North Coast

MEDICAL & REHABILITATION PRODUCTS

Graphic Standards
for Logo Use

All electronic logo files can be downloaded at:
www.ncmedical.com/logos

North Coast Medical, Inc. Logo

The North Coast Medical logo should be reproduced from the original electronic files that can be downloaded from our website at **www.ncmedical.com/logos** only.

The logo should be used as a mark only and never to replace the words "North Coast Medical, Inc." in body or headline copy.

The North Coast Medical logo may not be altered. To ensure consistent logomark branding integrity, do not attempt to recreate or manipulate the logos in any way. Do not scan, crop, or modify the logos. Only re-sizing of the logos is permitted.

When re-sizing the logo, scaling must stay proportional. The North Coast Medical logo should never be distorted. Never change the logo by expanding, compressing, or altering individual components of the logo in any way.

ORIGINAL

SCALED DOWN

For use on white or light colored backgrounds* - color   *For use on black or dark colored backgrounds - color*

LOGO - LONG

LOGO - SHORT

LOGOMARK ONLY

For use on white or light colored backgrounds* - black   *For use on black or dark colored backgrounds - white*

* North Coast Medical prefers that their logos be placed on a white or light colored background whenever possible.

Logos should be reproduced in color whenever possible. Black and white should never be an intentional implementation, but used only when color reproduction is not possible.

For use on white or light colored backgrounds* - grayscale   *For use on black or dark colored backgrounds - grayscale*

LOGO - LONG

LOGO - SHORT

LOGOMARK ONLY

* North Coast Medical prefers that their logos be placed on a white or light colored background whenever possible.

Logo on Dark Colors

The North Coast Medical logo should be placed on white backgrounds whenever possible. If usage mandates being applied to dark or black backgrounds, there are two acceptable implementations.

1.) White box with the standard logo. The box should meet the minimum "negative space" standards defined on page 4 in this style guide.

2.) Use logos designated for use on black or dark colored backgrounds (as shown on this and the previous page).

**Negative Space Pointers
for Newsprint**

Reversing type is always a good way to draw attention to a certain element. But you should always reverse type that is Bold. If an ad containing the North Coast Medical logo is to appear in newsprint or a newspaper, keep in mind that newsprint does not accept large areas of pure black very well. The paper is too porous. It would be best to keep reverses to a minimum, using them just as an element to highlight specific information.

About negative space: less copy and fewer elements is definitely more, especially in the newspaper. If you take a look at the paper, the overall look is grey. To achieve an ad that really stands out, you need to use either a lot of negative space or a lot of black. With newsprint you can't use large areas of solid black, so your alternative is to create white space. In a paper that is so crammed with type, a resting space of white is a real eye catcher.

Negative space around logo

The North Coast Medical logo has been designed to work as a unit. It is important not to place other elements too close to the logo, as this will draw attention away from the logo and detract from the strength of the design. This logo works best when used in a centered format, with negative space above and on both sides.

The space to be left blank on the **left and right** of the logo is equal to the **width of the "N"**. The blank space at the **top and bottom** of the logo is equal to the **height of the "o"**.

Center Mark

Blue area represents negative/white space to be left empty.

Logo Color Matching - PRINT

CMYK Logo file extensions for PRINT use (High Resolution):
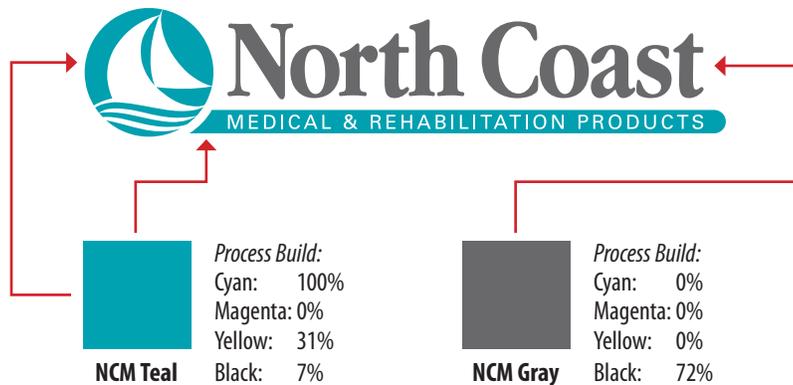.ai
.eps
.tif
.pdf

RGB Logo file extensions for PRINT use (High Resolution):
.bmp

The North Coast Medical logo may only be used with the colors defined here.

The color logos FOR PRINT should always use the original cmyk build that is already defined in the logo files as provided by North Coast Medical. Inc.

Never change the color builds. Altering the color weakens brand integrity and impact. Always insist upon accurate color matching.

