

January 2020

BRAND GUIDELINES

CONTENT & DESIGN BRANDING

BRAND BETTER.



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BRAND GUIDELINES

THE BRAND GUIDELINES

These guidelines describe the visual and verbal elements that represent nnp360's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect nnp360's commitment to quality, consistency and style. The nnp360

brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the nnp360 name and marks.

nbn360

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SECTION 1

01

CONTENT, VOICE & TONE

WHO WE ARE. WHAT WE DO.
WHAT WE BELIEVE.

VALUES



Unity

We trust each other and share responsibility. Every contribution counts and we are stronger when we provide varied perspectives. We are a unified team, valuing work-life balance.



Commitment

Every one of us wants npn360 to win with integrity. This means taking initiative, assuming ownership and achieving our customers' goals and objectives.



Brave Thinking

We like to test limits with technology and make ideas happen by taking risks and leading with innovation. We always think a few steps ahead of everyone else.



Accountability

We take responsibility for our actions and do what we say we are going to do.



PEOPLE. PROCESS. TECHNOLOGY.

Integration at its finest.

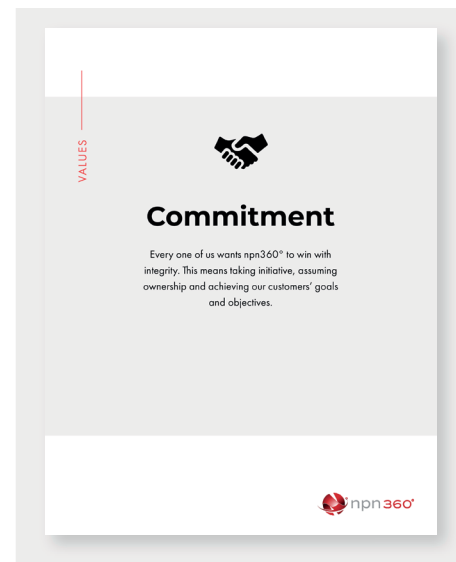
At npn360 we take pride in serving our clients as a thriving industry leader in an ever-changing business environment. We embrace innovation and technology and are committed to providing an unprecedented experience for our clients, employees and partners. We strive to offer competitive pricing and a wide array of business services and personally and thoughtfully manage each account as if it were our own.

WHO WE ARE

We aspire to be a respected organization, able to satisfy current and future market needs in the business communication space, building a lasting future for our company, employees and partners.

WHY "BRAND BETTER"?

npn360 has a unified commitment to integrity and innovation as a full service solution for everything you need. By maintaining costs and establishing solid partnerships we truly Brand Better.



Sample use of Internal
Communications: Values Poster

VOICE & TONE

Being aware of the impact of your language will help make npn360 a better place to work and a better steward of our values.

VOICE

Conversational,
but not casual.

Definition

To connect with our clients and partners we need to speak in a way that resonates with them: honest, clear, relatable, concise and easily understood.

Example

Voice remains consistent across all deliverables:

“Our npn360 partnerships mean less physical assets for us and more flexibility and lower costs for you.”

~~“Our npn360 vendors make it cheaper and easier for our customers to get the best prices in town.”~~

TONE

Thoughtful but still keeping in line with our voice.

Definition

Tone of voice differs with each scenario and audience. Think about how much information will be necessary and a clear, relatable way to say it.

Examples

Tone may fluctuate when speaking to the following audiences:

Salesperson:
direct, succinct,
complimentary, not too
much text to read

Client:
approachable, relatable,
easy to understand,
explanatory

WRITING GUIDELINES

Part of what makes nbn360 special is the personable approach we take with our clients. It doesn't sound like we solely focused on cost or time. It sounds more like a conversation with your friend, maintaining professionalism. With that in mind, here are some writing tips.

WRITING TIPS

Be concise.

Avoid unnecessary and redundant information.

Focus on the client's overall goals.

Avoid large blocks of text.

Avoid long, complex sentences.

Be conversational.

Use natural, conversational language with a friendly, upbeat tone.

Contractions are OK.

Avoid designer terminology, unless you're creating for a designer.

Be direct.

Use plain English. Avoid buzzwords, jargon, and words you wouldn't say in person.

Use active voice, and avoid complex verb structures.

Be consistent.

Product names differ across the board. Avoid using several different names for the same product and always refer to them the same way.

Be positive.

Whenever possible, phrase sentences positively, not negatively.

