



## **Brand Guidelines**

## NEAS Brand Hierachy

Master Brand



Sub-brands

Sub-brands can be used individually ie. do not need to sit with the NEAS Master Brand.

Please follow all logo and palette guidelines.







## Updated Master Brand Logo Guidelines

### Logo & Device

No colour effects or non-guideline colours

No drop shadow

No 3D effects

Don't add any graphic elements.

No outlines

No additional shading effects

No logo distortions

Don't rotate the logo

No logo effects

The above applies to Master Brand as well as all Sub-brands.



## NEAS Colour Palette

<p>CMYK 0.0.0.90</p> <p>RGB 65.64.66</p> <p>#414042</p>	<p>CMYK 71.40.0.0</p> <p>RGB 76.135.198</p> <p>#4c87c6</p>					
<p>CMYK 22.29.100.0</p> <p>RGB 206.172.45</p> <p>#ceac2d</p>	<p>CMYK 70.15.0.0</p> <p>RGB 39.170.225</p> <p>#27aae1</p>	<p>CMYK 100.37.5.0</p> <p>RGB 0.129.192</p> <p>#0081c0</p>	<p>CMYK 15.63.95.0</p> <p>RGB 214.120.49</p> <p>#d67831</p>	<p>CMYK 96.74.0</p> <p>RGB 2.86.167</p> <p>#0256a7</p>	<p>CMYK 0.35.85.0</p> <p>RGB 251.176.64</p> <p>#fbb040</p>	<p>CMYK 100.98.0.0</p> <p>RGB 41.46.136</p> <p>#292e88</p>

**Helvetica Neue Bold and Helvetica Neue Medium are the NEAS marketing fonts.**

**Helvetica Neue Bold**  
**Helvetica Neue Medium**

**Arial Bold and Arial regular are the digital (web, App, EDMs) font. Arial is also to be used for internal use (letters, Powerpoint).**

**Arial Bold**  
**Arial Regular**

NEAS Endorsement Sub-brand badges



Block Version



B+W Version





NEAS Sub-brand Stacked Versions

