Nothing Beats Business Success, Inc.
Corporate Branding Guidelines

March 1, 2014

Introduction

More often than not, especially in a start-up environment, companies don't pay attention to nor realize the importance of having approved corporate collateral design guidelines. Corporate colours, fonts, logo, and their use set the tone and foundation for the company's image to the outside world. They become part of the company's brand recognition and form a basis for linking all collateral, correspondence, website, etc. together, and in doing so, coordinate the visual effects to the world.

In selecting corporate colours for example, one must keep in mind how those colours will be perceived, i.e., which colours are safe to use universally and which ones are not. Why do you think IBM picked BLUE as their main corporate colour? It's because it is considered to be the safest global colour without negative connotations associated with it. So, blues and shades thereof are safe for the international market.

Nothing Beats Business Success, Inc. chose turquoise, blue and white, for its corporate primary colours, which are colours that signify nature; stability, calm and unity; purity and peace. In addition to the primary corporate colours, there need to be a limited number of secondary accent colours that can be used in combination with the primary colours. These accent colours cannot clash with the main colours and need to complement the overall corporate visual image.

Colours are not the only image factors to pay attention to. All external correspondence and materials must also use standard corporate fonts and use the Nothing Beats Business Success, Inc. logo within its use rules in order to project a cohesive and consistent corporate image. The Nothing Beats Business Success Inc. approved corporate colours, logo use rules, and font selections are included in this document. Adhering to these basic guidelines will help establish a unified and cohesive image for the organization.

Dr. Basil Springer

Nothing Beats Business Success, Inc.   March 1, 2014
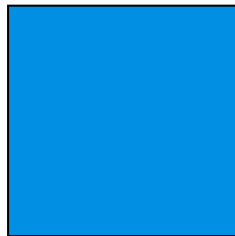
Corporate Colours

Colours are an important part of the corporate image and tend to create certain impressions. Any document created must always use the approved colours shown. However, if for some reason a deviation must be made, marketing must first approve the use of additional colours.
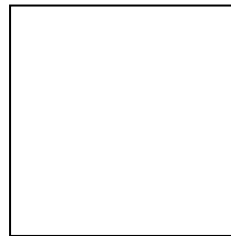
PRIMARY COLOURS
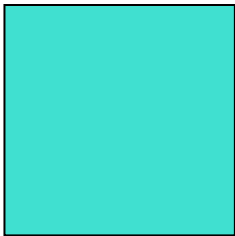
C-57; M-0; Y-28; K-0
R-64; G-224; B-208
HTML: 40e0d0
Pantone N/A

C-76; M-35; Y-0; K-0
R-0; G-143; B-226
HTML: 008fe2
Pantone N/A

C-0; M-0; Y-0; K-0
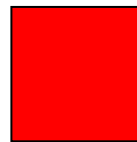R-255; G-255; B-255
HTML: ffffff
Pantone N/A

SECONDARY ACCENT COLOURS

C-100; M-73; Y-30; K-13
R-0; G-76; B-120
HTML: 004c78
Pantone 541

C-16; M-12; Y-19; K-0
R-211; G-211; B-211
HTML: d3d3d3
Pantone 427

C-12; M-3; Y-0; K-0
R-219; G-234; B-249
HTML: dbeaf9
Pantone N/A

C-0; M-99; Y-100; K-0
R-255; G-0; B-0
HTML: ff0000
Pantone N/A

APPROVED LOGO FORMAT

CLEAR SPACE REQUIREMENTS

MINIMUM SIZE

←——— 2.0" ———→

Corporate Logos

The Nothing Beats Business Success, Inc. logo is for use in all external corporate correspondence, advertising, collateral, website, branded gifts, and presentations. It is important that only approved version of the logo, as shown in this document, is used to ensure a consistent quality corporate image to the outside world.

The Nothing Beats Business Success, Inc. logo is best displayed in its colour format and should only be used in its colour version.

The **Clear Zone** is the minimum clear space that must be left around the logos for it to be displayed properly. No text or other graphic elements may be used in the Clear Zone which is 0.125" as shown to the left. The basic logo file already incorporates those clearances.

In addition, the logos can never be any smaller than the **Minimum Size** of 2.0" wide. This is to ensure readability and recognition.

SINGLE COLOR LOGO FOR USE ON BRANDED GIFTS

Two colour logos may be used for branded gifts where a two colour printing process makes sense. Either versions of the Nothing Beats Business Success, Inc. logo (Standard or Reverse can be used depending on light or dark background.

**LOGO DISTORTION NOT ALLOWED**

Incorrect Use of the Logos

No Distortions of the logo are ever allowed. To avoid distorting the logo when resizing, always grab the logo at the corners, never from the top, bottom or sides and make sure that the "Lock Aspect Ratio" is checked under the Size Tab of the Format Picture window.

