

Brand Guidelines

A Guide to Unified Numeris and NLogic Brand Identity

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Brand Overview

Welcome to Numeris and NLogic unified brand guidelines. It's important to review the guidelines to better align our brand.

1.0



“

We’re building something new together — a unified brand that reflects not just our shared strengths, but the power of our collaboration. This transformation is about making it easier for all of us to work together, share ideas, and deliver value with clarity and confidence. It means fewer silos, more alignment, and a brand that truly represents the impact we make as one team. You’ll have a clearer story to tell, better tools to support your work, and more opportunities to grow as we shape the future — together.

”

To be a modern, fully
operational data company
measuring and servicing
the Canadian media
ecosystem.

Vision

Mission Statement

Our mission is to create and deliver privacy-compliant audience and advertising data that supports the media industry in their ability to make strategic decisions in a complex and competitive Canadian environment.



Positioning

We are the leaders in Canadian audience and advertising data, delivering trusted, independent insights essential for understanding audience behaviours. Developed in collaboration with the industry and rooted in deep Canadian expertise, our standardized and privacy-compliant data solutions are delivered through powerful tools and platforms. These solutions help clients make better decisions, improve performance, and create stronger connections with audiences in today's complex media landscape.



USP

Canada's trusted, third-party partner for holistic, cross-platform media insights—empowering strategic decisions through transparency and industry-driven solutions.



Values

Stronger Together

We succeed through collaboration with each other and with the industry. Unity drives our impact.

Innovation with Intent

We embrace change and challenge convention. Our innovation is purposeful, driven by insights, guided by strategy, and focused on delivering meaningful future-proofed solutions.

People First

We prioritize the well-being, growth, and voices of our people. We actively listen, support development, and create space where everyone can succeed.

Excellence in Motion

We pursue continuous improvement in everything we do, from our processes to our time to market. With a growth mindset and a commitment to excellence, we bring solutions to life with precision and purpose.

Logo

Here you'll find Numeris and NLogic unified brand identity and guidelines as well as information on when to use the assets in your work.

2.0




Unified Logo Summary



Between mid-Q2 and the conclusion of Q4, our objective is to implement transition logos that seamlessly integrate the signature brand colors of Numeris and NLogic, reflecting both identities cohesively. The Numeris icon has been enhanced with a unified gradient, symbolising the merger of the two brands. Furthermore, the incorporation of NLogic blue into the Numeris watermark serves to reinforce overall brand alignment.

Logo Usage

Using the unified Numeris and NLogic brand

-  The Numeris or NLogic logo must not be used independently in association with any Numeris or NLogic data and applications.
-  Use the unified Numeris and NLogic logo for all data, applications, and materials, including National VAM, TV Measurement (ETAM, TAM), Echo Intelligence, Lens (Video Planner), Conex, Choices, Radtracker, Spots, MTM, and Instar. For example, Echo Intelligence is an NLogic product. All internal and external documents must feature the joint Numeris-NLogic logo.
-  The unified logos are to be consistently applied across all internal and external communications, including presentations, emails, websites, social media platforms, official documents, and signatures.

Primary Logo

The Numeris logo is composed of two elements, the graphic symbol and the wordmark. The graphic symbol of Numeris’ “N” uses a blend of Numeris and NLogic brand colors into a gradient while adopting the NLogic blue for the wordmark. The NLogic logo has been simplified with the primary blue.

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 colour versions are only to be used when there are creative restrictions. The proportions between the graphic symbol and wordmark must never be altered. 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.



Logo Clearspace

Clear space is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements. This space is the minimum area around the logo which must be kept free of any other graphics or text. The clear space is defined by the width and height of the “N” for “Numeris”.



Note: This is the minimum recommendation, and more clear space is

Minimum Size

The minimum size of the logo is based on its height. For digital and presentation purposes, the minimum logo size is 135 pixels in height. The logo cannot be scaled smaller than these values, as this would greatly hinder legibility.



Note: This is the minimum recommendation. A larger logo is preferable.

Incorrect Brand Usage



DO NOT alter the size relationship between graphic symbol and wordmark.



DO NOT alter the placement of the wordmark.



DO NOT alter the colours in the logo.



DO NOT rotate the logo.



DO NOT alter the fonts in the logo.



DO NOT place the colour logo on a colour background that is not legible.(Use the reversed out white logo).

Typeface

While Numeris and NLogic share a unified brand identity, each maintains its distinct typeface.



Desktop and Web Typeface

Numeris will retain its current brand typography, maintaining a distinction from NLogic.

