

# NIRO GRAPHIC STANDARDS GUIDE

REVISED: 03/11/11

## PURPOSE

The NIRO Identity is comprised of 4 different logos:



1



2



3



4

## PURPOSE

The purpose of a graphic standards guide is to ensure that an organization maintains a consistent graphic look among all communication materials it produces. A well-ordered and consistent graphic presentation helps to convey a sense of professionalism to constituents and the general public. The key to maintaining a successful graphic identity is full participation and adherence to the rules in this guide concerning the appropriate usage of; logo, typography and colors. The guide is a resource for web designers, graphic designers and publishers who are charged with the responsibility of crafting NIRO communications and promoting the overall brand of the organization. Any variance, changes or updates to the standards guide should be assessed by those responsible for championing the NIRO brand and only with oversight and approval of the president. The graphic standards guide will help strengthen the long-term visual impact of NIRO communications now and into the future.

## LOGO USAGE



Color Example



Black Example



White Example



Proper Spacing



Improper Spacing

The logo may be used in the original colors, all black for black and white media or if the logo color cannot be used it will be placed as white over another color. For proper spacing, review the example above. No object, including text, should come within these parameters.

## TYPOGRAPHY

**Titles:** Avant Garde Gothic in appropriate color or Black/Gray/White for DESIGN CENTER, BOUTIQUE, or FOUNDATION

**Print and graphic web:** Helvetica Neue and Helvetica are the approved fonts. The bold, extended, italic and compressed versions of these fonts can be used with freedom.

**Web (html, css, coding):** Helvetica, Arial

## COLOR FORMULAS:

GOLD - C20 M35 Y85 K0

1 DESIGN CENTER - C70 M100 Y100 K30

2 BOUTIQUE - C0 M100 Y35 K40

3 FOUNDATION - C100 M0 Y20 K20

4 CORPORATE - C10 M70 Y100 K30

BLACK - C0 M0 Y35 K100

