



AMPLIFY MARKETING & COMMUNICATIONS



NanoFabrication Kingston

People. Ideas. Technologies.

Corporate Identity Brand Manual

Jan. 16, 2017

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tracy@AMPLIFYCOMMUNICATIONS.CA | **AMPLIFY** YOUR MESSAGE LOUD & CLEAR



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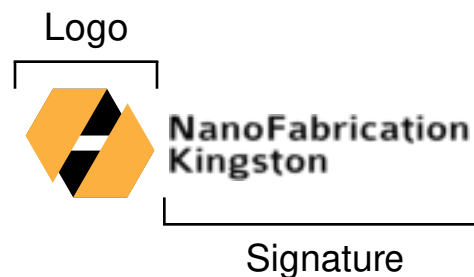
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Logo Variations

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.)



Logo Variations

One Color - Black



Reversed



Greyscale



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



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.



1.7 inches wide

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



105 pixels wide



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



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

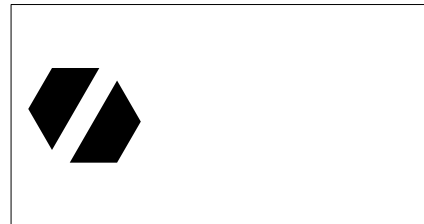


DO NOT alter signature text

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.



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.