LOGO DISTORTION NOT ALLOWED

Do not place the logo on a background or pattern that is visually distracting or impedes legibility as shown.

QR Code

INCORRECT BACKGROUND

Nothing Beats Business Success, Inc.

March 1, 2014
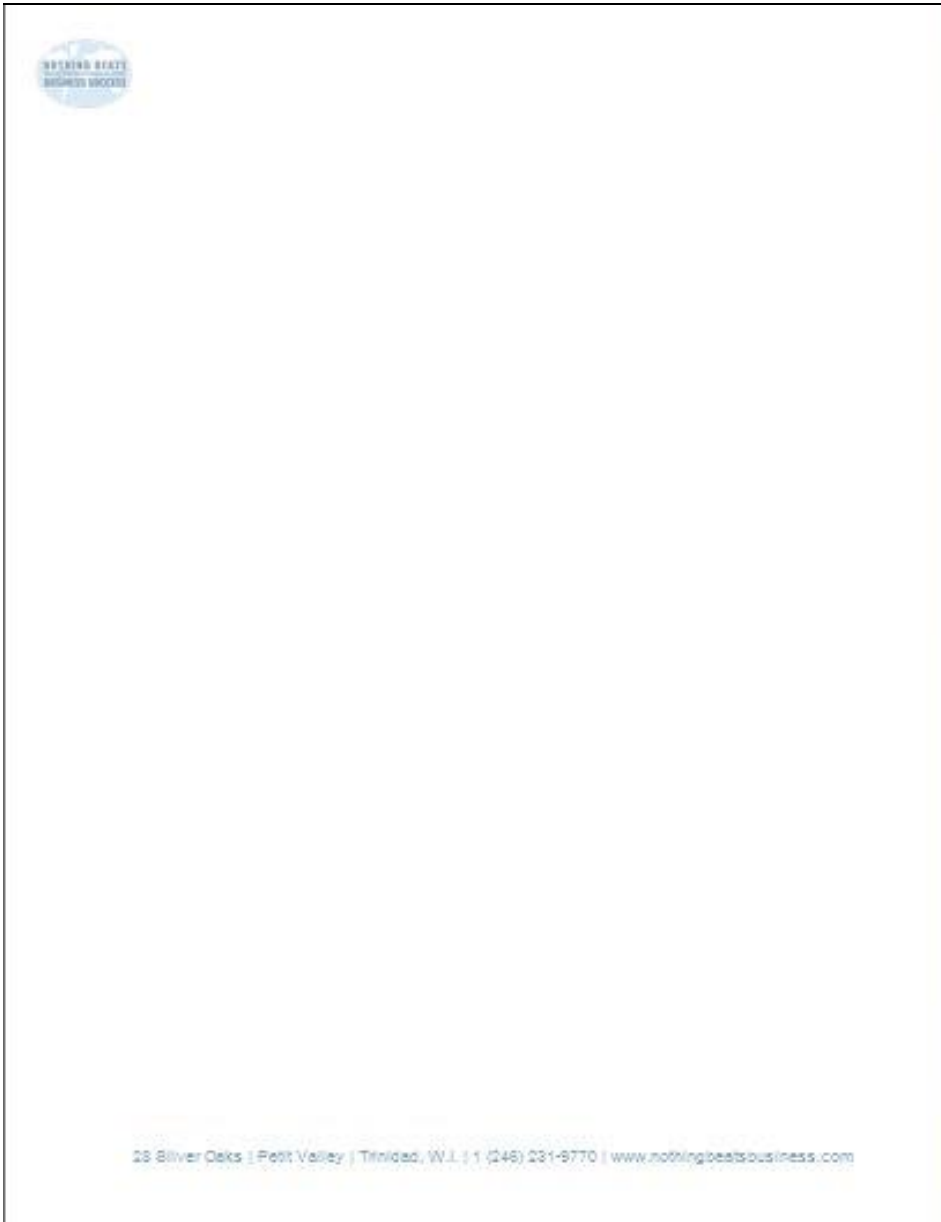
Corporate Fonts

All correspondence should only be created with the following fonts:

Letters, faxes, e-mails, memos, etc.

Heading:
Arial, 16 Pt., Bold

Sub-heading:
Arial, 14 Pt., Bold
Normal Text: Arial, 12 Pt., Plain
Footnote: Ariaal, 8 Point, Plain

Brochures, Product Slicks and other Printed Collateral:
(Font size as appropriate)

Standard Body Text:
Arial - Regular
Arial - Oblique
Arial - Bold
Arial - Bold Oblique

LOGO Font
IMPACT