



**BRAND GUIDE**

## LOGO



Brown color PMS 476 C  
Cream color PMS 481 C



Minimum size  
.626 in. W x .623 in. H

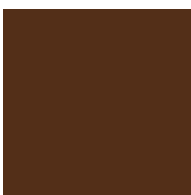


Area of exclusion around our  
logo is the width of the "X"  
in JCX



Black and white version

## COLORS



PMS 476 C



PMS 481 C



PMS 484 C



PMS 717 C

## TEXTURE and BACKGROUND



Textured graphic elements echoing the shape of our logo  
used to connect orange and red backgrounds



White brick

## FONTS

**Univers Lt Standard 67 Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**Univers Lt Standard 67 Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Univers Lt Standard 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**NIDEX**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**