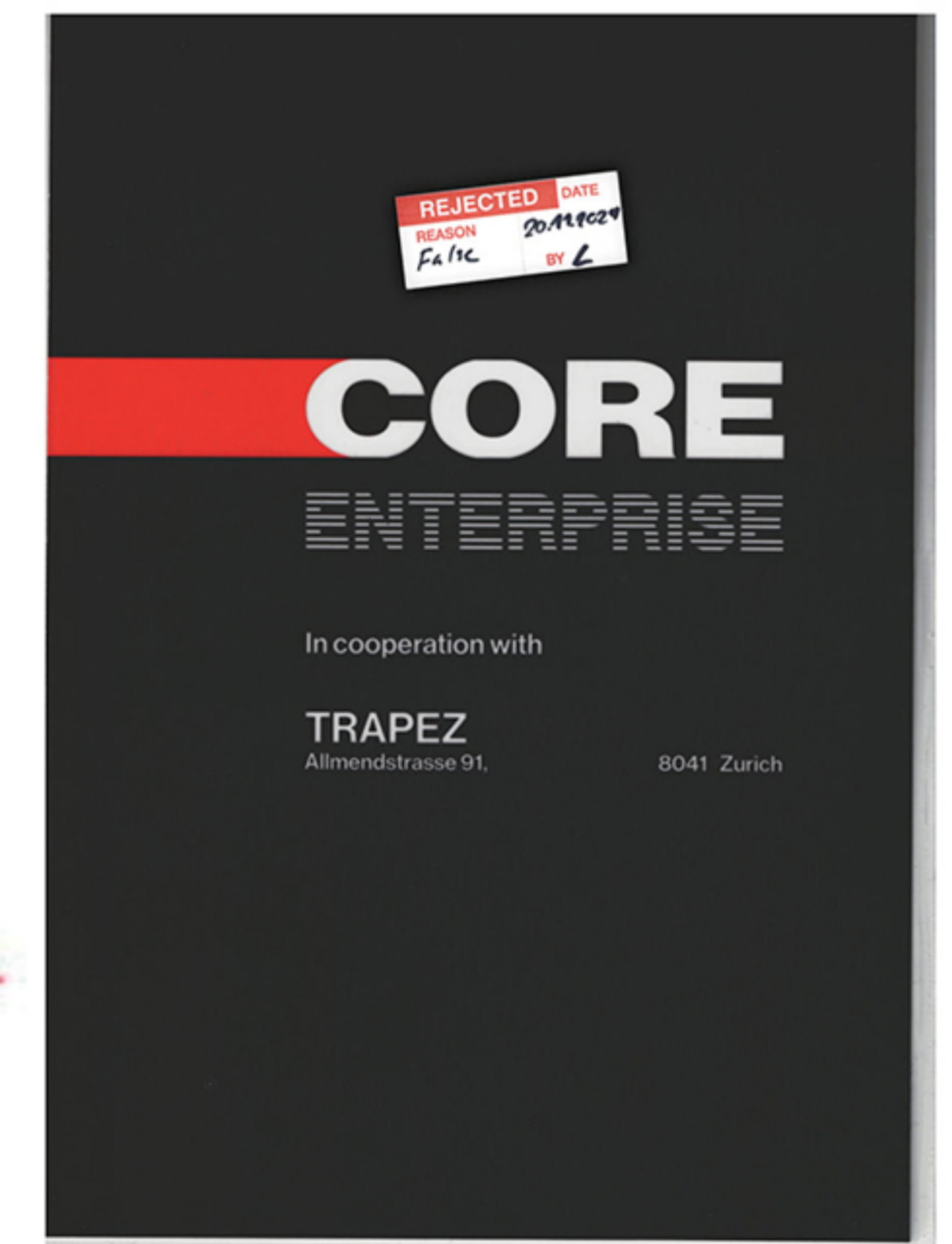
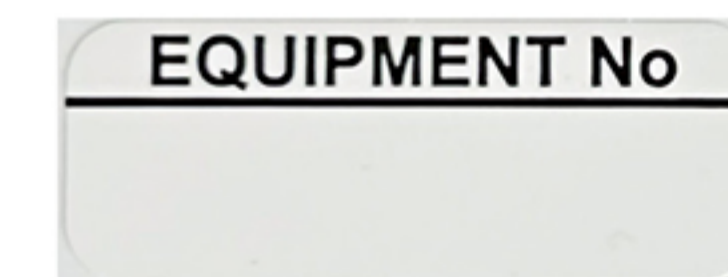
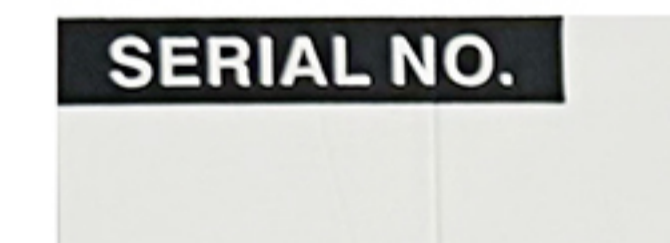
Language that is discriminatory, offensive, or contradictory to ENTERPRISE's values is strictly prohibited. This includes avoiding any form of stereotyping, bias, or unapproved terminology.