When describing product improvements, focus on new benefits to users, rather than on the design or functional problems they addressed.

Use exclamation points sparingly.

Be clever, but not comical.

Focus on clear, concise content over clever language. Make sure content is understandable.

Watch out for cultural references.

02

SECTION 2

LOGO SYSTEM

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol

itself and our company name – they have a fixed relationship that should never be changed in any way.

THE LOGO INTRODUCTION

THE LOGO APPLICATION

THE LOGO ELEMENTS

CLEARSPACE AND COMPUTATION

INCORRECT LOGO APPLICATIONS

npn360 LOGO

THE FULL LOGOTYPE

The npn360 masterbrand or Full Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of npn360 - the connection between the our unified commitment to integrity and the full-service innovation we deliver.

It has a particular relationship with the npn360 name. The Logo Type has been carefully chosen for its modern, approachable style which has been further enhanced by the use of lower case letters. The typeface is Commuter Sans Regular.

The full logo is presented through the use of color as well as shape and form. The two corporate colors are red and gray. This color combination is bold, modern and energetic. The colors have been selected according to international standards as shown below and are easily implemented.

Recommended formats are:

.eps | .ai | .png | .jpg | .pdf



POSITIVE LOGO

The preferred logo is the vertical positive logo placed on a white background.

For darker backgrounds you will find alternatives below.

1) The Logo Symbol

Consists of a powerful element representing unity, commitment and innovation.

2) The Logo Title

Carefully chosen for its modern and yet approachable design, which has been further enhanced by the use of lower case letters in gray tone. The font that is used here is Commuter Sans Regular.

REVERSE OUT LOGO



3

NEUTRAL LOGO



4

3) Reverse Out Logo

will be used when the background color is dark colored.

4) Neutral Logo

will be used when the background color is light colored.

Attention:

Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with npn360 Marketing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element

or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

FORMATTING PREFERENCES

Full Color

The full color vertical/stacked logo is the preferred logo format for all npn360 communications. This includes the symbol and title.

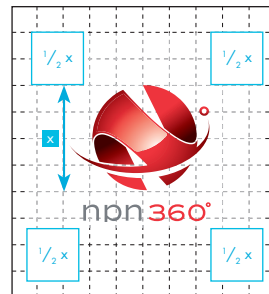


Monochromatic

The single-color, or monochromatic, logo symbol is the preferred format for deliverables such as PowerPoint slides, Infographics and Embroidery where a gradient would be difficult to view or accomplish.

CLEARSPACE

Full Logo

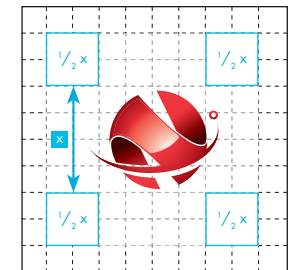
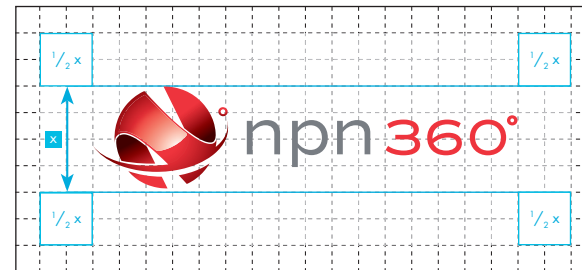


