

standard

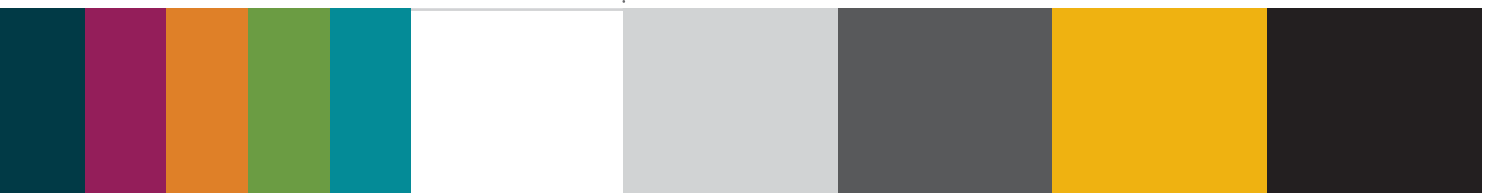


an informative
guide for the use
of our logos



Table of Contents

- 2 The National Group logos
- 3 Horizontal logo options
- 4 Vertical logo options
- 5 Minimum safety area
- 6 Typography
- 8 Approved colors
- 9 Vehicle Application



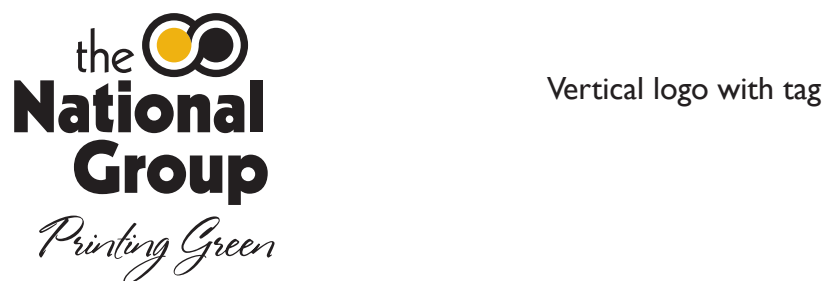
The logos

The National Group uses two logos — one for vertical applications and one for horizontal use.



Logos with tagline

When possible the tagline should be used along with The National Group logo. The supplied logo art with tagline should be used in such instances. NEVER set the tagline in another type face.



Horizontal logo options

When possible the two-color version of the logo should be used. On occasion there will be a need for alternative treatments. Below are the five logos approved for use in any application. All versions can be used with or without the tagline.



The two-color logo is always preferred.



A solid black logo should be used for newsprint, fax cover sheets, or any application where black is the only color option.



A solid gold logo should be used when one spot color is used. The approved gold is Pantone 1245.



The two-color reversed logo should be used against dark backgrounds when necessary.



A solid white or reversed logo should be used against dark backgrounds when a spot color is not available.

Vertical logo options

When possible the two-color version of the logo should be used. On occasion there will be a need for alternative treatments. Below are the five logos approved for use in any application. All versions can be used with or without the tagline.



The two-color logo is always preferred.



A solid black logo should be used for newsprint, fax cover sheets, or any application where black is the only color option.



A solid gold logo should be used when one spot color is used. The approved gold is Pantone 124.



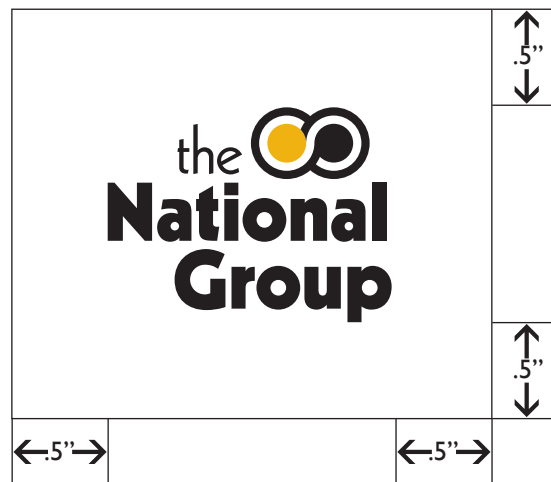
The two-color reversed logo should be used against dark backgrounds when necessary.



