nem

BRAND GUIDELINE

August 2017

We have prepared a brand style guide
to help maintain the branding accross
all medium.

Positive

Negative

Positive

Negative

Positive

Negative

Positive

Negative

5 ⬧ Typefaces

For logotype use only Proxima Nova Bold. It is also a suitable typeface for headlines and when necessary to use type over 18 point font size.

The NEM typeface has been carefully chosen to be anopen and legible typeface. Roboto Regular will be used for type under 18 point size. Roboto is suitable for body and as a subheading font.

PROXIMA NOVA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.

ROBOTO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.

6 ⬧ Colour Palette

The NEM logomark is our unique and distinctive brand mark. It should never be redrawn, rearranged or distorted. It should be used only in the colour variants available in this document.

PANTONE 130 C
#f7a700

PANTONE 292 C
#67b2e7

PANTONE 3265 C
#00c4b3