



BRAND GUIDELINES

NEW RESOURCES CONSULTING

A modern office environment with large windows, wooden desks, and multiple computer monitors. A person is seated at a desk in the foreground, working on a laptop. The background shows other workstations and office furniture. A dark blue overlay with a geometric pattern covers the right side of the image, containing the title text.

Improvement Through Technology

ABOUT NRC

Since 1987, New Resources Consulting has offered superlative management and information technology consulting. Our philosophy of "improvement through technology" continues to inform our mission as a company dedicated to technological solutions and client betterment. We constantly search out and supply our clients with the most current and effective tools, technologies, and tactics that inevitably improve business efficiency and grant our customers a competitive edge.

The world of technology grows more involved and ubiquitous every day, oftentimes neglecting the personal aspects that inform every business. At New Resources Consulting, we don't believe that living in the technological age means living by cold and reductive templates or formulas.

We get to know the people behind our business partners and then tailor technological resources to their needs. With every exchange, we strive to put the "person" back in "personalization," all while providing the best, most comprehensive, cutting-edge technology that provides our partners with unlimited opportunity. With New Resources Consulting, we'll get to know you, and you'll get to know your true potential.

An organization is only as strong as its beliefs. They guide our business strategies, influence our corporate actions, and impact our relationships with our customers, our business partners, and each other. Adhering to these beliefs allows us to focus on activities that will enable us to achieve our mission: to provide continuous improvement through technology.

LOGO

LOGO CLEARSPACE

It is important to keep the corporate logo separate from other elements in order to ensure that it retains visual impact. Pursuant to this requirement, a clearspace has been established. This clearspace dictates the distance the logo and logo title should have reserved for it. Furthermore, the logo and type are considered to be two elements of a singular whole, and should never be separated or have their relationship altered, except in certain approved cases.



The logo should be separated from other visual elements with adequate spacing as shown above at all times in order to preserve visual impact. Clear space is defined as the height of the logo divided by 2 (Clearspace = Height / 2).

DARK & LIGHT



MISUSE



Do not stretch or condense the logo.



Do not rotate the logo.



Do not use an unapproved color.



Do not use transparency in the logo.



Do not recreate the logotype in other typefaces.



Do not use the dark logo on a dark background.

Aa

AaBbCcDdEeFf
GgHh123456789
+;%@*

Raleway Regular
9pt Type / 12pt Leading

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:-_*)

Aa

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:-_*)*

Aa

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:-_*)**

TYPOGRAPHY

SECONDARY TYPEFACE

Aa

AaBbCcDdEeFfGgHh

123456789+;%@*

Georgia
9pt Type / 12pt Leading

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)

