

NamesCon

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers and buildings illuminated with lights. The image is overlaid with a semi-transparent teal color.

Identity Guidelines
September 2017

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NamesCon

Overview

These guidelines are for affiliates of NamesCon or anyone using the NamesCon logo in their marketing collateral. To help maintain the strength of the NamesCon identity, follow these guidelines carefully when promoting NamesCon and whenever the NamesCon logo is used on a website or print publication.

REQUIREMENTS

The information in these guidelines is subject to change. Refer to the NamesCon website at <https://namescon.com> for updates.

FOR MORE INFORMATION

If the usage or logo you require is not covered by the guidelines in this document, please contact terri@namescon.com

NamesCon Logo

General Logos

STYLE

Logo artwork is provided in black/blue, white/blue, and a full white variation.

GENERAL LOGO

Size: The NamesCon logo is not to have a height of less than 3.5mm (print) or 20px (on-screen).

Clear space: The minimum clear space on all sides for the NamesCon logo is X where X is the width of the lowercase n. Do not place graphics or typography in the clear space area. Do not allow the logo to share its surrounding border with another logo or graphic element. Maintain clear space around the logo.

Black/Blue

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black and blue logo on a black or very dark background; instead, select the white and blue logo option shown below.

White/Blue

The white and blue logo is for use on black backgrounds.

White logo

This variation can be used on coloured backgrounds that provide sufficient contrast, upon request of NamesCon.



NamesCon Logo

Event Specific Logos

STYLE

Event specific logo artwork is provided in black/event colour and a white/event colour variation.

EVENT LOGO

Size: The NamesCon logo is not to have a height of less than 3.5mm (print) or 20px (on-screen).

Clear space: The minimum clear space on all sides for the NamesCon logo is X where X is the width of the lowercase n. Do not place graphics or typography in the clear space area. Do not allow the logo to share its surrounding border with another logo or graphic element. Maintain clear space around the logo.

Black/Event Colour

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black and blue logo on a black or very dark background; instead, select the white and event colour logo option shown below.

White/Event Colour

The white and event colour logo is for use on black backgrounds.



NamesCon

Typography

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all NamesCon communications.

Header

Aleo Bold — 20/22 pt - 24/26 pt

Sub-Head

DIN 2014 Regular — 14/16 pt - 18/20 pt

Body Copy

DIN 2014 Regular — 8/11 pt - 12/15 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aleo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIN 2014 Regular

Header

Sub-Head

Altas plit, nonessi temporerro eum hil milibus cone core simendu ndendit ium fuga. Et quun-tem velis etur sita dusa nobisseceat. Optatur ehendant, ut quiat poribus, te voluptatquia velisin velestibus di torerum, occusam, si nonsequi sandebis que etur? Mintem aut dicae poresti blaborpore vellorio con niat untum simagni hitiati duntem quatem repudi oditas sitatius explic tem seque.

Header

Sub-Head

Altas plit, nonessi temporerro eum hil milibus cone core simendu ndendit ium fuga. Et quuntem velis etur sita dusa nobisseceat. Optatur ehendant, ut quiat poribus,?



Black



Event Specific
Highlight Colour

NamesCon

Brand Colours

MAIN LOGO & NAMESCON GLOBAL



CMYK: 73/5/16/0 **RGB:** 0/176/208 **HEX:** #00B0D0



CMYK: 88/50/49/46 **RGB:** 24/72/80 **HEX:** #184850



CMYK: 74/64/63/81 **RGB:** 30/30/28 **HEX:** #1E1E1C

Colours to be used for gradients for
NamesCon Global:



CMYK: 73/5/16/0 **RGB:** 0/176/208 **HEX:** #00B0D0



CMYK: 88/50/49/46 **RGB:** 24/72/80 **HEX:** #184850



NamesCon

Image Treatment

Duotone NamesCon Global

ink #1: 00b4cf

ink #2: 0e474f

Background Element:

80% transparency white



Contact

Inquiries regarding logos and brand usage
may be directed to:

Terri Potratz
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www.namescon.com