

NORTHERN

Brand Guidelines

Designed to create compelling
and on-brand creative.



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About

This section includes who we are, our values, and how they are voiced.



About

Who We Are

As a trusted Google Premier Partner and Magento Enterprise Solution Partner, we have the expertise it takes to create exceptional digital experiences for our clients.

We are Canada's fastest growing eCommerce agency with a proven track record in online retail and Omni-Channel eCommerce solutions. Our implementations for retailers, wholesalers and service providers are used by hundreds of thousands of people every day, processing millions of dollars in revenue each year.

Northern was founded by a group of innovators with a passion for technology, design, and performance-based results. Today, our team consists of a very close group of highly motivated individuals who share that same enthusiasm and a drive to push the boundaries of digital.



About

Our Values

Innovation

We're curious and hungry to learn. We explore, innovate and push the boundaries of possibilities, constantly challenging the status quo. We embrace change and remain versatile in our pursuit of continual improvement.

Community

We welcome new people and ideas, treating each other with genuine compassion and care. Dedicated to our communities, we provide support in ways that create impact. We value long and sincere relationships founded on trust and reliability.

Excellence

We deliver value and craftsmanship through our teams and stand behind the quality of our work. We display our integrity by remaining transparent and accountable. We're committed to professional development and growth.



Tone of Voice

Brand Voice

Definition

A brand voice is the way that we write and speak: what we say and how we say it. Like a person, what we say is dictated by our principles, experiences, and aspirations; and how we say it is informed by our personality.



Tone of Voice

Tagline



Commerce
is our
north star.



Wordmark

This section includes our wordmark
and how to use it.



Wordmark

Our wordmark is designed to be clear and recognizable. Default to using our wordmark as our primary mark when and where possible.

When aligning the logo, take into account only the spelling of "Northern"—allow the triangle on top of the "N" to flow naturally above the cap height.



The Northern wordmark consists of the word "NORTHERN" in a bold, black, sans-serif font. A small red triangle is positioned above the top of the letter "N".



Wordmark alternative reserved for directory usage.



Wordmark

Clearance

The clear space for the identity is defined by the height of the "N" in our wordmark.



Wordmark alternative reserved for directory usage.



Logo

Display Colour

1. Two Tone
2. White
3. Black/Charcoal

 NORTHERN

Two Tone

 NORTHERN

White

 NORTHERN

Black/Charcoal

Wordmark

Sizing

For standard letter size papers (8.5x11"; ANSI), and other non-standard large format applications, the logo size is defined by two tenths width of the shortest side of the application.



Wordmark

Dont's

1. Don't change the colour of the mark.
2. Don't add any effects.
3. Don't reconfigure the wordmark.
4. Don't stretch the wordmark.
5. Don't set the wordmark in another typeface.
6. Don't skew the wordmark.
7. Don't rotate the wordmark.
8. Don't use the wordmark on the wrong colour background.
9. Don't place the wordmark on top of photography if it obscures the wordmark.
Use special care to ensure adequate contrast when placing the mark.

The Northern wordmark in its standard red color, positioned above the word "NORTHERN".

1

The Northern wordmark in black, with a subtle grayscale shadow effect applied to the letters.

2

The Northern wordmark where the letter "O" in "NORTHERN" has been replaced by a stylized "TH" mark.

3

The Northern wordmark in its standard black color, positioned above the word "NORTHERN".

4

The Northern wordmark in white, with a subtle grayscale shadow effect applied to the letters.

5

The Northern wordmark in its standard black color, positioned above the word "NORTHERN".

6

The Northern wordmark in black, rotated diagonally at approximately a 45-degree angle.

7

The Northern wordmark in white, centered on a solid lime-green rectangular background.

8

The Northern wordmark in white, centered on a photograph of a snow-covered mountain range.

9



Logomark

This section includes our logomark
and how to use it.



Logomark

Clearance

The clear space for the identity is defined by the height of the "N" in our logo.



Logomark

Display Colour

For instances when the Northern wordmark is too large for a given design, the N logomark may be used as an alternative. The N logomark can also be used in a supplementary fashion and can be considered ornamentation.

