



NORTH SHORE  
DIGITAL

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STYLE SHEET

2023





# PRIMARY LOGO

The North Shore Digital (NSD) brand includes a primary logo to be used throughout branding materials. The primary logo consists of a graphic icon combined with a wordmark. The logo should be used in the primary brand colours for main marketing materials (such as business cards and website navigation), but can also be used in black and white on various promotional products and packaging. Always follow the Style Sheet when using both primary logo and wordmark to ensure consistency.



Primary Logo - Vertical



Primary Logo - Horizontal

NORTH SHORE  
DIGITAL

Wordmark



Icon



NORTH SHORE  
DIGITAL

Reverse Logo - Vertical



Reverse Logo - Horizontal

# SIZE & SPACE

## EXCLUSION ZONE

To protect the visual integrity of the NSD logo, you must secure the proper exclusion zone. This clear space surrounding the logo guarantees it will always be noticeable and legible.

To ensure other visual objects do not encroach on the clear space surrounding the logo, always leave a distance equivalent to the height of "DIGITAL" in the logo. This is a scalable measurement, so no matter how big (eg. billboards) or how small (eg. business cards) your logo is, an appropriate amount of clear space will surround it.

## MINIMUM SIZE

To ensure the logo can always be seen and read properly, it should not be used at a size smaller than 2 inches in width for the horizontal version. For vertical version or icon, the minimum size usage should be 1 inch in width.





X = HEIGHT OF "DIGITAL"

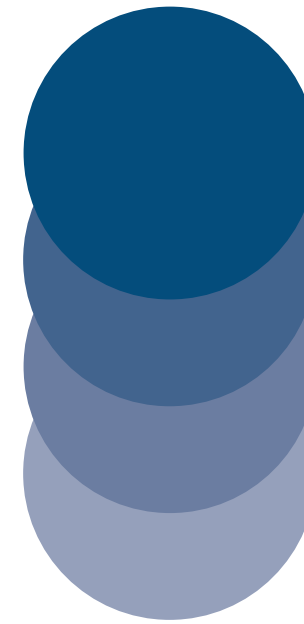
# BRAND COLOURS

The NSD Brand includes two primary colours. The Brand Colours are used within the NSD logo and throughout all digital and print materials, including both internal and external documents, website, and marketing assets.

The two distinctive NSD Colours should be strictly adhered to, to enable brand consistency and recognition.

Tints and shades of the Brand Colours should only be used on background assets and graphics.

## PRIMARY COLOURS



### BLUE

PANTONE P 111-8 C

CMYK: 100 - 73 - 28 - 11

RGB: 0 - 78 - 124

HEX: #004E7C



### TURQUOISE

PANTONE P 122-7 C

CMYK: 82 - 24 - 33 - 1

RGB: 0 - 149 - 165

HEX: #0095A5

# Urbanist

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## Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

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## Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

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## Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

# TYPOGRAPHY

## LOGO FONTS

The NSD branding is reflected in the strong and sleek typography.

There are three weights of the typeface **Urbanist** used within the logo. It is important to use this typeface to ensure consistency across all visual aspects of the NSD materials. All weights of Urbanist can be used.

Urbanist is a Google Font and can also be used on web and for digital purposes.

# SUB-BRAND LOGOS

There are five sub-brands under the NSD umbrella: Landscaper Marketing, Home Services Marketing, Electrician Marketing, Schools Marketing, and Financial Services Marketing. All of these sub-brand logos follow the same layout and style, with the exception of a unique sub-brand colour for each. The sub-brand logos consist of a wordmark, followed by the "Powered by North Shore Digital" tag. The logos can also be used without the tag when appropriate. Each wordmark included an identifying graphic which can be used separately as an icon. The logos should be used in the sub-brand colours for main marketing materials (such as business cards and website navigation), but can also be used in black and white on various promotional products and packaging. Always follow the Style Sheet when using both primary logo and wordmark to ensure consistency.