BRAND STAMPS AND LABELS

Indicators are practical tools used to communicate the status, handling requirements, or key information related to objects, documents, and physical items. These indicators are essential for ensuring clarity, consistency, and proper management of materials.

Usage Guidelines

1. Purpose – Stamps and labels may indicate conditions (e.g. fragile, urgent), dates, destinations, or other essential details.
2. Standardization – Designs must adhere to the visual identity standards outlined in this manual to maintain consistency across all applications.
3. Application – Ensure stamps and labels are placed in easily visible areas without obstructing critical content.



CORPORATE STATIONERY**CORPORATE STATIONERY**

Corporate stationery is an essential aspect of ENTERPRISE's corporate identity, influencing how we communicate both internally and externally. It reflects our commitment to professionalism and consistency, ensuring that every piece of written communication reinforces our corporate identity. Whether it's a letter, an invoice, or an internal memo, each item plays a key role in preserving the integrity of our corporate identity and must adhere to the standards outlined in this manual.

Letterhead

As a key element of corporate stationery, the letterhead serves as the official representation of ENTERPRISE in written communications with external parties. It should include a corporate brand mark, the name, and essential contact information, such as the corporate address, website, and email. The design must be clean, professional, and align with the branding guidelines to ensure a consistent and cohesive presentation across all formal communications.

Invoices and Official Documents

Invoices and official documents such as contracts, purchase orders, and receipts must also maintain consistency with the letterhead in their design.

PROMOTIONAL MATERIALS**PROMOTIONAL MATERIALS**

Branded items play an essential role in ENTERPRISE's branding strategy, helping to increase brand visibility and foster positive connections with guests, clients, partners, and employees. These items, such as branded souvenirs and merchandise, are designed to reinforce our corporate identity and serve as tangible reminders of our brand. A certain number of these products are made available free of charge by ENTERPRISE. Whether distributed upon request, at events, or as part of special marketing campaigns, they contribute to building and maintaining a strong brand presence.

Other branded souvenirs and merchandise products can be purchased at an ENTERPRISE branch, or distributed upon request, providing a variety of items that reflect the ENTERPRISE brand for both promotional and personal use.

Design

All promotional materials must be directly linked to the corporation. The use of our brand marks, colors, and fonts must adhere to the guidelines set forth in this standards manual.

Placement

The logos of sponsors and partners should be arranged in a visual proportion of approximately 1:3 relative to the brand marks of ENTERPRISE. This ensures that ENTERPRISE's role as the main organizer is appropriately emphasized.

Example of sponsors and partner logos

ENTERPRISE



FAQ

What is Corporate Identity?

