



Corporate Brand
STYLE GUIDELINES

TABLE OF CONTENTS

THE LOGO	3
Standard logo: Specifications	4
Logo Usage	5
VISUAL IDENTITY	9
The Brand Colors	10
Photography: School	11
Photography: Corporate	12
Photography: Public Sector	13
Photography: Medical	14
Photography: Gain the Edge	15
Photography: Textural	16
Typography	17
Typography: Using Opens Sans	18
Typography: Secondary Typeface	19
Typography: Web Fonts	20

BUSINESS IDENTITY	21
Business Cards	22
Letterhead	23
Envelopes	24
Power Point	25
COMPANY CONTACT INFO	26

THE LOGO



Primary Logo

LOGO USAGE



CLEAR SPACE

Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure clear space by the height of negative space from the top of the N to the top of the swoosh.

Never allow typography or other elements to "invade" the logo.

MINIMUM SIZE

The logo should never be used on printed materials at a size less than 1".

LOGO USAGE (CONT.)



Primary Logo on dark background



Reverse Color Logo on dark background



Primary Logo on brand color backgrounds



White Logo on brand color backgrounds

PRIMARY LOGOS

There will be instances where the Primary Logo and Reverse Color Logo can appear on dark backgrounds and the brand colors. The goal is to always have the maximum amount of contrast between the colors and the background.

To promote a consistent brand image, the logo must remain unaltered. The following examples show correct usage.

WHITE LOGO

The White Logo can be used in instances where the Primary Logo or Reverse Color Logo will not work.

Because of the bright colors in the swoosh and the word Edge. The only difference with the White Logo is that NJ is switched from gray to white.

The White Logo should only be used as a last resort and care attention should be paid to its legibility.

LOGO USAGE (CONT.)



Acceptable usage



Unacceptable usage



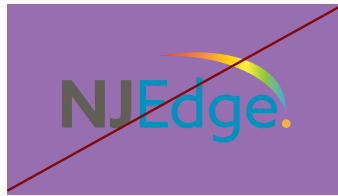
Acceptable usage



Unacceptable usage



Acceptable usage



Unacceptable usage



Acceptable usage



Unacceptable usage



The logo may not be used without the NJEdge symbol element.



Do not use the logo at an angle.

LOGO IN USE WITH NON-BRAND COLORS

While the NJEdge logo should be placed over the designation brand colors whenever possible, there may be instances where it will need to be used with other colors. The goal is to always have maximum contrast between the logo and the background color.

MODIFICATION

To promote a consistent brand image, the logo must remain completely unaltered. The following are some examples of incorrect usage.

LOGO USAGE (CONT.)



Unacceptable usage.
Background is too busy for logo to appear legible.



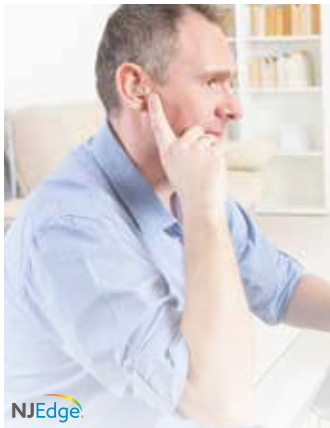
Unacceptable usage. Contrast in background is too similar for the logo to appear legible.



Unacceptable usage. Logo should not appear on a face.



Acceptable usage.



Acceptable usage.



Acceptable usage.

LOGO PLACEMENT ON PHOTOGRAPHY

When placing the NJEdge logo on top of photography it should be completely legible.

Do not place over backgrounds that are busy, causing the logo to become lost in the design.

Do not place the logo over photo areas that have a similar value as the full color or white logo.

Please consult the brand department with any questions regarding acceptable usage.

