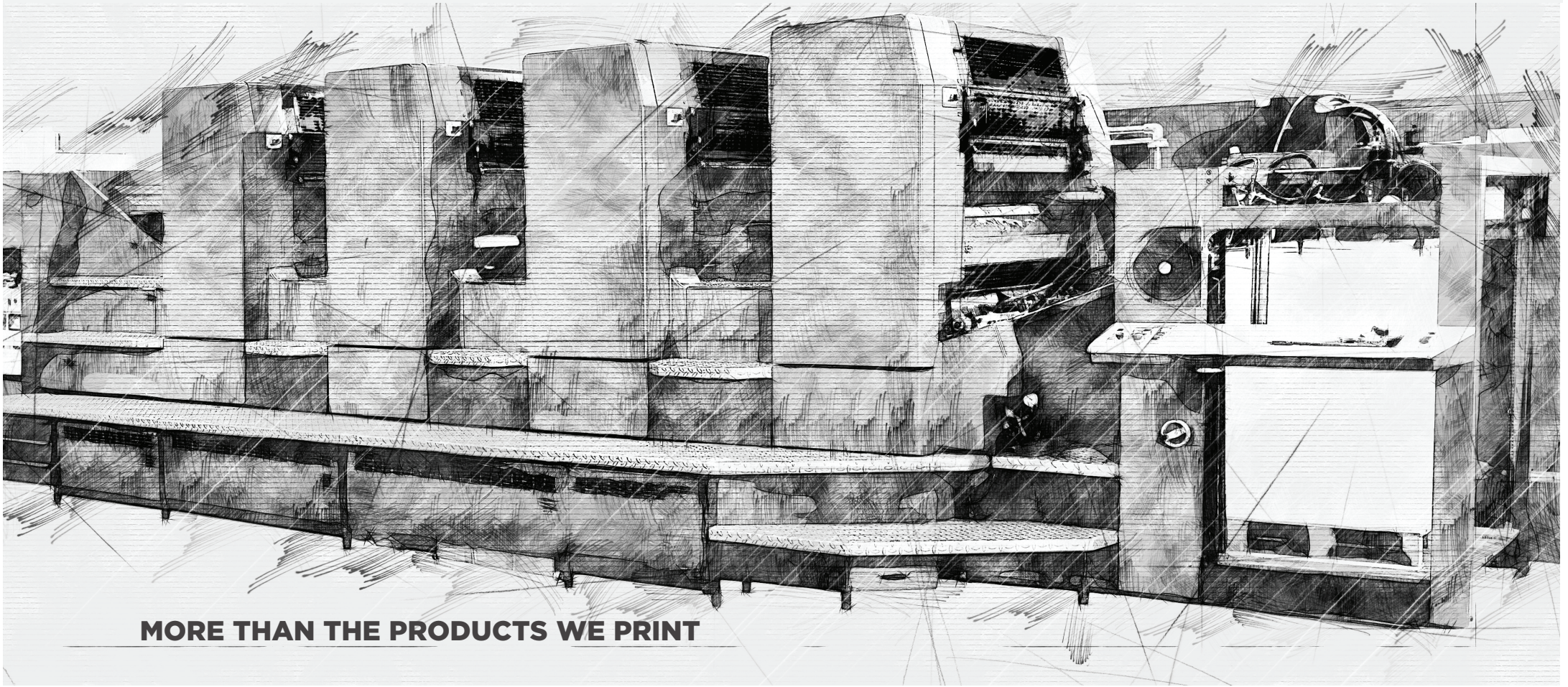
Print NW **BRAND** GUIDE



MORE THAN THE PRODUCTS WE PRINT

HELLO!

INTRODUCTION 1

SIGNATURE 2-3

COLORS 4-5

FONTS 6

BRANDED ICONS 7

OUR IDENTITY 8

OUR VALUES 9

BRAND STATEMENT 10

Print NW

Within these pages are the elements and inspiration you need to develop Print NW branded communications. In the following four sections you will be introduced to the tools needed to build our brand, as well as find inspiration through our visual expression.

Consistency and detail are important to maintain as we build and execute our look and feel. The more we look and sound like one unified brand, the more familiar our audience becomes with who we are. And, like our brand, this guide will evolve and change over time as new work is developed.

