Position #1

STYLE GUIDE

FONT USAGE -

LATO REGULAR

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopgrstuvwxyz 0123456789

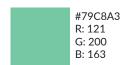
LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY FONTS

For body text you should use san serif fonts such as Calibri, that compliment the Lato font.

COLOR USAGE-







Media Center

#EE3559

R: 238

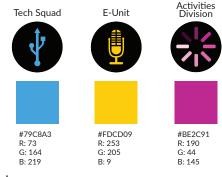
Connect Crew

#64C5B9

R· 100

CMG STYLE GUIDE

Tech Squad



E-Unit

CMG color pallete

LOGO USAGE



When creating program flyers, the above logo should placed in position #1 or position #2. Flyers without the NEST logo will not get approved for print or social media distribution.



The NEST bug should be used for stylistic purposes, and must not be used as a replacement for the first logo.



This logo should only be used for bizNEST purposes and must be approved for use by a member on the bizNEST team.

QR USAGE



When recruiting for events it is suggested that you create an eventbrite event, make the page live, and then turn the URL into a QR code that way members can easily register with their mobile device. You can google "QR generator" in order to create a code and add it to your flyer.