



## Corporate Identity Guideline

a symbol that underlines the track record with pride, and symbolise its confidence in meeting the challenges of the future.

# A GUIDE TO OUR CORPORATE IDENTITY

A symbol that underlines the track record with pride, and symbolize its confidence in meeting the challenges of the future.

Welcome to the NASS Corporate Identity Guidelines.

Here you will find descriptions and guidelines on how to work with the different elements of the NASS Visual Identity, i.e. the wordmarque, symbol, colour palette, typeface, and photography. They also cover 'brand architecture' – how the different divisions should appear in relation to the main NASS brand.

The purpose of this brand manual is to ensure that the NASS brand earns the value it deserves.

By following this guide, you help define NASS for our customers, partners and our industry at large. Equally important, you help them recognize, differentiate, and remember us.

If you have questions about how to use any brand elements, or need additional information, contact: [pr@nasslogistics.com](mailto:pr@nasslogistics.com)

## IDENTITY PLATFORM

Our Values influence the way we perceive who we are and what we do. This compilation of the NASS Identity Guidelines have been developed to ensure that they are used correctly. A compelling strategy in rendering our values increases the awareness of NASS and its multi-ethnic professional taskforce in such a way that it establishes strong feelings, reactions and a favorable view towards the company. The strategy must be reinforced consistently throughout all areas of the organization, from senior management to customer services, marketing and PR through to maintenance, all contributing to help create a favorable corporate culture.

## INTRODUCTION

The NASS Brand Identity guidelines illustrate and explain how to use the different elements of the NASS Visual Identity word marque, symbol, color palette, and typeface. They also cover 'brand architecture' – how the different divisions should appear in relation to the main NASS brand. These will provide clear foundations on which to build any visual material. By following these guidelines, whenever you want to produce visual materials, we will ensure NASS is always be sending a strong, recognizable message about who we are.

## 2.0 COLOUR TREATMENT

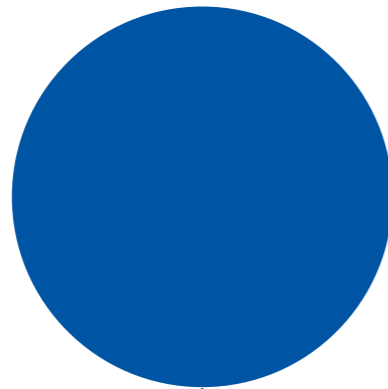


Please note:

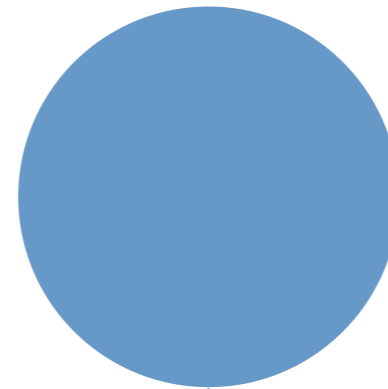
The colors indicated in this section and throughout this manual are not intended for color-matching purposes, they serve as a guide only. Using Pantone® inks is ideal for printing purposes but not for material color specifications. In these instances the print references given should be matched.

## 2.1.1 BRAND COLORS Pantone®

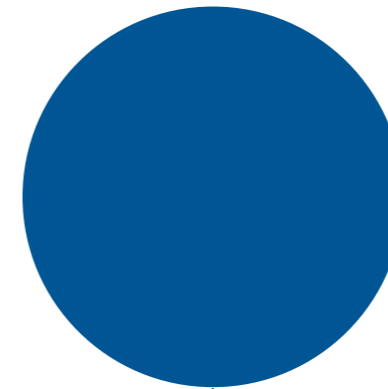
Matching solid Pantone® colors can accurately reproduce these colors. You can find the standards for these by consulting the current edition of the Pantone® color specifier or use the relevant Pantone® chips provided in this section.



Pantone® Reflex Blue CVC



Pantone® 645 C



Pantone® 647 C

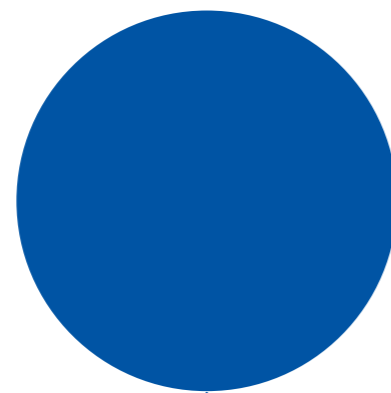
### Three colour version

The three-colour NASS logo is the preferred version. It should be used whenever possible for communication materials, including stationery, print advertising, collateral materials. Direct marketing, and electronic media.

