NAKED
PROSTHETICS

VISUAL | at-a-glance
BRAND USE GUIDELINES

These at-a-glance **Brand Use 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.

The information described in this at-a-glance user's guide are representations of the Naked Prosthetics logos, colors, typography, photography, and voice. The careful and consistent use of these elements influence people's feelings about Naked Prosthetics and make it easier for them to identify our products and services.

LOGO GUIDELINES

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 logo, 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 ™ symbol must never print at a font size under 4pt.

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1. PRIMARY CORPORATE LOGOMARK

CLEAR SPACE

MINIMUM SIZE

Logo Center

Logo Height

Logo 1/2 Height

.25"

.25" minimum height

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2. SECONDARY CORPORATE ICON

CLEAR SPACE

MINIMUM SIZE

Primary NP Icon

Secondary NP Icon

Logo Center

Logo Height

Logo 1/2 Height

.25"

.25" minimum height

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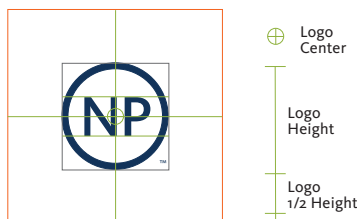
3. CORPORATE WORDMARK | TO BE USED ONLY WHEN THE CORPORATE MARK AND ICON ARE NOT FEASIBLE.

MINIMUM SIZE

NAKED PROSTHETICS ™

2" minimum width

NAKED PROSTHETICS ™

CLEAR SPACE

Logo Height

Logo Center

Logo Height

Logo Height

Logo Height

For more information: marketing@npdevices.com or visit npdevices.com

LOGO + ICON USAGE

DO
• DO use the logo files 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, dark 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 any way.
• 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 logo/icons 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

DO use the logos in NP Blue on white

DON'T alter the logo icon in any way

DO reverse the logos on a dark color, preferably NP Blue

DON'T outline the logo

DO reverse the logo on a dark color or dark area of a photograph

DON'T place the logo on an angle

DO place logo on a sparse and clean area of a photograph

DON'T place the logo on a busy or cluttered photographic background

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 trade shows 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 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

NP Blue is our 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.
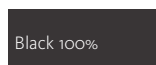
NP Blue | PMS 540

CMYK:	Based on Spot Color: PMS 540	Process Inks: C100, M57, Y12,K 61
HEX:	#00325B
RGB:	0, 50, 91

NP Gray | PMS 431

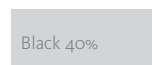|	
CMYK:	Based on Spot Color: PMS 431	Process Inks: C 45%, M 27%, Y 17%, K 51%
HEX:	#5f6a72
RGB:	95, 106, 114

NP Black
+ Gray options
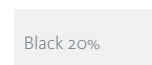
	Black 100%	Black 80%	Black 60%	Black 40%	Black 20%
CMYK:	10, 10, 10, 100	0, 0, 0, 80	0, 0, 0, 60	0, 0, 0, 40	0, 0, 0, 20
HEX:	#000000	#333333	#666666	#999999	#CCCCCC
RGB:	0, 0, 0	51, 51, 51	102, 102, 102	153, 153, 153	204, 204, 204

When printing offset using CMYK equivalents, please monitor inks closely to acheive maximum match.

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:	Based on Spot Color: PMS 583	Process Inks: C 25%, M 3%, Y100%, K 14%
HEX:	#AAB300
RGB:	170, 179, 0

NP Highlight Orange | PMS 144

CMYK:	Based on Spot Color: PMS 144	Process Inks: C 0%, M52%, Y 100%, K 0%
HEX:	#2a2723
RGB:	239, 130, 0

When printing offset using CMYK equivalents, please monitor inks closely to achieve maximum match.

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).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Book + Book Italic | display, headlines, body, testimonials, pull-outs, italic (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Medium + Medium Italic | display, titles, body, testimonials, pull-outs (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Bold + Bold Italic | display, titles, body, testimonials, pull-outs (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk 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).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Condensed Light | *exclusive uses only*
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Regular + Regular Italic | display, headlines, body, testimonials, pull-outs, italic (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Semibold + Semibold Italic | display, headlines, body, testimonials, pull-outs, italic (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890

