



Brand Guidelines 2021

Designed by Craft & Root

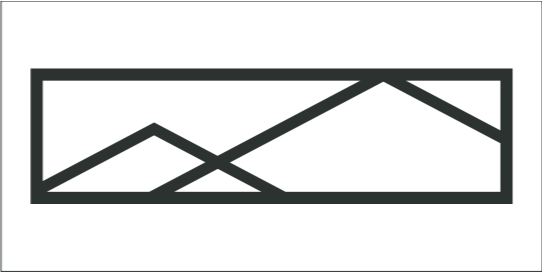


Logo Variations

FULL LOGO LOCKUP

SYMBOL ONLY

LOGOTYPE ONLY



GENERAL GUIDELINES

Use full logo color lockup whenever possible. In the vast majority of cases the NCX logo should not appear without mountains and the mountains without the logo. Exceptions are made for small appearances of the logo and in the standard NCX deck.

Usage: Don'ts



Don't add a drop shadow to the logo and symbol



Don't rotate the logotype or symbol



Don't change the color of the logotype or symbol



Don't place the symbol anywhere else besides on top of the logotype



Don't alter the spacing between the logo and symbol



Don't change the ratio between the logo and symbol



Don't stretch the logo vertically or horizontally



Don't outline the logotype

Color Palette

PRIMARY




White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0




Charcoal
HEX #262624
RGB 38, 38, 36
CMYK 70, 64, 66, 70


SECONDARY



Foliage
HEX #213329
RGB 33, 51, 41
CMYK 77, 55, 72, 63



Smoke
HEX #5C5C59
RGB 92, 92, 89
CMYK 62, 53, 56, 27



Stone
HEX #C0C8CE
RGB 192, 200, 206
CMYK 24, 16, 14, 0

TERTIARY



Blue
HEX #62AFDA
RGB 98, 175, 218
CMYK 59, 17, 4, 0



Orange
HEX #E48039
RGB 228, 128, 57
CMYK 7, 60, 89, 0




Grass
HEX #527C64
RGB 82, 124, 100
CMYK 70, 34, 65, 14




Beige
HEX #F5EFE1
RGB 245, 239, 225
CMYK 3, 4, 11, 0


SEMANTIC



Positive
HEX #51BC7D
RGB 81, 188, 125
CMYK 67, 0, 69, 0



Caution
HEX #C68E00
RGB 198, 142, 0
CMYK 22, 44, 100, 3



Negative
HEX #FF6060
RGB 255, 96, 96
CMYK 0, 78, 55, 0

Brand Fonts

Headers

General Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
: ; () | / ? ! @ # % \$ & - +

Sub-Headers

Pragmatica-Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
: ; () | / ? ! @ # % \$ & - +

Eyebrow

IBM Plex Mono-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
: ; () | / ? ! @ # % \$ & - +

Body

Pragmatica-Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
: ; () | / ? ! @ # % \$ & - +



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