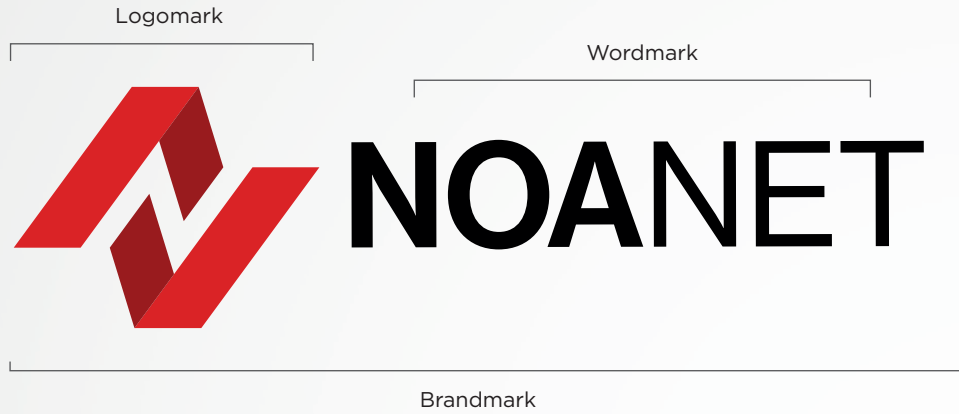




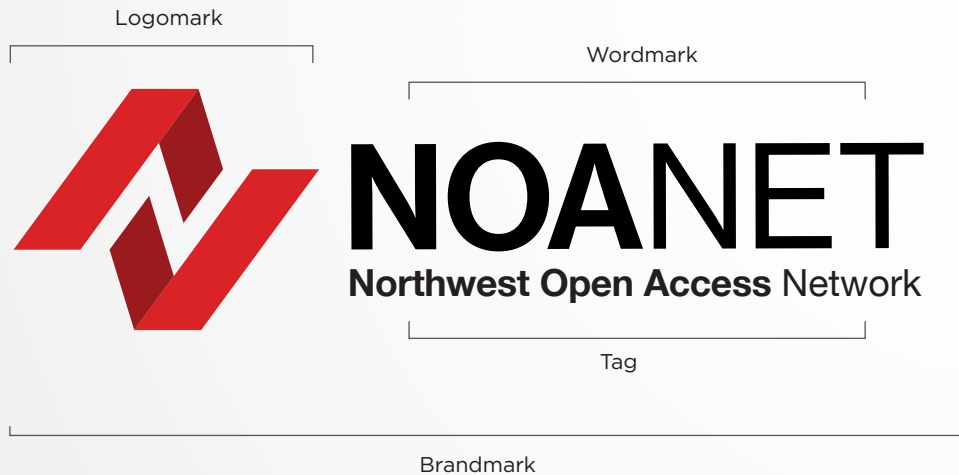
BRAND IDENTITY **GUIDELINES**



Primary Logo



Optional Logo with Tag



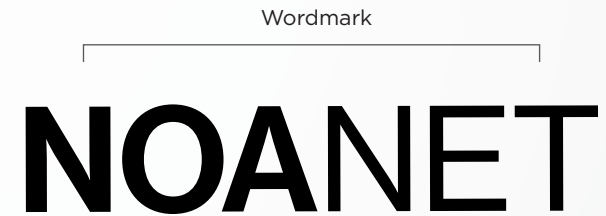
Logo Overview

The NoaNet brandmark consists of a wordmark, that sits alongside the logomark. These elements have been carefully designed to work together as a whole. Do not redraw the logomark, typeset a new wordmark, or alter the logo in any way except to scale it proportionally.

We have developed a library of logo artwork to account for various types of media and color spaces.

The logomark may be used without the wordmark for large-scale communications like signage or for small-scale communications like favicons. The wordmark may also be used without the logomark but must be in association with the complete brandmark in any collateral.

Wordmark without Logomark



Logo Lockup Iterations



Horizontal Logo / No Tag



Horizontal Logo / Tag



Stacked Logo / No Tag



Stacked Logo / Tag

Logo Lockup Iterations



Logomark Full Color / Black / White



Horizontal Logo / Black / White

Brand Color Palette

Primary NoaNet Color Palette



PANTONE 1795 C

CMYK
9/99/100/1
RGB
216/34/39
HEX
DB2227



PANTONE 7427 C

CMYK
25/100/100/24
RGB
153/28/31
HEX
991C1F



PANTONE Black C

CMYK
60/40/40/100
RGB
0/0/0/
HEX
000000

Logo and Communications Typography

Neue Haas Grotesk Display Pro

NOANET

65 Medium

55 Roman

Helvetica Neue

Northwest Open Access Network

Bold

Regular

Helvetica Neue

Community Broadband Solutions

Bold

Regular

Helvetica Neue

Network Coordinated Services

Bold

Regular

Typography

Neue Haas Grotesk Display Pro is the principal typeface family used in the NoaNet wordmark. Helvetica Neue is the recommended secondary typeface option to be used in NoaNet communications. These typefaces can be used within the wordmark and header treatments and in word processing (body text).

Primary Logo Font Family

Neue Haas Grotesk Display Pro

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ 1234567890?&+@#!%

Recommended Secondary Word Processing Typeface

Helvetica Neue

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ 1234567890?&+@#!%

Minimum Clear Space



Logo Usage

To ensure that the NoaNet logo is clearly visible in all communications, surround it with sufficient clear space—an area free of type, graphics, and other elements that might cause visual clutter.

The clear space proportions displayed here represent the minimum clear space area around the logo. The clear space for the combination mark should be the full height and width of the bold 'N' in the wordmark.

More space is recommended to underscore its prominent position within the visual identity hierarchy, especially its role as the anchor of a layout. Only use the minimum clear space dimensions when a piece of communication has severely limited space.

Minimum Sizes for Logo

A version of the logo may include a tag that sits beneath the wordmark, but this should not be used if the size of the logo is less than .5" high or 1.5" wide.

In some cases the logo may need to be sized down below this minimum recommendation. Please try and keep these occurrences above 1.0" wide.



Logo Usage cont.



Do apply on an empty space on a photo



Do use a background that provides significant contrast and clarity



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do provide proper amount of clear space between the logo and any body text



Do use the wordmark in association with the complete logomark in the same document

Logo Usage cont.



Do not apply a drop shadow



Do not apply a colored frame that differs from the brand swatch or a complex pattern to the logo



Do not apply a color that differs from this guide



Do not tilt the logomark



Do not alter, skew or transform the logo



Do not apply a glow



Do not frame the logo



Do not apply on a busy photo, unless intended as a watermark



Do not apply on a low contrasting background



CreativeMediaAlliance.com