



THE NATION'S NONPROFIT TECHNOLOGY CONSORTIUM

Corporate
STYLE GUIDELINES

THE LOGO



THE NATION'S NONPROFIT TECHNOLOGY CONSORTIUM

Primary Logo with Single Line Tagline



THE NATION'S NONPROFIT
TECHNOLOGY CONSORTIUM

Primary Logo with Dual Line Tagline



Primary Logo

LOGO USAGE



Primary Logo Spacing



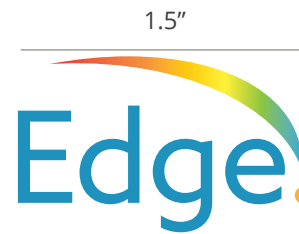
Primary Logo with Single Line Tagline



Primary Logo with Dual Line Tagline



THE NATION'S NONPROFIT TECHNOLOGY CONSORTIUM



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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 E to the top of the swoosh. Never allow typography or other elements to "invade" the logo.



MINIMUM SIZE

The logo alone should never be used on printed materials at a size less than 1". The logo with single line tagline should never be printed on materials at a size less than 2". The logo with dual line tagline should never be printed on materials at a size less than 1.5".

WHEN TO USE TAGLINE LOGO

Upon first visual reference of the logo the tagline versions should be used. This is determined by design space. The single line tagline logo should also be used in horizontal design space. The dual line tagline logo should also be used in vertical design space. The logo without tagline should be used when design space does not allow for tagline logos to be used at minimum size or larger.

LOGO USAGE (CONT.)



Primary Logo on dark background



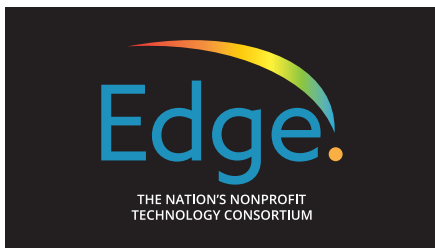
Primary Logo on brand color backgrounds



Primary Logo Single Line Tagline
on dark background



Primary Logo Single Line Tagline on brand color backgrounds



Primary Logo Dual Line Tagline
on dark background



Primary Logo Dual Line Tagline on brand color backgrounds

PRIMARY LOGOS

There will be instances where the Primary 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.

Color change to white for the tagline text is accepted for maximum contrast.

LOGO USAGE (CONT.)



Acceptable usage



Unacceptable usage



Acceptable usage



Unacceptable usage



Acceptable usage



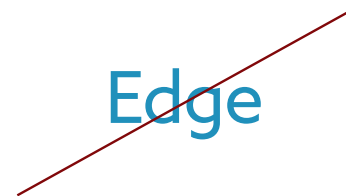
Unacceptable usage



Acceptable usage



Unacceptable usage



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



Do not use the logo at an angle.

LOGO IN USE WITH NON-BRAND COLORS

While the Edge logo should be placed over the designated 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.)



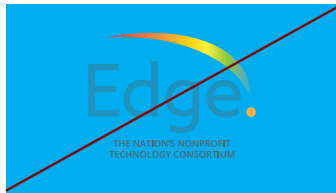
Acceptable usage



Unacceptable usage



Acceptable usage



Unacceptable usage



Acceptable usage



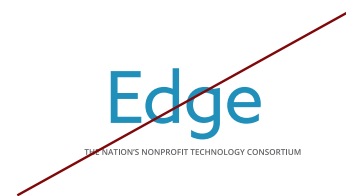
Unacceptable usage



Acceptable usage



Unacceptable usage



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



Do not use the logo at an angle.

TAGLINE LOGO IN USE WITH NON-BRAND COLORS

While the Edge logo with tagline should be placed over the designated 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.

The same logo usage rules apply to both the single line and dual line tagline logos.

MODIFICATION

To promote a consistent brand image, the logo must remain completely unaltered while the tagline may change color to white, to always have the maximum contrast between the text and the background color. 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 Edge 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 logo.

Please consult the brand department
with any questions regarding
acceptable 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.

TAGLINE LOGO PLACEMENT ON PHOTOGRAPHY

When placing the Edge logo with tagline on top of photography it should be completely legible.

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

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

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

The same logo usage rules apply to both the single line and dual line tagline logos.