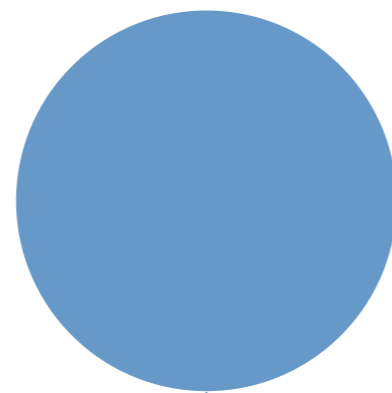
Please note: The signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use the approved art work.

## 2.1.2 Brand Colors CMYK & RGB

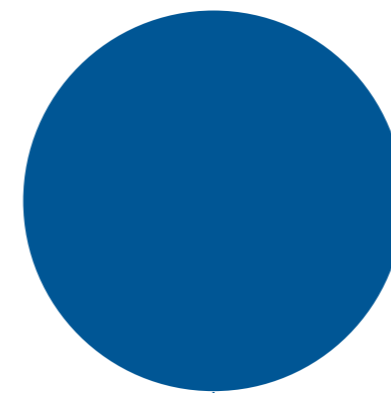
It may not always be possible to use the Pantone Colors while reproducing the NASS logo. Circumstances that include other color elements within or an image accompanying may not make it feasible. In such situations, it is recommended that the NASS logo be used in its traditional 4 color variant.



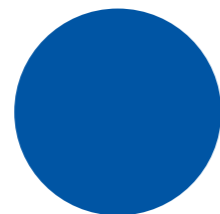
NASS Blue C100 M73 Y0 K02



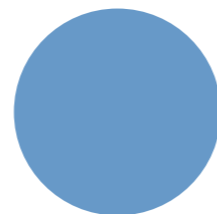
NASS Light Blue C55 M24 Y0 K09



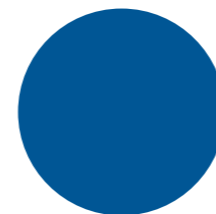
NASS Dark Blue C100 M56 Y00 K23



NASS Blue R00 G66 B149



NASS Light Blue R87 G135 B190



NASS Dark Blue R00 G68 B132

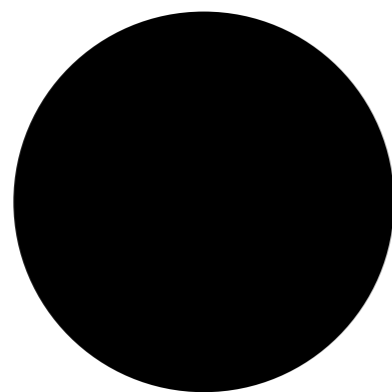
### Four-color version

The four-colour split NASS logo is reproduced alongside with its corresponding color percentages. Please mention this in all written instructions to the printer so that it can be matched perfectly. This is particularly so in communication materials, including print advertising, collateral materials, direct marketing, and electronic media.

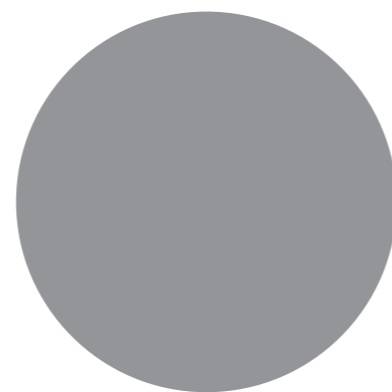
Please note: The signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use the approved art work.

## 2.1.3 Brand Colors Mono and Greyscales

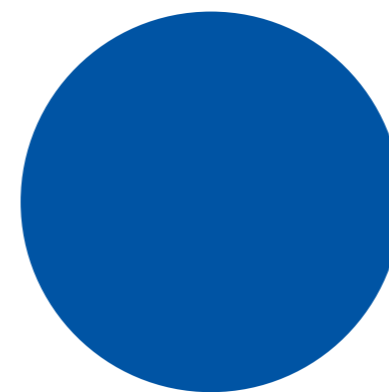
If economies of scale prevent the use of the NASS logo in both, its Pantone and 4-color versions, you are free to use the Black & White or single-color version. The corresponding mono or greyscale color percentage is mentioned below for your information. Always provide written instructions to the printer, if you opt for this version.



