

# newline

Connect. Create. Collaborate.

## **Newline Brand Guidelines**

January 2019 | Version 1.0

# Logo Clear Space

Clear space guidelines are designed to ensure that the logo is always clearly visible, legible and delivers the desired impact. The Newline logo should be surrounded on all sides by clear space equal to the height and width of one “e” (50% of actual size) from within the Newline logo. Adherence to clear space guidelines will guarantee the Newline logo is applied consistently and effectively across all marketing materials.

The Newline logo clear space



# Logo Variations

The Newline logo can be used in four versions, including one-color PMS 2935, one-color black, one-color gray (PMS 424) and one-color reversed. Use black, gray and white logos when print processes restrict color.

**Minimum Size**

The logo should never be less than 1/4-inch in height.



Primary Logo



One-Color Black



One-Color Gray



One-Color Reversed



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Primary Logo with Tagline



One-Color Black with Tagline



One-Color Gray with Tagline



One-Color Reversed with Tagline



# Primary Color Palette

We have carefully selected the colors and values of the color that will communicate and amplify the strengths, values and personality of Newline. Consistency is crucial to establish a visual medium for Newline’s clients.

It is important that you use exactly the same values of color prescribed by the palette.

Primary Color Palette



PMS		2935
CMYK		100 52 00 00
RGB		0 87 184
HEX		0057b8

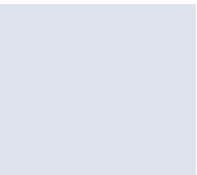


PMS		423
CMYK		22 14 18 45
RGB		137 141 141
HEX		898d8d

Secondary Color Palette

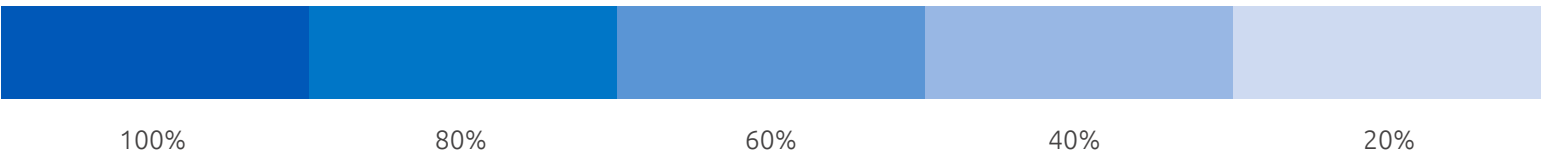


PMS		2955
CMYK		100 60 10 53
RGB		0 56 101
HEX		003865



PMS		656
CMYK		12 7 03 00
RGB		220 227 235
HEX		dce3eb

Color Values



# Improper Usage

To ensure that the company logo builds brand equity, it must be presented accurately and consistently in every use. Improper logo usage damages the perception and recall of the brand, leading to a negative experience between the consumer and us. Because of this, never distort, manipulate or alter the logo in any way.

This page shows examples of “improper” logo usage.

Do not distort

newline

Do not overlap text

newline  
Technology

Do not sheer/rotate

*newline*

Do not change the color

newline

# Typography

Typography provides another signature cue to audiences that they are reading materials developed by Newline. Used consistently, typography amplifies our offering and professionalism.

Headline typeface: Ubuntu Regular (print and digital)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy typeface: Ubuntu Light (print and digital)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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