



Styleguide 2015

Logo

Logo Color Usage

Approved colors for the Code for NL logo are:

- Teal, Gray, Orange-red, Light Orange with white or clear background
- Teal, Orange-red, Light Orange with white or clear background
- Teal Orange-red with white or clear background
- Gray with white or clear background



Color guide



Main gray for logo
HEX: #808284



Orange-red
HEX: #F05A28



Light Orange
HEX: #F7931D



Teal
HEX: #74C7A8



Light Teal
HEX: #74C7A8

Clear Space

To ensure legibility, backgrounds inside of the clear space should ideally be even, unpatterned, and free from typography or any other graphic elements. If the Code for NL logo is used directly on a photographic image, the clear space area should provide good contrast between background and the Code for NL logo.

Remember to use the Code for NL logo:

- With correct clear space
- In an approved Code for NL logo color, preferably in the original teal, gray, orange-red, and light orange.
- If on a clear background, be sure the logo is legible

Code for NL logo basics:

- Always reproduce the Code for NL logo from an approved electronic Code for NL logo file.
- Always use the Code for NL logo as is. Never alter it in any way.

Typography

Primary Font - PT Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*() +[]\{|:;:'"<>?.,/

Accent Font in Logo - Borg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*() +[]\{|:;:'"<>?.,/

Header Font - Dosis Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#\$%^&*() +[]\{|:;:'"<>?.,/

Other Notes about Typefaces

The Code for NL logo incorporates PT Sans and Borg. In publications, headings should be written preferably in either Dosis or PT Sans. Text for publications should either be in PT Sans or an equivalent plain sans-serif font (like Helvetica).

Borg should be used **sparingly** if at all.

Contact

Questions?

Should you have questions regarding the Code for NL styleguide and/or logo usage, please contact us.

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