LANDSCAPER  
MARKETING

POWERED BY **ND** NORTH SHORE  
DIGITAL

Primary Sub-Brand Logo

POWERED BY **ND** NORTH SHORE  
DIGITAL

Sub-Brand Tag



Sub-Brand Icon



# LANDSCAPER MARKETING

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POWERED BY **ND** NORTH SHORE  
DIGITAL

# SCH<sup>BOOK</sup>LS MARKETING

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POWERED BY **ND** NORTH SHORE  
DIGITAL

# HOME SERVICES MARKETING

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POWERED BY **ND** NORTH SHORE  
DIGITAL

# FINANCIAL \$SERVICES MARKETING

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POWERED BY **ND** NORTH SHORE  
DIGITAL

# ELECTR<sup>⚡</sup>CIAN MARKETING

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POWERED BY **ND** NORTH SHORE  
DIGITAL

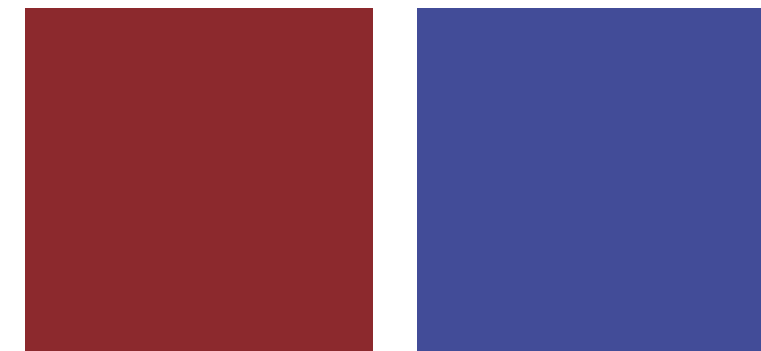
# SUB-BRAND COLOURS

The five sub-brands each have their own a unique brand colour. The Sub-Brand Colours are used within the logos and throughout all digital and print materials, including both internal and external documents, website, and marketing assets.

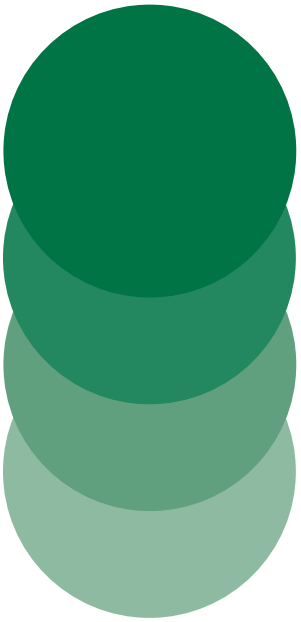
The Sub-Brand Colours should be strictly adhered to, to enable brand consistency and recognition.

Tints and shades of the Sub-Brand Colours should only be used on background assets and graphics.

