

NATIONAL NEIGHBORHOOD INDICATORS PARTNERSHIP LOGO GUIDELINES

DECEMBER 2013

This style sheet will assist in the general application of the NNIP logo to ensure consistency of the brand.

PRIMARY LOGO:



FILE FORMATS:

For print use:

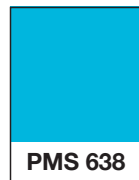
- CMYK
- .ai
- .eps
- .pdf
- .jpg

For digital or online:

- RGB
- .jpg
- .png (transparent background)

BRAND COLORS & USAGE:

The NNIP logo should always be the appropriate equivalent of:
Teal PMS 638 & Blue PMS 2735



CMYK:
C-83 M-0 Y-10 K-0
RGB:
R-0 G-182 B-222
HEX:
00B6DE



CMYK:
C-100 M-95 Y-0 K-3
RGB:
R-39 G-54 B-145
HEX:
263692

TYPEFACES:

The brand typeface is "Nanami". The approved styles and weights are: ExtraLight, Light, Book, and Medium.

Nanami - ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?.,--'""

Nanami - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?.,--'""

Nanami - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?.,--'""

Nanami - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?.,--'""

POSITIONAL & SPACIAL CONSIDERATION:

The minimum required clear space is defined by the height of the uppercase "N" in the logo. The gray area must be kept free of all other graphical and visual elements.



UNIT OF SPACE = N