VISUAL IDENTITY

THE BRAND COLORS

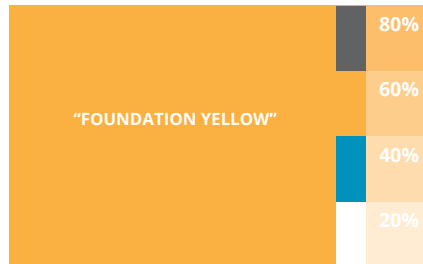
PRIMARY BRAND COLORS



C81/M29/Y13/K0
R0/G145/B189
HTML 0091BD

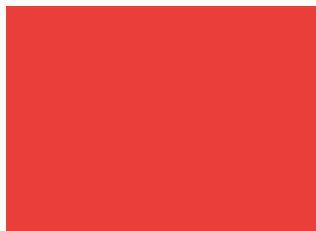


C0/M0/Y0/K76
R97/G98/B100
HTML 616264



C0/M35/Y84/K0
R250/G175/B67
HTML FBAF42

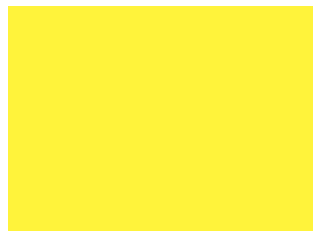
SECONDARY BRAND COLORS TO BE USED AS ACCENTS



C2/M91/Y84/K0
R234/G62/B56
HTML EA3E38



C1/M51/Y84/K0
R244/G146/B64
HTML F49240



C0/M0/Y86/K0
R255/G243/B59
HTML FFF33B



C50/M0/Y100/K0
R141/G98/B63
HTML 8DC63F

Gradient in NJEdge Swoosh



						
C2/M91/Y84/K0 Location: 4%	C2/M73/Y83/K0 Location: 20%	C1/M52/Y84/K0 Location: 37%	C1/M22/Y100/K0 Location: 4.14%	C0/M0/Y86/K0 Location: 68%	C50/M0/Y100/K0 Location: 83%	C70/M15/Y0/K0 Location: 100%

Each color in the NJEdge color palette represents a unique aspect of the comprehensive NJEdge brand.

For the purpose of keeping the NJEdge colors consistent throughout all uses, close attention to the print and digital color values is required.

Do not alter the secondary colors. In order to lighten the secondary colors for print backgrounds and watermarks, you may screen the colors at 80, 60, 40 and 20 percent.

PHOTOGRAPHY: SCHOOL



The photography system contains a mix of atmospheres and details, reflective interactions and point of view perspectives.

Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits)
- Reflect the dynamic urban atmosphere of the campuses
- Make enough impact to be used by themselves in a larger size
- Work together as small images in a grid format

PHOTOGRAPHY: CORPORATE



The photography system contains a mix of atmospheres and details, reflective interactions and point of view perspectives.

Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits)
- Reflect a positive and thoughtful corporate environment
- Make enough impact to be used by themselves in a larger size
- Work together as small images in a grid format

PHOTOGRAPHY: PUBLIC SECTOR



The photography system contains a mix of atmospheres and details, reflective interactions and point of view perspectives.

Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits)
- Reflect the collaborative nature of the Public Sector space
- Make enough impact to be used by themselves in a larger size
- Work together as small images in a grid format

