



Media Kit

Logomark Do's

LOGOMARK



LOGOTYPE

**New Wave
Design**

PRIMARY VERTICAL

**NND
New Wave
Design**

PRIMARY HORIZONTAL

NND New Wave
Design

SECONDARY HORIZONTAL

NND New Wave Design


SECONDARY STACKED

**NND
New Wave Design**



Color Specifications

All the details, including ideal paper stocks when applicable, for our brands color palette




Uncoated PMS:
312 U

Coated PMS:
306 C

C: 65 R: 0
M: 10 G: 181
Y: 0 B: 255
K: 0

Hex: 00B5FF

Paper Stock:
N/A




Uncoated PMS:
Pro. Blue U

Coated PMS:
7461 C

C: 75 R: 0
M: 30 G: 141
Y: 0 B: 225
K: 0

Hex: 008DE1

Paper Stock:
N/A



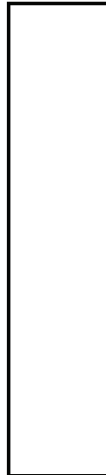
Uncoated PMS:
300 U

Coated PMS:
300 C

C: 95 R: 0
M: 80 G: 58
Y: 0 B: 189
K: 0

Hex: 003ABD

Paper Stock:
Neenah Classic Crest
Cobalt




Uncoated PMS:
N/A

Coated PMS:
N/A

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 225
K: 0

Hex: FFFFFFFF

Paper Stock:
Neenah Classic Crest
Avalanche White



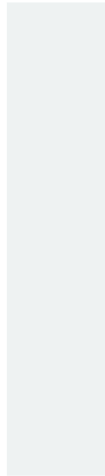
Uncoated PMS:
Black 6 U

Coated PMS:
Black 6 C

C: 100 R: 0
M: 100 G: 0
Y: 100 B: 0
K: 100

Hex: 000000

Paper Stock:
Neenah Classic Crest
Epic Black




Uncoated PMS:
Cool Grey 1 U

Coated PMS:
427 C

C: 0 R: 237
M: 0 G: 239
Y: 0 B: 239
K: 5

Hex: EDEFEF

Paper Stock:
Neenah Classic Crest
Recycled Bright White




Uncoated PMS:
420 U

Coated PMS:
Cool Grey 4 C

C: 0 R: 199
M: 0 G: 200
Y: 0 B: 202
K: 25

Hex: C7C8CA

Paper Stock:
Neenah Classic Crest
Cool Grey




Uncoated PMS:
429 U

Coated PMS:
430 C

C: 0 R: 139
M: 0 G: 141
Y: 0 B: 144
K: 50

Hex: 8B8D90

Paper Stock:
Neenah Classic Crest
Pewter




Uncoated PMS:
431 U

Coated PMS:
431 C

C: 0 R: 88
M: 0 G: 89
Y: 0 B: 91
K: 75

Hex: 58595B

Paper Stock:
Neenah Classic Crest
Charcoal



Uncoated PMS:
433 U

Coated PMS:
432 C

C: 0 R: 57
M: 0 G: 59
Y: 0 B: 60
K: 90

Hex: 393B3C

Paper Stock:
N/A

Logomark Color

FOR WHITE AND BLACK BACKGROUNDS



FOR GREY BACKGROUNDS



Logomark Dont's



Do not stretch or squish the logos



Do not rotate our logo lock-ups



Do not rearrange logo lock-ups



Do not adjust proportions of elements individually.



Only use the brand colors for the logos.



Harsh drop shadows and other effects aren't recommended



Only use recommended gradients.



This is sample body copy to show how bad things could look when safe zones are ignored.

Mind the safe zones specified for each logo.



Brand Typefaces

Our brand typeface, Helvetica Neue in all the various weights we'll be using for New Wave Design.



H

Helvetica Neue (Bold)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

SH, BC

Helvetica Neue (Medium)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

H, SH

Helvetica Neue (Bold Italic)

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

BC

Helvetica Neue (Regular)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

H, SH

Helvetica Neue (Light)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

SH, BC

Helvetica Neue (Italic)

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Media Contact

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