## NSD COLOUR PALETTE



SUB-BRAND COLOURS



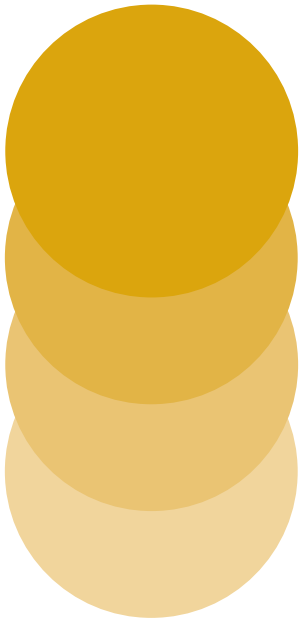
LANDSCAPER

PANTONE P 141-7 C

CMYK: 88 - 30 - 89 - 18

RGB: 12 - 117 - 71

HEX: #0C7547



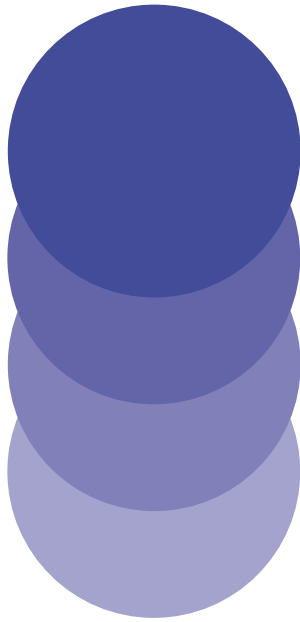
ELECTRICIAN

PANTONE P 10-16 C

CMYK: 15 - 34 - 100 - 0

RGB: 219 - 168 - 39

HEX: #DBA827



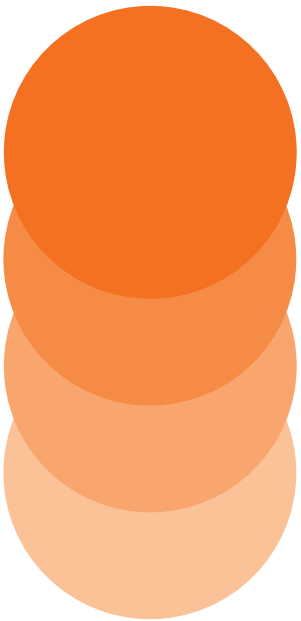
FINANCIAL SERVICES

PANTONE P 99-15 C

CMYK: 87 - 80 - 5 - 0

RGB: 65 - 78 - 154

HEX: #414E9A



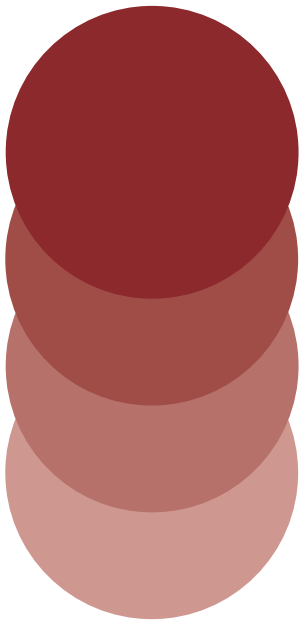
HOME SERVICES

PANTONE P 30-8 C

CMYK: 0 - 68 - 96 - 0

RGB: 244 - 116 - 39

HEX: #F47427



SCHOOLS

PANTONE P 56-15 C

CMYK: 28 - 93 - 80 - 127

RGB: 144 - 43 - 48

HEX: #902B30

# FILE TYPE GUIDELINES

These are the file types that have been included in your logo pack. Each file type serves a different purpose.

**EPS: For print, by a print shop.**

EPS files are most commonly used by designers to transfer an image or artwork, generally a vector file into another application. Vector-based EPS files are scalable to any size. EPS files can be opened using Adobe Illustrator, Freehand, or Adobe Photoshop. A vector EPS file is one of the most preferred formats by printers, promotional product companies, silk screeners, banner and sign companies, and other third party creatives.

**PDF: For print, by a print shop or in-house.**

A PDF is a universal file format that preserves/embeds the fonts, images, layout and graphics of any source document, regardless of the application used to create it. PDF files can be shared, viewed and printed by anyone with the free Adobe Reader software. Some PDF files can be used for commercial, digital, and/or desktop printing.

**JPG: For the web, with a white background.**

A JPG file is a compressed image file that does not support a transparent background. The level of compression in JPG files can vary in resolution with high quality for desktop printing, medium quality for web viewing and low quality for email. When compressed repeatedly the overall quality of a JPG image is reduced.

**PNG: For the web, transparent background.**

The PNG file format is most commonly used for use online and on websites due to their low resolution. PNG files are bitmap images that employ lossless data compression, and like GIF files, PNG files can be created with a transparent background.





## COLOUR

- Promo items
- Signage
- Web + Print Spot Treatment

## BLACK

- Overlay light colours
- Overlay light images
- Black & white advertising
- Etching
- Photocopying & Faxing

## WHITE

- Overlay dark colours
- Overlay dark images



## CONTACT

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