

NEOF brand guidelines



NEOF

NERC ENVIRONMENTAL
OMICS FACILITY

OUR LOGO

Full name descriptor

Our logo must never be modified or recreated.
Always use master artworks.



Files

Vector files are supplied for print use:

- 1 NEOF_logo_full name_full colour.ai
- 2 NEOF_logo_full name_black.ai
- 3 NEOF_logo_full name_white.ai

Where required for digital use, such as web and internal docs, such as Word and PowerPoint use:

- 1 NEOF_logo_full name_full colour_small.png
- 2 NEOF_logo_full name_black_small.png
- 3 NEOF_logo_full name_white_small.png

Large png versions are saved as above with _large.png if required at a larger size.

Acronym only

When the full descriptor is not required use this version, preferably when applied at a smaller size.



Files

Vector files are supplied for print use:

- 4 NEOF_logo_full colour.ai
- 5 NEOF_logo_black.ai
- 6 NEOF_logo_white.ai

Where required for digital use, such as web and internal docs, such as Word and PowerPoint use:

- 4 NEOF_logo_full colour_small.png
- 5 NEOF_logo_black_small.png
- 6 NEOF_logo_white_small.png

Large png versions are saved as above with _large.png if required at a larger size.

LOGO USAGE



Print 25mm
Screen 95px

Minimum size

To maintain clarity and legibility, do not use the logo smaller than the minimum size.



Clear space

Ideally the logo should always have some clear space around it which is the height of the 'N' in the logo.



A5

40mm wide

A4

50mm wide

A3

65mm wide

Recommended sizes

Guidance is given here to the size of the logo to keep consistency.

OUR COLOURS

Pantone 7482

CMYK

C90 M0 Y93 K0

RGB

R0 G176 B55

HEX

#00B550

Pantone 425

CMYK

C48 M29 Y26 K76

RGB

R51 G63 B72

HEX

#333F48

OUR TYPEFACE

Primary

DM Sans

DM Sans Regular

DM Sans Italic

DM Sans Medium

DM Sans Medium Italic

DM Sans Bold

DM Sans Medium Italic

Secondary

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Our primary typeface is DM Sans which is a Google Font. This should be used on externally designed material and the website.

Where this is not available Arial would be the alternative.