

Northeast Collision Logo Guidelines

Client Northeast Collision

Date 3/06/2018

clevermethod



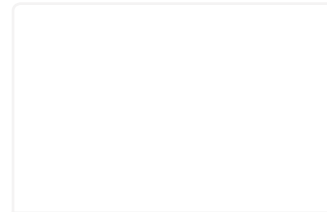
color palette



HEX #113554
CMYK 100, 77, 41, 34
RGB 18, 54, 84
Pantone 534 C



HEX #cd1322
CMYK 12, 100, 91, 3
RGB 205, 20, 35
Pantone 186 C



HEX #ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Pantone –

logo variations



NORTHEAST
COLLISION

vertical lockup

Uses:

printed materials

NORTHEAST
COLLISION

horizontal lockup (no mark)

Uses:

signage

social media

 **NORTHEAST**
COLLISION

horizontal lockup (with mark)

Uses:

signage

printed materials

dress attire

website

logo on color



guidelines



original



do not stretch horizontally



do not stretch vertically



do not add effects



do not rotate logo, keep on a straight baseline



do not place full-color logo lockup over photograph

social media



social media - instagram



social media - facebook



small profile



small profile