



# STYLE GUIDE

## THE NRB GROUP

THE **NRB** GROUP

# ENTITY LOGOS

The logos of the NRB Group have one thing in common, a family trait, a connection. These are the five basic colours that comprise them (see the chapter devoted to them).



The "The NRB Group" logo represents the complete set of companies with a reminder of the NRB parent company. It consists of 3 elements:

- The letters 'THE' in *Dark Blue*, in uppercase letters.
- The NRB block consists of a *Dark Blue* rectangle on which are centred the white letters 'NRB' in bold uppercase.
- The 'GROUP' block consisting of the letters 'GROUP' in *Dark Blue*, in uppercase on a rectangle with a gradient to grey on the right and a line of colours on the bottom (*Middle Blue, Light Blue, Red, Grey*), all highlighted by a shadow, also on the right, to give the effect of a sheet peeling off.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The logo 'Part of the NRB Group' consists of the logo 'The NRB Group' preceded by the words 'Part of' in the same format as the 'The'. This logo is used on documents bearing the logo of a single entity. It should be placed in the bottom right in the footer of the document.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The 'NRB' logo consists of 3 elements:

- The NRB block consists of a *Dark Blue* rectangle on which are centred the white letters 'NRB' in bold uppercase.
- A line of colours on the bottom (*Middle Blue, Light Blue, Red, Grey*) of the same width as the NRB block.
- The baseline 'DARING TO COMMIT' in *Grey* uppercase letters and in which only the letters 'IT' are in bold and also with the same width as the two previous elements.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The Xperthis logo consists of 3 elements:

- 5 circles of 4 sizes and 4 different colours: one Dark Blue of size 1, one *Dark Blue* of size 2, one *Middle Blue* of size 2, one *Light Blue* of size 3 and one *Red* of size 4 that serves as the dot of the “i” of the logo.
- The word xperthis in Grey lowercase letters in the Calibri font.
- The baseline ‘committed to care’ in *Middle Blue* in the Calibri font in uppercase and in which only the word ‘care’ is in bold.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The Xperthis GROUP logo consists of 3 elements:

- 5 circles of 4 sizes and 4 different colours: one *Dark Blue* of size 1, one *Dark Blue* of size 2, one *Middle Blue* of size 2, one *Light Blue* of size 3 and one *Red* of size 4 that serves as the dot of the "i" of the logo.
- The word xperthis in *Grey* lowercase letters in the Calibri font.
- The word GROUP in *Middle Blue* uppercase letters in the Helvetica font.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The Civadis logo consists of 3 elements:

- The word Civadis in condensed uppercase letters with a gradient effect.
- Stylised graphical elements representing buildings.
- The baseline 'IT SOLUTIONS FOR LOCAL AUTHORITIES' in Grey in uppercase and in which only the letters 'IT' are in red.

## Variants of the baseline



## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The Cevi logo consists of 3 elements:

- The word "cevi" in italics in which the letters c, v and i are *Red*. The letter e is white on a parallelogram-shaped *Dark Blue* background.
- The baseline 'CENTRUM VOOR INFORMATICA' is in *Grey*, in italics and placed on two lines.

## One colour version



## Greyscale version



## Black and white version





# ENTITY LOGOS



The Logins logo consists of 5 elements:

- The L consists of a *Dark Blue* vertical rod and a *Middle Blue* underscore effect.
- The letters O and G in *Grey* are entangled.
- The letter i is in *Grey* and its dot is *Red*.
- The letter N is in *Grey*, the right side line follows the curve S.
- The letter S is in *Red*.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



The Afelio logo consists of 3 elements:

- The word Afelio in *Dark Blue* with the dot of the “i” in *Red*.
- A graphical element representing waves.
- The baseline ‘MAKE IT ANYWHERE’ in *Dark Blue* in uppercase and in which the letters ‘IT’ are red.

## One colour version



## Greyscale version



## Black and white version



# ENTITY LOGOS



## WHAT NOT TO DO:

Any change of the colour, shape or proportions of the logos is prohibited.

- Do not modify or reverse the colours
- Do not modify the logos
- Do not change the proportions
- Do not enlarge
- Do not rotate
- Do not delete any elements
- Do not move any elements
- Do not add any effect
- Do not change the font
- Do not place the logo on a background that makes it illegible

# TYPOGRAPHY & FONTS

## HELVETICA

> Recommended usage for headlines  
Helvetica UltraLight 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw  
Helvetica Thin 35

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw  
Helvetica Light 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw  
Helvetica roman 55 bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvw**

### Usage and principles

The Helvetica font is used on printed or promotional materials or in pictures.