PHOTOGRAPHY: MEDICAL

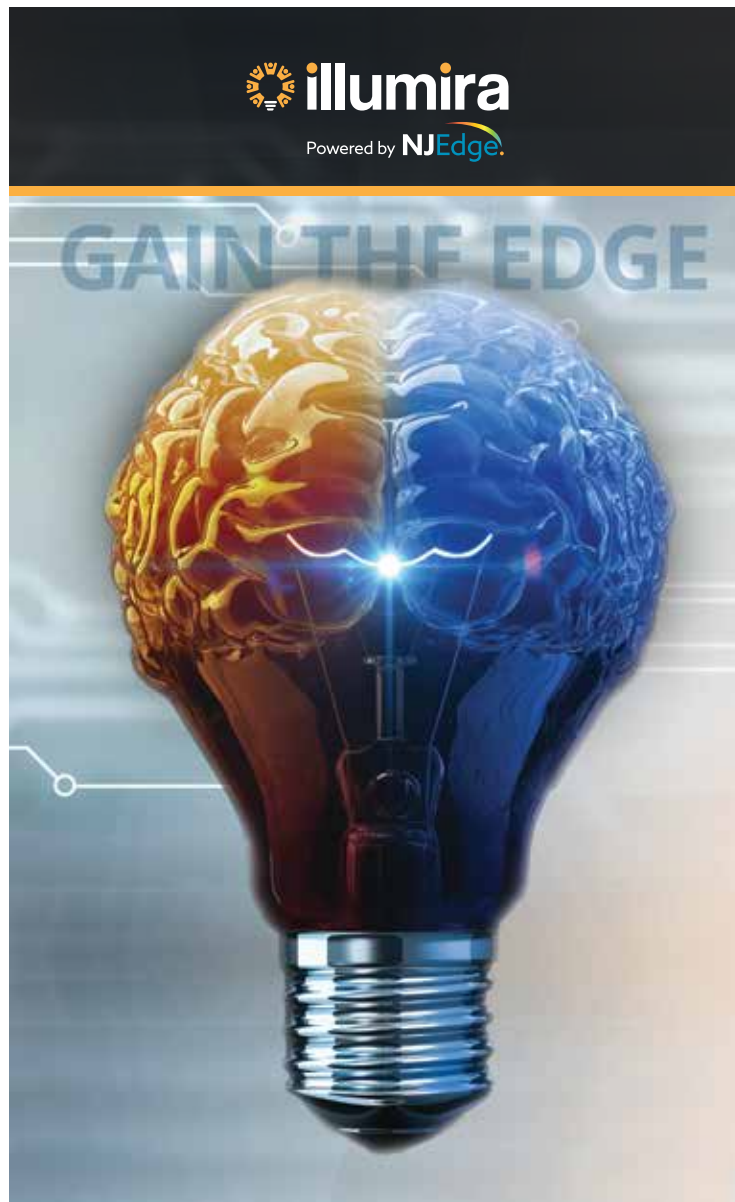
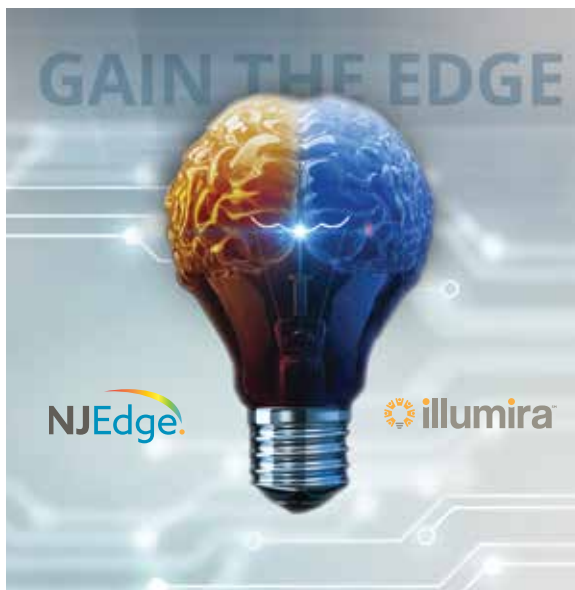
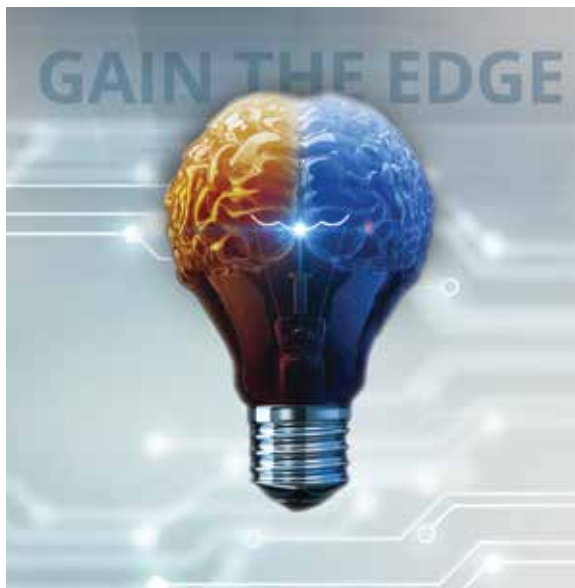


The photography system contains a mix of atmospheres and details, reflective interactions and point of view perspectives.