Corporate identity refers to a strategically planned self-presentation and behavior, both internally and externally, aimed at conveying a defined image. It is based on a specific philosophy developed with a long-term goal in mind, communicated consistently through a unified appearance and approach.

The Corporate Identity of ENTERPRISE is primarily conveyed through three key factors:

1. Corporate Design
2. Corporate Communication
3. Corporate Behaviour

What is Corporate Design?

Our corporate design reflects ENTERPRISE's identity through a cohesive visual appearance. It is defined by design elements such as the brand marks, brand colours, corporate typeface, the typographic form of the slogan, design grids. To ensure adherence to design standards, these elements are documented in a standards manual. With this visual identity, ENTERPRISE can distinguish itself clearly from competitors. For this reason, corporate design has always been of great importance. The visual identity must consistently align with ENTERPRISE's core values. However, it should not remain static but evolve over time, reflecting the corporat vision, its guiding principles, and, to some extent, the prevailing aesthetic trends.

Do I always have to follow the Corporate Design?

Yes, adherence to ENTERPRISE's corporate design is mandatory. In case of doubt, please consult with the Corporate Communications team. We are happy to provide guidance and support whenever possible, including during the planning phase.

What is a STANDARDS MANUAL?

A standards manual is a concise reference tool or documentation of the corporate design. This standards manual serves as a guideline for everyone representing ENTERPRISE publicly. It explains the established design elements and rules, helping you to correctly apply the corporate design across various platforms and materials.

Can there be changes to the Corporate Design?

The standards manual documents the ongoing adaptation of the corporate design to new requirements and areas of application. Therefore, changes may occur, often only in minor details, to ensure the design remains relevant and effective.

Do I always have to use the Brand Colours?

Yes, to maintain a consistent visual identity, the brand colours must be used. For questions regarding the design of specific publications for events or individual brochures, please consult with the Corporate Communications team.

Is there a translation of the Word Mark?

No, the word mark "ENTERPRISE" is its own proper name and is therefore not translated under any circumstances.

Can the Brand Marks be altered in color, proportion, or form?

No, the brand marks must only be used in the form provided by ENTERPRISE. It may not deviate from the guidelines outlined in the standards manual.

Do I have to use the Corporate Typeface?

Yes, for all output of ENTERPRISE, the corporate typefaces "Neue Haas Grotesk" and "Source Han Serif" must be used.

Where can I find the image database of ENTERPRISE?

Corporate Communications has built an image database containing photos of buildings, events, and everyday activities at ENTERPRISE. A selection of high-resolution images is available by request via email at MAIL@ENTERPRISE.INTERNATIONAL.

GLOSSARY

FAQ

A

- Actionable** – Information or tasks that are ready to be acted upon.
- Activation** – The act of making something active or operational, especially the release of a new product, campaign, or initiative.
- After-Action Report (AAR)** – A document or report evaluating a task or operation.
- After-Action Report Review (AARR)** – A structured process to analyse and assess a completed task or operation based on the findings of the After-Action Report.
- Aimitsu (あいみつ)** – The process of obtaining multiple quotes from different vendors to compare prices and services before making a decision.

B

- Bikou (備考)** – Notes or comments added to a report or presentation, commonly used in business documents to provide additional context or clarification.

C

- Critical** – Essential tasks or elements that are vital to the success of a project or operation.
- Checkpoint** – A designated point to assess progress or verify the status of tasks or objectives.
- Clearance** – Authorisation or permission to proceed with a task or release information.
- Command & Control (C2)** – To exercise of authority and direction over assigned task.
- Core** – The central, most fundamental component or element of a project, operation, or organisation.

D

- Descalce** – To remove unnecessary components or details, often used in simplifying processes or tasks.
- Directive** – An official instruction or order, often issued from a higher authority.
- Direct Address** – Communication where the speaker addresses someone directly, often used in clear communication.

E

- Endex** – The conclusion or end point of an operation or project.
- Endstate** – The desired or expected outcome or result of a project.
- Exfiltrate** – To exit from an organisation or system after gaining knowledge or insights.

