

GETREADY

Delivering a better future. **Together.**

GUIDELINES / OCTOBER 2023

WORDMARK OUTLINE

The concept behind 'GetReady' wordmark has a strong emphasis on the words and how they have been displayed.

The word 'ready' is set in bold, suggesting that the future, and what is coming from NIE Networks, is of high importance. In contrast to the bold 'ready,' the word 'get' has been outlined which further emphasises the focus that NIE Networks has on their plans and outlines following RP7 .

A colour gradient can be used to suggest that NIE Networks' RP7 response is, and will continue to be, ongoing.

GET**READY**

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WORDMARK RULES

In most applications, the Get Ready wordmark should be reproduced in full colour against a white background.

The wordmark can also be used as white or reversed white on coloured or photographic backgrounds.

The wordmark can also appear as black where grayscale is the only option.

The wordmark can appear both on it's own or with the tagline.

The Get ready wordmark should never be smaller than 18mm in height.



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WORDMARK RULES

It is important that the wordmark appears consistent at all times.

The wordmark should not be modified, adjusted or added to.

Changing the colour of the logo to a colour that is not specified in the colour palette or skewing the proportions is not allowed.

Using the logo on complex backgrounds such as patterns and distracting areas of photographs, should also be avoided.



WORDMARK RULES

Minimum Exclusion Zone

When using the Get Ready wordmark, a minimum exclusion zone must be observed, allowing the Get Ready wordmark to be clear of other graphic elements or distracting photographic images.

The minimum exclusion zone, in which no other graphic elements can intrude, is represented by the capital G.

This formula applies to all sizes of the wordmark.



TYPOGRAPHY

Ensuring that our typography is clean and legible ensures that our visual communication remains clear, easy to read and understandable.

The sans-serif typeface **Proxima Nova** was selected due to its bold letterforms which emphasise a clean and modern feel, allowing the type to be the main visual. The geometric letters allow for clear communication and understanding and will stand out in both print and digital formats.

Proxima Nova can be downloaded from Adobe Fonts.

HEADLINES SHOULD BE
SET IN PROXIMA NOVA
SEMIBOLD ALL CAPS

Subheadings should be set in sentence case Proxima Nova Semibold.

Body copy should be set in Proxima Nova Light.

Bold text in body copy should be set in **Proxima Nova Medium.**

COLOUR

A selection of colours from the NIE Networks master brand colour palette have been used to support the Get Ready brand.

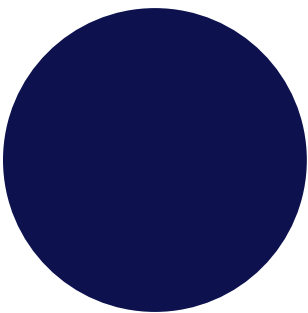
This ensures consistency with the NIE networks master brand.

The selected colours create a warm gradient which evoke a positive and trustworthy feeling.

The selected colours can be used to create various gradients and colourways for the Get Ready brand.

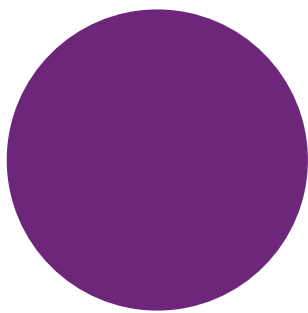
It is important that the correct colour references are used in relation to the platform in use; RGB for digital and CMYK for print.

Gradients should be set a at 30 degree angle.



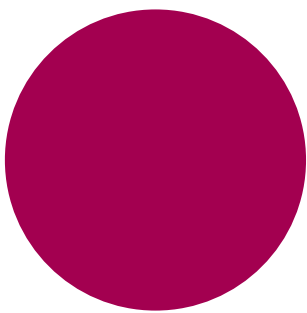
**NIE Networks
Deep Blue**

CMYK 100, 100, 0, 55
RGB 13, 19, 79
HEX #11C2D



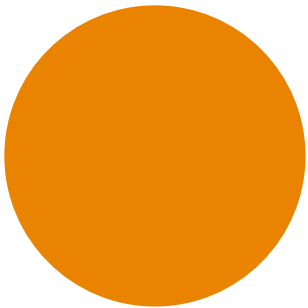
**NIE Networks
Deep Purple**

CMYK 69, 100, 0, 5
RGB 110, 38, 123
HEX #6E267B



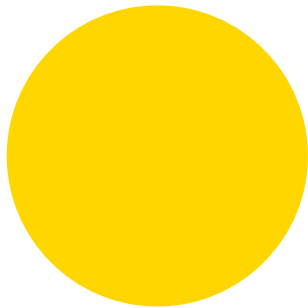
**NIE Networks
Deep Pink**

CMYK 5, 100, 22, 24
RGB 163, 0, 80
HEX #A30050



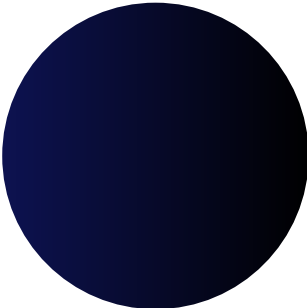
**NIE Networks
Safety Orange**

CMYK 0, 60, 100, 0
RGB 233, 131, 0
HEX #E98300



**NIE Networks
Warm Yellow**

CMYK 0, 16, 100, 0
RGB 255, 214, 0
HEX #FFCD00



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