Definition

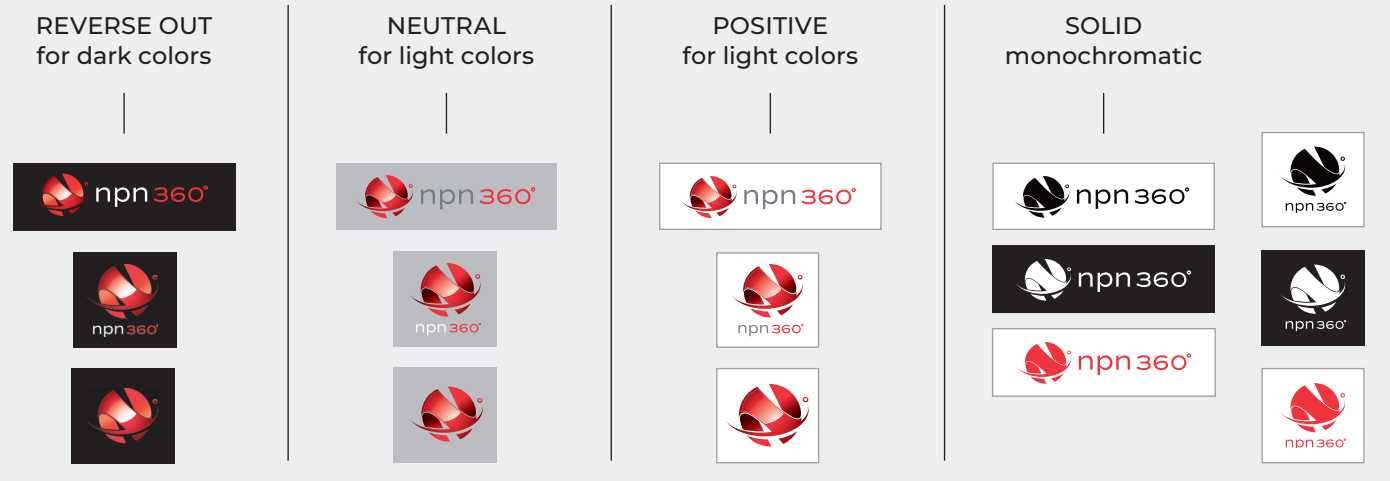
Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

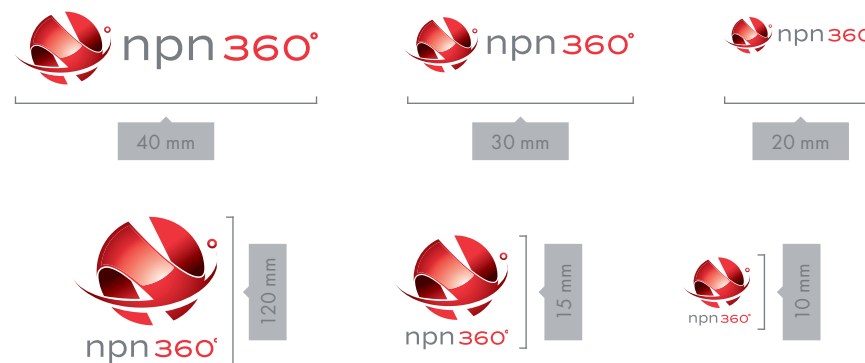


APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

Full Logos



Logo Symbol



MISUSE OF THE LOGO





03

SECTION 3

TYPOGRAPHY SYSTEM

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements.

There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for npn360 layouts.

THE npn360 FONTS

PRIMARY TYPEFACE

SECONDARY TYPEFACE

FONT HIERACHY

HEADERS

FUTURA

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

License: <https://fonts.adobe.com/fonts/futura-pt>

F U T U R A

FONT
FUTURA

DESIGNER :
PAUL RENNER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Heavy
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Book
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0 Figures

TYPE EXAMPLES
FUTURA

! " § \$ % & / () = ? ` ; : ¡ ¨ ¤ [] | { } ≠ ¢ ´
« ∑ € ® † Ω ⁂ / ø π • ± ´ æ œ @ Δ ° º © f ð , å ¥ ≈ ç Special Characters

BODY TEXT

MONTSERRAT

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

License: <https://fonts.adobe.com/fonts/montserrat>

FONT MONTSERRAT

DESIGNER :
JULIETA ULANOVSKY

MONTSERRAT

- Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES MONTSERRAT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ⁂ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

SECTION 4

04 FONT HIERARCHY SYSTEM

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates

contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for npn360 layouts.

FONT HIERACHY

CONTEXT TEXT AND INNER HEADLINES

Caption
Text

People, Process & Technology
-
Montserrat Medium
7 pt Type

Copy Text

People, Process & Technology
-
Montserrat Medium
8 pt Type

Headlines
Copytext

PEOPLE, PROCESS & TECHNOLOGY
-
Montserrat Bold - Capital Letters
10pt Type

HEADLINES AND TYPOBREAKS

Sublines
Sections

PEOPLE, PROCESS & TECHNOLOGY
-
Futura Medium - Capital Letters
16pt Type

Big
Headlines

PEOPLE, PROCESS...
Futura PT Heavy - Capital Letters
34pt Type

Font for
Marketing

BRAND BETTER.
-
Montserrat Bold - Capital Letters
48pt Type



05

SECTION 5

COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the npn360 brand identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “Brand Better” color scheme. Consistent use of these colors will contribute

to the cohesive and unified look of the npn360 brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

