



## NBE IDENTITY GUIDELINES

## The Identity

The identity consists of three elements: the spine, nbe text and the circles to make up a logotype. It should not be redrawn, digitally manipulated or altered. The identity must always be reproduced from a digital master reference. This is available in eps and jpeg format. Please ensure the appropriate artwork format is used. File formats eps: all professionally printed applications jpeg: Microsoft programmes etc. The identity only appears in the colour variants shown on this page.

**Pantone: 123 Yellow & Pantone 301 Blue** and the spine and lettering in white. Single colour black.

**CMYK SPLIT** Yellow: C 0\M 24\Y 94\K 0  
Blue: C 100\M 45\Y 0\K 18

### Typefaces used:

nbe text on logo: Gill Sans Bold

Text surrounding the logo: Helvetica Neue\75 Bold

Please try to avoid any other colour combinations. The identity must always have good contrast with the background to ensure maximum impact and accessibility.

## Variations on the logo



National Back Exchange



Affiliated Group 2010-2011



Affiliated Group 2011-2012



Registered Member  
1st April 2010-31st March 2011



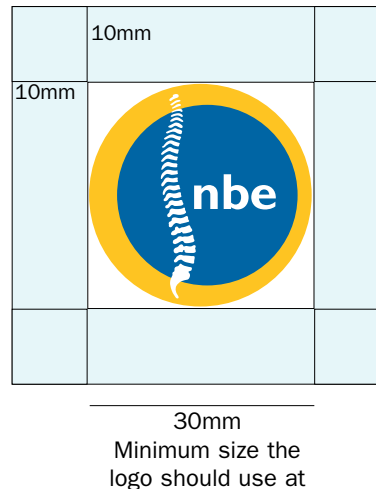
Registered Member  
1st April 2011-31st March 2012

## Exclusion zone

In order to maximise its visual presence the identity requires a surrounding area clear of any other graphic elements or text. The exclusion zone is a third of the diameter of the logo. Always allow at least this amount of clear space around the identity. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the identity. The identity will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

**Minimum size** The identity must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 30mm measured across the diameter of the identity.



## The identity variations

