

NOR-CAL Moving Services

BRAND STANDARDS

Quick Guide

All employees should be familiar with the brand standards as explained in this guide. The standards shown in this document should be referenced and followed as closely as possible when using the **NOR-CAL Moving Services** logo to promote proper and cohesive use. Please contact jlobaton@ncmss.com for more information or with any questions.

LOGO



The NOR-CAL Moving Services logo is comprised of two elements:

1. Wordmark
2. Gradient Lines

The NOR-CAL Moving Services logo wordmark should never appear on its own without the top and bottom gradient line – the **ONLY** exception is on trucks and branded items.

Always make sure you are using the correct logo, approved and provided by the Marketing Team never one that is recreated or obtained from outside channels or the internet. Do not alter the logo proportions, cropping or color.

Anything produced must clearly represent the NOR-CAL Moving Services brand. A NOR-CAL Moving Services logo must be on everything that is produced.

COLORS & TYPOGRAPHY

The official wordmark should appear in these colors:



RGB: 163/0/7
CMYK: 23/100/100/2
HEX: A300007
Pantone: 7621C



RGB: 17/0/141
CMYK: 100/100/8/9
HEX: 11008D
Pantone: 2746C

Our color palette consists of dynamic colors that complement each other. The combination of these colors allows for the creation of materials that are visually interesting while expressing our company culture.

MARKETING FONT

Lato

For use by Marketing Team.

SYSTEM FONT

Arial

For use by all employees.

USAGE

PROPER FORMAT WHEN TYPING

NOR-CAL Moving Services

IMPROPER FORMATS

Nor-Cal Moving Services

CORRECTION: NOR-CAL should be all capital letters

NOR-CAL MOVING SERVICES

CORRECTION: This should not be all capital letters

NOR-CAL Moving

CORRECTION: The word "Services" is missing

NOR-CAL Moving Services

CORRECTIONS: Do not color the text or italicize, and always use the recommended brand fonts.

When typing in documents, presentations and email, spell out "NOR-CAL Moving Services" as seen here. Include all three words, not just "NOR-CAL Moving" or "NOR-CAL."

Capitalize "NOR-CAL," "M," and "S." The rest of the letters should be lowercase. "NOR-CAL" must be hyphenated and avoid breaking the NOR-CAL name between two lines.

DO NOT apply any special effects to the text (i.e. colors or shading) and keep it in the same font style as the text around it. Use regular or bold font style, do not apply italics or bold italics. Strictly use "black" as the font color, do not use any other color when typing the company name. All letters in "NOR-CAL Moving Services" must use the same font size.

EMAIL SIGNATURE EXAMPLE

Gwendolyn Drake

COD Move Coordinator
NOR-CAL Moving Services

M: (510) 000-0000

P: (510) 000-0000

E: gdrake@nor-calmoving.com

3129 Corporate Place

Hayward, CA 94545

nor-calmoving.com



The information within the email signature block must always be consistent and current. It should be set in Arial and include the logos in same proportions seen here. Please refer to the "NOR-CAL Moving Services Sample Email Signatures" Word document for other acceptable versions.