LOGO IDENTITY STANDARDS

The visual representation of the Nexus logo is a valued asset. Protecting the integrity of the logo through consistent use and quality reproduction will ensure the long-term value of this asset. The Nexus logo will appear on all communications, correspondence, signage and uniforms. Every effort should be made to adhere to these identity standards. If you have any questions or need further information, contact Chris Menke at 641-715-1203 or cmenke@nexus.coop.

Company Name Used In Text

When the Nexus logo appears in headlines or text, it must always appear in the same typestyle as the surrounding copy. Nexus should never be used as a verb or in a plural or possessive form.

Logo Elements

The Nexus logo is made up of the title "Nexus" with the identifier element in the center. The logomark must appear as shown here; do not attempt to recreate the logomark yourself.

The identifier is always located in the center of the logo.

Clear Zone

The Nexus logo requires a sufficient amount of area around it where no distracting graphic elements or text should be placed. This white space is referred to as the "clear zone" and encompasses ½ the height of the identifier in the Nexus logo as shown in the example.

Color

The Nexus logo was designed to be a two-color logo using the print standard Pantone® Matching System of colors (PMS).

2-Color Logo:
    Coated
    PMS 1955 C Red
    PMS Black C Black

4-Color Process Conversion:

Coated	C	M	Y	K
PMS 1955 C Red -	0	87	63	50
PMS Black C Black -	60	40	40	100

It is also necessary at times to recreate the graphic in one color. It is only acceptable to recreate the Nexus logo in black or white as shown:

1-Color Logo:
    Black and White

Black and White Reversed

Web Color:

In Web-based applications, the following hexidecimal choices are acceptable matches for the Nexus Logo.

	R	G	B	Hex
Red =	140	35	43	8C232B
Black =	0	0	0	000000

Embroidery Color:

    PMS 1955 Red = Classic 40 Maroon
    PMS Black = Classic 40 Ruby Black

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Re-sizing

The Nexus logo must be increased and decreased proportionately. This is done by holding down the "Shift" key while dragging a corner anchor on the insert box with the logo.

Correct

Incorrect

Minimum Size

Maintain the width of the logomark to at least 1 1/4 inch for readability. Never go smaller.

1 1/4 Inch   1 1/4 Inch

Incorrect Useage

The Nexus logo should never be incorporated with another graphic element.

Incorrect   Incorrect

Backgrounds

Background colors or graphic elements are not recommended. If needed, the background color must not interfere with the strength or readability of the graphic.

Correct

Incorrect

Stationary

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