

LOGO & IDENTITY SYSTEM

The Norvado logo and branding system is designed to marry the appeal of north woods with innovative Internet, television, and telephone solutions.

Our circle logo encapsulates a directional arrow as an iconic pine tree to signify our true north is to serve our great customers in the north woods. And we're always here to show them the way.



LOGO USAGE

The Norvado logo should be used often, but handled with care. Always be sure to use approved electronic formats of this logo in the proper resolution. Regardless of the application, we've outlined a few guidelines to help you make the right decisions.

FOR PRINT

Always use a vector format logo. The file extension would be .ai, .eps, or .pdf. If a .jpg or .tiff is required, make sure it is 300 dpi so it does not get pixelated when printed.

FOR WEB

The logo can be used at 72 dpi but should be used as a larger size if it starts to look pixelated. Make sure the logo is always shown at 100% of its original size.

LOGO GUIDELINES

To establish and maintain a strong, consistent brand, only use approved brand colors and never alter the shape or design of it.

IDEAL

The ideal logo should be shown in its green color, with at least ½" of clear space around it, when possible.

REVERSED

When over a block of color of busy background image, our all-white logo should be used.



LOGO USAGE VIOLATIONS

The logo should not be manipulated in any way. Examples shown below are non-acceptable logo treatments.



DO NOT stretch the logo disproportionately



DO NOT apply any effects such as dropshadow, glow, or outlines



DO NOT change the colors of the logo



DO NOT move any parts of the logo



DO NOT remove any parts of the logo



DO NOT place logo over busy backgrounds

TYPOGRAPHY

Two families of type have been established to keep all marketing communications consistent and on brand.

HEADLINES & INTRO COPY

Lapture

Caption Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

BODY & SUPPORTING COPY

Roboto

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & @ % ***

COLORS

Our colors are just as important as our brand. It builds instant recognition and trust. Here are our core colors for our palette.

PRIMARY PALETTE		SECONDARY PALETTE	
FERN PMS 375C C47 M0 Y100 K0 R147 G213 B0 #93d500	PINE PMS 3302C C47 M47 Y67 K42 R0 G76 B70 #004c46	LAKE PMS 3288C C100 M23 Y73 K9 R0 G128 B101 #008065	MAGIC HOUR PMS 153C C20 M65 Y100 K7 R192 G107 B19 #c06b13
		SKY PMS 299C C47 M47 Y67 K42 R0 G76 B70 #00a0df	LICHEN PMS 396C C17 M1 Y100 K0 R224 G223 B0 #e0df00
		STONE PMS Cool Gray 11 C66 M58 Y52 K29 R83 G84 B89 #54565a	