

BRAND IDENTITY

QUICK REFERENCE GUIDE

LAST UPDATED AUGUST 2023



nSide™
THE SCHOOL SAFETY PLATFORM

INDEX

- 02** IDENTITY
- 03** LOGOS
- 11** COLORS
- 13** TYPOGRAPHY
- 18** IMAGERY
- 22** GRAPHICS



OUR IDENTITY:

SCHOOL SAFETY & TECHNOLOGY PROFESSIONALS

CLEAN & SIMPLE LAYOUTS | BRIGHT IMAGERY | TECHNOLOGY RELATED GRAPHICS

COMMUNICATING A STRONG BRAND

As communicators, we have a special opportunity to enhance the value of our nSide brand. By utilizing our expertise, resources, and processes, we can create a consistent and unified communication strategy. This will ensure that our brand is visually represented in a high-quality manner throughout all touch-points.

Defining the nSide brand is essential for effectively connecting with our diverse audiences. By doing so, we can better showcase the university and its unique value to attract students and faculty, engage with alumni, and support development efforts.

Building a brand requires a strategic and disciplined approach to long-term communications and marketing. Our actions should be guided by nSide's strategic priorities to achieve our goals.

VOCABULARY

Using words and terms such as:

"difference makers", **"collaborative"**, **"dedicated"**, **"innovative"**, and **"passionate"**

help to emphasize and build a stronger presence in our communication as a brand.

LOGO BASICS

The value of the nSide logo goes beyond its design. By using our brand marks correctly and consistently, we can enhance and preserve the brand equity. This contributes to making nSide easily identifiable and recognizable. On the contrary, improper use of our brand marks can weaken the brand's value and create confusion among our target audiences, ultimately diminishing our credibility. To ensure the proper use of nSide's marks, refer to this guide.

The company can choose to use either formal or informal logo formats. Informal logos do not consist of the tagline "The School Safety Platform." However, there are many scenarios where the use of informal logos may not be suitable. For instance, they can be inappropriate for communication aimed at audiences in new regions, with lower awareness of nSide. Also, they may not be appropriate for placements on websites, considering they can be accessed from any part of the world, and formal style communications.

GENERAL USE

Here are your general guidelines for placement of the nSide logo. There may be exceptions based on photography composition, template restrictions or environmental limitations. Exceptions are subject to review.

The distance of the logo from all edges (top, bottom and sides) of the layout should be at least .5 inches. This is based on typical, standard-sized pieces. When .5 inches from edges is not possible, such as in certain digital communications/channels, include as much distance as the space allows. Follow clearspace guidelines for distance between the logo and any graphics or copy on the page. Only include one logo per visual plane.

FORMAL COMPANY LOGOS

NSIDE LOGO WITH TAGLINE & DROP SHADOW

This version of the logo would typically be the preferred logo of use. It is used in more formal communications or in cases where the audience may not be as familiar with nSide, especially on websites or social media.

The word "nSide" is in the font Raleway and the tagline "The School Safety Platform" is in the font Oswald. The tagline should always be stacked horizontally under the nSide Logo and span the exact length of the logo. Never use a logo without the Trademark in the top right corner.

For dark-colored backgrounds or materials, use the logo that has the white lettering forming the word "nSide." For light-colored backgrounds or materials, use the logo that has the dark gray lettering forming the word "nSide."



MINIMUM SIZE

The minimum acceptable width size is 2 inches wide for the formal logo. The logo should not be made overly large, but sized appropriately based on the design aesthetic of the piece. If any formal logo is needed in a size smaller than these limitations, it should be replaced with the corresponding logo without the drop shadow.



Note:

The typical size of this logo for an 8.5 x 11 document, for example, would be 2.5 to 3.5 inches wide.



NSIDE SOLUTIONS LOGOS WITH DROP SHADOW

The nSide Solutions logos would typically be the preferred logo when presenting the company solutions. The solution names are in the font Acumin Pro Condensed. These logos should almost always be used with the appropriate drop shadow, as pictured.

MINIMUM SIZE

The minimum acceptable width size is 2 inches wide for the formal solution logos with drop shadow. If any formal logo is needed in a size smaller than these limitations, it should be replaced with the corresponding logo without the drop shadow.



Note:

Pipe characters should only be used for nSide Solution logos or special circumstances.



NSIDE LOGO WITH DROP SHADOW & NO TAGLINE

This simplified version of the logo, which uses only "nSide" should be used sparingly for communications that are not overly formal and when the audience is most likely to have awareness of our company. Don't use this version on the main pages of websites.

