

# NORMAN SHARK CORPORATE BRANDING GUIDELINES

norman**SHARK** 

[www.normanshark.com](http://www.normanshark.com)

Why do we need guidelines for our Norman Shark logo, type, colors, and written style?

These are components required to create an instantly recognizable corporate identity. A graphic look that distinguishes us from our competitors and identifies us to our markets, the media and the financial community.

# Norman Shark Corporate Branding Guidelines

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This is our logo and the primary symbol that identifies Norman Shark throughout the world. This logo should be considered the corporate equivalent of a unique signature belonging to one individual. It establishes an initial, prominent corporate presence on every Norman Shark communication piece. It is very important that we implement the logo according to the guidelines contained in this document. When you need to reproduce the Norman Shark logotype, use only the approved artwork.



**V.1.** Use this application whenever possible.



**V.1.R.** This two-color version of the logo may be used whenever possible.



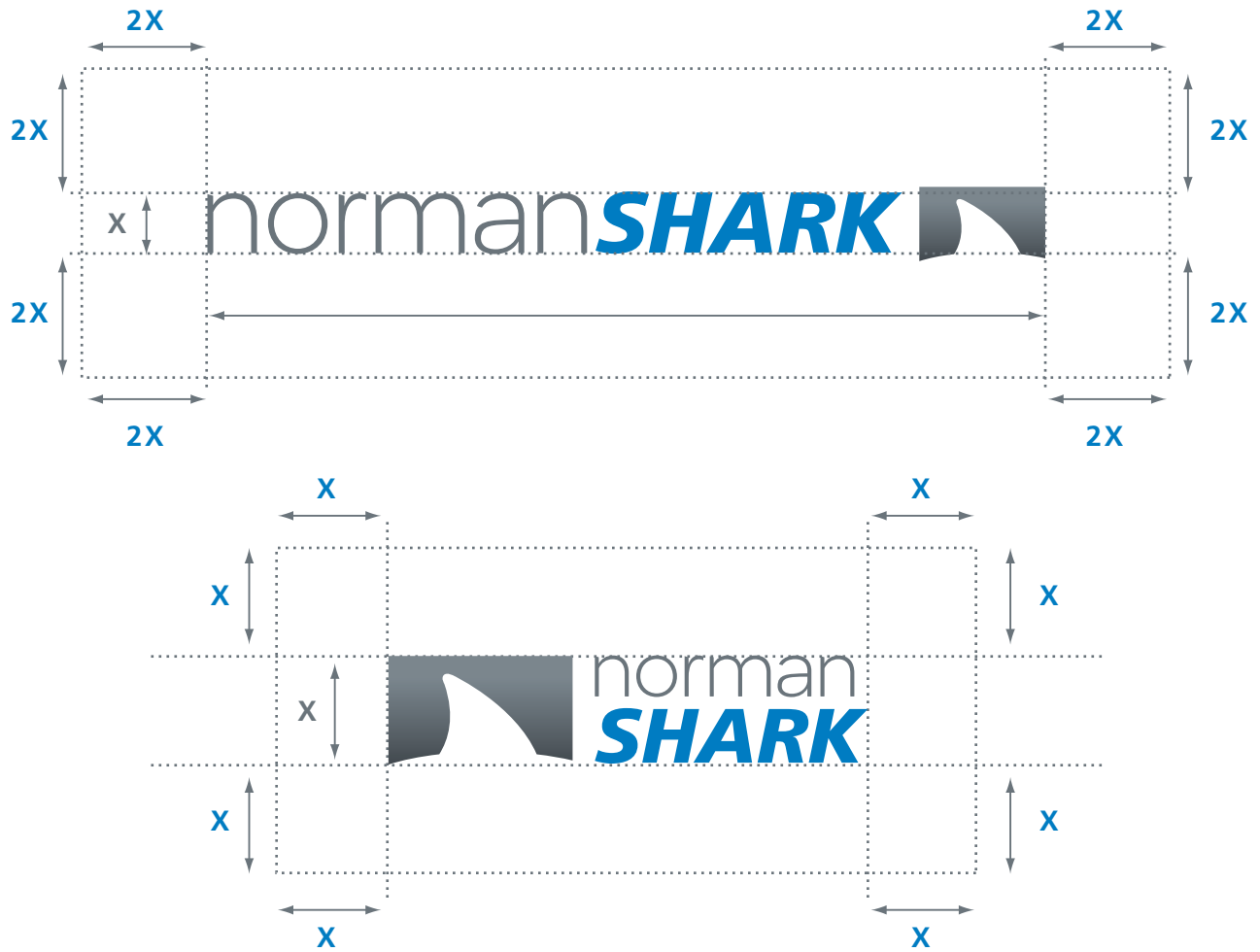
**V.2.** Use this application when only one color is available



**V.2.R.** This two-color version of the logo may be used whenever possible.



**V.3.** Use this application when only Black color is available



To create greater visual impact and ensure audience recognition, keep the area around Norman Shark logo uncluttered. No other element that appears with the logo should be closer than height of the logo. Guidelines for determining this clear space are shown above.

When using Norman Shark logo in conjunction with partner or other logo, Norman Shark logo must be the prominent graphic on the page and visually equal or greater in appearance.



**NORMAN SHARK CORPORATE BRANDING GUIDELINES**  
**SECTION 1.4 - IMPROPER LOGO USAGE**



Do not reproduce logo with different letter kerning or spacing.



Do not rotate logo.



Do not combine the logo within another logo or logotype.



Do not alter logo proportions.










Do not reproduce logo in any color other than specified Norman Shark colors.



Do not use logo without the Norman Shark icon attached.

Samples of unacceptable uses of the Norman Shark logo are shown below. To maintain the integrity of our logo, it is vital that you avoid any variations in its appearance. When you need to reproduce the Norman Shark logo, only use the approved logo.



	PMS	CMYK	RGB
	PMS 285	C:89 M:43 Y:0 K:0	R:0 G:125 B:194
	PMS 431	C:11 M:1 Y:0 K:64	R:106 G:116 B:124
Norman Shark Gradation			
		C:11 M:1 Y:0 K:54	R:123 G:133 B:141
		C:11 M:1 Y:0 K:84	R:67 G:74 B:80
Norman Shark Web Complimentary Colors			
			R:255 G:153 B:0
			R:133 G:194 B:0

This palette represents the approved Norman Shark primary and secondary colors. These color choice equivalents were made to provide the best possible accuracy and consistency between different types of printing and media.



**FRUTIGER:** Its contemporary design is especially effective for display or headline type as well as for text type in collateral materials.

Frutiger Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Frutiger Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Frutiger Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

*Frutiger Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

**ARIAL:** Arial is our resident/web font and will be used in applications such as PowerPoint and Web when usage of a resident font is necessary.

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

The corporate typefaces, Fruitger, has been selected for it's compatibility with the corporate signature and for their readability, print contrast, design flexibility, and contemporary look. Consistent application will visually unify all Norman Shark material.