### ATTENTION

This is a font subject to a proprietary right. Authorisation is therefore necessary prior to any use. When external suppliers want to use the Helvetica font, they have to buy it, for example from the Myfonts site at <http://www.myfonts.com/fonts/adobe/helvetica/>, and send us the proof of purchase.

# TYPOGRAPHY & FONTS

## HELVETICA CONDENSED

> Recommended usage for headlines  
Helvetica UltraLight 27 Cn

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Thin 37 Cn

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Light 47 Cn

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica roman 57 Cn

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# TYPOGRAPHY & FONTS

## HELVETICA

- > Recommended usage for the body of the text
- Generally used in lowercase
- Helvetica Light 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

Helvetica roman 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

Helvetica roman 55 bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvw**

# TYPOGRAPHY & FONTS

## TAHOMA

### Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Tahoma Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**






### Usage and principles

For desktop digital applications, such as Word, Excel, Powerpoint, websites and emails, Tahoma should be used as an alternative. This is a standard font on all platforms that does not subject to any proprietary right.

# COLOURS

Colours play an essential role in the image of the NRB Group. They are the visual connection between all of the entities. It is therefore essential to use them on all media as a matter of priority. The 5 main colours also symbolise the five entities that comprise the group.

## FIVE MAIN COLOURS

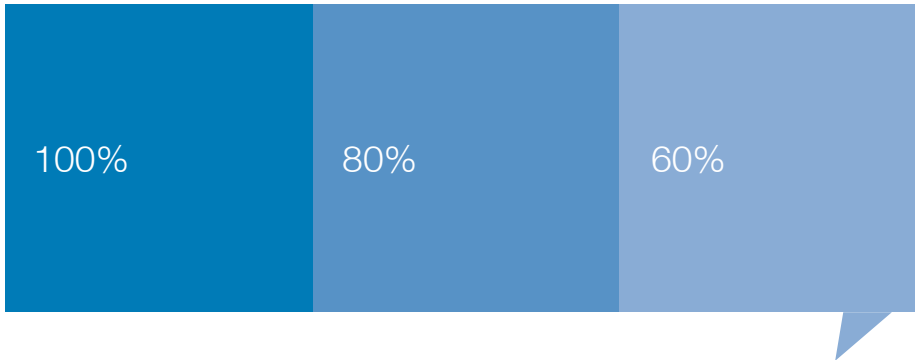
	<b>Dark blue</b>	c : 100% m : 84% y : 39% k : 34%	r : 0 g : 47 b : 81	Hexa : #002f51	Pantone : 289 C
	<b>Middle blue</b>	c : 85% m : 42% y : 8% k : 0%	r : 0 g : 124 b : 180	Hexa : #007cb4	Pantone : 285 C
	<b>Light blue</b>	c : 67% m : 17% y : 7% k : 0%	r : 79 g : 169 b : 209	Hexa : #4fa9d1	Pantone : 298 C
	<b>Grey</b>	c : 67% m : 56% y : 44% k : 19%	r : 91 g : 96 b : 105	Hexa : #5b6069	Pantone : 432 C
	<b>Red</b>	c : 7% m : 97% y : 100% k : 1%	r : 215 g : 25 b : 27	Hexa : #d7191b	Pantone : 485 C