We are Print NW!

SIGNATURE

Print NW's brand identity is one of our most important assets. Our brand is expressed in how we answer the phone, our interactions with customers, our advertising, and of course our products. Every employee plays a key role in the presentation of our brand identity to our customers and partners. It is each employee's responsibility to ensure that the use of our brand mark and other visual elements always meet Print NW's brand identity standards.

Print NW

PRIMARY SIGNATURE
Print NW Graphite

Print NW

Black

Print NW

White

SIGNATURE

We have two alternative color options for our signature. In most cases we prefer our primary color version.

SECONDARY USE

Print NW

Aqua-Lime Green Blend

Print NW

Solid Aqua

Print NW

One-color solid on gradient or solid background

One-color solid reverse on photography

INCORRECT SIGNATURE USE

Print NW

Skew or distort logo

Print NW

Unapproved colors

Print NW

Pattern fill

Print NW

Multi-colors

COLORS

Primary

GRAPHITE

Pantone 4287 C
CMYK 66-62-55-54
RGB 69-65-66
Hex 454142

Secondary

AQUA

Pantone 306 C
CMYK 79-0-0-0
RGB 0-180-228
Hex 00B4E4

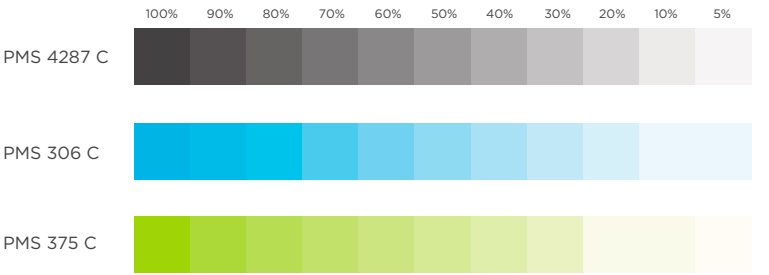
LIME GREEN

Pantone 375 C
CMYK 40-0-98-0
RGB 151-215-0
Hex 97D700

PANTONE COLORS
In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

COLORS

	GRAPHITE	AQUA	LIME GREEN
PANTONE	**Pantone** 4287 C	**Pantone** 306 C	**Pantone** 375 C
RGB	**RGB** 69-65-66	**RGB** 0-180-228	**RGB** 151-215-0
HEX / HTML	**Hex** 454142	**Hex** 00B4E4	**Hex** 97D700
CMYK	**CMYK** 66-62-55-54	**CMYK** 79-0-0-0	**CMYK** 40-0-98-0
THREAD COLORS	**Primary** 1739 **Secondary** 1665	**Primary** 1577 **Secondary** 1593	**Primary** 1950 **Secondary** N/A
APPAREL EASY PRINT	**Primary** Metallic Graphite **Secondary** Charcoal	**Primary** Robins Egg Blue **Secondary** Cyan	**Primary** Avocado **Secondary** Celery



FONTS

Typography is one of the most important components of our system. Used consistently, it reinforces our identity and visual style.

Gotham

Gotham Book

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

Gotham Book Italic

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

Gotham Medium

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

Gotham Black

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

Logo Font

NATRON Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ICONS

This set of icons has been developed to expand the visual language and can be used across graphic and marketing materials.

OUR IDENTITY

OUR VALUES

At Print NW, our values aren't just words on a wall - they're the foundation of how we work, how we treat people, and how we grow. They show up in every job we run, every deadline we hit, and every relationship we build. From the shop floor to the front office, our team lives these values daily - and that's what drives our success.

Do the Right Thing:
Integrity, fairness, and accountability guide us.

Be Nice:
Kindness, respect, and inclusivity matter.

Be Versatile:
Adaptability fuels creativity and innovation.

Be All In:
Commitment, passion, and accountability drive success.

Be 1% Better Every Day:
Daily growth towards excellence matters.

BRAND STATEMENT

More Than the Products We Print means we're more than ink on paper. It's about our people, our culture, and the relationships we build. We're a team that cares; about the work, each other, and the clients we serve. What we do matters, but how we do it matters more.

MORE THAN THE PRODUCTS WE PRINT!