

neomar™ Logo Guidelines

Why it's important to use our logo correctly

Correct usage of the Neomar logos is important because it helps us maintain a consistent image about our company. If we fail to speak to the world in a single voice, the world becomes confused about who we are. Please read and follow all of our guidelines when using our logo for any purpose.

Corporate Signature





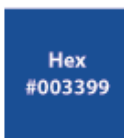
Our identity consists of two parts: The Neomar flying fish and the Neomar wordmark. Their relationship is fixed and should under no circumstances be altered. Do not use the flying fish or wordmark separately. Do not stretch or change their position in relation to each other.



Color

For printed pieces, the Neomar flying fish should make use of metallic ink (Pantone 8201 CVU); when metallic ink is not available or advisable, an alternative color (Pantone 5425 CVU) is suggested. For printed pieces, the Neomar wordmark should use Pantone 293 CVC.

For web or other on-screen applications, please use web-safe hexadecimal colors. The Neomar flying fish should be #999999 and the Neomar wordmark should be #003399.

Print			Web	
				
Represents Pantone 8201 CVU	Represents Pantone 5425 CVU	Represents Pantone 293 CVC	Hex #999999	Hex #003399
Metallic ink for the Neomar flying fish.	Use this alternative if 8201 CVU is not available.	For the Neomar wordmark.	For the Neomar flying fish.	For the Neomar wordmark.

Minimum Size

The Neomar logo should not be used smaller than half an inch as measured from the flying fish's tail to the end of the letter "r". The Neomar wordmark should appear no smaller than 6.5 points.

Make Sure the Logo Has Space!

The Neomar identity works best when a reasonable amount of unused area surrounds the signature. The area, commonly called "clear space" should be clear of any imagery or typography. The clear space is defined as the height of both the flying fish's wings. Remember also that the clear space specified here is a minimum distance. Additional clear space is encouraged.



One Color

If multiple colors are not available, the Neomar logo may be used in one color. It is strongly suggested that the Neomar logo be printed in black or Pantone 293.



Backgrounds

Avoid using the Neomar logo on complex backgrounds or other images. If you must, make sure there is sufficient contrast to make the logo stand out clearly.

Logo Quality

Make sure that the logo always published properly. When printed make sure the logo isn't fuzzy or pixelated. Do not copy a logo off the website for use on a printed piece. 72dpi logos (for web) and 300dpi logos (for print) are available on our corporate website and upon request.

Neomar, Incorporated

Our legal name is Neomar, Incorporated and that name should be used on legal and official documents. However, in most cases, the preferred name is simply Neomar.

Neomar vs. neomar

Our logo uses a lower case "n", however, when our name is written within a sentence, it should be capitalized, as "Neomar" or "Neomar, Inc.".

Our Trademark

Our name and signature are trademarks. Do not omit the TM from our signature under any circumstances. When writing our name, it is only necessary to use a TM at the first instance. After that, our name may be written without the TM.

Important

All images are copyright © 2000-2001 Neomar, Incorporated. Any dissemination or publication of these images must be through the explicit permission of Neomar, Incorporated. Please e-mail mlabe@neomar.com to request such permission. Please be sure to briefly describe the intended use of the image. Most responses will be generated within one business day.

Exceptions

Please follow the usage rules shown here. If your circumstance is an exception to the rules shown here, please contact mlabe@neomar.com.