OVERLAYS & EFFECTS



npn360 RED

-

COLOR CODES

CMYK : C000 M100 Y089 K000
Pantone: 185 coated / 2035 uncoated
RGB : R228 G000 B043
HEX : E4002B



ACCENT RED

Use for subtle patterns and design elements

-

COLOR CODES

CMYK : C002 M100 Y085 K006
Pantone: 186 coated / 179 uncoated
RGB : R200 G016 B046
HEX : C8102E



STEEL BLUE COLOR CODES

CMYK : C088 M073 Y052 K056
Pantone: 7546 coated & uncoated
RGB : R026 G043 B058
Web : 1A2B3A

Usage:

This can be applied as a color overlay for photography with 60% opacity.

PRIMARY COLOR SYSTEM

-

Explanation:

The npn360 Brand has three official colors: Red, Gray and Black. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



GRAY COLOR CODES

CMYK : C023 M016 Y013 K046
Pantone: Cool Gray 8 coated & uncoated
RGB : R136 G139 B141
Web : 888B8D

GRAY TONE - DARKER

CMYK : C044 M034 Y022 K077
Pantone: Cool Gray 11C coated & uncoated
RGB : R083 G086 B090
Web : 53565A

GRAY TONE - LIGHTER

CMYK : C013 M009 Y010 K027
Pantone: Cool Gray 5 coated & uncoated
RGB : R177 G179 B172
Web : B1B3B3



BLACK COLOR CODES

CMYK : C063 M062 Y059 K094
Pantone: Black coated & uncoated
RGB : R045 G041 B038
Web : 2D2926

COLOR OVERLAY:

The 60% opacity Steel Blue Overlay may be used when necessary in overlaying text on an image.

Keep in mind that the font color must heavily contrast from the background image and must be bold enough to read.

0% STEEL BLUE OVERLAY

60% STEEL BLUE OVERLAY





06

SECTION 6

STATIONERY

PAPER STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section

illustrates approved layouts for standard U.S. business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

LETTERHEAD

BUSINESS CARDS

ENVELOPES

LOGO PLACEMENT

nbn360 LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the nbn360 stationery system for the cover and subsequent pages of the letterhead.

Usage:

The letterhead will be used for all official communication that is going out of nbn360, both for digital only and print/digital.

PARAMETER

Dimensions

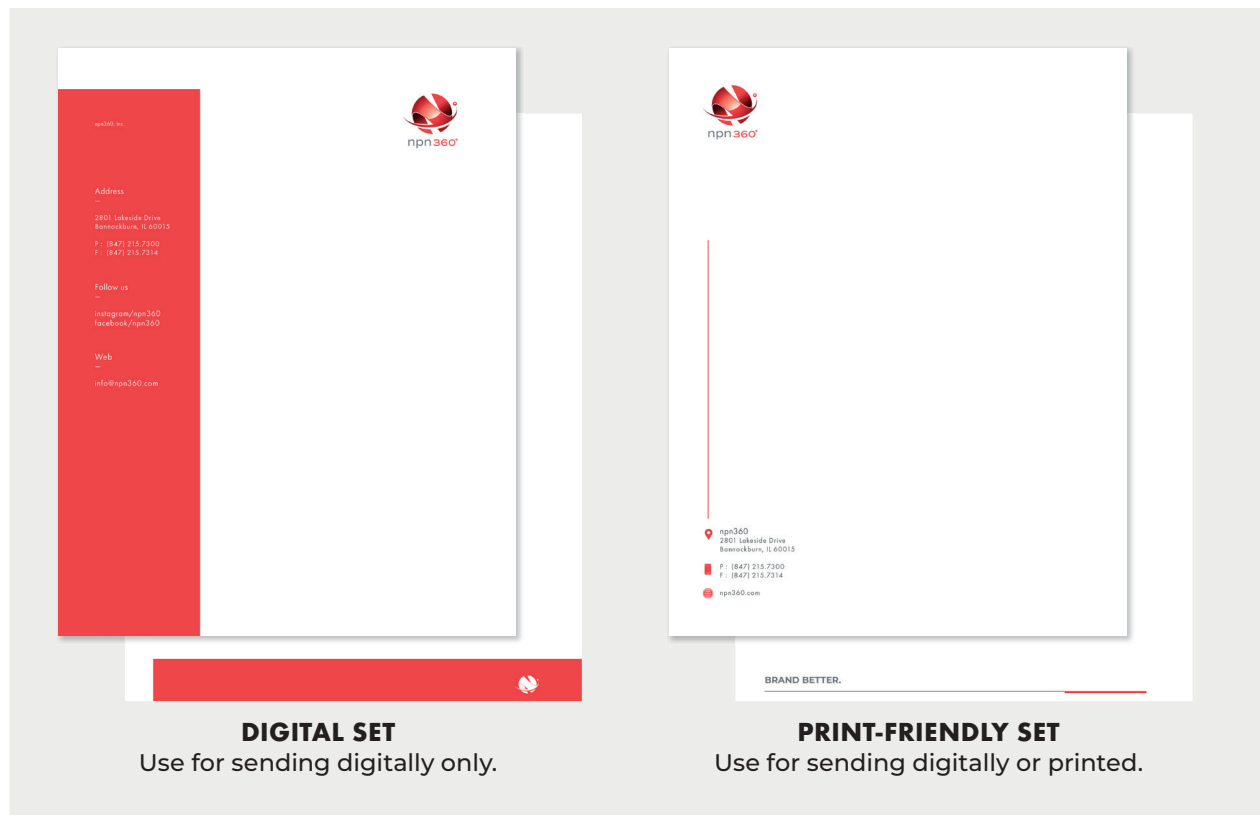
8.5 x 11 in.

