National Association of Theatre Owners

# Brand Guide

These identity guidelines are for everyone producing communications for NATO, (both internally and externally).

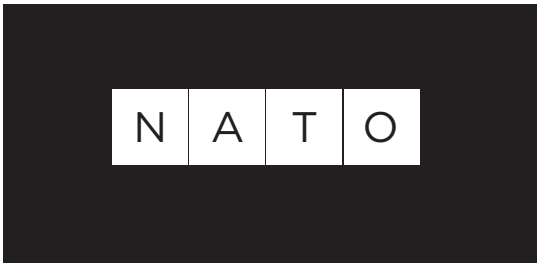
Their purpose is to ensure that all work embodies our brand assets, expresses them consistently, and helps to build an awareness of the new brand identity.

Although some rules are fixed, the guidelines are not intended to be prescriptive, leaving plenty of **scope for creative expression**. The aim is to create an identity that reflects an organisation that is professional, distinctive, contemporary and forward looking.

# Core assets

# Master logo

**Black with white**
The use of black with white type is the master logo.




**White with black**
The reversed logo can be used when appropriate.

**Please note:**
The black box surrounding the white mark is not part of the logo.

**Red Gradient**
The use of the red gradient colour palette can be used as an alternative when appropriate.

**White Gradient**
The use of the white gradient colour palette can be used as an alternative when appropriate.

**Please note:**
The black box surrounding the white mark is not part of the logo.

**Stacked display**
When appropriate the logo can be displayed using a stacked grid.

Black, white or gradient colour can be used.

**Stacked White Gradient**
From left to right each box drops 20% in opacity.

For example the box surrounding the ‘A‘ is 80% white.

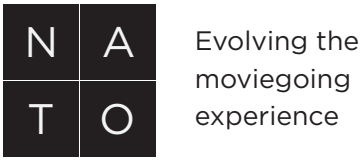
**Isolation zone**
Use the ‘X‘ height of one of the ‘squares’ as the minimum for the isolation zone.

**The divider**
If scaling the logo the diving line should always be half the size of the stem of the type as shown by the red ‘T‘.

For really small sizes the divider should be no less than one pixel in width.

# Logo and strapline

**Logo and strapline relationship**
The logo can include the strapline if appropriate. It can be ranged right, centred depending on the layout.



# Colour palette

| | |
|---|---|
| **pantone**: Process Black C<br>**rgb:** r. 44 g. 42 b. 41 | **cmyk:** c. 0 m. 0 y. 0 k. 100<br>**hex:** #2C2A29 |
| **pantone**: White<br>**rgb:** r. 255 g. 255 b. 255 | **cmyk:** c. 0 m. 0 y. 0 k. 0<br>**hex:** #FFFFFF |

| | |
|---|---|
| **pantone**: 199 C<br>**rgb:** r. 213 g. 0 b. 50 | **cmyk:** c. 0 m. 100 y. 72 k. 0<br>**hex:** #D50032 |
| **pantone**: 201 C<br>**rgb:** r. 157 g. 34 b. 53 | **cmyk:** c. 7 m. 100 y. 68 k. 32<br>**hex:** #9D2235 |
| **pantone**: 195 C<br>**rgb:** r. 120 g. 47 b. 64 | **cmyk:** c. 19 m. 90 y. 50 k. 55<br>**hex:** #782F40 |
| **pantone**: Black 4C<br>**rgb:** r. 49 g. 38 b. 29 | **cmyk:** c. 41 m. 57 y. 72 k. 90<br>**hex:** #31261D |

**Using colour**
The primary palette are the driving colours for the NATO brand.

Secondary palettes can be used that best brings a concept to life in the most immersive and imaginative way making sure that the selected colours work in harmony with the primary colour palette.

# Primary font

**Typeface - Gotham**

Gotham Light

Gotham Book

**Gotham Medium**

**Gotham Bold**

**Using type**
We use Gotham where we can.

Try and choose the weight that best brings the concept to life in the most immersive and imaginative way. Also, make sure the size of the type is in harmony with the chosen image or illustration.

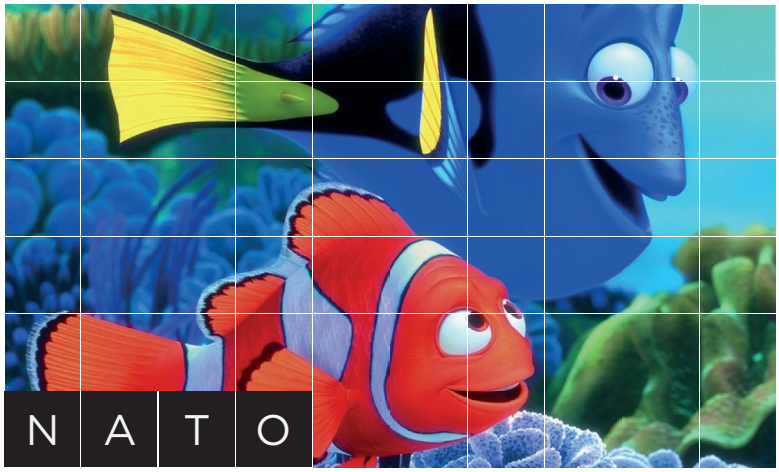
Bold or meduim for headlines.
Book or light for body copy.

