



VISUAL | at-a-glance

# BRAND GUIDELINES

These at-a-glance **Brand and Graphic Guidelines** are an important component of the **Naked Prosthetics** branding strategy. The designed elements described in this guide are the visual representations of the **Naked Prosthetics** brand. As a part of our branding strategy, we are publishing our identity and have created these guidelines to help manage the brand more effectively, resulting in greater consistency across all communications.

Please reach out to marketing for assistance and brand components at:  
[marketing@npdevices.com](mailto:marketing@npdevices.com)

# BRAND LOGO GUIDELINES

The designed elements described in this at-a-glance guide are the visual representations of the **Naked Prosthetics** brand logos, color palette and typography. The careful and consistent application of these elements influence people's feelings about **Naked Prosthetics** and make it easier for them to identify our products and services, worldwide.

## NP CORPORATE LOGO, ICON + WORDMARK

The Naked Prosthetics logomark, icon and wordmark are represented below. The design is never to be altered. To ensure the logo is always displayed correctly, please only use files supplied to you or in our online directory.

*Please contact [marketing@npdevices.com](mailto:marketing@npdevices.com) for more information on accessing and using the corporate brand logos.*

*NOTE: the <sup>TM</sup> symbol must never print at a font size under 4pt.*

### 1. PRIMARY CORPORATE LOGOMARK

#### CLEAR SPACE

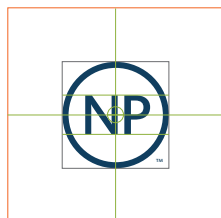
#### MINIMUM SIZE



### 2. SECONDARY CORPORATE ICON

#### CLEAR SPACE

#### MINIMUM SIZE

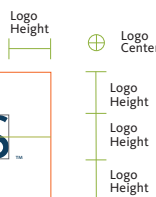


### 3. CORPORATE WORDMARK | TO BE USED ONLY WHEN THE CORPORATE MARK AND ICON ARE NOT FEASIBLE.

#### MINIMUM SIZE



#### CLEAR SPACE











# CORPORATE LOGOMARK USAGE

## DO

- DO use the logo files available from [marketing@npdevices.com](mailto:marketing@npdevices.com).
- DO use the NP Blue version of the logo on white.
- DO use the reversed (white) version of the logo on dark backgrounds, preferably NP Blue 100% or Black.
- DO use the logo on clean uncluttered photographic backgrounds.
- DO be mindful of clear space around the corporate logos.

## DON'T

- DON'T alter the logo in anyway.
- DON'T outline the logo.
- DON'T use the logo in any color other than NP Primary Blue, White or Black (in a b/w environment).
- DON'T place the logo on a busy photographic background or pattern.
- DON'T use the logo on a gradated area which does not allow for clear legibility.
- DON'T reduce the logo to a size which does not allow for clear legibility.
- DON'T use the logo in a size which dominates the environment.

DO	DON'T
 <p>DO use the logos in NP Blue on white</p>	 <p>DON'T alter the logo icon in anyway</p>
 <p>DO reverse the logos on a dark color, preferably NP Blue</p>	 <p>DON'T outline the logo</p>
 <p>DO reverse the logo on a dark color or dark area of a photograph</p>	 <p>DON'T place the logo on an angle</p>
 <p>DO place logo on a sparse and clean area of a photograph</p>	 <p>DON'T Place the logo on a busy or cluttered photographic background</p>

## COLOR PALETTE TRANSLATIONS

Color is a vital element of the Naked Prosthetics brand Identity. The palette is designed to inspire trust, express stability and exhibit strength in all communications from tradeshow to print and screen environments. To ensure proper application of the color palette, it may only be used in professionally designed communications under the direction of a professional designer or the Naked Prosthetics marketing department.

The NP primary color palette consists of two colors — Blue (PMS 539) and Gray (PMS 432). The secondary palette consists of green (PMS 583U) and orange (PMS 144U). Both colors should be used at 100%, with exceptions in the use of NP Gray.

NP Gray is both a primary color and universal support color. PMS 432 or 80% gray is the choice for body copy. In cases where gray is not permissible or legible, black may be substituted in body copy or legal lines.