Weight

120g/m Uncoated
white

Print

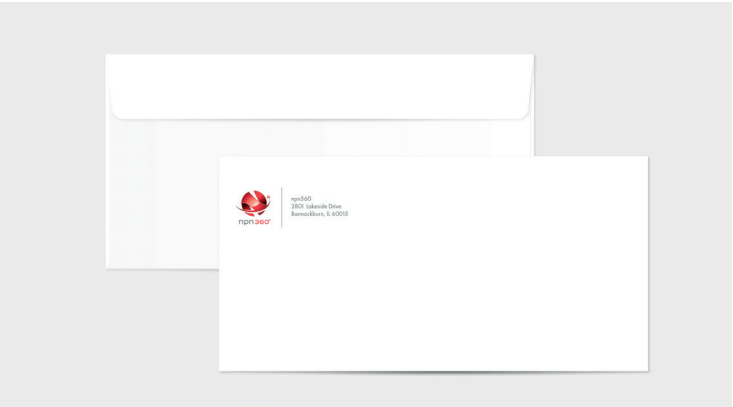
Offset
CMYK



npn360 ENVELOPE

Explanation:
This shows the approved layout with the primary elements of the npn360 stationery system for envelopes.

| | |
|--------------------------|--------------------------|
| Dimensions | Weight |
| #10 4 1/8 x 9 1/2 in. | 120g/m Uncoated white |
| Print | |
| Offset CMYK | |



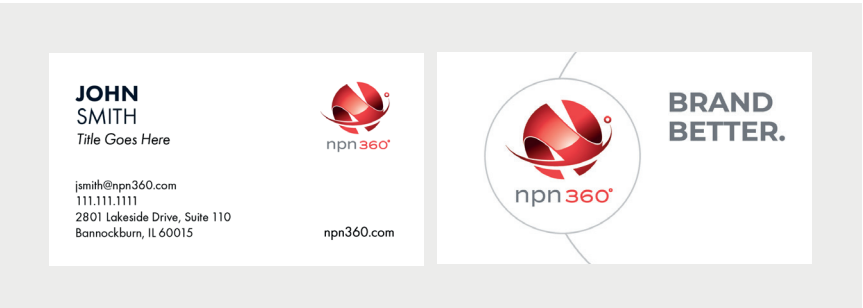
npn360 BUSINESS CARDS

Explanation:
This shows the approved layouts with the primary elements of the npn360 stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of npn360.

PARAMETER

| | | |
|-------------------|--------------------------|--------------|
| Dimensions | Weight | Print |
| 3.5 x 2 in. | 400g/m Uncoated white | CMYK |



SECTION 7

07 VISUAL DESIGN

PRINT ADVERTISEMENTS

SOCIAL MEDIA

POWERPOINT SLIDES

EMAIL MARKETING



BRAND BETTER.

technology to manage your brand

Reduce the time it takes to get your message to the marketplace, easily enforce your brand standards, and reduce the total cost of your marketing execution.

