GUIDELINES

Prepared for:

Public

Prepared by:

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Date:

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Revision:

0004

LOGOTYPE

WEB FORMAT

Our logo is either dark grey and orange, white and orange or totally white.

Our logo is composed by 2 different pieces:

- **NW Wave**: represented by the graphic symbol
- **NW Word mark**: represents the "**Northwest Seat Covers™**" text

The **NW Wave** shape is never shown in black or other colours. The **NW Word mark** is never shown in another colour than dark grey, white or orange. The minimum size must be 250px x 250px for the NW Wave only, 250px x 73px for the full NW Seat Covers logo.

Download the NW Wave shape in dark grey and orange:
EPS - PNG

Download the NW Wave shape in white and orange:
EPS - PNG

Download the NW Wave shape in white:
EPS - PNG

Download the NW Seat Covers logo in dark grey and orange:
EPS - PNG

Download the NW Seat Covers logo in white and orange:
EPS - PNG

Download the NW Seat Covers logo in white:
EPS - PNG

PRINT FORMAT

Our logo is either in colour (dark grey and orange) or totally charcoal.

Download the NW Wave shape in dark grey and orange:
EPS - PNG

Download the NW Wave shape in charcoal:
EPS - PNG

Download the NW full logo in dark grey and orange:
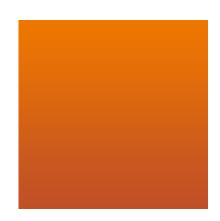EPS - PNG

Download the NW full logo in charcoal:
EPS - PNG

COLOURS
PRIMARY COLOURS

ORANGE

PANTONE: 717C
CMYK: 11.48 / 74.51 / 100 / 2.12
RVB: 215 / 95 / 0
HEX: #D75F00

GREY

PANTONE: 425C
CMYK: 65 / 56 / 53 / 29
RVB: 85 / 87 / 89
HEX: #54575A

GRADIENTS

LIGHT ORANGE

PANTONE: 716C
CMYK: 3 / 64 / 100 / 0
RVB: 238 / 119 / 0
HEX: #EE7700

DARK ORANGE

PANTONE: 718C
CMYK: 18 / 81 / 100 / 7
RVB: 193 / 80 / 39
HEX: #C15027

LIGHT GREY

PANTONE: 424C
CMYK: 57 / 47 / 48 / 14
RVB: 113 / 114 / 113
HEX: #717271

DARK GREY

PANTONE: 426C
CMYK: 73 / 66 / 62 / 67
RVB: 38 / 39 / 41
HEX: #262729

TYPOGRAPHY
HEADINGS, TITLES, SUBHEADINGS

BIG NOODLE TITLING

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
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % & * ({ [|

BODY TEXT

Open Sans Light

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
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % & * ({ [|

Open Sans Regular

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
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % & * ({ [|

Open Sans Semibold

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
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % & * ({ [|

Open Sans 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
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % & * ({ [|