



**NORTHWEST**  
**SEAT COVERS™**

# BRANDING GUIDELINES

**Prepared for:**

Public

**Prepared by:**

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**Revision:**

004.2

# LOGO + WORD MARK



## WEB FORMAT

Our main logo is an orange-red and charcoal grey on a white background. If a dark background is required, the logo can be either partially reversed (red + white on dark grey) or fully reversed (white on red). The logo is composed of 2 parts:

- **NW Wave:** represented by the graphic symbol
- **NW Word Mark:** represents the "Northwest Seat Covers™" text

Download the NW Wave in red and dark grey:

[EPS](#) - [PNG](#)

Download the NW Wave in red and white:

[EPS](#) - [PNG](#)

Download the NW Wave in all white:

[EPS](#) - [PNG](#)

The **NW Wave** symbol is never shown in black or other colours. The **NW Word Mark** is never shown in another colour than dark grey, white or orange.

The minimum size must be 250px x 250px for the NW graphic symbol, and 250px x 73px for the full NW Seat Covers logo (graphic symbol + word mark).

Download the full NW Seat Covers logo in red + grey:

[EPS](#) - [PNG](#)

Download the full NW Seat Covers logo in red + white:

[EPS](#) - [PNG](#)

Download the full NW Seat Covers logo in white:

[EPS](#) - [PNG](#)

## PRINT FORMAT

Our logo is either in colour (bright red + charcoal grey) or totally in solid charcoal when printed in black and white.



Download the NW Wave in white and red:

[EPS](#) - [PNG](#)

Download the NW Wave in charcoal:

[EPS](#) - [PNG](#)

Download the NW full logo in red and dark grey:

[EPS](#) - [PNG](#)

Download the NW full logo in charcoal:

[EPS](#) - [PNG](#)

# NW COLOUR PALETTE

MAIN RED



**LIGHT RED**

CMYK: 0 / 78.94 / 81 / 0

RGB: 241 / 93 / 63

HEX: #F15E3F

PANTONE: 171C



**DARK RED**

CMYK: 26.36 / 87.3 / 100 / 22.44

RGB: 139 / 50 / 27

HEX: #99381F

PANTONE: 174C

**NW MEDIUM RED**

CMYK: 11.64 / 86.93 / 100 / 2.15

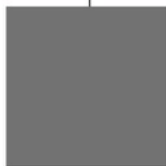
RGB: 211 / 68 / 28

HEX: #D34727

PANTONE: 173C

SECONDARY (ACCENT) SHADES

MAIN GREY



**LIGHT GREY**

CMYK: 57 / 47 / 48 / 14

RGB: 113 / 114 / 113

HEX: #717271

PANTONE: 424C



**DARK GREY**

CMYK: 73 / 66 / 62 / 67

RGB: 38 / 39 / 41

HEX: #262729

PANTONE: 426C

**NW MEDIUM GREY**

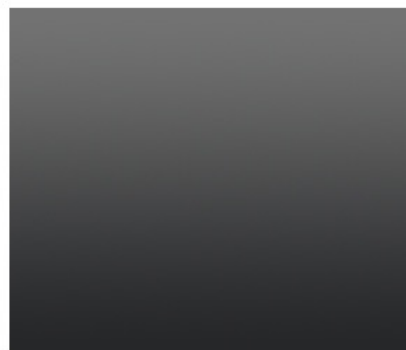
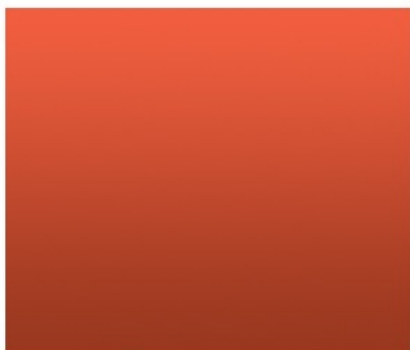
CMYK: 65 / 56 / 53 / 29

RGB: 85 / 87 / 89

HEX: #54575A

PANTONE: 425C

# GRADIENTS



## LIGHT RED

PANTONE: 171C  
CMYK 0 / 79 / 81 / 0  
RGB 241 / 93 / 63  
HEX #F15E3F

## DARK RED

PANTONE: 174C  
CMYK 26 / 87 / 100 / 22  
RGB 139 / 50 / 27  
HEX #99381F



## LIGHT GREY

PANTONE: 171C  
CMYK 0 / 79 / 81 / 0  
RGB 241 / 93 / 63  
HEX #F15E3F

## DARK GREY

PANTONE: 174C  
CMYK 26 / 87 / 100 / 22  
RGB 139 / 50 / 27  
HEX #99381F

# TYPOGRAPHY

## A. HEADINGS, TITLES, SUBHEADINGS

### BIG NOODLE TITLING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & \* ( { [ |

## B. BODY TEXT

### Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & \* ( { [ |

### Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & \* ( { [ |

### Open Sans Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & \* ( { [ |

### Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & \* ( { [ |