

Next Level Resource: Style Guide

This style guide details how Next Level Resource can use the Next Level Resource logo and other branding elements. Consistent and clear use of the logo will strengthen Next Level Resource because it connotes professionalism, purpose and stability. You are encouraged to use the logo on all communication products and materials for Next Level Resource. The logo aims to be the consistent brand element across all events and promotional materials.

THE LOGO

The logo comes in four variations:

1 Logotype

Use whenever possible

2 Horizontal Logotype

Use in UI with limited space

3 Glyph

Use in UI with limited space

4 Outlined glyph

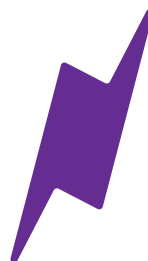
Use in UI with limited space



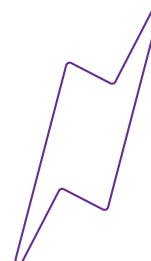
①



②



③



④

Keep the logo free of taglines and mottos.
Be sure not to embellish the logo with shadows, patterns or intricate backgrounds.

MINIMUM SIZE

The Next Level Resource logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. Though there are varying applications required of the logo, for readability it's best to not go below 35 mm for the main logotype and 50 mm for the horizontal logotype.

EXAMPLE 35 mm

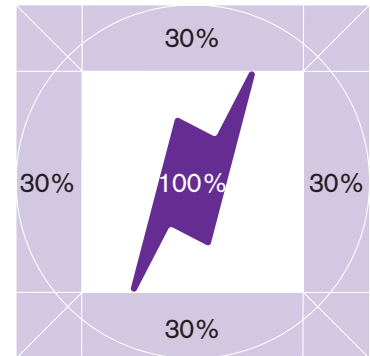


EXAMPLE 50 mm



SPACING CONSIDERATIONS

Keep at least a Next Level Resource worth of space between the Logo-worth of space between the Logo-type and other elements. When using the Glyph, it's best to leave about 30% whitespace between it and adjacent elements. Note: These diagrams are precise but your best approximation is just fine.



MONO AND REVERSED

When the logo cannot appear in its principal colors due to design or printing issues (for example: one colour print process) the logo should appear entirely white, entirely black or entirely one color from the full color logo. If the logo is placed on a background colour that is either one of the principal colours, or very similar to it, the logo should be printed black or white.



IN WRITING

Write Next Level Resource in plain text rather than embedding the logo into text. The words – Next Level Resource – must be legible in all executions.

The typefaces (fonts) used in the logo are Palatino Medium and Avenir Next Regular. The typefaces must not be changed.



Palatino Medium
Avenir Next Regular

LOGO & COMPANY COLORS

The three principal colours of the Next Level Resource logo are: purple, black, and grey. The logo colours must not be altered in any way, for example, changed to a tint or swapped within the design. Wherever possible, the logo should appear in its principal colors. White and grey canvases and cool grey copy splashed with accents of purple are best.



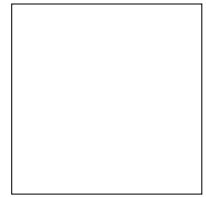
cmyk 75 100 0 0
rgb 102 45 145
hex 662d91



cmyk 0 0 0 100
rgb 35 31 32
hex 231f20



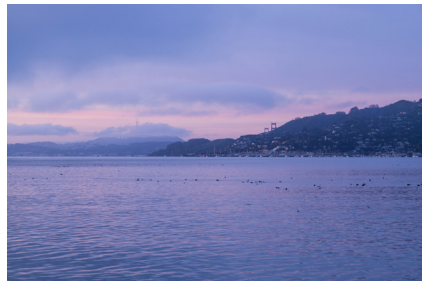
cmyk 0 0 0 60
rgb 128 130 133
hex 808285



cmyk 0 0 0 0
rgb 255 255 255
hex ffffff

IMAGERY

Photos of Kathy as a coach, participants on coaching retreats, and landscapes are best. Any photography used should invoke feelings of connection and relaxation. Photos which include purple elements and other cool colors are best. Avoid black and white photography, human silhouettes, and filters.



INCORRECT EXAMPLES

These are examples of incorrect use of the Next Level Resource logo.

