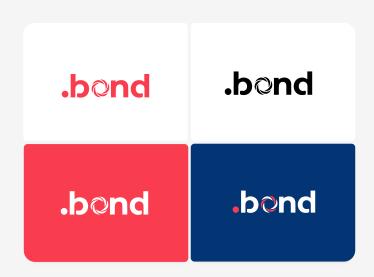
## PRIMARY LOGO

This primary logo is our favourite and should always be used when circumstances allow. This is the clearest way we can represent our company visually.

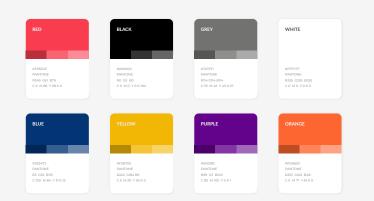
**.**b⊘nd

LOGO COLOR VARIATIONS



# COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating certain feelings to your audience.



### **INCORRECT USAGE**





Do not distort or stretch the logo.



Make sure the logo is never croppe or incomplete and always adheres the exclusion zone guidance.

**REACH OUT** 

www.nic.bond

# ICON

It's important to consider the different ways to use our logo. When circumstances do not allow for the use of the primary logo, you can use the icon.

### CLEAR SPACE AND MINIMUM SIZE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The clear space zone is measured by the logo height scaled down 50%.







To make sure our logo is always visible, we've determined a minimum display size for the digital and print applications.

### PRIMARY TYPOGRAPHY

### Montserrat

Montserrat is used for body text.



abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!@#\$%&.,?:;)

Avenir

Avenir is used for the logo wordmark, heading and subheadings.



abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 (!@#\$%&.,?:;)

### CORRECT USAGE