### PRIMARY COLOR

Blue is NP's principle brand color. Dark shades of blue are associated with trust, reliability, quality, harmony and safety. Grey is solid and stable, creating a sense of calm and composure.

#### NP Blue (PMS 539U)



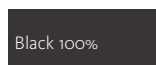
CMYK: Spot Color: PMS 539 | Process Inks: C 100%, M 34%, Y 0%, K 77%  
 HEX: Code: #00263A  
 RGB: R 0 (0%), G 38 (15%), B 58 (23%)

#### NP Gray (PMS 432U)



CMYK: Spot Color: PMS 431 | Process Inks: C 100%, M 34%, Y 0%, K 77%  
 HEX: Code: #41535d  
 RGB: R 65 (25.49%), G 85 (32.55%), B 93 (36.47%)

#### NP Black + Gray options



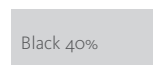
Black 100%  
 CMYK: 10, 10, 10, 100  
 HEX: #000000  
 RGB: 0, 0, 0



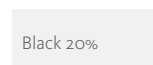
Black 80%  
 CMYK: 0, 0, 0, 80  
 HEX: #333333  
 RGB: 51, 51, 51



Black 60%  
 CMYK: 0, 0, 0, 60  
 HEX: #666666  
 RGB: 102, 102, 102



Black 40%  
 CMYK: 0, 0, 0, 40  
 HEX: #999999  
 RGB: 153, 153, 153



Black 20%  
 CMYK: 0, 0, 0, 20  
 HEX: #CCCCCC  
 RGB: 204, 204, 204

### SUPPORTIVE COLOR

Green and orange are NP's supportive brand colors. Green in brighter shades are associated with compassion, freshness, optimism and the natural world. Orange is an energetic color calls to mind feelings of excitement, enthusiasm, and warmth. Supportive Colors are to be used sparingly, only to highlight and not dominate the primary palette.

#### NP Green (PMS 583U)



CMYK: Spot Color: PMS 539U | Process Inks: C 100%, M 34%, Y 0%, K 77%  
 HEX: #b7bf10  
 RGB: R 183 (71.76%), G 191 (74.9%), B 16 (6.27%)

#### NP Orange (PMS 144U)



CMYK: Spot Color: PMS 144U | Process Inks: C 0%, M 43%, Y 90%, K 0%  
 HEX: #f38b3c (25% saturated preferred for screen #ff8925)  
 RGB: R 243 (95.29%), G 140 (54.9%), B 60 (23.53%)

# TYPOGRAPHY

Official NP fonts for professional use are KIEVIT, GEORGIA and OPEN SANS. Due to licensing restrictions NP cannot distribute these fonts. Georgia and Open Sans are available free of cost or license.

## Kievit | PRINT

FF Kievit is a contemporary humanist sans-serif typeface designed by Michael Abbink and published through FontFont in 2001. It was influenced by classic sans-serifs like Univers and Frutigeri as well as taking cues from humanist serifs such as Garamond.

**Light + Light Italic** | *testimonials, pull-outs, exclusive uses*

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

**Book + Book Italic** | *testimonials, pull-outs, exclusive uses*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***

**Medium + Medium Italic** | *testimonials, pull-outs, exclusive uses*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***

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## Georgia | PRINT + SCREEN

Georgia is a serif typeface designed in 1993 by Matthew Carter and hinted by Tom Rickner for the Microsoft Corporation. It was intended as a serif font that would appear elegant but legible printed small or on low-resolution screens. Georgia is available free of cost or license.

**Regular + Regular Italic** | *testimonials, pull-outs, exclusive uses*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***

**Bold + Bold Italic** | *use for extreme emphasis, exclusive design uses*

***abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + abcdefghijklmnpqr ABCDEFGHIJK 1234567890***

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## Open Sans | SCREEN

Open Sans is a humanist sans-serif typeface designed by Steve Matteson and commissioned by Google. Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. Open Sans is available free of cost or license.

**Light + Light Italic** | *body copy, side bars, photo credits, exclusive design uses*

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

**Condensed Light** | *exclusive uses only*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***

**Regular + Regular Italic** | *Headlines, titles, body copy, side bars, photo credits, exclusive design uses*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***

**Semibold + Semibold Italic** | *use for extreme emphasis, exclusive design uses*

**abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890***