Bold + Bold Italic | display, headlines, body, testimonials, pull-outs, italic (exclusive uses).
abcdefghijk ABCDEFGHIJK 1234567890 + abcdefghijk ABCDEFGHIJK 1234567890
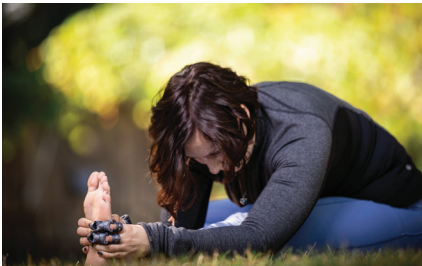
PHOTOGRAPHY | Lifestyle and Activity

Our brand's essence comes to life through the lens of photography that is genuine, approachable, and relatable. Each image encapsulates not only the attention to detail and craftsmanship we uphold, but also the raw authenticity of genuine moments.

In each image we tell a visual story that allows the audience to glimpse into the life of individuals with finger or partial-hand amputations. This supports their inspirational stories and makes them visually accessible to all, while also reflecting the shared feelings and moments that connect us.

FOCUS: Activities of daily living, functionality, lifestyle, and aesthetic product imagery.
Note: Care is taken to shoot with extensive framing to accommodate many contextual uses.
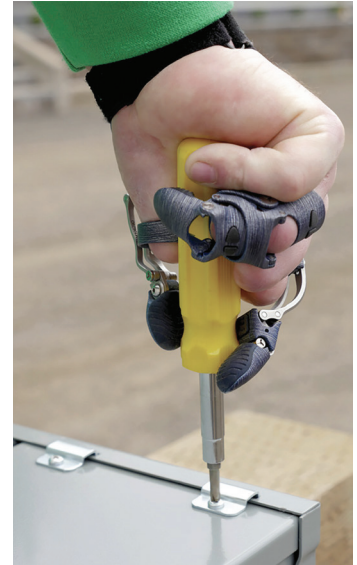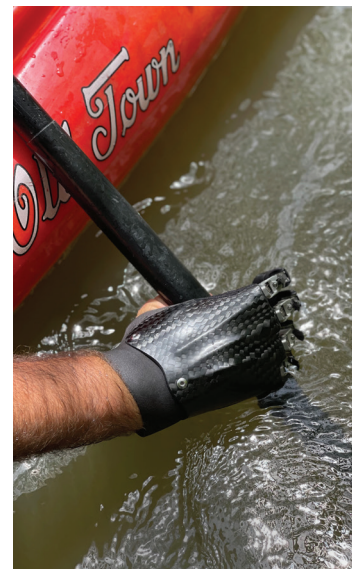
PIPDriver™

MCPDriver™

PHOTOGRAPHY | Lifestyle and Activity

ThumbDriver™

GripLock Finger™

PHOTOGRAPHY | Logo + Copyright Placement

To ensure effective logo placement for clear visibility, position the logo in an uncluttered area of the photo, preferably where the background noise is minimal. See *logo usage guidelines* for additional information.

Alternatively, you can opt for a discreet yet recognizable approach by incorporating a small copyright symbol (©) accompanied by the text "Naked Prosthetics. All rights reserved." in the lower right or left of the image. This maintains proper ownership while maintaining the overall aesthetics of the photograph.
Please see the next page for more guidance.

LOGO: Choose only the corporate logo when the product is presented alongside additional O&P products or outside of a Naked Prosthetics brand context, e.g., NP social channels, designated article, or similar. The size, color, and placement is determined by the photograph, size, and the context of the image. Be careful the logo does not infringe on or dominate the image, or appear in a cluttered area of the image that impacts legibility. This decision can only be made by a graphic designer. White, black, and NP blue at 100% opacity are the approved options.

COPYRIGHT (©): The copyright "© Naked Prosthetics. All rights reserved." may be used in the case that it benefits the NP and product images to achieve less visual interference. It is also appropriate when the images are used inside an NP promotion and is accompanied by captions or text clearly identifying NP products and brand. The type size must be legible and not be below 4.5 points, printing in 100% black or white. If necessary, the type may be adjusted to as low as 50% to accommodate a very dark or light background. This decision can only be made by a graphic designer.

Below: Corporate logo and copyright are used at minimum height (.25") and point size (4.5pt) in image size 2.5" x 1.7". Image sizes used below this proportion must use the © line only.

PHOTOGRAPHY | Logo + Copyright Placement

EXAMPLES:

Logo placement examples for larger promotional images.
Corporate logo balanced to the free clear space in the image.

Copyright placement examples for small promotional images.
Use 100% white black or appropriate transparency to 50%.