MINIMUM SIZE

The minimum acceptable width size is 1 inch wide for the nSide logo with drop shadow & no tagline. If any formal logo is needed in a size smaller than these limitations, it should be replaced with the corresponding logo without the drop shadow.



INSIDE ICON WITH DROP SHADOW

This version of the logo, which uses only the square encased "n" may be preferred for use in small spaces where the full logo can't fit or in cases where the logo is consistently repeated across multiple pages, i.e. multi-page documents or presentations.



MINIMUM SIZE

The minimum acceptable width size is 2 inches wide for the formal solution logos with drop shadow. If any formal logo is needed in a size smaller than these limitations, it should be replaced with the corresponding logo without the drop shadow.



.5" Min.
(48px Digital)

RARE-USE LOGOS

LOGOS & ICON WITH NO DROP SHADOW

These versions of logos, which do not include the signature drop shadow, should be for rare-use only. These logos should only be used in circumstances where the size of the logo has diminished to the point of corrupting the integrity of the signature drop shadow or with approval.

SOLID COLOR LOGOS OR ICONS

In rare cases, where color constraints do not allow for the primary logo usage, one of the solid color logos may be used. Every effort should be made to use a primary logo.



Note:

Use of any "Rare-Use Logo" should be pre-approved. For more information on usage and on minimum size restrictions please contact the nSide Marketing Team at marketing@nside.io

LOGO USAGE QUICK REFERENCE GUIDE

Below is a quick reference guide for logo usage. This should be used to answer most logo usage questions but may still have other stipulations in certain circumstances. If you find yourself questioning which logo to use, please contact the nSide Marketing Department at marketing@nside.io for further guidance.

NSIDE LOGO WITH TAGLINE & DROP SHADOW NSIDE SOLUTIONS LOGOS WITH DROP SHADOW

USE

Web
Social Media
Formal Communications
Advertising
New Audiences

DON'T USE

Under Size Limitations



NSIDE LOGO WITH DROP SHADOW & NO TAGLINE

USE

Size Limits Tagline
Informal Communications
Knowledgeable Audiences

DON'T USE

Under Size Limitations
Main Web Headers
Social Media
Formal Communications
Advertising
New Audiences



NSIDE ICON WITH DROP SHADOW

USE

Size Limits Full-Size Logos
Multi-Page Documents
Multi-Page Presentations

DON'T USE

Under Size Limitations



LOGOS & ICON WITH NO DROP SHADOW

USE

Size Limits Formal Logos
When Pre-Approved

DON'T USE

Under Size Limitations
Without Pre-Approval



SOLID COLOR LOGOS & ICON WITH DROP SHADOW

USE

Color Limits Formal Logos
When Pre-Approved

DON'T USE

Under Size Limitations
Without Pre-Approval



LOGO USAGE ON COLORS - EXAMPLES

Full color logos preferred
Use gray logo on light backgrounds



Full color logos preferred
Use white logo on dark backgrounds



Solid color logos available if needed
Use discretion when choosing gray or white
Rare-use logos must be pre-approved



INCORRECT LOGO USAGE

Alteration of the logo in any way is not permitted
Below are examples of unacceptable usage to avoid



Do not use retired logos



Do not use the incorrect drop shadow



Do not use low resolution logos



Do not incorporate other symbols or graphic elements



Do not tilt the logo



Do not use on a distracting background or color



Do not stretch the logo



Do not change or invert the colors

For more information on proper usage or on minimum size restrictions please contact the nSide Marketing Team at marketing@nside.io

COLOR BASICS

When we use color uniformly and intentionally, it creates a strong association with our brand. This connection extends across all communication touch-points and strengthens our brand's credibility.

Use this color palette to guide your designs and layouts. There are major differences in color application between print, digital and web applications.

While nSide Orange is our company's primary color, it should be used mostly for text accents or in ways that are not overwhelming to our audience. nSide Light Gray is primarily used for section backgrounds and tech graphics. Flexibility is provided based on the composition of the piece, including the imagery.

PRIMARY COLORS

| | WEB | PRINT | |
|-----------------------------------------------------|----------------------------------------------------|----------------------------------------------------------------|----------------------------------|
| NSIDE ORANGE Hex #F25D22 PMS 1655 C | R - 242 G - 93 B - 34 | C - 0 M - 62 Y - 86 K - 5 | 100% 80% 60% 40% 20% |
| NSIDE DARK GRAY Hex #5A5A5A PMS 425 C | R - 90 G - 90 B - 90 | C - 0 M - 0 Y - 0 K - 65 | 100% 80% 60% 40% 20% |
| NSIDE LIGHT GRAY Hex #CCCCCC PMS 428 C | R - 204 G - 204 B - 204 | C - 0 M - 0 Y - 0 K - 20 | 100% 80% 60% 40% 20% |

TYPOGRAPHY BASICS

OSWALD

Oswald is the font used for the formal logo tagline. Generally, this font is used for headings, titles, or stand alone numbers. It is preferably used in an all-caps case. Oswald should never be used for body copy.

