


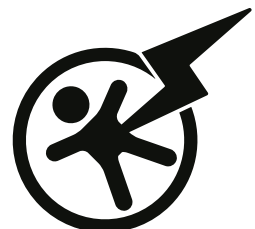


NEUETYPE

BRAND GUIDELINES FOR GCM130

Logos

PRIMARY LOGO COMBINATION MARK  neuetype Main logo used on to represent the brand when space allows.	SECONDARY LOGO COMBINATION MARK  Reconfigured logo variant, when the primary logo does not fit.	SUBMARK LOGO  The icon or graphic element of your combination mark.	ONE COLOUR LOGO COMBINATION MARK  The icon or graphic element of your combination mark.
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Colour Palette

NT SO BLACK Primary Colour CMYK C=73 M=66 Y=68 K=83 RGB R: 18G: 19 B: 16 HEX #121310	NT REI BLUE Primary Colour CMYK C=73 M=8 Y=13 K=0 RGB R: 11 G: 177 B: 209 HEX #0DB1D1	NT BLUE SHOCK Secondary Colour CMYK C=57 M=0 Y=16 K=0 RGB R: 96 G: 200 B: 214 HEX #60C8D6	NT SOCIAL CHAMELEON Secondary Colour CMYK C=9 M=0 Y=75 K=0 RGB R: 239 G: 235 B: 98 HEX #EFEB62
		NT CORPO RED Secondary Colour CMYK R=255 G=29 B=37 RGB R: 238 G: 45 B: 48 HEX #EE2D30	STOCK SHOCK PINK Secondary Colour CMYK C=0 M=92 Y=20 K=0 RGB R=237 G=30 B=121 HEX #ED2079

Fonts

PRIMARY FONT OTR type 1 The primary font is the default typeface, used in headers and titles.	SECONDARY FONT UCR OSD Mono The secondary font complements the primary font. Often used in subheadings.	COMPLEMENTARY FONT Microgramma Complements the primary and secondary fonts. Often used as body copy.
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