N*

NORTH STAR

LEADING YOUR BUSINESS

BRANDING MANUAL

OUR LOGO

We use our logo for all internal and external communications.

This includes in-house staff communications, stationery, forms etc. As well as advertising, packaging, signage and direct marketing.

Always use the artwork that is available from the Marketing Manager when using our logo.

USE WITH CARE

Our logo has been designed to be used as a strong communications device that can work well on all types of media large and small.

Do not alter the appearance of this logotype, either by distortion, special effects or by any added features.

Use this logotype consistently on all communications. awareness, understanding and recognition.

Min exclusion zone

45px

55px

100px

45px

N

NORTH STAR

LEADING YOUR BUSINESS

255px min

25px

80px

N

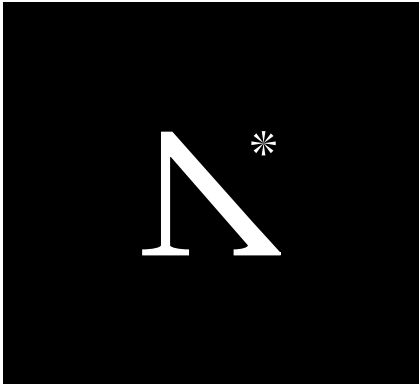**NORTH STAR**

LEADING YOUR BUSINESS

AVENIR NEXT

LOGO VERSIONS

The full colour logo should be used whenever possible and the black version should only be used if you are printing in black and white.

Full colour logo
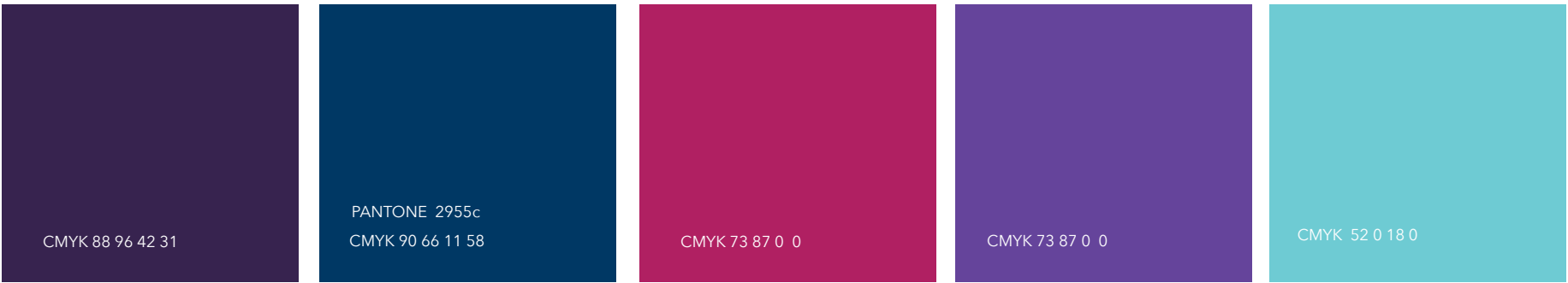

B&W logo

Logo with Strapline

NORTH STAR
LEADING YOUR BUSINESS

NORTH STAR
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Negative - white background

Negative - white background B&W

BRAND COLOURS

Colour and its use is an integral part of our brand expression.

CMYK 88 96 42 31	PANTONE 2955c CMYK 90 66 11 58	CMYK 73 87 0 0	CMYK 73 87 0 0	CMYK 52 0 18 0

MINIMUM SIZES

To ensure clarity and impact it is important not to crowd the logo with text or images. Always ensure there is a clear space between the logo and other elements equal to the width of one icon.

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Min width 200px

Min Size 100px

Min Size 100px

CORPORATE FONT

The corp font for professionally printed materials is Avenir Next
https://en.wikipedia.org/wiki/Avenir_(typeface)

Headings AVENIR NEXT REG 50 pt Page header / Topic headings 24pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Body Arial 13pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789