



# BRAND GUIDELINES

The 2020 NEWCOM Brand Guidelines explain how to properly manage the brand and execute marketing communication deliverables. The Guidelines provide instructions for the correct use and production of all visual identifiers so as to promote a consistent and accurate application of the brand identity. Although the Guidelines presented cannot address every marketing situation that may arise, they do establish an overall understanding of the communication principles for properly representing the NEWCOM brand.

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# NEWCOM LOGO

The NEWCOM “full logo” is the central element of NEWCOM Wireless Services, LLC graphic and corporate identity. The full logo is the most important identifier that represents the NEWCOM brand; it is the visual property of who we are and what we do. The appropriate, accurate use and production of the full logo is essential in building and preserving the NEWCOM brand.

Therefore, the shape, color and letter type should not be changed randomly. The color should be expressed in a consistent form on various media, and the accurate color value should be maintained.



# ICON LOGO

The “icon” logo is the secondary visual identifier for the NEWCOM brand. This logo is to be primarily used as an identifier for social media profile placement and represented in marketing campaigns and collateral.



## NEWCOM LOGO COLOR PALETTE



CMYK COLOR (C69% + M21%)



RGB COLOR (R56% + G163% + B220%)



PANTONE COLOR (PANTONE 2925 XGC)



CMYK COLOR (C90% + M66% + Y47% +K35%)



RGB COLOR (R33% + G66% + B85%)



PANTONE COLOR (PANTONE 19-4125 TCX)

# NEWCOM “Lighter” LOGO

The NEWCOM “lighter/full” logo is the central element of NEWCOM Wireless Services, LLC graphic and corporate identity. The lighter/full logo is the most important identifier that represents the NEWCOM brand; it is the visual property of who we are and what we do. The appropriate, accurate use and production of the full logo is essential in building and preserving the NEWCOM brand.

Therefore, the shape, color and letter type should not be changed randomly. The color should be expressed in a consistent form on various media, and the accurate color value should be maintained.



## ICON LOGO

The “icon/lighter” logo is the secondary visual identifier for the NEWCOM brand. This logo is to be primarily used as an identifier for social media profile placement and represented in marketing campaigns and collateral.



## NEWCOM LOGO “Lighter” COLOR PALETTE



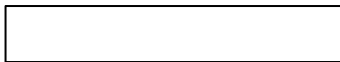
CMYK COLOR (C69% + M21% + Y0% +K0%)



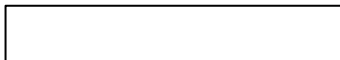
RGB COLOR (R56% + G163% + B220%)



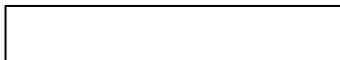
PANTONE COLOR (PANTONE 2925 XGC)



CMYK COLOR (C0% + M0% + Y0% +K0%)



RGB COLOR (R244% + G245% + B240%)



PANTONE COLOR (PANTONE 11-0601 TCX)

## NEWCOM “ACCENT” COLOR PALETTE



CMYK COLOR (C1% + M62% + Y99% +K0%)



RGB COLOR (R243% + G126% + B34%)



PANTONE COLOR (PANTONE 16-1366 TCX)

## “NEWCOM” Font

The font used for “NEWCOM” within full logo is Avant Extra Bold to be applied to “NEWCOM” branded lo. It also demonstrates the preferred use of ALL-UPPERCASE.

**PREFERRED USE:** Avant Extra Bold in all UPPERCASE





The 2020 NEWCOM “Logo” Branding Guidelines is designed to explain how to properly manage the NEWCOM’s brand and execute marketing deliverables. Although these Guidelines cannot address every marketing situation that may arise, they do establish a clear understanding of the communication principles for properly representing the NEWCOM brand in the United States.

If you have any questions, please contact:

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