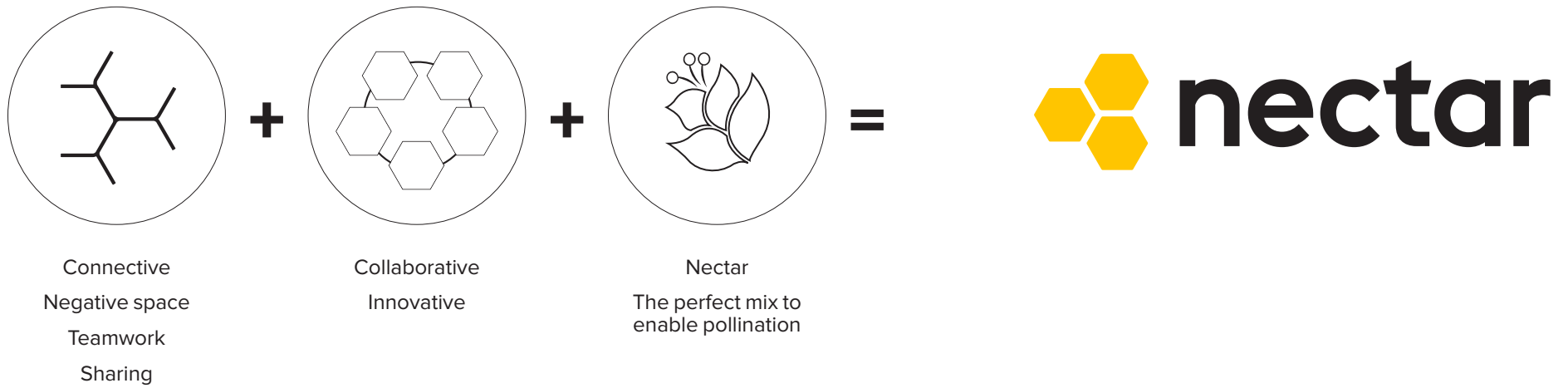




**nectar**

— STYLE GUIDE —



## PRIMARY LOGO



ON WHITE  
NECTAR\_LOGO\_HOR\_ONWHITE\_CMYK



REV  
NECTAR\_LOGO\_HOR\_REV



ON GOLD  
NECTAR\_LOGO\_HOR\_ONGOLD\_CMYK



MONO  
NECTAR\_LOGO\_HOR\_MONO

## SECONDARY LOGO



ON WHITE  
NECTAR\_LOGO\_VER\_ONWHITE\_CMYK



ON GOLD  
NECTAR\_LOGO\_VER\_ONGOLD\_CMYK



REV  
NECTAR\_LOGO\_VER\_REV



MONO  
NECTAR\_LOGO\_VER\_MONO

## ISOLATION AREA

The isolation area is the space around the logo in which no other type, graphic and/or photographic elements must encroach. The isolation area assists to maintain the impact of the logo and ensures consistent reproduction.

The size of the isolation area is a distance of the height and width of one hexagon shape and must be consistent around the perimeter of the logo in all of its approved configurations.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.



MINIMUM CLEARANCE = 1 X HEIGHT & WIDTH OF ONE HEXAGON SHAPE

## MINIMUM SIZE

Minimum size standards have been developed to ensure that the logo is reproduced correctly at a small size. The minimum sizes for the logo are outlined below. Where possible, please reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction. When providing logos to external parties, it is recommended you request a proof prior to publishing.

### PRINT



### DIGITAL



## INCORRECT USAGE X

Don't change orientation.



Don't re-colour or rearrange.



Don't apply to low contrast backgrounds or box in the logo.



## PRIMARY LOGO



ON WHITE  
NECTAR CLOUD\_LOGO\_HOR\_ONWHITE\_CMYK



REV  
NECTAR CLOUD\_LOGO\_HOR\_REV



ON GOLD  
NECTAR CLOUD\_LOGO\_HOR\_ONGOLD\_CMYK



MONO  
NECTAR CLOUD\_LOGO\_HOR\_MONO

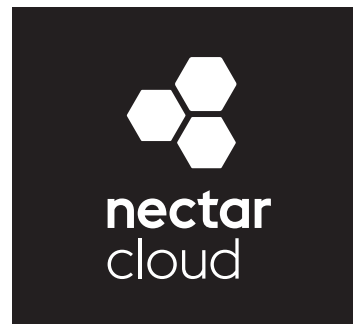
## SECONDARY LOGO



ON WHITE  
NECTAR CLOUD\_LOGO\_VER\_ONWHITE\_CMYK



ON GOLD  
NECTAR CLOUD\_LOGO\_VER\_ONGOLD\_CMYK



REV  
NECTAR CLOUD\_LOGO\_VER\_REV



MONO  
NECTAR CLOUD\_LOGO\_VER\_MONO

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### PRINT



### DIGITAL



## INCORRECT USAGE ✗

Don't change orientation.



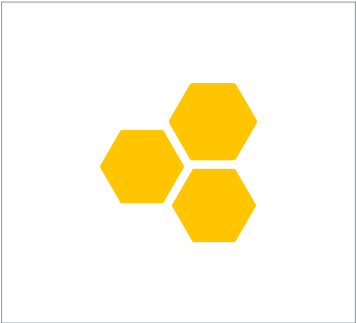
Don't re-colour or rearrange.



Don't apply to low contrast backgrounds or box in the logo.



ICON



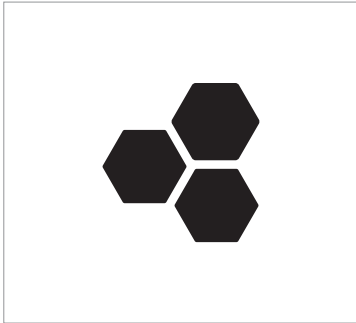
ON WHITE  
NECTAR ICON\_ONWHITE\_CMYK



ON GOLD  
NECTAR ICON\_ONGOLD\_CMYK



REV  
NECTAR ICON\_REV



MONO  
NECTAR ICON\_MONO

FILE CODES

To assist with identifying artwork files, a file naming convention has been developed. Each file has a name that consists of an identifier, identifying name, colour detail and file format.



COLOUR REFERENCES & BREAKDOWNS

PMS: All colours are provided as Pantone® references and where possible should be reproduced using PMS specifications.

CMYK: When it is not possible to print a solid Pantone® colour, please check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black). Always use the percentage breakdowns specified here to achieve the closest match to Pantone® colours.

RGB: RGB values specify colours for screen and Internet display.

HEX: HEX colours are specified for online applications such as websites.

Colour accuracy and consistency are very important. Where possible, always use the colours specified here. Never substitute any of the colours. Care should be taken by way of pre-production samples to ensure colours marry back to the HEX codes and/or the Pantone® colour reference. Always ask printers and sign companies to match to the PMS values.



Pantone	BLACK
CMYK	C0 M0 Y0 K100
RGB	R30 G30 B30
HEX	1E1E1E



Pantone	7548C
CMYK	C0 M22 Y100 K0
RGB	R255 G198 B0
HEX	FFC600

## DESIGN FONT

SWISS 721 BT will only be used by designers. They are designated to core corporate collateral and all print work.

Aa

SWISS 721 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## WEBSITE FONT

Roboto is a Google font. All aspects of the website should have Roboto applied. Utilising a variety of font weights is encouraged.

Aa

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## WEBSAFE FONT

Arial is the internal font that should be used for all Microsoft documents and emails.

Aa

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### PATTERN