Discover the 360 Experience

Feature all your inventoried, customizable, and on-demand materials...from marketing collateral and business printing to promotional items and more with npn360's project portal.

npn360.com



npn360 PRINT ADVERTISEMENTS

-

Balance and spacing of NPN360 advertisements is of the utmost importance in representing the brand. Products and/or services must remain the focal point with minimum chunks of text and distractions.

THE DO'S & DON'TS

Place the primary logo in the bottom right-hand corner, if possible

Include the URL in light grey, black or white

Use Futura as the header font

Use Monsterrat as the body copy font

Include the design element "Brand Better"

The vertical line can be used as an additional design element in white or red, whichever is more visible

Keep adequate clean space between various elements in order or the reader's eyes to "rest"

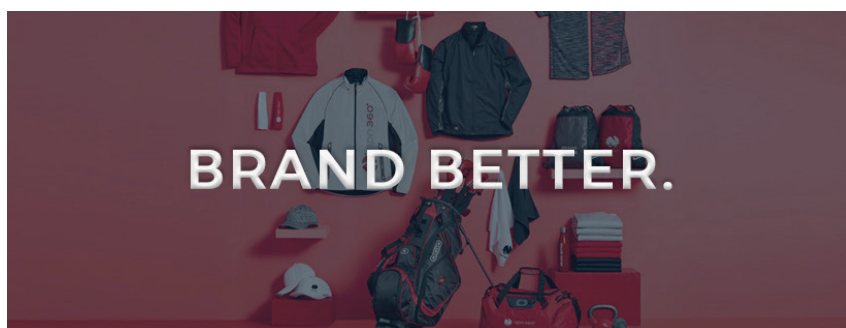
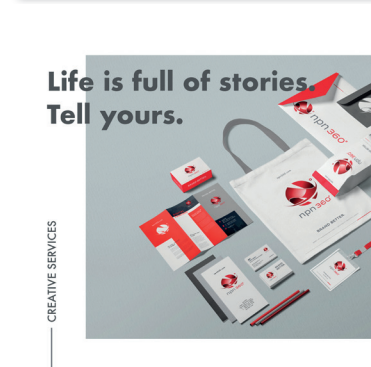
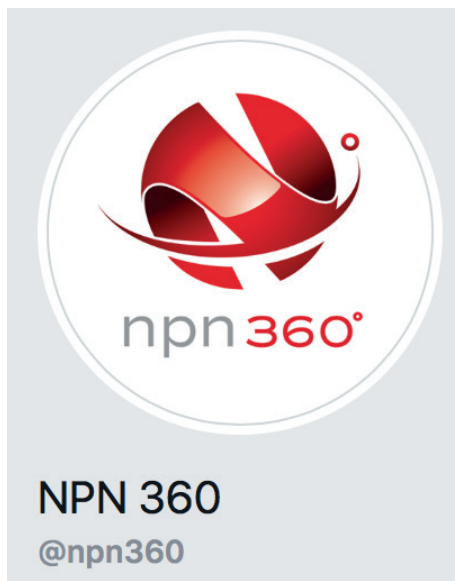
Do not place the URL too close to the logo

Do not use distorted or low-resolution images

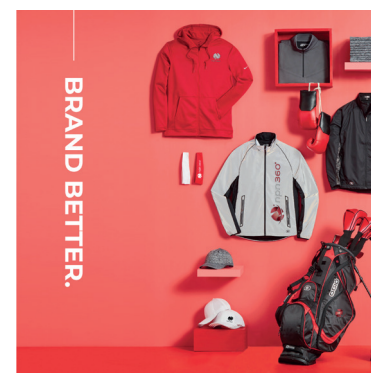
Do not overplay the color red. It should be used as a subtle accent to draw the eye to the logo or other key information



BRAND
BETTER.



npn360 SOCIAL MEDIA TEMPLATES



BRAND BETTER.



THE DO'S & DON'TS

Place the primary logo in the bottom right-hand corner, if possible

Use Futura as the header font

The vertical line can be used as an additional design element in white or red, whichever is more visible

Keep adequate clean space between various elements in order for the reader's eyes to "rest"

Do not use distorted or low-resolution images

Do not overplay the color red. It should be used as a subtle accent to draw the eye to the logo or other key information

LANDSCAPE DECK EXAMPLES

Explanation:

This shows the approved layout with typography for nbn360 presentations in Powerpoint or Keynote.