The non-circled N logomark logo should only be used on branded collateral or printed materials where the circle around the "N" would warp and change the aesthetic of the original encircled logomark. The following colours are used for the N logomark:

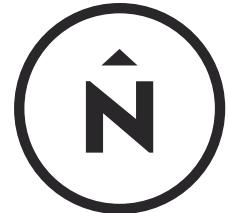
1. Red
2. White
3. Black/Charcoal
4. Two Tone



Red



White



Black/Charcoal



Red



Two Tone



Black/Charcoal

Logomark

Sizing

For standard letter size papers (8.5x11"; ANSI), and other non-standard large format applications, the logo size is defined by two tenths width of the shortest side of the application.

Max sizing should be relative to the primary heading on the document.



Wordmark Application

Designed to create consistent
and compelling creative.

Logomark

Dont's

1. Don't change the colour of the mark.
2. Don't add any effects.
3. Don't reconfigure the logomark.
4. Don't stretch the logomark.
5. Don't set the logomark in another typeface.
6. Don't skew the logomark.
7. Don't rotate the logomark.
8. Don't use the logomark on the wrong colour background.
9. Don't place the icon mark on top of photography if it obscures the icon mark.
Use special care to ensure adequate contrast when placing the mark.



1



2



3



4



5



6



7



8



9



Colour

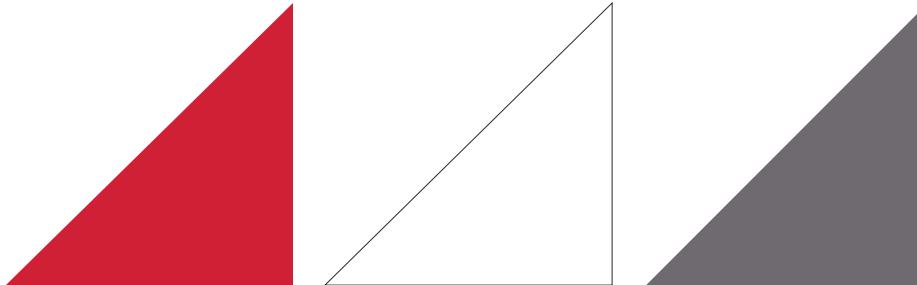
This section includes our colour palette and how to use it.



Colour

Palette

We use six colours in our brand. Get to know them—they represent who we are at our core.



Red

CMYK 12 100 86 2

RGB 218 32 53

HEX #CF2035

White

CMYK 0 0 0 0

RGB 255 255 255

HEX #FFFFFF

Pebble Grey

CMYK 58 52 45 15

RGB 110 106 112

HEX #6E6A70



Charcoal

CMYK 71 65 64 68

RGB 40 40 40

HEX #282828



Light Grey

CMYK 4 2 2 0

RGB 229 229 229

HEX #E5E5E5



Off-White

CMYK 2 1 1 0

RGB 247 248 249

HEX #F8F8F8



Typography

This section includes our typefaces, how to use them, and the appropriate fallbacks to use when our primary typefaces aren't available.



Typography

Headings

Our primary brand typeface is Freight Text Pro designed by Joshua Darden and published by GarageFonts.

Freight Text Pro Semibold is used for H1 and H2 headings only.

Freight Text Pro

Aa

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



Typography

Headings & Body

Our secondary typeface is Lausanne designed by Nizar Kazan and published by WeltKern.

Lausanne 700 is reserved solely for hyperlinks and button text where more visual impact is needed. Lausanne 500 is used for H3 and smaller headings, whereas Lausanne 300 is used for all body copy and longer prose.

Lausanne

Aa

700

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

500

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890



Typography

Fallbacks

These fonts are only to be used in place of the primary and secondary fonts when they can't be used (live text in emails or in Google Docs, for example.)

When Freight Text Pro is unavailable, use Google Font Source Serif Pro Semibold for H1 and H2.

When Lausanne is unavailable, use Google Font Inter Regular for body copy, Medium for H3–H6, and Bold for hyperlinks and buttons.

Source Serif Pro

Aa

Inter

Aa

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Regular, Medium, Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



Typography

Casing

Being consistent when setting type is important to maintaining our brand's tone of voice and the integrity of our prose.

Use **titlecase** ("Like This") when the line of text is not a sentence or a complete thought—this is typically apparent when there isn't a period at the end of the heading.

Use **sentence case** in areas where a more conversational tone is preferred, or where the heading is a complete sentence ("Commerce is our north star.").

Tip: A great example and guide is Apple's website, <https://apple.ca>

A Title

Above is an example of title/subtitles/labels.

This is a title.

Above is an example of sentence case with punctuation.



Typography

Decoration

1. Use Red circle as a primary decoration for Northern-owned phrases and headings only.
2. Use Light Grey circle as a secondary decoration for subheadings only.