A solid white or reversed logo should be used against dark backgrounds when a spot color is not available.

Minimum safety area

It is best to leave as much white space around the logo as possible. Below are the guidelines for minimum amount of space that must surround the logo.



Typography

Two san serif typefaces are approved for use with The National Group logos.
All formats of Gill Sans and Trade Gothic typefaces shown are acceptable for use.

Gill Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

.,:;’”“‘?/!@
#\$%^&*()_ - = +

The quick brown fox jumps
over the lazy dog.

Trade Gothic Bold Condensed

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

.,:;’”“‘?/!@
#\$%^&*()_ - = +

The quick brown fox jumps
over the lazy dog.

Trade Gothic Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

.,:;’”“‘?/!@
#\$%^&*()_ - = +

The quick brown fox jumps
over the lazy dog.

Trade Gothic Bold Oblique

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

.,:;’”“‘?/!@
#\$%^&*()_ - = +

*The quick brown fox jumps
over the lazy dog.*

Typography

One serif typeface is approved for use with The National Group logos.
All formats of the Minion Pro typeface shown are acceptable for use.

Minion Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

. , : ; ' ” “ ‘ ? / ! @
\$ % ^ & * () _ - = +

The quick brown fox jumps
over the lazy dog.

Minion Pro Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

. , : ; ' ” “ ‘ ? / ! @
\$ % ^ € * () _ - = +

*The quick brown fox jumps
over the lazy dog.*

Minion Pro Medium

The quick brown fox jumps over the lazy dog.

Minion Pro Medium Italic

The quick brown fox jumps over the lazy dog.

Minion Pro Semibold

The quick brown fox jumps over the lazy dog.

Minion Pro Semibold Italic

The quick brown fox jumps over the lazy dog.

Minion Pro Bold

The quick brown fox jumps over the lazy dog.

Minion Pro Bold Italic

The quick brown fox jumps over the lazy dog.

Approved colors

The approved colors below are to suggested colors to use in artwork when printing with any of The National Group logos. Primary color palettes are shown with suggested secondary colors below for use in artwork.

Primary Palette



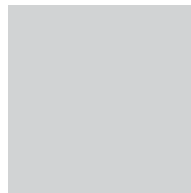
Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Web: 000000
PMS: Process Black



Gold
C: 0 M: 28 Y: 100 K: 6
R: 238 G: 177 B: 17
Web: 000000
PMS: 124



80% Black
C: 0 M: 0 Y: 0 K: 80
R: 88 G: 89 B: 90
Web: 58595B



20% Black
C: 0 M: 0 Y: 0 K: 20
R: 209 G: 211 B: 212
Web: D2D3D5



White
C: 0 M: 0 Y: 0 K: 0

Secondary Palette



C: 83 M: 27 Y: 36 K: 5
R: 3 G: 139 B: 151
Web: 038B97



C: 66 M: 23 Y: 100 K: 0
R: 107 G: 156 B: 67
Web: 6B9C43



C: 11 M: 59 Y: 100 K: 0
R: 223 G: 128 B: 39
Web: DF8026



C: 37 M: 100 Y: 40 K: 15
R: 148 G: 30 B: 90
Web: 941E5A



C: 95 M: 64 Y: 53 K: 46
R: 1 G: 58 B: 70
Web: 013946

Vehicle Application

Suggested locations for vinyl application on delivery vehicles.



The National Group

627 South Earl Ave.
Lafayette, IN 47904
Phone: (765) 447-6868
Toll-Free: (800) 953-0044
Fax: (765) 448-9603
tnginfo@thenational-group.com