Red is always used as a subtle accent and should never dominate the slide.

Do not move the page number or logo placement in the deck.

Always ensure images are an appropriate resolution and not blurry/pixelated.

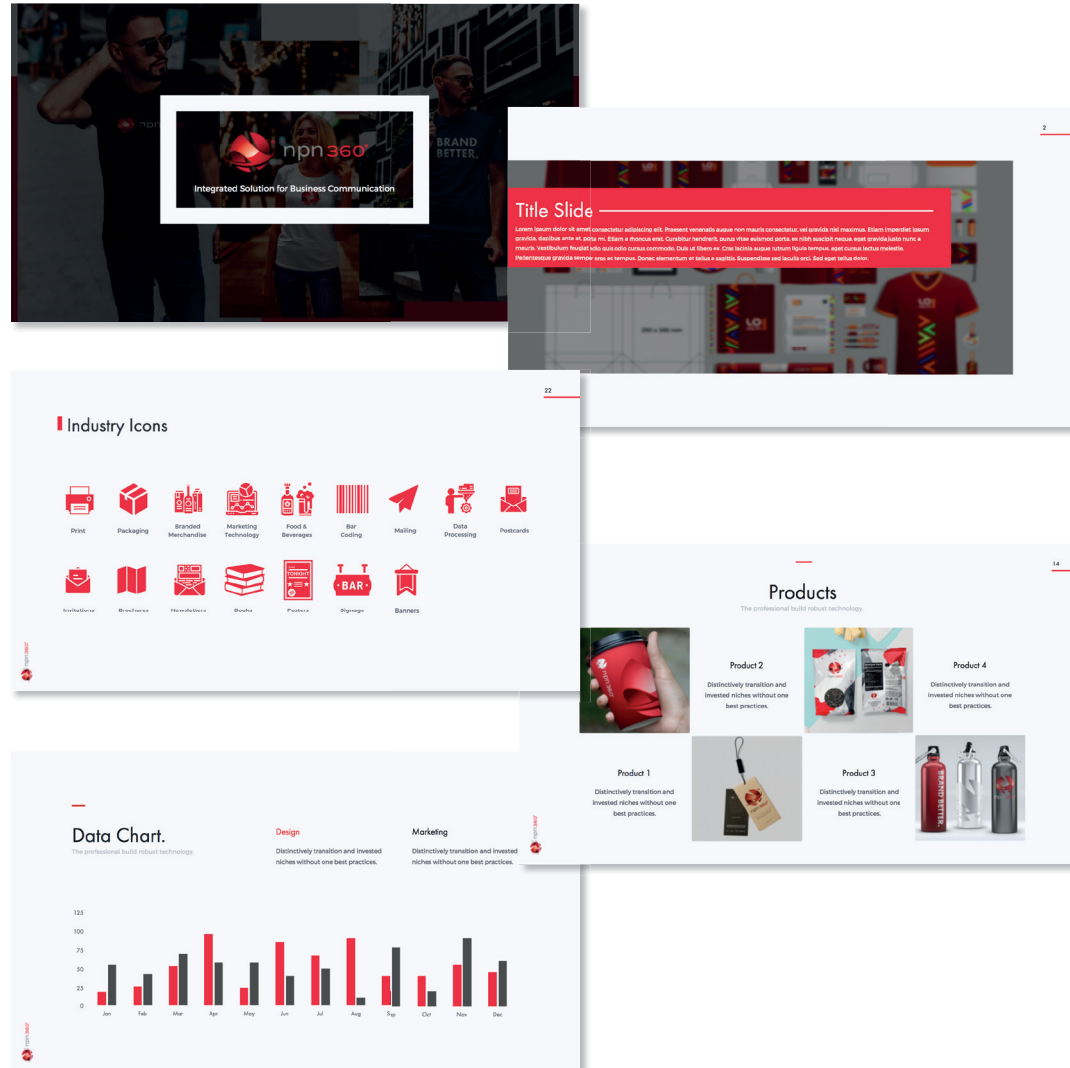
Remember to include contact information at the end of each presentation.