**Commerce is our
north star.**

Above is an example of a red circle as a primary decoration.



**Commerce is our
north star.**

Above is an example of a light grey circle as a secondary decoration.



Iconography

This section outlines the design language behind our icons and where to find them.



Iconography

Library

Source icons from Themify.

<https://themify.me/themify-icons>

When adding new icons for specific use-cases (if one in our library doesn't support the content you're adding it to), ensure the icon matches our existing library to create a cohesive aesthetic.



Visuals

This section includes our photography outlines and device mockups.



Photography Principles

Our basic principles for creating and sourcing images for Northern.

Diversity

Northern is a diverse workplace and should be portrayed as such. Our strong company-wide culture stems from the fact that we all come from different walks of life and bring our unique insights to work with us each day. Photos should always show a diverse group of people; from different cultures, ethnic groups, sexualities, gender identities, and should represent all Northerners, no matter the context or goal.

Collaboration

We're a collaborative bunch that thrive on working together, and our work is a testament to this fact. Photos showing employees working should convey a sense of teamwork and show people candidly working together in their natural habitats; be it at their desks, in a boardroom, or by coming together at a company event.

Brand

Our brand speaks to our ethos as a company and plays an important role in how we conduct ourselves as individuals and as a collective. As such, displaying the Northern brand in some capacity in culture shots is important. This can take form in apparel, showcasing our logo in the background, or simply by featuring our colours in a prominent fashion.



Photography

Portrait

Office portraits are to be displayed in full colour and should be shot in multiple locations throughout the Northern Office when possible. Each photo should display the team member of the team as the focal point, while allowing the background to showcase our beautiful workspace.

When a headshot is unavailable, fall back using high contrast black and white nature imagery.

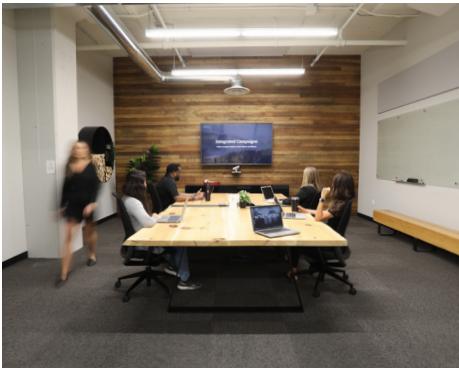
In the event of fully remote employees, portraits should aim to mimic the in-office photos; standing on a neutral background, showing the top half of the employee's torso, smiling candidly with balanced lighting.



Photography

Office

Office photography should emphasize our spacious modern office, our diverse culture, and show collaboration where possible. When possible, our brand's red should be woven throughout as an accent.



Photography

Nature

Nature photos should always be treated in high contrast black and white. Use nature photography sparingly to showcase another dimension of our visual identity.



Photography

Client

A client's logo must always be displayed in a prominent manner on any imagery that pertains to their company.

Unless the client's logo is a natural focal point of an image, the logo should be overlaid onto the image, supported by adequate amounts of contrast and negative space. The brand's logo should always exist somewhere on the image.



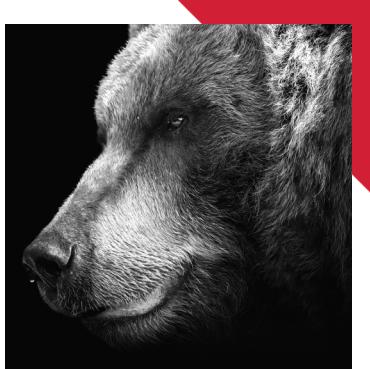
Photography

Usage

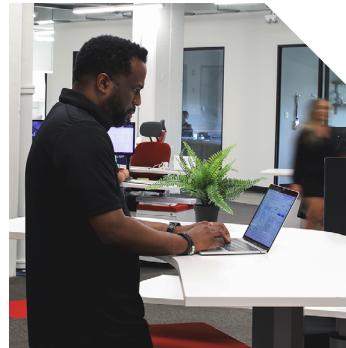
Applying our brand to our photography alludes to the triangle found in our logo and assists in adding visual interest, while still giving way to the beauty of the photo itself.

Displayed on the right are a few examples of how to treat various types of commonly occurring photos; from nature photos to candid employee shots.

Use this page as a general guideline when displaying photography.