# COLOURS

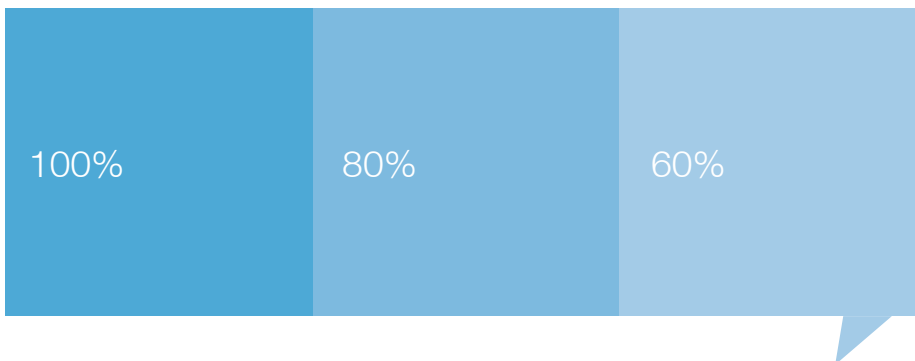
## MIDDLE BLUE

Recommended use for most cases



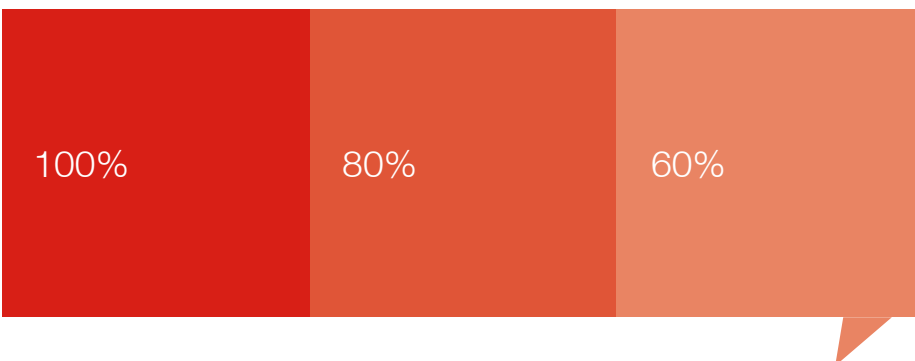
## LIGHT BLUE

Recommended use for darker backgrounds



## RED

Occasional use



The percentage indicates the colour saturation.

# GRAPHIC ELEMENTS



## **Bubble**

The bubble represents communication, the conversation between NRB, its employees, partners, clients and prospects. This is a sign of recognition, and the most important of this graphic chart.



## **Arrow**

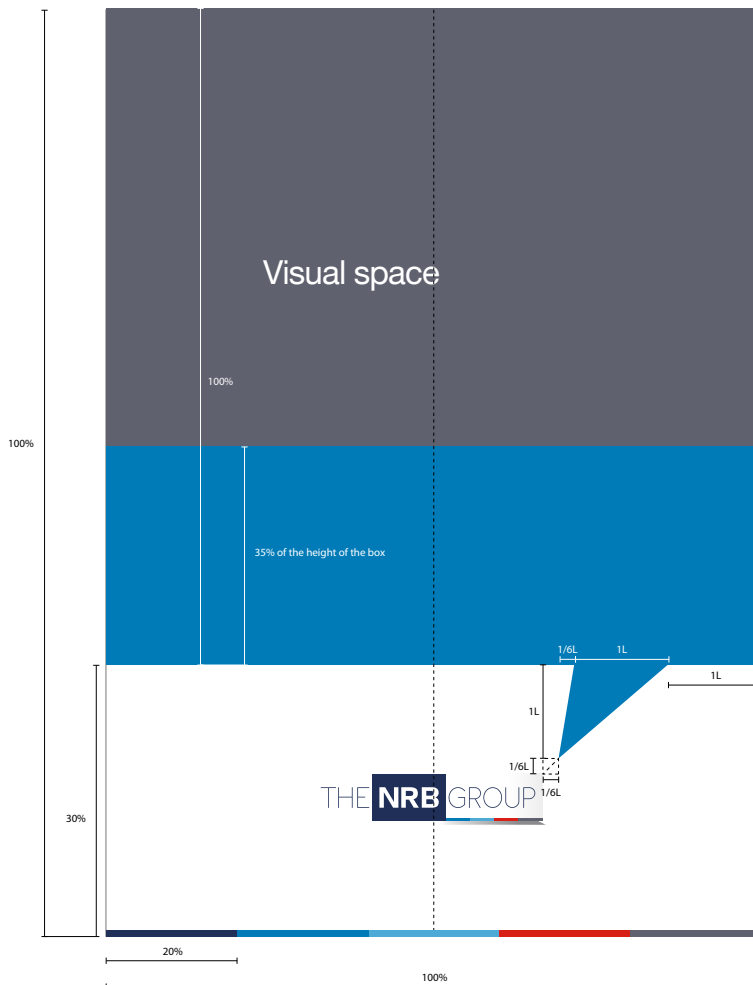
The arrow represents the future, advancement, continuous improvement and innovation that are a part of the vision of our company.



## **Colour line**

This line consists of the 5 main colours of this chart. It represents the union of our five entities. It is primarily used in the lower areas of documents, such as to express support for the content.

# ADVERTISING INSERTS



## Usage and principles

For example, here is the detailed construction of an advertisement in A4 format. The gray area contains the visual and first slogan. The *Middle blue* zone can contain either a second slogan or a description text of the offer being promoted. The company's contact information is placed in the white area in the lower third of the page.

EXAMPLE



# ANNUAL REPORT 2014





[www.nrbgroup.be](http://www.nrbgroup.be)



[www.linkedin.com/company/the-nrb-group](http://www.linkedin.com/company/the-nrb-group)



[@thenrbgroup](https://twitter.com/thenrbgroup)



[marketing@nrb.be](mailto:marketing@nrb.be) | [design@nrb.be](mailto:design@nrb.be)



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THE **NRB** GROUP