



STYLE GUIDE

LOGOS

Full color logo is to be used as the main logo and the following only when deemed necessary.



Full black logo for use on light backgrounds.



Full white logo for use on dark backgrounds.



Beakers may be used as accents or as profile photos.



COLOR PALETTE

Pantone 153 C and Pantone 281 C are NYCOTE's main brand colors.

Accent colors may be used to highlight visuals or in small instances.

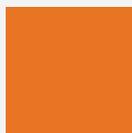


Pantone 153 C
CMYK: 20, 65, 100, 7
RGB: 192, 107, 19
HEX: #C06B13



Pantone 281 C
CMYK: 20, 65, 100, 7
RGB: 0, 32, 92
HEX: #00205C

ACCENT COLORS



Pantone 152 C
CMYK: 20, 65, 100, 7
RGB: 232, 114, 0
HEX: #E87200



Pantone 2738 C
CMYK: 100, 96, 11, 11
RGB: 0, 11, 140
HEX: #000b8c

TEXT TREATMENTS

These text treatments can be used to create distinction between large sections or to serve as an accent in areas where highlighting a description or tagline is needed.

H1

HELVETICA NEUE CONDENSED

H2

Lato Heavy

ACCENT ELEMENT



HEADERS

Use all caps for all main headers. Lato Heavy headers may be in sentence case or all caps.

HELVETICA NEUE CONDENSED
Lato Heavy

BODY COPY AND SUBHEADERS

Use Lato Regular 9pt/12pt leading for body copy.

Lato Italic and Lato Bold may be used as subheaders or for calling attention to an introductory section of text.

Lato Regular 9pt./12pt. leading

We are unlike any coating technology on the market today because we have a unique process of blending.

Lato Italic 9/12

We are unlike any coating technology on the market today because we have a unique process of blending.

Lato Bold 9/12

We are unlike any coating technology on the market today because we have a unique process of blending.

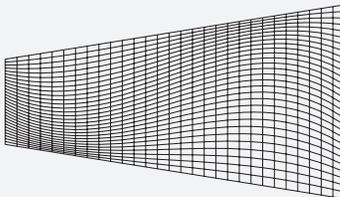
DESIGN ELEMENTS

These design elements may be used as is or to serve as a basis for future designs. When creating new elements, they should bear the following characteristics:

- Angular in nature
- Appropriate for the Aerospace industry
- Distinct geometric shapes to enhance the visuals.



Geometric color fields for use on social headers as accents, or small graphics.



Grid may be used for texture and background elements.



PHOTOS

Photos must relate to the Aerospace industry, preferably with visuals of current plane models in flight or during take off/ landing.

Whenever possible, feature a mix of 2-D and 3-D elements (type mixed with imagery) to create an appearance of receding and advancing objects.

Geometric color shapes with or without strokes may be used as sections to place the logo.

Insets and featurettes should use a stroke around the image or on the geometric shape.