Aa

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)*

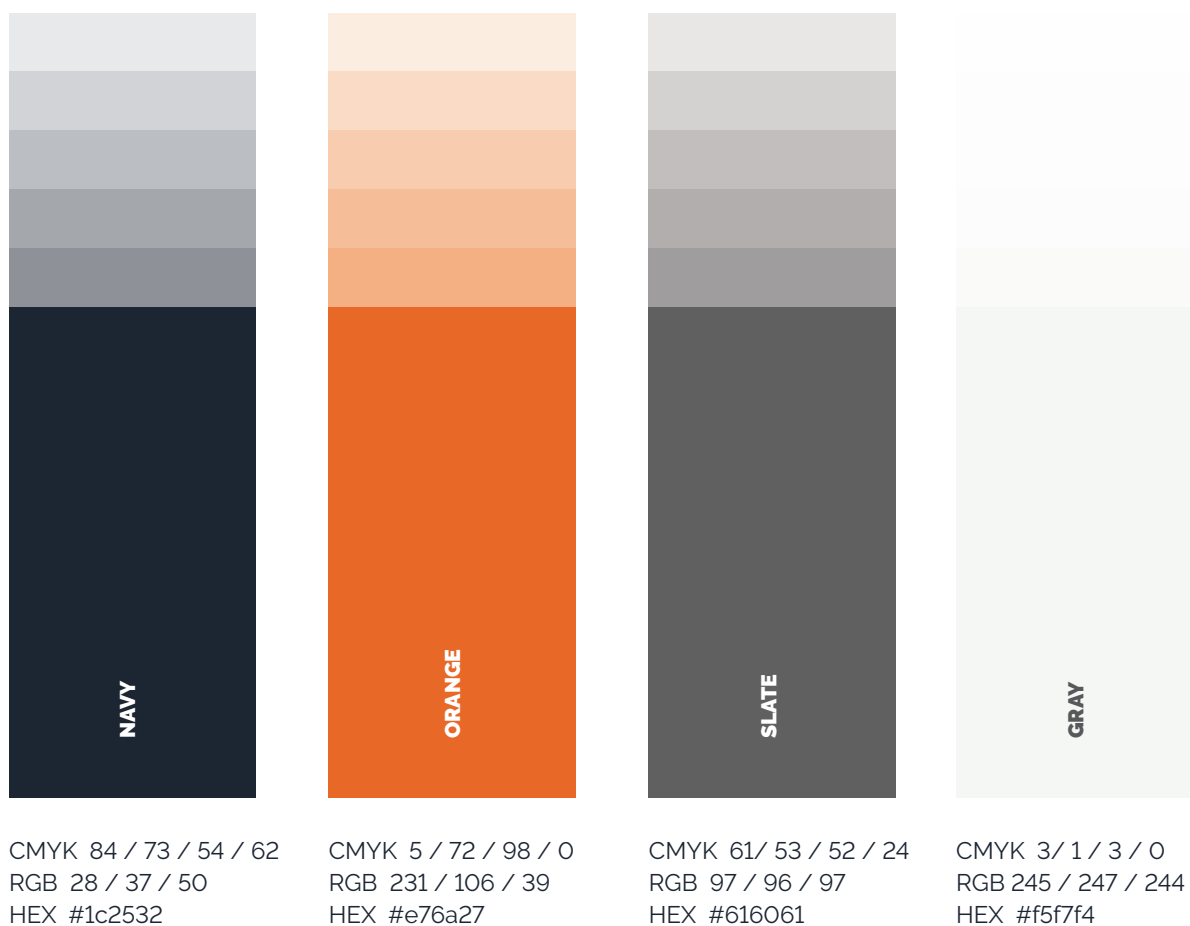
Aa

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_*)**

COLOR PALETTE

PRIMARY COLOR SYSTEM



COMPANY STATIONERY SET

LETTERHEAD & BUSINESS CARDS



LETTERHEAD PARAMETERS

DIMENSIONS
8.5in x 11in

PRINT COLOR FORMAT
CMYK

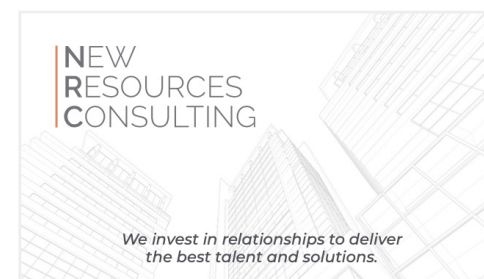
BUSINESS CARD PARAMETERS

CARD DIMENSIONS

