



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

NAKED PROSTHETICS 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 for more information on accessing and using the corporate brand logos.

NOTE: the TM symbol must never print at a font size under 4pt.

1. PRIMARY CORPORATE LOGOMARK

CLEAR SPACE

MINIMUM SIZE



2. SECONDARY CORPORATE ICON

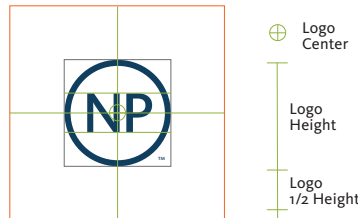
CLEAR SPACE

MINIMUM SIZE



Primary NP Icon

Secondary NP Icon



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

MINIMUM SIZE

NAKED PROSTHETICS™



CLEAR SPACE











LOGO + ICON USAGE

DO

- DO use the logo files available received from marketing@npdevices.com
- DO use the NP Blue version of the logo/icons on white.
- DO use the reversed (white) version of the logo/icons on dark backgrounds, preferably NP Blue 100%, 80% Gray or Black.
- DO use the logo/icons on clean uncluttered photographic backgrounds.
- DO be mindful of clear space around the corporate logos and icons

DON'T

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

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 the a professional designer or the Naked Prosthetics marketing department.

The NP primary color palette consists of two colors — Blue (PMS 540) and Gray (PMS 431). The secondary palette consists of green (PMS 583) and orange (PMS 144). All colors should be used at 100%, with exceptions for transparency options when directed/approved by the NP Marketing department.

NP Gray is both a primary color and universal support color. PMS 431 or 80% gray is the choice for priority 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 540



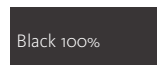
CMYK: Spot Color: PMS 540 | Process Inks: C 100%, M 58%, Y 23%, K 77%
 HEX: Code: #00263A
 RGB: R 0, G 51, B 89

NP Gray | PMS 431



CMYK: Spot Color: PMS 431 | Process Inks: C 45%, M 27%, Y 17%, K 58%
 HEX: Code: #676c73
 RGB: R 94, G 106, B 113

NP Black + Gray options



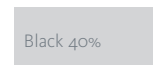
Black 100%
 CMYK: 10, 10, 10, 100
 HEX: #000000
 RGB: 0, 0, 0



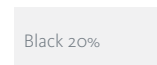
Black 80%
 CMYK: 0, 0, 0, 80
 HEX: #333333
 RGB: 51, 51, 51



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 + HIGHLIGHT COLORS

Green is NP’s supportive brand color. Green in brighter shades area associated with compassion, freshness, optimism and the natural world. Orange is NP’s highlight color. This 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 Supportive Green | PMS 583



CMYK: Spot Color: PMS 583 | Process Inks: C 100%, M 34%, Y 0%, K 77%
 HEX: #a6b340
 RGB: R 168, G 180, B 0

NP Highlight Orange | PMS 144



CMYK: Spot Color: PMS 144 | Process Inks: C 0%, M 52%, Y 100%, K 0%
 HEX: #f38b3c (25% saturated preferred for screen #ff8925)
 RGB: R 233, G 131, B 0

TYPOGRAPHY

Official NP fonts for professional use are KIEVIT and OPEN SANS. Due to licensing restrictions NP cannot distribute Kievit. Open Sans is a Google Font available free of cost for online and web use.

Kievit | PRINT

<https://www.fonts.com/font/fontfont/ff-kievit/licenses>

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

Light + Light Italic | display, headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Book + Book Italic | display, headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Medium + Medium Italic | display, titles, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Bold + Bold Italic | display, titles, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Open Sans | SCREEN

<https://fonts.google.com/specimen/Open+Sans>

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.

Light + Light Italic | display headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Condensed Light | *exclusive uses only*

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Regular + Regular Italic | display, headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Semibold + Semibold Italic | display, headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*

Bold + Bold Italic | display, headlines, body, testimonials, pull-outs, italic; exclusive uses

abcdefghijklmnopqrs ABCDEFGHIJK 1234567890 + *abcdefghijklmnopqrs ABCDEFGHIJK 1234567890*