



BRAND IDENTITY GUIDE

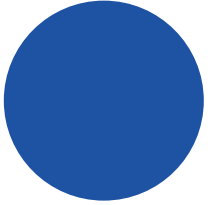
AUGUST 2023

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COLOR

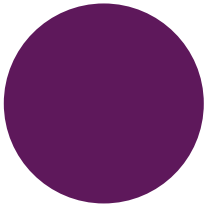
PRIMARY COLOR



NSIGNIA BLUE

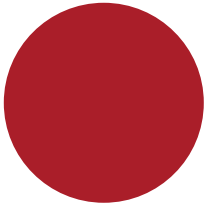
CMYK 94%C / 76%M / 0%Y / 0%K
 RGB 7R / 80G / 176B
 WEB #0750b0

SECONDARY COLORS



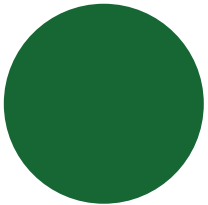
OHIO WILD PLUM

CMYK 68%C / 100%M / 32%Y / 24%K
 RGB 94R / 24G / 21B
 WEB #5e185b



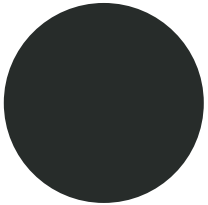
MICHIGAN CHERRY

CMYK 22%C / 100%M / 92%Y / 16%K
 RGB 170R / 30G / 41B
 WEB #aale29



GEORGIA PINE

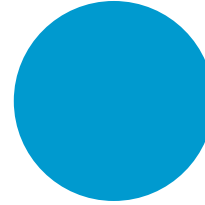
CMYK 88%C / 34%M / 100%Y / 28%K
 RGB 22R / 103G / 52B
 WEB #166734



CLEVELAND STEEL

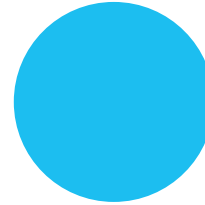
CMYK 73%C / 62%M / 65%Y / 66%K
 RGB 39R / 44G / 42B
 WEB #272c2a

TERTIARY COLORS



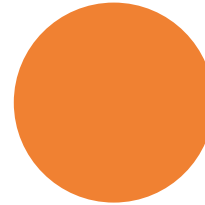
VINTAGE WEBSTER

CMYK 77%C / 24%M / 4%Y / 0%K
 RGB 0R / 154G / 207B
 WEB #009acf



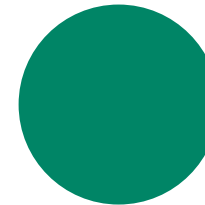
NSIGNIA LITE

CMYK 67%C / 2%M / 0%Y / 0%K
 RGB 28R / 190G / 240B
 WEB #1cbef0



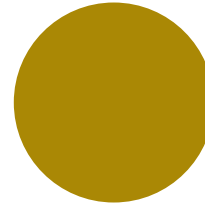
GEORGIA PEACH

CMYK 2%C / 60%M / 92%Y / 0%K
 RGB 240R / 129G / 50B
 WEB #f08132



EUCLID MINT

CMYK 86%C / 25%M / 72%Y / 9%K
 RGB 0R / 133G / 102B
 WEB #008566



GOLDEN PALM

CMYK 33%C / 41%M / 100%Y / 8%K
 RGB 170R / 136G / 5B
 WEB #aa8805

W3C ACCESSIBILITY GUIDELINES (WCAG 3.0) requirements must be satisfied for all text applications of NSIGNIA® colors. Tertiary colors are reserved for accents only and should not be applied in any text application.

VERSION 2023.08 effective 8/1/2023

LOGO

PREFERRED DISPLAY

It is preferred that the NSIGNIA® logo be used in the brand's primary color of NSIGNIA Blue when placed against a white background as shown below. When NSIGNIA Blue will not meet a color contrast ratio of 4.5:1, the logo can be displayed in black or white in order to meet that ratio.



CLEARANCE



In order to give the NSIGNIA® logo maximum legibility and ensure it will not be obscured or diminished by other elements, an area of clearance around the entire logo equal to the width of the leading **N** is required as shown above.

TYPE-ONLY LOGO

When it is not possible to identify NSIGNIA® using the brand logo (for example, when the company name is part of a text element), the brand name must be displayed in UPPERCASE text. This is important to identify and build awareness of the NSIGNIA® brand.

REGISTERED SERVICE MARK DISCLAIMER

On any digital or printed asset where the NSIGNIA® name or logo is used, the following disclaimer must appear:

NSIGNIA® and the NSIGNIA® logo are registered service marks of Webster Marketing Solutions, Ltd. All rights reserved.

LOGO

LOGO MISUSE

Illustrated below are several examples of ways the NSIGNIA® logo should NOT be used.. In an effort to maintain the brand integrity, do not alter the logo from what is displayed on page 4 of this guide.

Never change the logo color or remove the tagline or trademark symbol. See page 4 for exceptions.



Never alter the proportions of the logo.



Never place the logo over a photo, textured background, or color background where there will not be a sufficient amount of contrast to make the logo legible and meet a color contrast ration of 4.5:1.



ICONOGRAPHY

When it is necessary to use iconography to represent the NSIGNIA® brand (for example, in social media profile pictures and site icons), the NSIGNIA® star icon can be used in white within a perfect square or circle shaded using any of the primary, secondary, or tertiary colors as displayed below.



TYPOGRAPHY

PRIMARY FONT

The Poppins font family is the primary font for NSIGNIA® and is an essential part of its brand identity. Consistent use of this font family will help strengthen the NSIGNIA® brand.

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

POPPINS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

POPPINS KABEL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

The Open Sans font family is the secondary font for NSIGNIA® and should be used only when Poppins is not available.

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

OPEN SANS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz



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