Product Logo Specification Sheet — Nimbus™

To protect the integrity of the Nimbus logotype, it is essential to follow the clear space and minimum size guidelines below. This will ensure the the Nimbus logotype remains clear, legible and consistent.
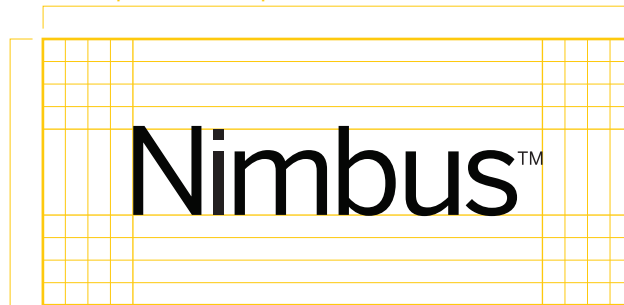
Product Logotype Clear Space

The presentation of the logotype is enhanced by maintaining a clear space around the logotype. Avoid all visual elements entering this safe zone. The clear space is defined by a division of the cap height of the "N".

The logotype with lockup is the primary logotype and should be used in all instances unless space prohibits, in which case the logotype with no lockup may be used.

Clear space with lockup

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¼ x

1 x

Clear space no lockup

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Product Logotype Sizes

To ensure legibility and brand consistency, the width of the logotype with and without lockup must never exceed the minimum sizes set here. Whenever possible, always use the standard size logotype.
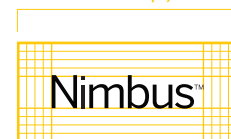
Logotype with lockup standard screenbased application width is 235px at 72dpi. (For print application, the standard width is 2.73 in" at 300dpi.)

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Logotype with lockup minimum screenbased application width is 167px at 72 dpi. (For print application, the minimum width is 1.95" at 300dpi)

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Logotype with lockup minimum screenbased application width is 82px at 72 dpi. (For print application, the minimum width is 1.1385" at 300dpi)
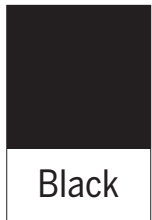

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Product Logo Specification Sheet — Nimbus™

To protect the integrity of the Nimbus logotype, it is essential to follow the color and do's and don'ts in the guidelines below. This will ensure the the Nimbus logotype remains clear, legible and consistent.

Product Logotype Color

The Nimbus product logotype should always use the specified black in this document for commerical printing and digital use.

The logotype maybe placed on a colored background as long as the color conforms to the standard brand color palette. When there is insufficent contrast between the logotype and the background, the reversed logotype should be used.

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Book Color Specs
PMS   Black
CYMK   0, 13, 49, 98
RGB   38, 28, 2
HEX   #261C02

Black

Product Logotype Do's and Don'ts

These do's and don'ts do not illustrate every possible violation. The safest and best way to maintain our brand communications is to only use the approved sizes and versions without alteration. Approved logotypes are available for download at: http://schoolwires.com/brand

Do's

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Do use logotype as is

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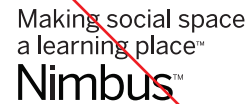
Do use approved black and reversed versions

Don'ts

Do not flip or rotate logotype

Do not alter its parts or the ratio of parts to each other

Do not use a different color or create outlined text

Do not embellish the logotype with other logos and elements