

Nth Degree Brand Identity System

DEVELOPED BY MODULOR ASSOCIATES (MODULORLLC.COM), SEPTEMBER 2011

Name

In text, the name appears as Nth Degree CPAs.

It should not receive any special formatting (italics, all caps, etc.).

Logo

The logo has two elements – the mark and the logotype.

These elements can be used independently or together.

A specific lockup exists for when the mark and logotype are used together.

Graphic Element

When appropriate, four green color bars (progressing from lightest to darkest) are used.

They can appear on either a white or Deep Blue background.

Spreadsheets, Diagrams, Etc.

Information graphics should follow the overall brand identity guidelines whenever possible. The color palette should be kept simple. Divider lines should be Light Grey in order to keep the focus on the content.

Colors

CORE COLORS

Deep Blue: CMYK: 35.0.0.85 / PMS 546C / PMS 546U

Bright Green: 35.0.100.0 / PMS 382C / PMS 381U

SECONDARY COLORS

Light Grey: CMYK 0.0.0.25

Light Grey is primarily used for divider lines (in spreadsheets and elsewhere).

TEXT COLOR

Body copy is primarily black.

In certain cases, it is Deep Blue.

PROGRESSIVE BAR COLORS

There are four colors for the Progressive Bars. They should be used in this order.

If only three bars are required, Greens 1, 2, and 3 should be used.

Green 1: CMYK: 30.0.100.0
Green 2: CMYK: 40.0.100.0
Green 3: CMYK: 50.0.100.0
Green 4: CMYK: 60.0.100.0

WHITE SPACE

White space plays a key role in the overall identity. It should be used generously.

Typeface

Nth Degree CPA's typeface is Unit Slab.

When this typeface is not available, Cambria should be substituted.

Calibri is used as a secondary typeface.

When text appears in the Progressive Bars, it should be italicized.

Typography

Typography can be characterized as "modern" vs. "traditional". It is left aligned whenever possible, and rarely if ever centered in a layout. Grid layouts are used whenever possible.