



**AMPLIFY** MARKETING & COMMUNICATIONS



# NanoFabrication Kingston

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## Corporate Identity Brand Manual

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## Table of Contents

Logo Variations	page 3
Typeface	page 5
Sizing	page 6
Co-branding	page 7
Colors	page 8
Spacing	page 9
Invalid Logo Usage	page 10
Logo Applications	page 12
Logo Files- How to Use	page 19

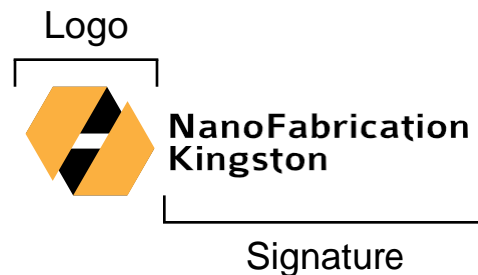


## Logo Variations

### Master Brand

The NanoFabrication Kingston (NFK) Master Brand consists of a logo graphic, a signature and a tagline. This is the preferred method for representing the brand, and must be used in all but extenuating circumstances (see below). Variations outlined in this manual offer alternative brand representations based on design criteria. No other variations are to be made to the Master Brand under any circumstances.

The NFK can also be represented with an alternative version of the identity that omits the tagline, as shown on the right. This version should only be used in applications of minimal size (e.g business cards.)





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## Logo Variations

One Color - Black



**NanoFabrication  
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Reversed



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Greyscale



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## Typeface

### Master Brand

The NFK Master Brand Signature uses the Colaborate Medium typeface, while the tagline is rendered in the Sansation Regular typeface. This is the preferred typeface coupling for the Master Brand.



Colaborate Medium

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Sansation Regular

## Minimum Size

To guarantee the legibility of the Master Brand, ensure that it is never shown at a size smaller than what is defined in this manual.

### For Print (Master Brand)

The diagram on the right shows the minimum size allowed for print applications.



The diagram on the right shows the minimum size allowed for web applications.





## Co-Branding

When using the NFK brand with other brands, both brands must appear in accordance with their size requirements. See page 6 for NFK size requirements.

Brands must appear with their required “clear zones” – i.e. the margin of clear space around the brand. No other elements may intrude into this space. See page 10 for the NFK clear space requirement.

Queen’s brand requirements can be found at:  
[www.queensu.ca/identity/guide](http://www.queensu.ca/identity/guide)



## Brand Colors

### Process Inks

The NFK Logo is rendered in two colors, a yellow and a black, while the Brand Signature is also rendered in black. These colors are created using CMYK Process Inks. Unless otherwise stated in this manual, no other colors are to be used.



Logo shown in Process Inks.

Logo Yellow	
C - 0	R - 251
M - 35	G - 176
Y - 85	B - 64
K - 0	

Black	
C - 0	R - 0
M - 0	G - 0
Y - 0	B - 0
K - 100	



## Brand Colors

### PANTONE Inks

The NFK Master Brand can also be printed using the supplied PANTONE swatches from the Solid Coated PANTONE Color Book. No PANTONE Inks are to be used other than those defined in this manual.



Logo shown in PANTONE Inks.

### PANTONE 130 C

C - 1.77    R - 247  
 M - 37.86    G - 168  
 Y - 100    B - 0  
 K - 0

### Black

C - 0    R - 0  
 M - 0    G - 0  
 Y - 0    B - 0  
 K - 100



## Clear Space

To ensure maximum impact and legibility, a mandatory clear space must be preserved around the Master Brand at all times; no graphical or type elements may enter this space.

As shown on the right, the height of the capital letter 'N' in the signature is used as the standard unit of measurement for calculating clear space.



## Invalid Logo Applications

The NFK Master Brand is one of NFK's most valuable corporate assets and the integrity of the identity must not be compromised or depreciated in any way. Adhering to these guidelines helps to ensure proper reproduction and application of the NFK Master Brand.

This section outlines the various application errors that are unacceptable and must be avoided.



**DO NOT** alter the colour



**DO NOT** change the spacing



**DO NOT** stretch or distort

## Invalid Logo Applications



**DO NOT** alter the proportions



**DO NOT** use on a gradient fill



**DO NOT** use outlines



**DO NOT** crowd logo



**DO NOT** use in low contrast



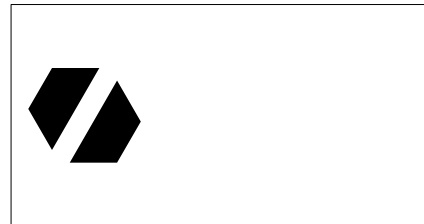
**DO NOT** alter signature text



## Logo Applications

Three Colour Imprinting/  
Screening on white or light-  
coloured product.

When screening or imprinting  
on a white or light-coloured  
product, use the Logo Colour  
and Process Black.



Imprint Colour: Logo Yellow



Imprint Colour: Process Black



## Logo Applications

One colour imprinting/  
Screening on white or  
light-coloured product.

When screening or imprinting  
on a white or light-coloured  
product, use Process Black.



Imprint Colour: Process Black



## Logo Applications

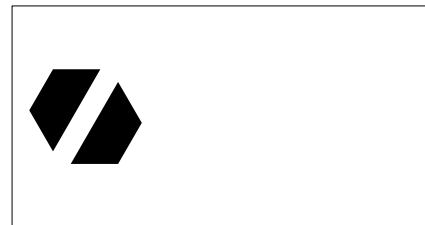
Full colour imprinting/  
Screening on black or  
dark-coloured products.

When screening or imprinting  
on a black or dark-coloured  
product, use the Logo Colour  
and Process Black.

Identity must be imprinted  
on a white overlay that is offset  
by 1pt.



White Overlay



Imprint Colour: Logo Yellow



Imprint Colour: Process Black



## Logo Applications

One-colour imprinting/  
screening on black or  
dark-coloured products.

When screening or imprinting  
on a black or dark-coloured  
product, use white.



White Overlay





## Logo Applications

### Embroidery

For embroidery the logo should be no smaller than 3.5" wide.



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3.5 inches



## Logo Applications

### Mug Imprint

The standard imprint size is 2.5" wide.



2.5 inches



## Logo Files – How to Use

Logo files are sorted by application:

### CMYK:

Logos in this file are high resolution and are used in **print** applications.

### RGB:

Logos in this file are lower resolution and are used in **web** applications.

### PANTONE:

Logos in this file are high resolution and are used in **non-press printing** applications (e.g., silkscreen). Used for signage, clothing etc.

### Black, Grey, White:

Logos in these single-colour files are subfiled into their own CMYK and RGB folders, for use in, respectively, print and web applications.