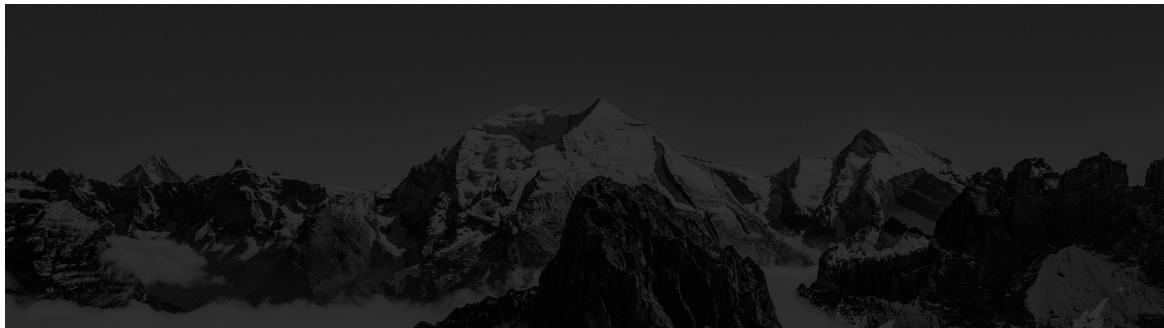
Corner Accent



Angle Crop



Transparent Accent



Footer Treatment Example



Device Mockups

Usage

All device mockups should be based on the provided examples found on this page.

Mockups should be flat in nature and shouldn't deter from the actual designs/work being shown. We never use photorealistic mockups of devices to keep our mockups timeless, but to also show no bias toward a particular brand/device.

The form of devices may change from time to time, but should always follow these core principles.



Applications

This section includes application examples of the guidelines outlined in the preceding pages.



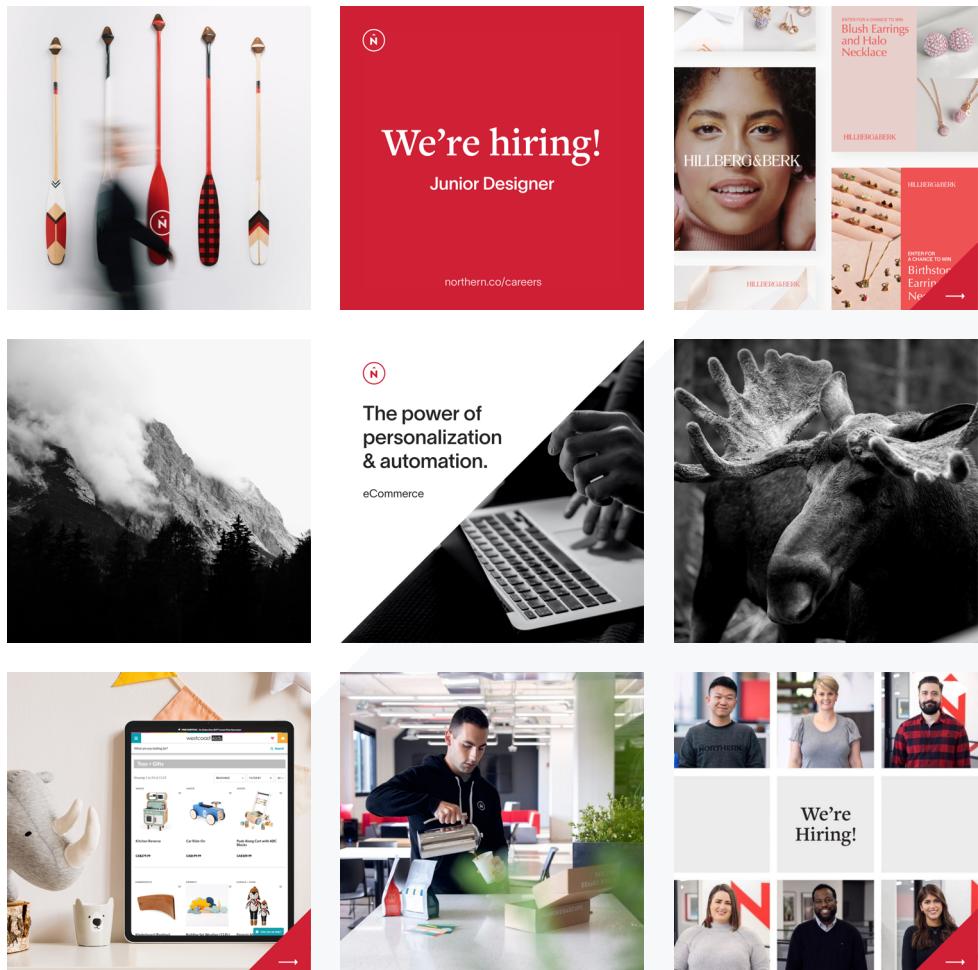
Applications

Social Media

Examples here show these rules applied to our Social Media Guidelines.