NCM Teal

Process Build:
Cyan: 100%
Magenta: 0%
Yellow: 31%
Black: 7%

NCM Gray

Process Build:
Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 72%

Logo Color Matching - WEB
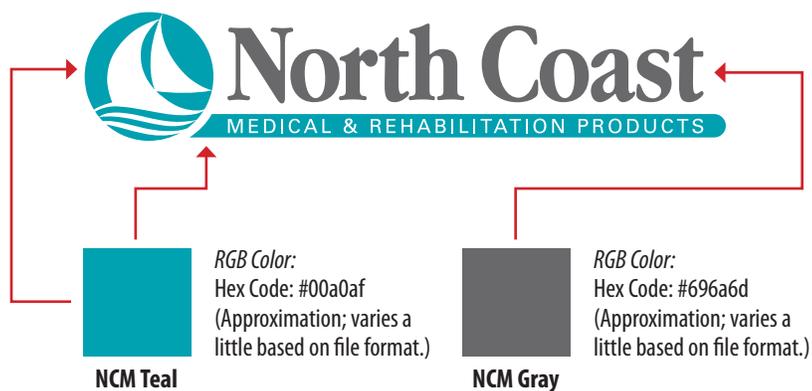
RGB Logo file extensions for WEB use (Low Resolution):
.jpg
.png
.gif

RGB Logo file extensions for WEB use (High Resolution):
.svg

The color logos FOR WEB should always use the rgb color already existing in the original logo files provided by North Coast Medical. Inc.

Never change the web colors. Altering the color weakens brand integrity and impact. Always insist upon accurate color matching.

NCM Teal

RGB Color:
Hex Code: #00a0af
(Approximation; varies a little based on file format.)

NCM Gray

RGB Color:
Hex Code: #696a6d
(Approximation; varies a little based on file format.)

Logo Grayscale Matching - PRINT

**Grayscale Logo file extensions
for PRINT use (High Resolution):**
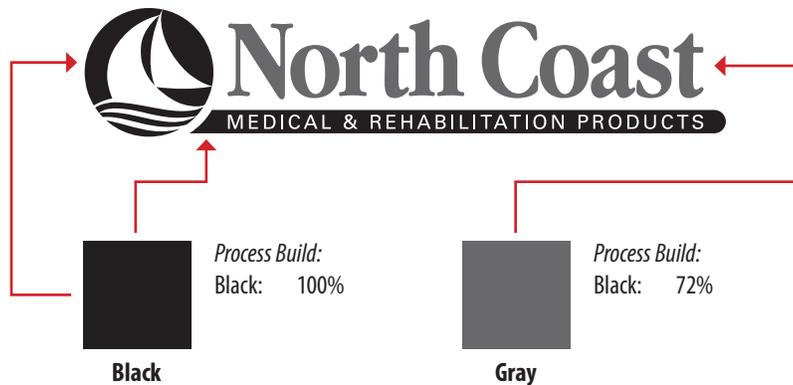.ai
.eps
.tif
.pdf

**RGB Logo file extensions for
PRINT use (High Resolution):**
.bmp

The North Coast Medical logo may only be used with the grayscale tints defined here.

The grayscale logos FOR PRINT should always use the original percentages of black that are already defined in the logo files as provided by North Coast Medical. Inc.

Never change the tint builds. Altering the tints weakens brand integrity and impact. Always insist upon accurate grayscale tint matching.

Process Build:
Black: 100%

Black

Process Build:
Black: 72%

Gray

Logo Grayscale Matching - WEB

**Grayscale Logo file extensions
for WEB use (Low Resolution):**
.jpg
.png
.gif

**Grayscale Logo file extensions
for WEB use (High Resolution):**
.bmp
.svg

NOTE: The grayscale logos in RGB format are converted from the black tints (above). Since converting from grayscale to rgb does not create a true "grayscale" color profile, these logos should never be an intentional implementation, but used only when color reproduction is not possible.

The North Coast Medical logo should be reproduced in color whenever possible.

Approval Process

When using the North Coast Medical logo within any type of print or web ad that includes copy, contact information or any other graphic or text elements, a proof should always be submitted to our Marketing Department for review and approval. A PDF is the best format to send to us for review purposes.

Send any materials requiring review to the individual you have been corresponding with at North Coast Medical. In addition, please CC these individuals in our Marketing Department:

Preston KIncaid, *Creative Marketing Manager*
pkincaid@ncmedical.com
408.776.5000 ext. 141

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These logo and graphic standards were developed
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All artwork is copyrighted, and is proprietary
intellectual property of North Coast Medical, Inc.