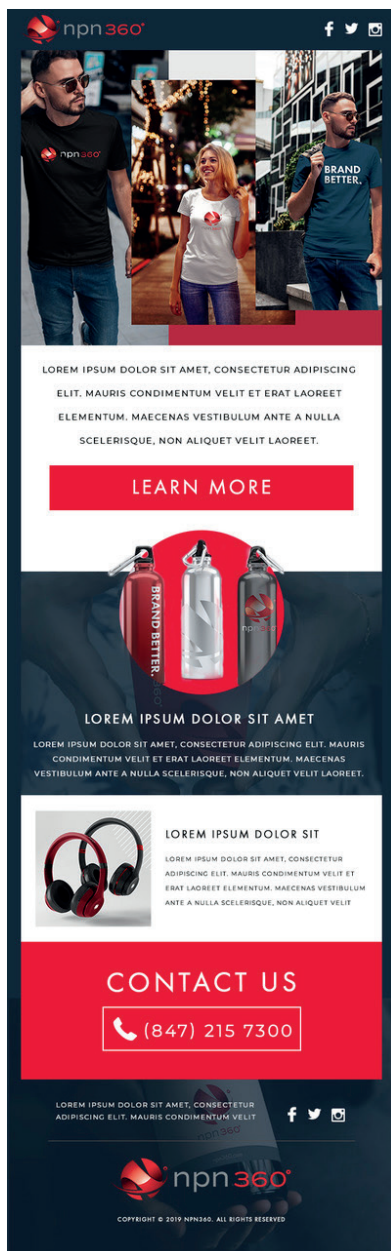
Maintain the approved color palette for all presentations.

Use Montserrat for all body copy text.

Use Futura for all header text.

nbn360 SLIDE LAYOUT EXAMPLES





TEMPLATE A

EMAIL MARKETING SAMPLE

-

Explanation:

This shows the approved layouts with typography for npn360 email marketing templates in Salesforce.

Ensure images are crisp and not pixelated or blurry.

Double-check that social media links are accurate.

Ensure that images are relevant to content of email.

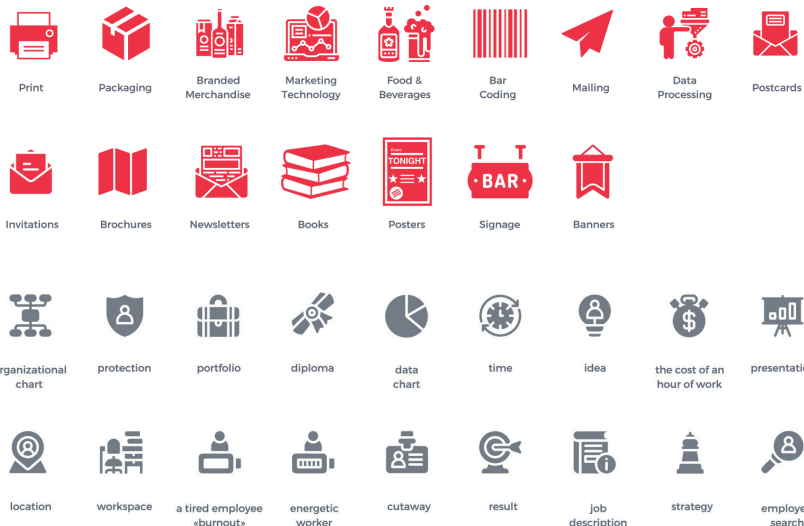
Maintain the approved color palette for all templates.

Use Montserrat for all body copy text.

Use Futura for all header text.

SECTION 8

08 **ICONOGRAPHY**



THE npn360 ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a product, tool, function or service.

Additional approved icons can be found at the end of the npn360 official PowerPoint deck.

EXAMPLES FOR npn360'S ICONOGRAPHY

THE DO'S & DON'TS

- use with solid backgrounds
- use gray icons for red backgrounds
- use red icons for contrast and highlighting attention
- only use gray or white icons with no drop shadows or other effects

SECTION 9

09 SUMMARY AND CONTACT

SUMMARY

CONTACT

npn360, Inc.

A SHORT SUMMARY

Your dedicated adherence to the npn360 brand and corporate identity guidelines is required. Ensuring a consistent and controlled brand presence across all marketing elements, channels and program is fundamental to our company values. The adherence of these guidelines is a reflection of our company's values and commitment to quality and consistence which is integrated into all that we do. Please remember that as an employee and/or partner of npn360 it is our responsibility to protect and prevent unauthorized or incorrect use of the npn360 name and marks.

CONTACT

For further information please contact:

Zena Binyamin

Marketing Technology Director, Marketing Services

E: zbinyamin@npn360.com

P: 847.325.5896

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