Although your photography selections are determined by the needs of the individual project, generally we recommend images that:

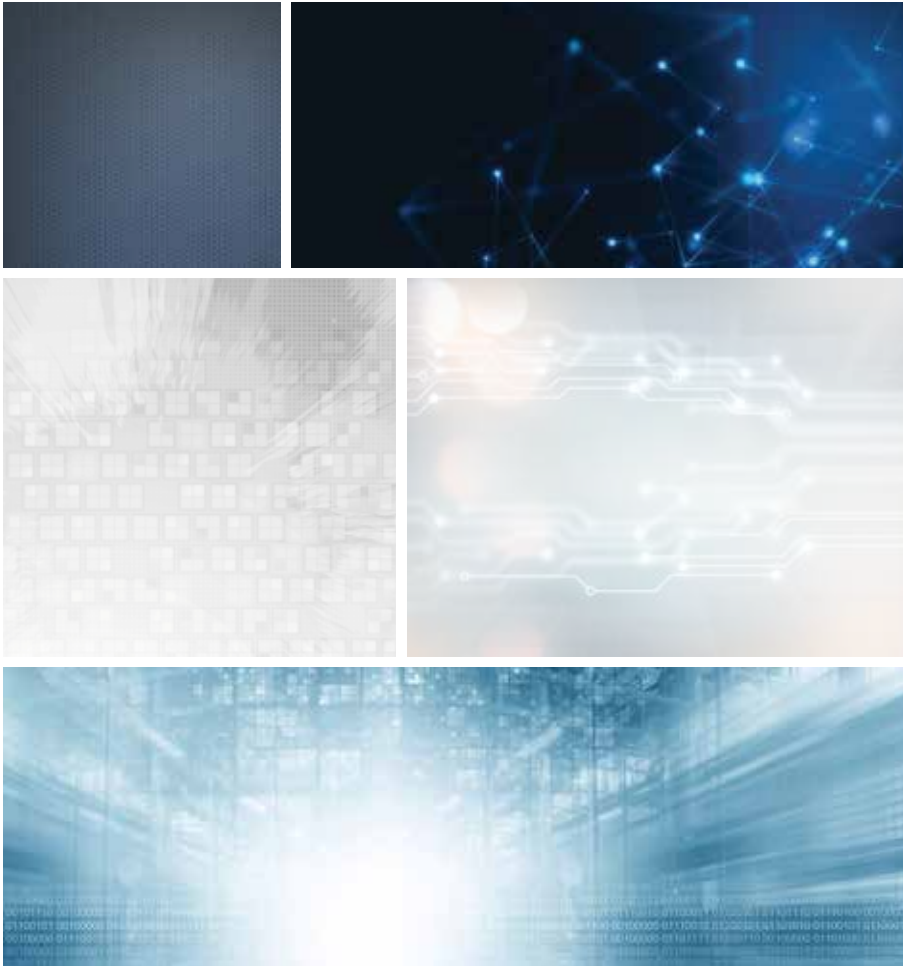
- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits)
- Reflect all aspects of the medical field
- Make enough impact to be used by themselves in a larger size
- Work together as small images in a grid format

PHOTOGRAPHY: GAIN THE EDGE



The 'Gain the Edge' image is a statement piece of designed photography that can be used with and without logos. Examples of a no logo version, one logo version and two-logo version are included at left.

PHOTOGRAPHY: TEXTURAL



BACKGROUND TEXTURES

- Subtle
- Non-Descript
- Overlay brand colors

Open Sans is your corporate print and web typeface.

Open Sans Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Open Sans Light

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Open Sans Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Open Sans Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Open Sans Semibold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Open Sans Semibold

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890***

Open Sans Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890***

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter-forms.

