



# Numeris

## **Brand Guidelines**



**NUMERIS**

## Full Logo Brand Identity

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The Numeris logo is composed of two elements, the icon and the wordmark. Colour, black and white and reversed out versions of the logo were created to address various communication needs. The proportions between the icon and wordmark must never be altered. Different colour variants of the logo have been created to address various requirements and communication needs – full colour, black and reversed out white. In most instances the full colour logo is to be used. One and two-colour versions are only to be used when there are creative restrictions.

### Primary Logo:



### Logo Variations:



NUMERIS

# Icon Logo Brand Identity

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The “N” icon can be used on its own as an alternative to the full Numeris logo. This will provide a variety of graphic options which further add to the brand’s visual vocabulary.

## Primary Icon Logo:



## Icon Logo Variations:



**NUMERIS**

## Tagline

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Artwork for the tagline “Audiences Count” has been created for both English and French to ensure that it will be used consistently on communication pieces (French has a one-line and two-line version to address various layout scenarios.) They are available in colour, black and reversed out white. The tagline should appear on the same surface as the logo; however, there may be some exceptions.

One-Line Tagline:

**Audiences count.  
Des auditoires qui comptent.**

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French Two-Line Tagline:

**Des auditoires  
qui comptent.**

NUMERIS

# Desktop & Web Typeface

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## League Spartan

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! & % \$**

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## League Spartan

Primary use of the font family League Spartan for all creative marketing materials.



## URW Antiqua

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! & % \$**

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## URW Antiqua

Secondary use of the font family URW Antiqua may be paired with Futura PT.

Adobe Fonts

Note: Available for Adobe license owners only.

# NUMERIS

## Brand Colour Palette

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These colours are derived from the logo, and is shown in Pantone (PMS) coated.  
Colour values are provided in process colours (CMYK) and digital colours (RGB/HEX).



Navy

**HEX**  
#002E6D

**CMYK**  
100, 86, 29, 23

**RGB**  
0, 46, 109

**PANTONE**  
294 C



Blue

**HEX**  
#009ADE

**CMYK**  
77, 25, 0, 0

**RGB**  
0, 154, 222

**PANTONE**  
2925 C



Turquoise

**HEX**  
#6BCBB8

**CMYK**  
55, 0, 35, 0

**RGB**  
107, 203, 184

**PANTONE**  
3248 C



Lt Turquoise

**HEX**  
#B5DBD2

**CMYK**  
28, 2, 18, 0

**RGB**  
181, 219, 210

**PANTONE**  
566 C

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### Print

Using CMYK is preferred for any printed pieces. For large print runs and specialty print, Pantone Matching System (PMS) Spot Color is recommended.

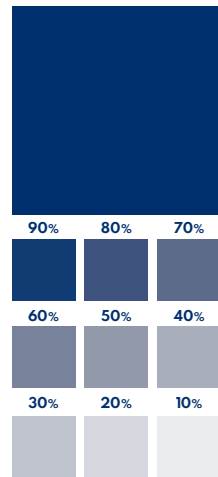
### Digital

For web and all digital pieces, use the HEX values (#000000) or RGB. Please note, colors may vary due to inconsistent monitor color calibration.

## NUMERIS

# Brand Colour Palette Tints

To expand the range of colour palette options even further, tints of the brand colours may be used in increments of 10%, for example on graphs, charts and call-out information.



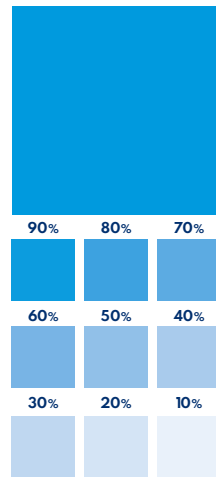
Navy

**HEX**  
#002E6D

**CMYK**  
100, 86, 29, 23

**RGB**  
0, 46, 109

**PANTONE**  
294 C



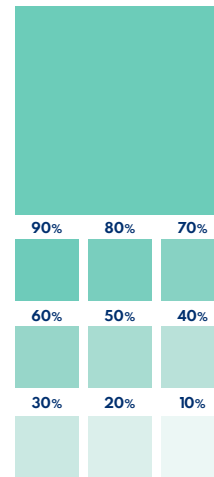
Blue

**HEX**  
#009ADE

**CMYK**  
77, 25, 0, 0

**RGB**  
0, 154, 222

**PANTONE**  
2925 C



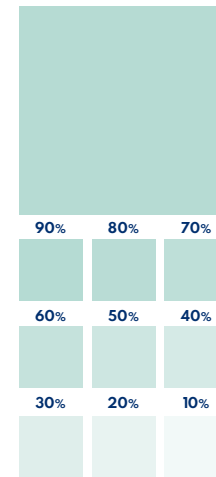
Turquoise

**HEX**  
#6BCBB8

**CMYK**  
55, 0, 35, 0

**RGB**  
107, 203, 184

**PANTONE**  
3248 C



Lt Turquoise

**HEX**  
#B5DBD2

**CMYK**  
28, 2, 18, 0

**RGB**  
181, 219, 210

**PANTONE**  
566 C