



# Numeris

## **Brand Guidelines**



## NUMERIS

# Full Logo Brand Identity

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The Numeris logo is composed of two elements, the icon and the lettermark. Colour, black and white and reversed out versions of the logo were created to address various communication needs. The proportions between the icon and lettermark 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

## Stacked Logo Brand Identity

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Colour, black and white and reversed out versions of the logo were created to address various communication needs. The proportions between the icon and lettermark 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:



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## ICON LOGO VARIATIONS:



**NUMERIS**

## Tagline



Artwork for the tagline “Driving intelligent audience data” has been created for both English and French to ensure that it will be used consistently on communication pieces. 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.

### **ENGLISH TAGLINE:**

Driving intelligent audience data



### **FRENCH TAGLINE:**

La puissance des données d’auditoire intelligentes

NUMERIS

# Desktop & Webpage Typeface

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## League Spartan

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ? ! & % \$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 ? ! & % \$**

## 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 ? ! & % \$**

## 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

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.

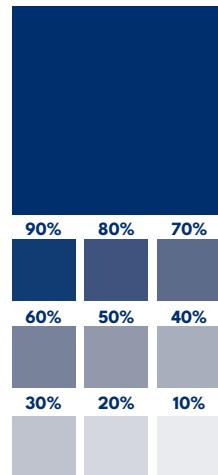
### Digital

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

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## 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.



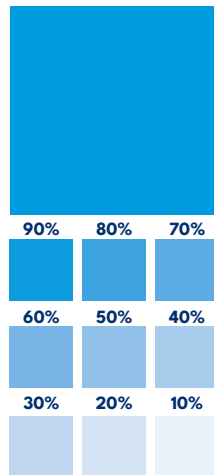
Navy

**HEX**  
#002E6D

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

**RGB**  
0, 46, 109

**PANTONE**  
294 C



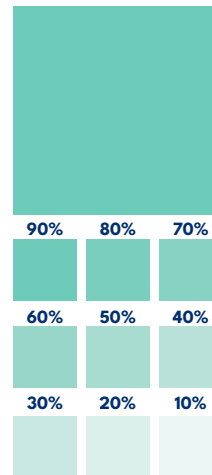
Blue

**HEX**  
#009ADE

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

**RGB**  
0, 154, 222

**PANTONE**  
2925 C



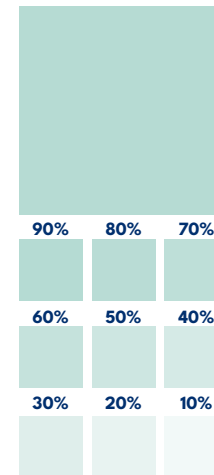
Turquoise

**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