2.5in x 3in

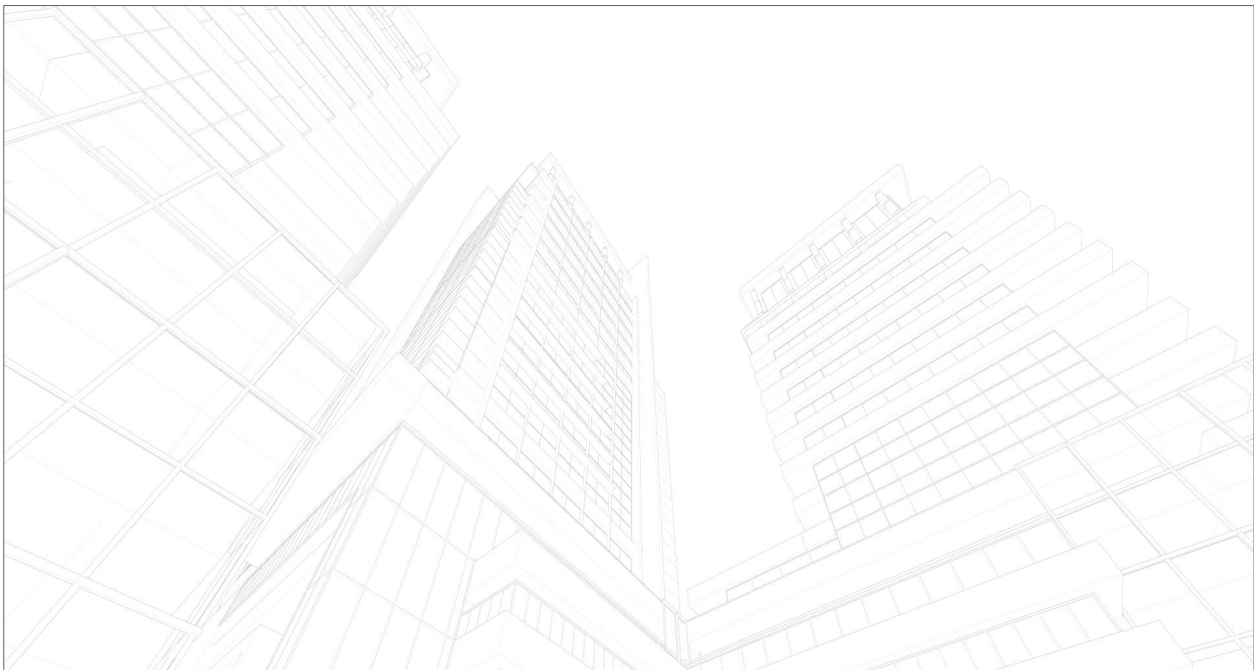
PRINT COLOR FORMAT

CMYK



BRAND PHOTOGRAPHY

DESIGN BACKGROUNDS

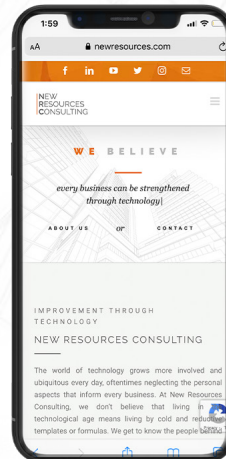
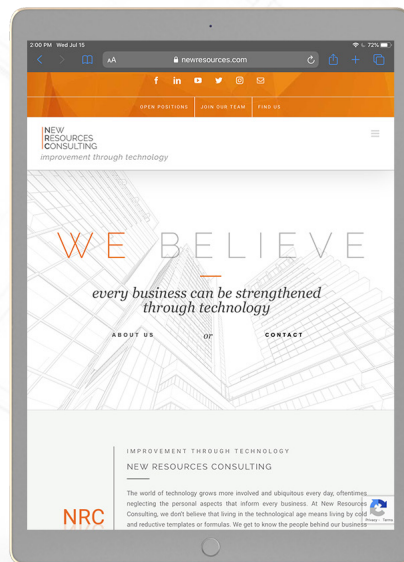
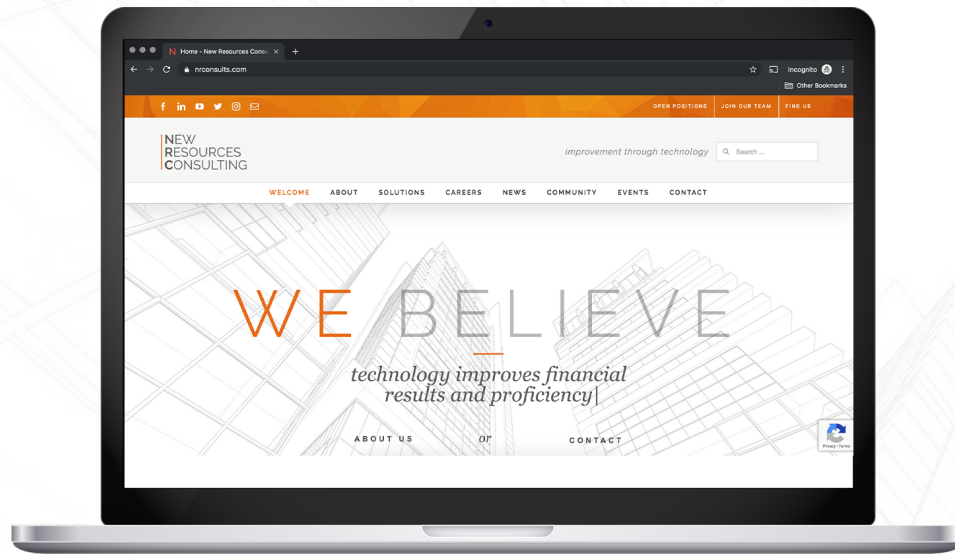


COLOR PHOTOGRAPHS



WEBSITE

RESPONSIVE DESIGN



SOCIAL MEDIA PAGES



COVER PHOTO



PROFILE PHOTO





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