Geologica (Standard • Auto • Cursive)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Geologica

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

↓ Download via  Google Fonts

URW Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

URW Antiqua

Secondary use of the font family URW Antiqua may be paired with League Spartan Font.

↓ Download via Adobe Fonts

Note: Available for Adobe license owners only.

Desktop and Web Typeface

NLogic will retain its current brand typography, maintaining a distinction from Numeris.

Epilogue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Epilogue

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

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Inter

Secondary use of the font family URW Antiqua may be paired with League Spartan Font.

Colour

Colour palettes help ensure visual consistency and reinforce brand identity by specifying the exact colours to be used across all communications and materials.

Brand Colour Palette

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

Print: Using CMYK is preferred for any printed pieces. For large print runs and specialty print, CMYK is recommended.

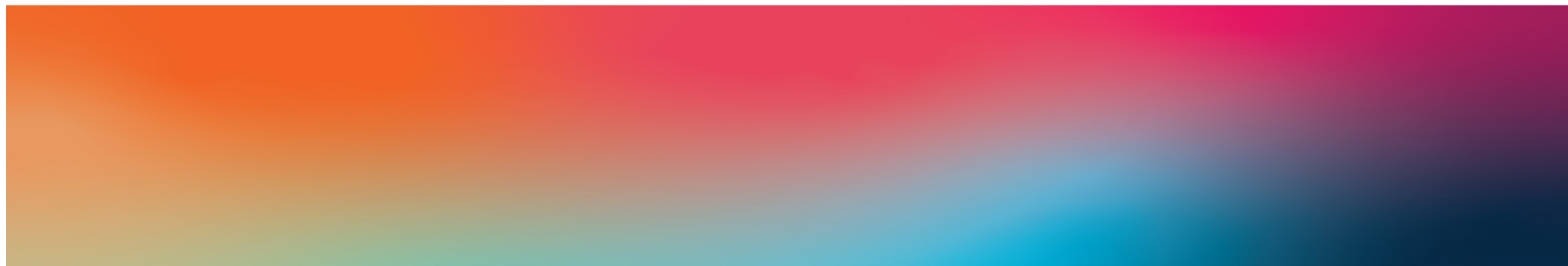
Digital: For web and all digital pieces, use the HEX values (#000000) or RGB. Please note, colors may vary due to inconsistent monitor color calibration.

Primary Colours

<p>CMYK C: 1 M: 77 Y: 99 K: 0</p> <p>RGB R: 238 G: 97 B: 36</p> <p>HEX # EE6124</p>	<p>CMYK C: 8 M: 47 Y: 69 K: 0</p> <p>RGB R: 230 G: 150 B: 95</p> <p>HEX # E6965F</p>	<p>CMYK C: 4 M: 89 Y: 56 K: 1</p> <p>RGB R: 226 G: 66 B: 90</p> <p>HEX # E2425A</p>	<p>CMYK C: 6 M: 100 Y: 42 K: 1</p> <p>RGB R: 221 G: 23 B: 97</p> <p>HEX # DD1761</p>	<p>CMYK C: 55 M: 0 Y: 36 K: 0</p> <p>RGB R: 111 G: 199 B: 180</p> <p>HEX # 6FC7B4</p>	<p>CMYK C: 58 M: 20 Y: 12 K: 0</p> <p>RGB R: 106 G: 169 B: 201</p> <p>HEX # 6AA9C9</p>	<p>CMYK C: 100 M: 82 Y: 45 K: 47</p> <p>RGB R: 6 G: 40 B: 69</p> <p>HEX # 062845</p>
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Brand Gradient Palette

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



Primary Colours

CMYK C: 1 M: 77 Y: 99 K: 0 RGB R: 238 G: 97 B: 36 HEX # EE6124	CMYK C: 8 M: 47 Y: 69 K: 0 RGB R: 230 G: 150 B: 95 HEX # E6965F	CMYK C: 4 M: 89 Y: 56 K: 1 RGB R: 226 G: 66 B: 90 HEX # E2425A	CMYK C: 6 M: 100 Y: 42 K: 1 RGB R: 221 G: 23 B: 97 HEX # DD1761	CMYK C: 55 M: 0 Y: 36 K: 0 RGB R: 111 G: 199 B: 180 HEX # 6FC7B4	CMYK C: 58 M: 20 Y: 12 K: 0 RGB R: 106 G: 169 B: 201 HEX # 6AA9C9	CMYK C: 100 M: 82 Y: 45 K: 47 RGB R: 6 G: 40 B: 69 HEX # 062845
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