Use arrows in the bottom right corner for the first slide in carousels to prompt the viewer to see the succeeding images.

For a complete guideline on how to prepare images for social media, see our Social Media Guidelines document.

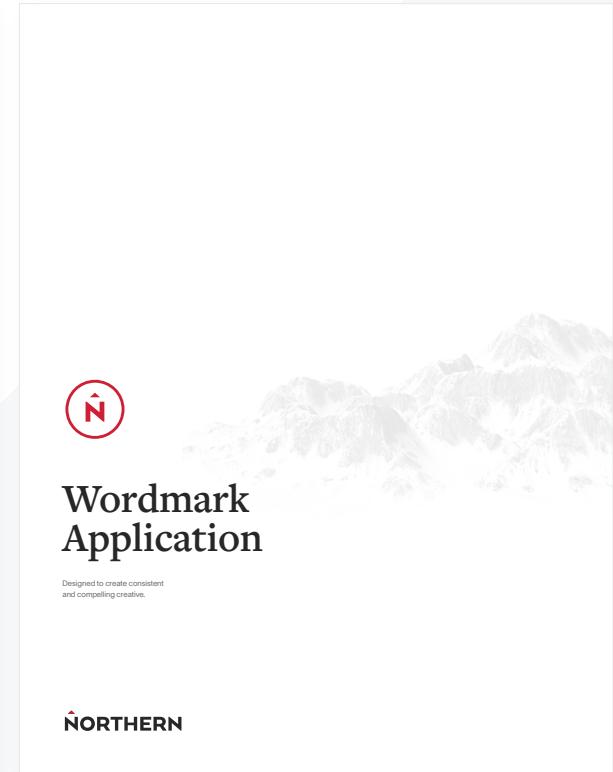


Applications

Google Docs

Adhering to our brand is especially important in all client-facing documents or presentations; be it in the form of a proposal, an audit, a report, or even miscellaneous notes.

Use the Northern branded Google Doc template available to you when creating a new document for a client or external party.



Applications

Presentation

Slide decks and presentations must also be branded to create cohesion and build trust between the viewer and our brand. Similar to Google Docs, use the Northern branded Google Slides template to create beautiful presentations that exude our brand.

The image displays a 4x3 grid of 12 slides from the Northern Google Slides template. Each slide features a white background with a faint mountain range watermark. The slides demonstrate various presentation elements:

- Section 1:** A section header "Section title mollis interdum malada." followed by a paragraph of placeholder text "Donec id elit non mi porta gravida at eget metus." Below the text is a small image of a campfire.
- Section 2:** A section header "Section title mollis interdum malada." followed by a paragraph of placeholder text "Donec id elit non mi porta gravida at eget metus." Below the text is a small image of a person sitting on a couch.
- Section 3:** A section header "Section title mollis interdum malada." followed by a paragraph of placeholder text "Donec id elit non mi porta gravida at eget metus." Below the text is a small image of a person walking.
- Image 1:** A slide featuring a large image of a dark mountain range with the placeholder text "Duis mollis est non commodo." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 2:** A slide featuring a large image of a snow-covered mountain peak with the placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit nullam sit urna at luctus." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 3:** A slide featuring a large image of a modern office interior with a red wall and a whiteboard, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 4:** A slide featuring a large image of a snow-covered mountain peak with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 5:** A slide featuring a large image of a smartphone displaying a colorful app interface, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Diagram 1:** A slide featuring a diagram showing two smartphones connected by a line, with one phone labeled "+65x" and the other showing a magnifying glass icon, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Diagram 2:** A slide featuring a diagram showing two smartphones connected by a line, with one phone labeled "+65x" and the other showing a magnifying glass icon, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 6:** A slide featuring a large image of a smartphone displaying a video call interface, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Image 7:** A slide featuring a large image of a smartphone displaying a video call interface, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Table 1:** A slide featuring a table with four columns and five rows, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.
- Table 2:** A slide featuring a table with four columns and five rows, with the placeholder text "Maecenas faucibus mollis interdum." and "Donec id elit non mi porta gravida at eget metus." below it.

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