Black 100%



Black 50%

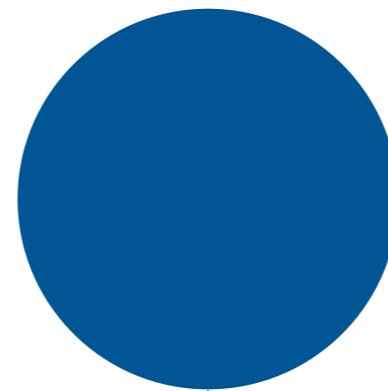


Pantone® Reflex Blue C

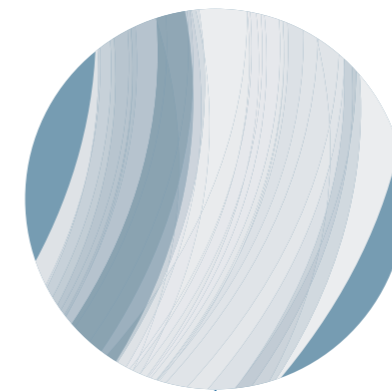


## 2.1.4 Brand Colors for the 'Swoosh'

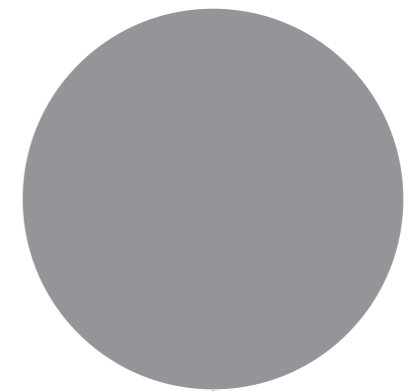
The 'swoosh' is a four-color-mix of color percentages. It can never be recreated nor should any attempt be made to do so. It is therefore recommended that the master artwork be applied and let the printer be informed in writing to match the colors from the master artwork.