EDGE LINE OF BUSINESS SOLUTIONS

EdgeNet



C90/M30/Y95/K30
R0/G104/B56
HTML 006838

EdgeMarket



C0/M100/Y100/K0
R237/G28/B36
HTML ED1C24

EdgeXchange



C0/M0/Y0/K100
R0/G0/B0
HTML 000000

EdgeLearn



C74/M100/Y6/K0
R105/G45/B135
HTML 692D87

EdgeSecure



C100/M57/Y13/K32
R0/G76/B123
HTML 004C7B

EdgePro



C100/M69/Y0/K40
R0/G58/B117
HTML 003A75

EdgeCloud



C50/M0/Y100/K0
R141/G198/B63
HTML 8DC63F

EdgeEvents



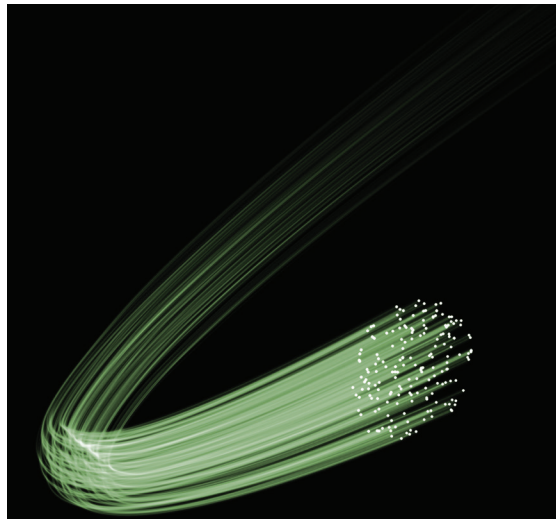
C81/M29/Y14/K0
R0/G145/B189
HTML 0091BD

EdgeTV



C0/M35/Y84/K0
R250/G175/B67
HTML FAAF43

THEME, TAGLINE, AND USAGE:
LINE OF BUSINESS SOLUTIONS



THEME, TAGLINE, AND USAGE:
LINE OF BUSINESS SOLUTIONS



Security



Pro



Learn

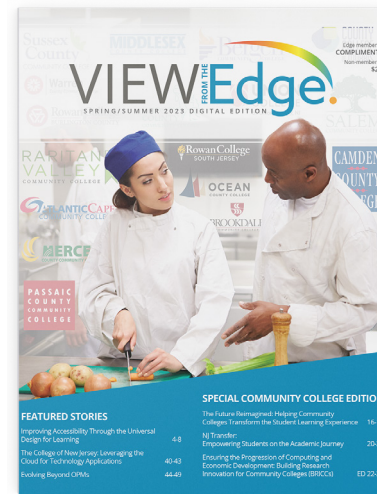


Cloud

THEME, TAGLINE, AND USAGE:
LINE OF BUSINESS SOLUTIONS



PUBLICATIONS



VISUAL IDENTITY

THE BRAND COLORS

PRIMARY BRAND COLORS



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

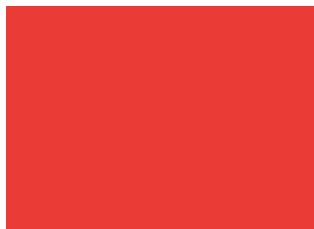


C0/M0/Y0/K76
R97/G98/B100
HTML 616264



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

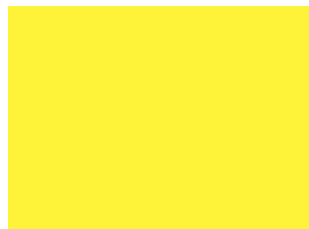
SECONDARY BRAND COLORS TO BE USED AS ACCENTS



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



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

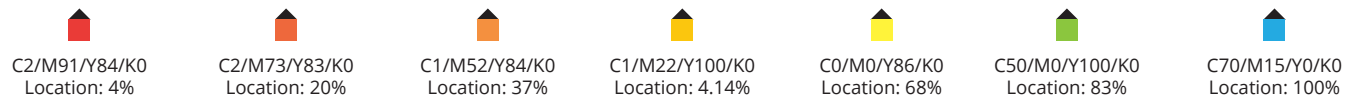


C0/M0/Y86/K0
R255/G243/B59
HTML FFF33B



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

Gradient in Edge Swoosh



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

For the purpose of keeping the Edge 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



BACKGROUND TEXTURES

- Subtle
- Non-Descript
- Overlay brand colors

Open Sans is your corporate print and web typeface.

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Light

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Open Sans Semibold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Open Sans Semibold

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Open Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz
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.

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'}
```



625 Broad Street, Suite 260 | Newark, NJ 07103



855-832-EDGE (3343)



info@njedge.net



njedge.net