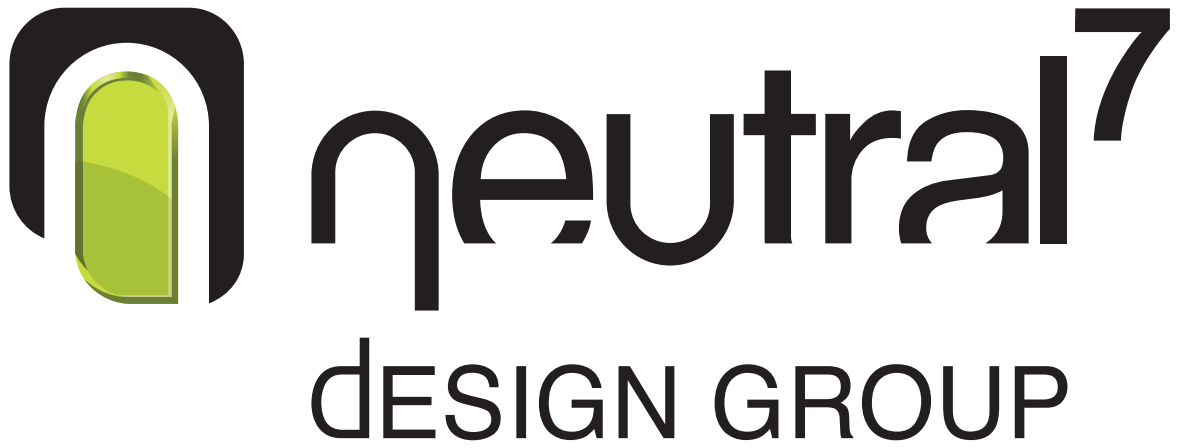




2.0

n7 identity manual



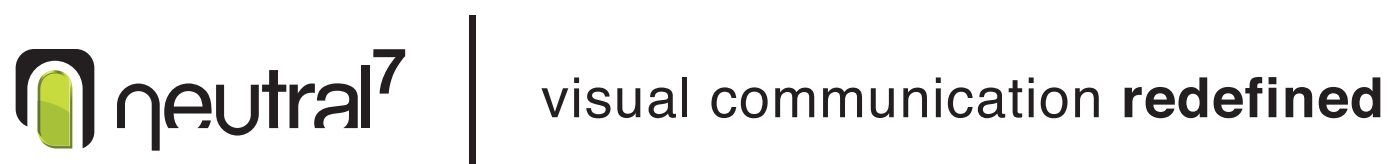


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HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^*()+

BRAND COMPONENTS - COLOR PALETTE (PRINT & WEB)



PANTONE
390 C

CMYK Reference: C 22 M 0 Y 100 K 8
RGB Reference: R 193 G 205 B 35
HTML B5C61D



PANTONE
376 C

CMYK Reference: C 50 M 0 Y 100 K 0
RGB Reference: R 141 G 198 B 63
HTML 7CBE31



PANTONE
Black

CMYK Reference: C 0 M 0 Y 0 K 100
RGB Reference: R 0 G 0 B 0
HTML 000000

BRAND COMPONENTS - COLOR SPECIFICATIONS



FULL COLOR - WHITE



FULL COLOR - BLACK



GRAYSCALE - WHITE



GRAYSCALE - BLACK



ONE COLOR - WHITE



ONE COLOR - GREEN

BRAND COMPONENTS - INCORRECT LOGO TREATMENTS



DIFFERENT LAYOUT



MISSING ICON



MISSING NAME



DIFFERENT COLORS



ROTATED



OLD LOGO



DIFFERENT FONT



I HEART N7 DESIGN

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