



BRAND USAGE GUIDE

JANUARY 2022

THE PURPOSE OF THIS GUIDE

This Brand Usage Guide is designed to help everyone involved in our marketing and communication efforts correctly reproduce the NEK Broadband logo.

When our logo is displayed correctly and with consistency, it creates trust with our audiences and builds pride within our organization. It sends a message that our organization is credible, stable, and strong.

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OUR LOGO

Our logo is the cornerstone of the NEK Broadband brand. It is constructed as a lockup of a wordmark and a graphic mark. These components are connected as one unit.

There is no other approved configuration of the NEK Broadband logo; however, the graphic mark may be used on its own in limited applications.

WORDMARK

The wordmark of our logo is comprised of our name, NEK Broadband. The typographic treatment of the name has been carefully designed for maximum impact and legibility. It should always appear in its approved configuration as shown.

GRAPHIC MARK

The graphic mark is designed to reflect our brand personality and create brand recognition. It signifies community, connection, and internet speed. It should always appear as shown within the logo configuration. It may also be used on its own, in applications such as social media or as a visual accent within branded materials.

LOGO CONFIGURATION



GRAPHIC MARK, USED SOLO



COLORS

Color is very important to our brand. It projects our brand personality, and its consistent use establishes strength, stability, and instant brand recognition.

PRIMARY COLORS

The NEK Broadband logo is composed of two primary colors: Pantone 2945 (Blue) and Pantone 361 (Green). When reproducing the logo, always use these colors at 100% opacity.

Both primary colors may be used in different screen tints across the NEK Broadband brand, except in the logo itself.

SECONDARY COLORS (TBD)

We have not yet established a palette of secondary colors for the NEK Broadband brand, but we recommend incorporating a well-balanced gray into the mix, such as Pantone 432.

This dark gray color performs better than Black for web text and fine graphic elements, and may also be used as a screen tint, such as 10% (as shown).

PRIMARY COLORS



Pantone 2945

C: 100 R: 0
M: 73 G: 75
Y: 20 B: 152
K: 5

Web: 004b98



Pantone 361

C: 75 R: 61
M: 3 G: 175
Y: 100 B: 44
K: 0

Web: 3daf2c

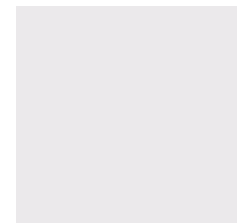
SECONDARY COLORS (TEMPORARY)



Pantone 432

C: 79 R: 50
M: 64 G: 62
Y: 52 B: 72
K: 43

Web: 323e48



Pantone 432 10%

COLOR REPRODUCTION OPTIONS

The NEK Broadband logo may be displayed in the following options for color reproduction. Do not reproduce the logo in any other colors or color combinations.

IN ONE COLOR: BLACK



IN TWO COLORS



IN WHITE ON A SOLID BACKGROUND



IN WHITE ON A PHOTO



SPACING AND SIZING

To be visually impactful, our logo should always be adequately separated from other visual elements. We can achieve this by maintaining a minimum amount of visual space that surrounds the logo.

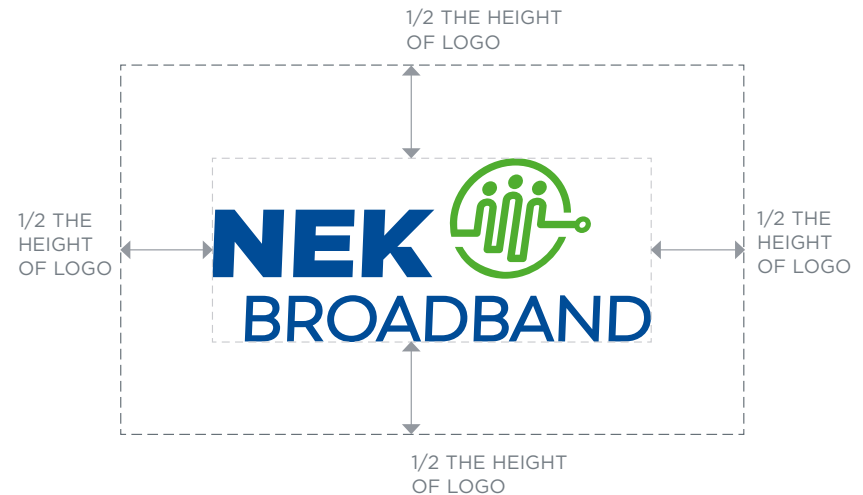
SPACE AROUND

As a general rule, keep a minimum space around the logo that is approximately half the logo's height on all sides, as shown. This prevents the logo from clashing with other visual elements or feeling crowded or busy.

MINIMUM SIZE

The logo's details may be difficult to read at very small sizes. Aim to reproduce the logo at a minimum size of one inch wide. This will help ensure the readability of the entire logo in all applications.

SPACE AROUND



MINIMUM SIZE



TYPOGRAPHY

Brand fonts strengthen the NEK Broadband brand by helping create a consistent look across all communications.

PRIMARY FONT

Gotham: This is a modern, distinguished, and well-balanced sans-serif font with several weight options. Gotham Black is used for “NEK” in our logo.

Use this font in its variety of weights as the primary font in most applications. In this document, it is used for page titles and body copy. Gotham looks good in all caps or upper/lowercase.

It can be found at: fonts.adobe.com

SECONDARY FONT

Trenda: This unique sans-serif font is used for the word “BROADBAND” in our logo. Because of its more decorative nature, Trenda is less readable when used as body copy. Use of this font is not necessary, but if desired, we recommend using it sparingly, and in all caps.

It can be found at: fonts.adobe.com

GOTHAM BLACK

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!?**

GOTHAM BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!?**

GOTHAM BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!?

TRENDA BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!?**

TRENDA REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!?

DOS AND DON'TS

DO:

Use the logo in its approved configuration



DO:

Use the graphic mark on its own in unique circumstances, such as social media.



DON'T

Squish or extend the logo proportions



DON'T

Use the wordmark without the graphic mark.



DON'T

Pull apart and reposition logo components



DON'T

Apply additional text into the logo lockup



DON'T

Create use different colors or color combinations



DON'T

Rotate or tilt the logo



LOGO FILE FORMATS

Your logo has been supplied in different file formats for use in a wide variety of applications. An explanation of these formats and their usage is listed below. Please let us know if you have any questions.

1. FOR PRINTING

Illustrator Files: We've provided Adobe Illustrator (.ai) files for the primary and alternate versions of your logo. Fonts have been converted to artwork, so fonts are not needed to use and distribute your logos. These are the original, editable logo files. If you don't have Illustrator, you won't be able to view them. However, these files are what vendors will need you to send them to create signage, high-quality printed materials, promotional items, apparel, advertising, and the like.

Files are vector-based and scalable to any size.

2. FOR INTERNAL & ONLINE USE

SVG Files: These files are the best for use on websites and other on-screen applications. They are scalable and look sharp.

JPEG Files: These are often easiest to use in certain software programs, but they won't necessarily look the most sharp. Resolution is 150 dpi. Can be reduced in size; do not enlarge.

PNG Files for Email Signature: A couple different sizes of PNG files are available for use in your email signatures. Resolution is 72 dpi. Can be reduced in size; do not enlarge.

3. BLACK REPRODUCTION

TIFF File: This file format is helpful for occasions when a high-resolution black-only version of the logo is needed. Resolution is 600 dpi; can be reduced in size. Do not enlarge.



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