This is the primary print font. It should be used whenever possible to reinforce the brand.

TYPOGRAPHY: USING OPEN SANS

6pt. | +20 Tracking | 9 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

9pt. | +10 Tracking | 13 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

11pt. | 0 Tracking | 15 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

14pt. | 0 Tracking | 19 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

18pt. | -10 Tracking | 22 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

24pt. | -10 Tracking | 30 Line Spacing

Opens Sans should be used whenever possible, especially in printed materials. As with any font, attention to kerning and line height is important.

DETAILS ON FONT USAGE

- Never use the Open Sans font smaller than 6pt. font
- Avoid hyphenating whenever possible
- Set all body copy at justified left
- Never justify left and right

Helvetica is your secondary typeface.

Helvetica Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Light Oblique

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Regular Oblique

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica Bold Oblique

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

If Open Sans is not available for use, please default to Helvetica for communication.

Open Sans is your primary web font.

Droid Sans should be used as the secondary font.

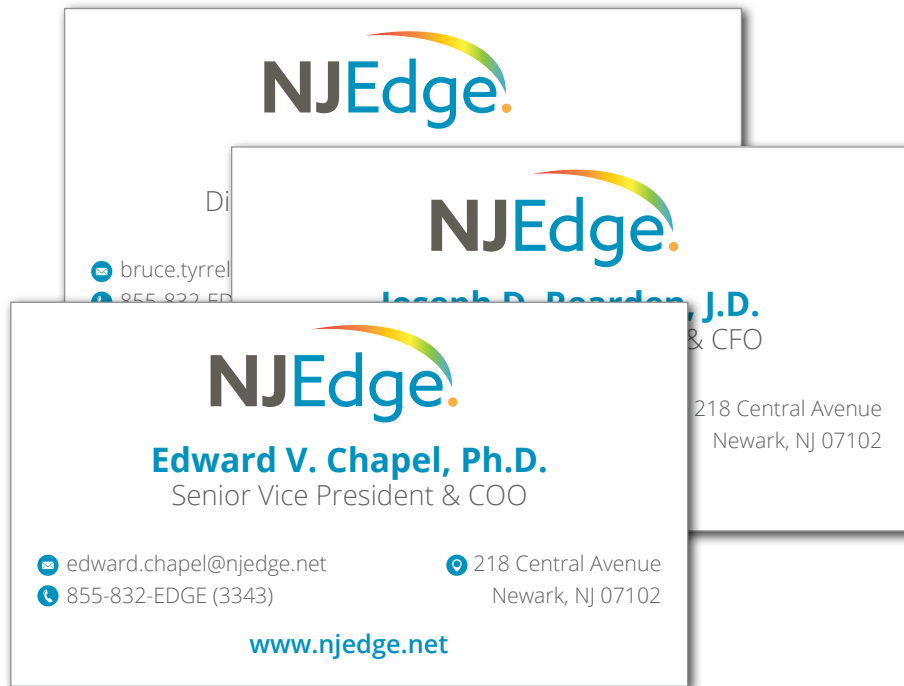
Lato should be used as the tertiary font.

For use in online forms, Open Sans should be used whenever possible. If Open Sans is unavailable, Droid Sans may be used. If Droid Sans is unavailable then use Lato.

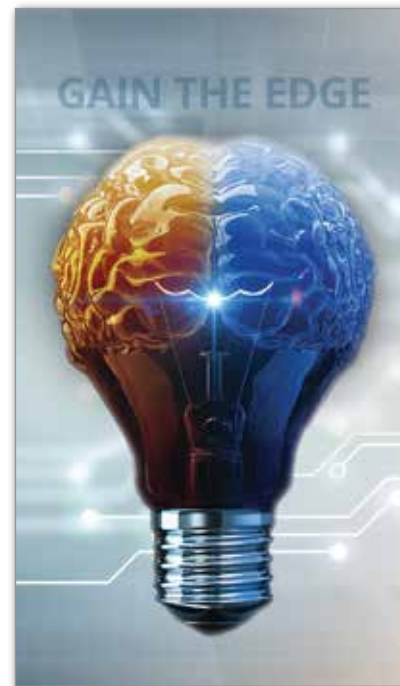
```
{font-family: 'Open Sans', 'Droid Sans',  
Lato, 'sans-serif'}
```