WEIGHT & SIZE

The two weights that are to be used are SemiBold or Bold. Thinner weights are to be avoided as they do not display well. Combinations of weights can be used to create visually appealing type treatments. Font size for Oswald should rarely drop below 11.

KERNING, LEADING, & TRACKING

Kerning, leading, and tracking play a crucial role in typography. As a general rule, tracking can be set as low as 0 but it is preferred to be set at 50 for most headlines but up to 150 for certain visual enhancements.

COLOR

Color selection of fonts has flexibility for aesthetic enhancements. As a general guideline, nSide Orange is the preferred color for main headers to establish visual hierarchy. nSide Dark Gray is preferred for most subheadings. White and black options may apply for certain circumstances.

AA

OSWALD SEMIBOLD

THIS IS A HEADING EXAMPLE.

AA

OSWALD BOLD

THIS IS A HEADING EXAMPLE.

RALEWAY

Raleway is the font used for the company name in the logo. Generally, this font is used for body text and paragraphs. It can occasionally be used as a subheading to create visual appeal.

WEIGHT & SIZE

The two weights that are to be used are Regular or Bold. Combinations of weights can be used to create visually appealing type treatments. Font size for Raleway has more flexibility than Oswald but should rarely drop below 8.

KERNING, LEADING, & TRACKING

As a general rule, for body text tracking can be set as low as 0 and no more than 25. When using Raleway as a subheading there is more flexibility in tracking but should remain easily legible.

COLOR

Color selection of fonts has flexibility for aesthetic enhancements. As a general guideline, nSide Dark Grey is the preferred color for body text. nSide Orange can be used as an accent color to highlight important text amongst a paragraph or statement . White and black options may apply for certain circumstances.

AA

Raleway

This is a body example.

AA

Raleway Bold

THIS IS A SUBHEADING EXAMPLE.

ACUMIN PRO CONDENSED

Acumin Pro Condensed is only ever used for the module name that belongs to the right of the pipe character in all the solutions logos or website headers, therefore this font contains strict guidelines for use. It should not be used in any other circumstance.

WEIGHT & SIZE

The only weight that is to be used is Regular. Font size for Acumin Pro Condensed varies to accompany the nSide logo and pipe character. Unless pre-approved, this font should always have the appropriate drop shadow behind the text.

KERNING, LEADING, & TRACKING

Kerning, leading, and tracking for Acumin Pro Condensed should always remain at 0.

COLOR

For more information on the color guidelines of Acumin Pro Condensed please refer to the logo section of this guide book.



AA Acumin Pro Condensed
This is a text example.

Note:

Acumin Pro Condensed should not be used for anything except solutions logos or website headers. No exceptions.

TYPOGRAPHY QUICK REFERENCE GUIDE

Below is a quick reference guide for typography. This should be used to answer most typography usage questions but may still have other stipulations in certain circumstances. If you find yourself questioning which font to use, please contact the nSide Marketing Department at marketing@nside.io for further guidance.

OSWALD

Headers
Subheaders
Stand Alone Numbers

Minimum Size: 11

EXAMPLE

Tracking: 0-150

EXAMPLE - 0

EXAMPLE - 150

RALEWAY

Body Text/Paragraphs
Numbers in Body/Paragraphs

Minimum Size: 8

Example

Tracking: 0-25

Example - 0

Example - 25

ACUMIN PRO CONDENSED

Solutions Logos
Website Headers

Minimum Size: Varies

Example

Tracking: 0

Example - 0

MAIN HEADERS NSIDE ORANGE

SUBHEADERS NSIDE DARK GRAY

Body text **example** **Body: NSIDE DARK GRAY**
Accent: NSIDE ORANGE

IMAGERY BASICS

Brand imagery encompasses the photography elements that are employed to convey our brand message consistently and cohesively. It plays a crucial role in shaping the external perception of our brand, which in turn impacts what people say about it. Essentially, brand image is a reflection of the trust and other associations people have with our brand.

LIFESTYLE IMAGERY

Our purpose is to assist schools in adopting safety as a foundational element of their culture with the technologies, solutions, and services nSide provides. We demonstrate this by using imagery that focuses on students and the school environment they are wanting to create. When choosing imagery we want to maintain a look that is fresh and inviting and that deters from looking too intimidating or complex. Images that depict possible negative emotions should only be used when it is necessary to include a visual for certain content.

