



Brand Guidelines

July 2023

The Logo



Primary NTC logo. The full NTC logo signature consists of the company name and Lion symbol. For use on light-colored backgrounds or light-toned photographic backgrounds..



NTC logo (reversed). All-white version of the NTC logo signature. For use on solid-color backgrounds or darker-toned photographic backgrounds.



NTC logo (black). All-black version of the NTC logo signature. For use only when color printing is not available.

Brand components

Typography

Headings should be set in Arno Pro Regular. Body copy and other smaller text should be set in Azo Sans. If font files are unavailable for these typefaces, headings may be set in Palatino, with body copy set in Raleway. OpenType font files for Arno Pro and Azo Sans are available for download from the NTC Brand Hub at <https://ntcgroup.com/brand>

Arno Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Azo Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Colors

The primary NTC brand colors are PMS 7621 (red) and PMS 877 (metallic silver), spot colors from the Pantone matching system. Two shades of blue (PMS 534 and 7454 may be used as secondary / accent colors where needed.

CMYK and RGB formulas are provided below for onscreen use or cases where spot color printing is not available.



PMS 7621
R172 G34 B40
Hex #ab2328
C0 M80 Y77 K33



PMS 877
R138 G141 B143
Hex #8a8d8f
C3 M1 Y0 K44



PMS 534
R34 G105 B52
Hex #ac2228
C22 M99 Y95 K14



PMS 7454
R96 G161 B200
Hex #60a1c8
C47 M21 Y0 K29

Proper logo usage



Clear space. The NTC logo signature should have enough clear space around all edges to preserve legibility and brand clarity. Sufficient clear space should equal, at minimum, the height of the word "Group" in the logo.



Photographic backgrounds. The primary logo may be used over light-toned or reduced-opacity photographic backgrounds. In the above left example, the photograph has been reduced to 15% opacity. The white version of the logo may be used over dark-toned photographic backgrounds when an 85% opaque overlay of a brand color or gradient combination of brand colors is also used, as in the above right example.

Improper logo usage



Insufficient clear space. Design elements or text boxes should not be placed within the preferred clear space area around the logo (see previous page)



Illegible / off-brand backgrounds. Background photographs should not be so dark as to compromise the illegibility of the logo. Solid color backgrounds should be consistent with the NTC brand color palette.



Re-coloring the logo. Only approved NTC logos should be used —do not re-color the logo with non-brand colors.



NTCgroup.com/brand