F

- FF (フルフィルメント)** – “Fulfillment refers to the process of completing and delivering customer orders, ensuring that products are in stock, packed, and shipped efficiently.”

G

- Go/No-Go** – A decision point where a task or project is either approved to proceed (Go) or halted (No-Go).

H

- Handover** – The transfer of responsibility or information from one party to another.

I

- Ideation** – The process of coming up with new ideas, concepts, or solutions.
- Infiltrate** – To strategically observe or integrate into another organisation.

GLOSSARY

FAQ

J

- Joint Task Force (JTF)** – A temporary collaboration of teams or departments from different areas within an organisation, brought together to work on a specific project or initiative.

K

- Kaizen (改善)** – A term meaning “continuous improvement,” used to describe activities that continuously improve all functions and involve all employees.
- Kitting** – The process of assembling a set of items or tools needed for a specific task or project.

L

- Leverage** – To use resources or influence to achieve a desired outcome efficiently.

M

- Manifest** – A record of items or participants, used in personnel tracking.
- Mark Up** – To make amendments or revisions, commonly in documents or data.

N

- Navigate** – To guide or direct a project or task through complex situations or decision points.
- Not to be released** – Information or materials that are confidential or restricted from being shared publicly.

O

- Operationalise** – To put plans, strategies, or objectives into action in a practical, operational context.

P

- Package** – A complete solution or system that is ready for immediate use or implementation.
- Performance Indicator (PI)** – A measurable value that indicates how well an objective is being achieved.
- Pivot** – A significant change in direction or strategy, often in response to new information or conditions.
- Plate** – Standardised or reusable text or content, often used in contracts or reports.
- Protocol** – Established procedures or rules to follow in a specific context or task.

Q

- Quality Assurance (QA)** – The process of ensuring that a product or service meets established standards and specifications.

R

- Reposition** – To move or adjust resources, personnel, or strategies to a more effective position.
- Report Back** – To provide feedback or an update on a completed task or mission.
- Report To** – To deliver information or updates to a superior or relevant authority.

S

- Scalability** – The capacity of a system, process, or solution to be expanded or adapted as needed.
- Second Hand** – Referring to information or items that are not original or firsthand, but rather passed on or previously used.
- Shinten (親展)** – The term is used for important documents that you do not wish to be opened by anyone other than the addressee. In a typical vertical envelope, the remark is usually written in the lower left-hand corner of the address.

Standard Operating Procedure (SOP) – A set of instructions or guidelines for performing tasks consistently and efficiently.

Startex – The starting point or initiation of a task or project.

Strategic Alignment – The process of ensuring that a project or initiative is in line with the overall goals and direction of the organisation.

Surge – To rapidly increase resources or efforts to meet a demand or challenge.

T

Tactical – Focused on short-term actions or solutions, often related to immediate goals or objectives.

Tanaoroshi (棚卸し) - Inventory check, the process verifying the inventory of goods or materials in stock to ensure accuracy and update records.

Tentative – A provisional decision or plan, subject to change.

Transition – The process of changing from one state or stage to another, often used in project management or organisational restructuring.

U

Upstream/Downstream – Refers to the flow of processes or tasks in a sequence, often used in supply chains or project phases.

V

Velocity – The speed at which a project, task, or initiative progresses.

Vetting – The process of evaluating or screening a candidate, plan, or strategy to ensure suitability.

W

Wrap-up – The finalisation or conclusion of a task, meeting, or project.

X

Xeno – A term used to describe something radically different or foreign, in the context of ideas, products, or approaches.

Y

Yokotenkai (横展開) – The horizontal deployment of information, ideas, or strategies across an organization, team, or network

Z

Zero-Based – An approach where each task or project is assessed from scratch, rather than building on previous work.

CONTACT

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STANDARDS MANUAL 2014 - 2015 will be available for download online at
WWW.ENTERPRISE.INTERNATIONAL starting mid-year 2025.