Pantone® 647 C



FOUR COLOUR MIX

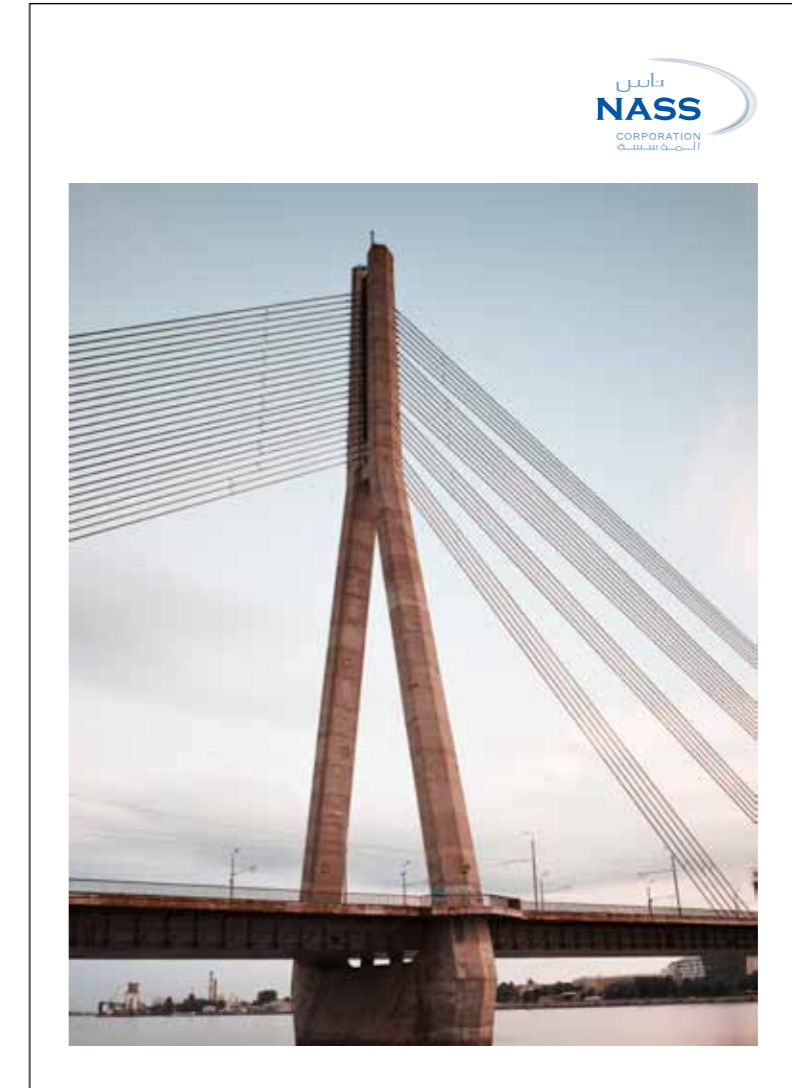
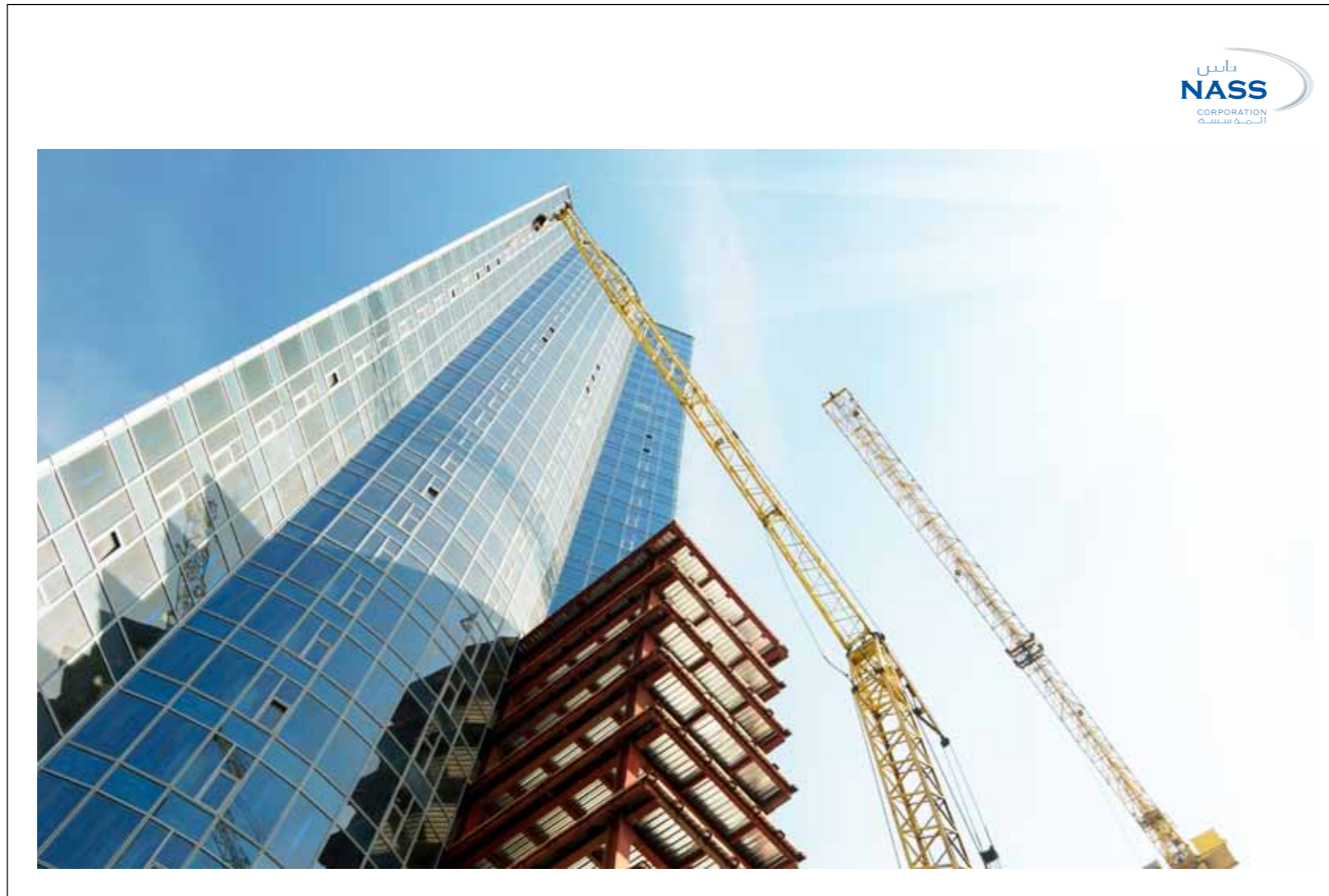


Black 50%



## 2.2 Full Color Reproduction Photography

When positioning the Brandmark and Monogram on a photographic background, they must be clearly visible and positioned so that their impact is not diluted by other text or cluttered backgrounds. Care should be taken to ensure that the Brandmark and Monogram remain legible and visible.



## Thank You

---

**For any further questions or clarifications please contact:**

Building 453, Road 4308, Block 343  
Mina Salman Industrial Area  
Post Box: 669, Manama  
Kingdom of Bahrain.  
Tel: +973 17 725 522  
Fax: +973 17 728 184  
Telex: 8243 NASCON BN  
Email: [pr@nasslogistics.com](mailto:pr@nasslogistics.com)

