



Brand Guidelines

February 2018

Logo

The Nectar logo consists of a symbol, wordmark and tagline.

Never redraw or alter the logo, including the placement and size relationship of the symbol, wordmark and tagline.



To ensure the logo is always legible, the logo should never appear smaller than the sizes noted to the right.

Minimum size of the logo



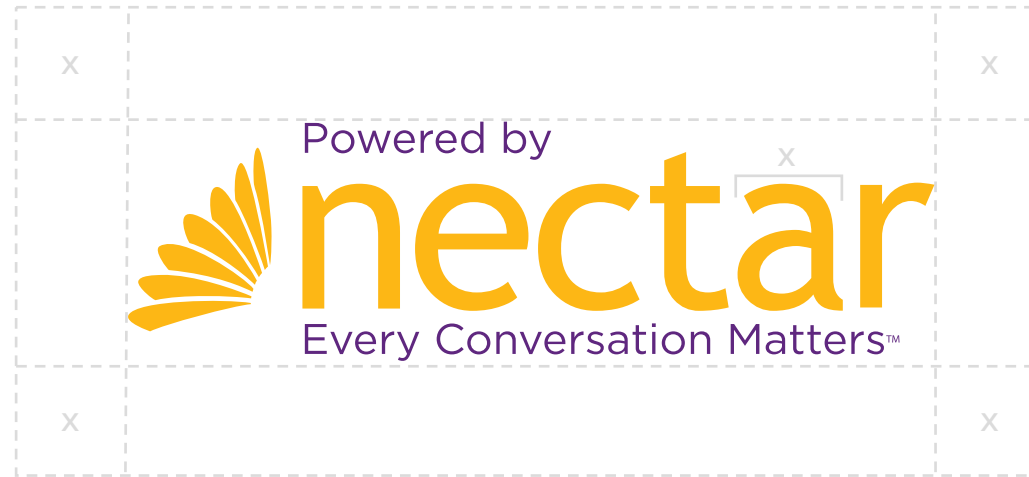
Minimum web size of the logo



“Powered by Nectar” Logo

The “Powered by Nectar” logo consists of the Nectar logo and ‘Powered by’.

Never redraw or alter the logo, including the placement and size relationship of the symbol, wordmark and tagline.



To ensure the logo is always legible, the logo should never appear smaller than the sizes noted to the right.

Minimum size of the logo



Minimum web size of the logo

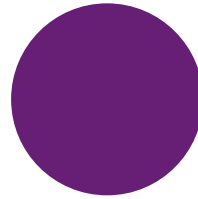


Color Palette

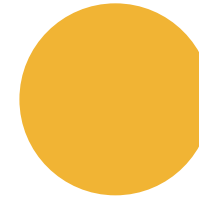
These colors will be instantly recognizable as Nectar material.

Using the primary colors will help maintain consistency across all materials

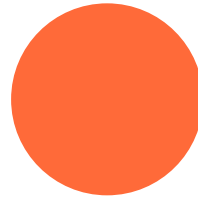
Whenever possible, these colors should be printed as spot colors by specifying the Pantone colors.



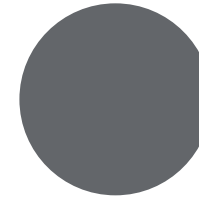
PANTONE 2613 C
RGB: 103, 30, 117
HEX: 671E75
CMYK: 74, 99, 5, 11



PANTONE 143 C
RGB: 241, 180, 52
HEX: F1B424
CMYK: 0, 32, 87, 0



PANTONE 1645 C
RGB: 255, 106, 57
HEX: FF6A39
CMYK: 0, 63, 75, 0



PANTONE COOL GRAY 10C
RGB: 99, 102, 106
HEX: 63666A
CMYK: 40, 30, 20, 66 11

Typography

There is one typeface used on all Nectar applications and materials and that is Proxima Nova.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova
Weight: Light
Style: Normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova
Weight: Regular
Style: Normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova
Weight: Semibold
Style: Normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova
Weight: Bold
Style: Normal