When choosing imagery, photos should always be well-lit, natural images. Full-color images are preferred unless the photo is going to be overlaid with brand colors. Avoid using photos that clash with our color palette, such as images that heavily display a different shade of orange than our nSide Orange. Every image should contain a focal point (not zoomed out too far) unless text/graphics will be added as the focal point. Ensure no large logos or branding from other companies are heavily displayed unless promoting a brand partner.



SUBJECT BASED IMAGES

Images that contain subjects such as students, teachers, SROs, etc should follow certain perimeters. The image should be well-lit with the main subject of the image in focus against a natural background/setting. A strong focal point draws the viewer's eye into the photo and allows them to connect with the image. Natural photos are preferred over posed photos but both types are allowed.



EXAMPLES OF INCORRECT LIFESTYLE IMAGERY



Colors clash with nSide Orange



Image is too dark



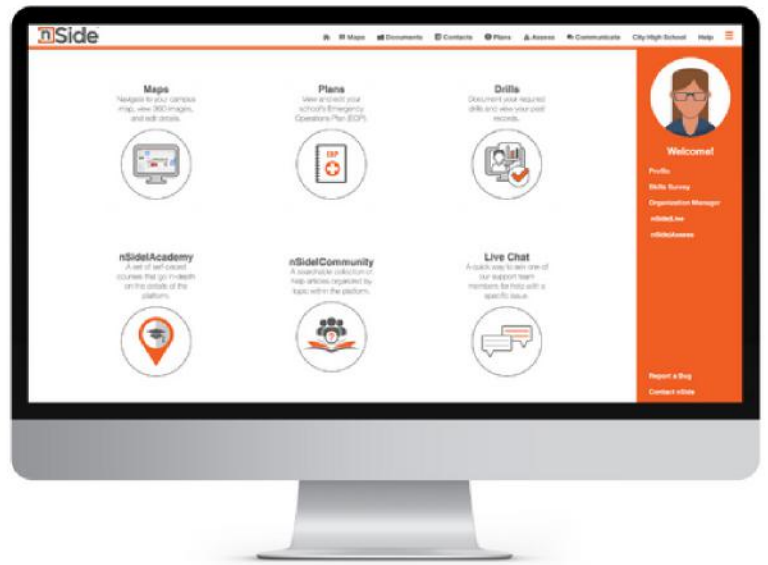
No focal point/too zoomed out

SOLUTIONS IMAGERY

STUDIO IMAGES

nSide solutions should be showcased as clean and bold. The use of shadows is allowed as long as it does not distract from the solution. The images should clearly feature the solution on a blank/clear background with no distractions.

Note: If using on a dark background, the solution image should have a clear background not a white box behind the image.



FIELD IMAGES

nSide solutions should follow many of the same perimeters as lifestyle images. The imagery should be full color, well lit, & natural. The solution should be the focal point with minimal distractions. Avoid using photos that clash with our color palette. Ensure no large logos or branding from other companies are heavily displayed unless promoting a brand partner.



EXAMPLES OF INCORRECT SOLUTIONS IMAGERY



Background on image has not been removed



Camera is not the only focal point



Solution on screen is too dark and can not be easily seen

GRAPHIC ELEMENTS BASICS

The nSide brand has a number of graphic tools that create a unique look and make us distinct from our peers and instantly recognizable. When they're used consistently, these elements create continuity within our family of materials, across a variety of media. There is some flexibility to graphic elements but some generalized guidelines should be recognized.

Graphic elements should be used to establish hierarchy, enhance the design, set borders, or fill space that is lacking appeal. Most all graphic elements used to represent nSide should have a technology related aesthetic (almost as if belonging to a video game). Most elements should be squared and sharp in nature unless using a true circle element. Graphic elements should never be a distraction from the focal design or intended statement.

When on a white background the graphic element color used should be nSide Light Gray at 40% or lighter. Colored or darker backgrounds will vary but should closely mimic the background color at a lighter shade or at a white opacity.

BACKGROUND COLOR

While the overall aesthetic of nSide should most always be light, use of a slightly darker background color can be used to provide a visual break in sections and information.

When breaking up full paragraphs of information (like this section) the background color should extend from each edge of the page, whether that be side to side or top to bottom. When only enhancing certain smaller elements, like imagery or titles, the background color can extend to one side of the page (see page 06 of this guide for an example).

LINES

Lines are a very elementary graphic treatment, but applying them thoughtfully can elevate a design. An easy way to be thoughtful about the use of lines is to establish a common weight throughout an entire piece of collateral. Most line should be between 2-6 point weights according to the design..

2 point line weight
(Most Graphic Element Lines)

6 point line weight
(Most Lines Under Headers)