BUSINESS IDENTITY

FRONT



BACK



10 X 13 ENVELOPE


218 Central Avenue
Newark, NJ 07102
855-832-EDGE (3343)
www.njedg.net

#10 ENVELOPE


218 Central Avenue
Newark, NJ 07102
855-832-EDGE (3343)
www.njedg.net

No matter what the size of envelope the return address block should be the same size.

LETTERHEAD



218 Central Avenue, Newark, NJ 07102 | 855-832-EDGE (3343) | www.njedge.net

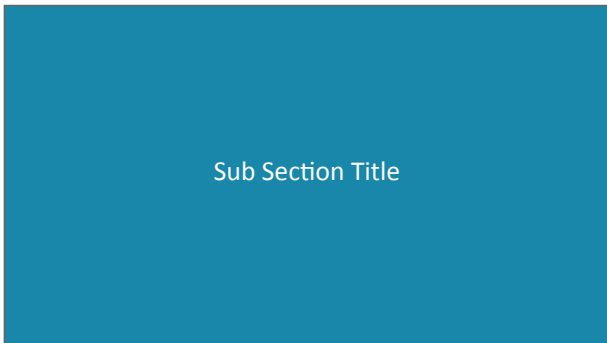
Use Open Sans as the font for letters. If Open Sans is unavailable, use the secondary typeface, Helvetica.

If a letter is multiple pages, use a blank sheet of paper after the first page.

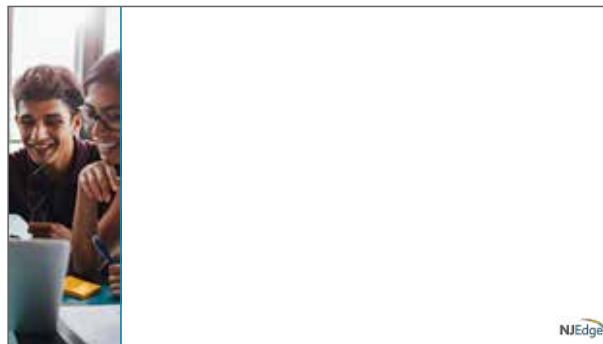
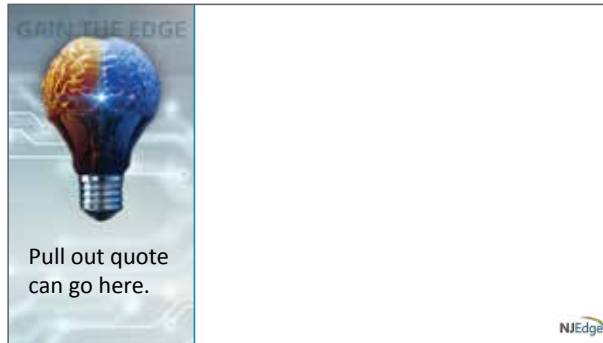
COVER SLIDES



SECTION DIVIDER SLIDES



CONTENT SLIDES



Typography: Use the default font Calibri or similar San Serif typeface.


Cover: Use an image for the complete background. Include the NJEdge logo, choose the appropriate color or white version depending on the photo. Lastly include the title of the Power Point. If needed a subtitle as well.

Section Divider Slides: Keep these simple with the solid "Edge Blue" color. Include the title of the Section.

Content Slides: Logo remains in the bottom right hand corner of each slide. Choose from a basic plain slide with the "Edge Blue" header. This is great for a lot of content or a list. Use the "Gain the Edge" and put an important message pulled from the content on the right below the light bulb. Or pick an image to run along the left hand side as an accent of the content.



 218 Central Avenue | Newark, NJ 07103

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