



BRAND GUIDELINES

The 2024 **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.



NEWCOM

STACKED LOGO

The NEWCOM “stacked logo” is a variation of the NEWCOM Wireless Services, LLC graphic and corporate identity. The stacked logo is a secondary option when the primary logo isn’t suitable due to space restrictions.



NEWCOM

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.



“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.



STACKED “LIGHTER” LOGO

The NEWCOM “stacked logo” is a variation of the NEWCOM Wireless Services, LLC graphic and corporate identity. The stacked logo is a secondary option when the primary logo isn’t suitable due to space restrictions.



ICON “LIGHTER” 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.



COLOR PALETTE

There are two primary colors, the “lighter” and “darker” shades of blue used in our communications on and offline.

There are two accent colors, the orange and grey variations, to be used to compliment the primary blues on communications.

CYMK (C65% + M34% + K29%)

RGB (R64% + G120% + B181%)

HEX (#4078B5)

PMS (#426DA9, 7683 C)

CYMK (C100% + M66% +K60%)

RGB (R0% + G35% + B102%)

HEX (#002366)

PMS (#001E62, 2758 C)

CYMK (M53% + Y88%)

RGB (R255% + G120% + B31%)

HEX (#FF781F)

PMS (#FF7F32, 1575 C)

CYMK (K30%)

RGB (R188% + G190% + B192%)

HEX (#BCBEC0)

PMS (#BBBCBC, Cool Gray 4C)

BLACK & WHITE LOGOS

In cases where the original logo or "lighter" logo cannot be used due to background color similarities or if black or white appears best, you can use the all black or all white logo.



“NEWCOM” Font

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

When Montserrat is not available, use the font Arial or Helvetica.

PREFERRED USE:
Montserrat in all UPPERCASE

NEWCOM Tagline

The NEWCOM Tagline should only be placed below the NEWCOM logo. It should also not be substantially larger than the logo's font. It can be typed in any of our corresponding colors, or black/white.

Tech Forward, Future Ready

NEWCOM Apparel Internal Only

When applying our logo to white or light gray, our traditional logo will be applied.

When applying to our logo to black, navy or dark grey, our lighter logo will be applied.

For special cases such as orange or light blue apparel, the following two versions will be used.