**Alternative to Gotham**
A secondary san serif font close to Gotham can be used when Gotham cannot be rendered/shared across devices/platforms and software.

# A flexible system

**The reasons for a system**
It allows for a creation of a wide range of colour spectrums for different usage in any size across all media. This means anyone producing artwork from this system can be creative but still retain brand consistency throughout.

**How it works**
Quite simply you can take any image (the image may not be relevant to the communication) blow it up in scale to become pixelated and this effect will create a natural colour palette from the image used.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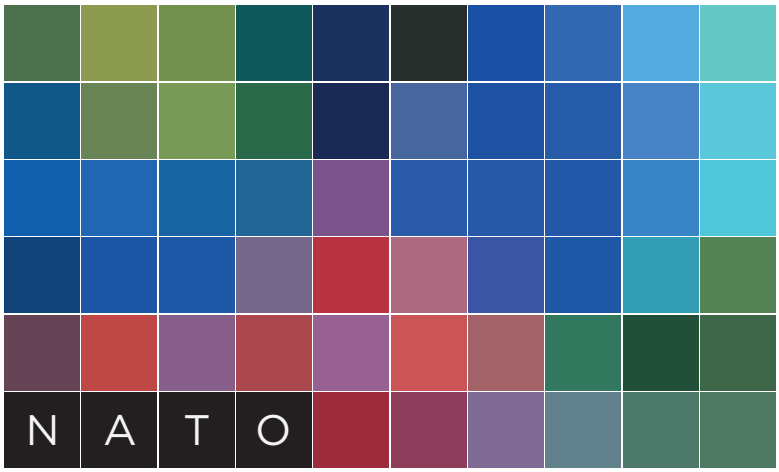

N A T O

N A T O

# In the wild

# Logo usage

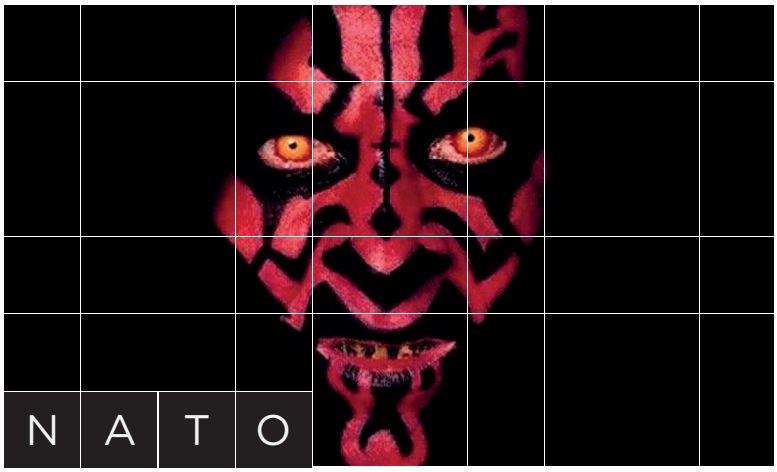
**Full colour grid**
When appropriate the logo can be displayed using a 4X4 colour grid using the flexible system.

As stated in the flexible system section the grid can increase in scale.

An example of usage can be static display or in motion using animation.

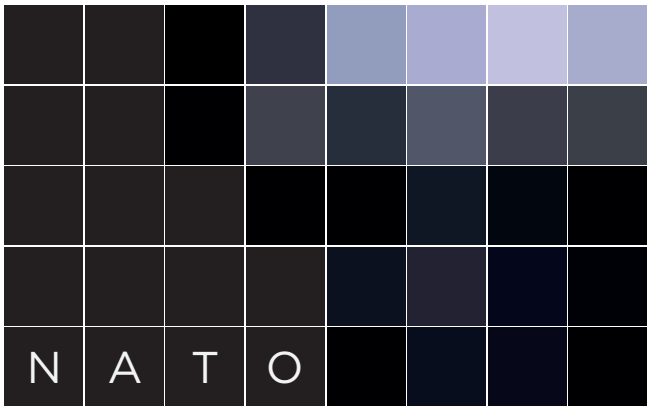
**Images within grid**
Images can be used within the 4X4 system when appropriate.

This can used in static display or used in animation.




**Large format**
The logo can be displayed using the grid system on large format photography. Try and use the logo that works best with the particular image chosen.

# Sample business card

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# Further information

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