Identity Usage Guide
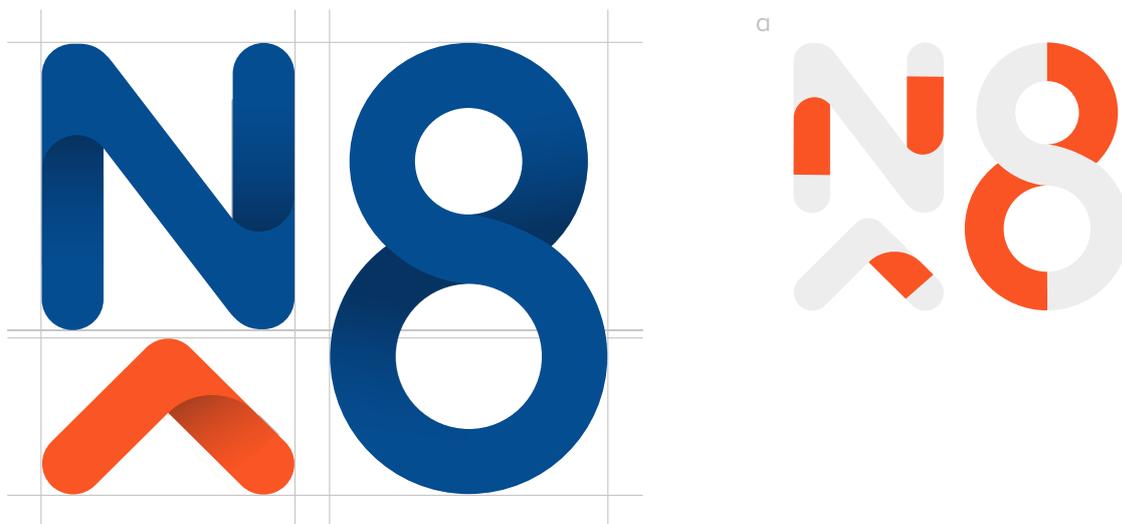
N8 RESEARCH PARTNERSHIP

Identity Usage Guide

Logo Construction

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The N8 logo symbol is constructed of three elements: the 'N8' logotype, the 'North-arrow' and the gradient/shading. The North-arrow must always be the same width as the 'N', and the combined height of both the North-arrow and the 'N' must not exceed the height of the '8'. When using the full colour identity, the gradient must be included as shown below (gradient areas labelled a in diagram).

N8 logo symbol

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The full N8 Research Partnership identity includes the N8 logo symbol and the 'Research Partnership' logotype. The logotype must be centred within the space created between the top-inside of the '8' counter and the inside angle of the North-arrow (as shown below). The distance between the N8 logo symbol and the Research Partnership text must be double the width of the 'N' ascender (labelled a).

N8 Research Partnership identity

Logo Usage

Clear Zones

To maintain the integrity of the brand and to give clarity wherever the logo is used there must be a surrounding clear zone. The clear zone must never be intruded upon. This space around the logo is calculated using double the width of the 'N' ascender (labelled a), stepping around the logo.

Black & White

When colour is unavailable the N8 identity should be set in black on light backgrounds and in white on dark backgrounds. The identity must be flat when using black and white versions with no shading/gradient included. This also applies when overlaying the N8 identity over images or video (as below).

Logo Usage

Colour

When applying the identity to coloured backgrounds the flat/white version must be used to ensure legibility and avoid clashing of colours.

Logo Usage

Sub-Brands

N8 Research Partnership has multiple sub-brands which require an adapted identity to maintain brand integrity. When the name of the sub-brand has two lines of text, the same rules apply to that of the main identity (page 3).

N8 RESEARCH PARTNERSHIP

N8 RESEARCH GROUP

When the name of the sub-brand exceeds two words, the size of the text must be reduced slightly, but still remain center aligned with the N8 logo symbol. As a guide, when using a three word sub-brand the text should fit comfortably within the height of the N8 logo symbol.

N8 INDUSTRY INNOVATION FORUM

N8 POLICING RESEARCH PARTNERSHIP

Brand Colour Palette

The full N8 colour palette consists of two primary colours
(N8 Deep Blue and N8 Burnt Orange) and two secondary colours
(N8 Light Blue and N8 Bright Green) which are supported with a
range of Greys. The use of the greys allow the primary brand
colours to stand out.

Primary colours

N8 Deep Blue

PMS	286 C
CMYK	100/75/0/0
RGB	5/77/145
HEX	#054C91

N8 Burnt Orange

PMS	Orange 021 C
CMYK	0/80/100/0
RGB	250/84/36
HEX	#F95423

Secondary colours

N8 Light Blue

PMS	2905 C
CMYK	45/1/0/1
RGB	125/217/252
HEX	#7CD8FC

N8 Bright Green

PMS	368 C
CMYK	63/0/84/0
RGB	119/194/48
HEX	#77C230

Supporting greys

N8 Cool Grey 10

PMS	Cool Gray 10 C
CMYK	40/30/20/66
RGB	99/102/106
HEX	#63666A

N8 Cool Grey 6

PMS	Cool Gray 6 C
CMYK	16/11/11/27
RGB	167/168/170
HEX	#A7A8AA

N8 Cool Grey 10

PMS	Cool Gray 2 C
CMYK	5/3/5/11
RGB	208/208/206
HEX	#D0D0CE

Typography

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The N8 identity utilises three typefaces, which should be used as part of a hierachy. Gotham Rounded Medium (upper-case) is used for large headlines, Proxima Nova Alt Semibold for secondary headlines and Proxima Nova Alt Regular for all body copy.

Montserrat is to be used as a websafe alternative when Proxima Nova Alt is unavailable. Arial should be used for all editable documents such as PowerPoint templates. Body copy should always be N8 Cool Grey 10 (see page 8).

Brand logotype

GOTHAM ROUNDED MEDIUM

AaBbCcDdEeFfGgHhIiJiKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Headlines

Proxima Nova Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Body

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Web safe

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Editable documents

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Brand typefaces can be found at the links below:

Gotham Rounded: www.typography.com/fonts/gotham-rounded/styles

Proxima Nova: www.myfonts.com/fonts/marksimonson/proxima-nova

www.typekit.com

Montserrat: www.google.com/fonts