



# External Brand Guidelines

| 2023

nine.energy



# Primary Logo

The primary logo is the preferred logo for all applications and usage.



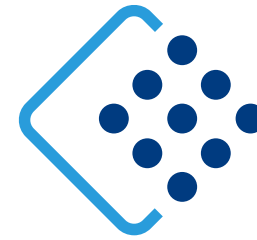
Light Background



Dark Background

# Brand Mark

The brand mark should only be used when the primary logo text is illegible due to size. This mark is also used in the brand as a design element (ie. a watermark).



Light Background



Dark Background

## Other Logo Types

Other types of logos are available in specific use cases.

The stacked logo can be used when horizontal space is not adequate and would cause the legibility issues. The stacked logo is best used in vertical compositions.



**Light Background**



**Dark Background**

# Logo Construction

The NineDot Energy logo is made up of two elements, the brand logo mark and the wordmark.

The brand logo mark is the logo icon to the left of the name.

The wordmark is the text 'ninedot energy'.



# Logo Clear Space

When determining how much space should be used between the NineDot Energy logo and another design element or logo, the space between can be measured with the brand logo mark.



## Logo Size

The NineDot Energy logo should not be sized smaller than 1.5" on any print or digital designs.

If the logo needs to appear in a smaller application, then the brand logo mark may be utilized.



# Correct Logo Applications

Primary Use



Secondary Use



Photo with Dark Overlay



Alternative Use



Alternative Use



Photo with Dark Overlay in Corner



Black Printing



Alternative Use





# Incorrect Logo Applications

Unbranded Color Background



Background with Insufficient Contrast



Photo with No Overlay



Changing Color Palette



Distorting Logo/Changing Elements



Unbranded Gradient Overlay



Outlining the Logo



Boxing in the Logo



# Primary Color Palette

The primary colors are the only colors that should be used throughout the NineDot Energy brand with the exception of the secondary colors used for charts and graphs detailed on the following page.

The dark navy should be used as the primary background color as it's the darkest color creating the highest contrast between the additional primary colors. The blue ribbon color should be used as a secondary background color. The navy should be used for all headlines and the gray for all body text. The magenta is the primary button color and can be used as a design accent color. The accent gray should be used as a subtle background color that divides sections of copy.

No other solid colors should be used in any NineDot Energy designs.

## Primary Colors

Dark Navy	
<b>HEX</b>	#002444
<b>RGB</b>	0, 36, 68
<b>CMYK</b>	100, 85, 44, 48

Blue Ribbon	
<b>HEX</b>	#289BDB
<b>RGB</b>	40, 155, 219
<b>CMYK</b>	73, 26, 0, 0

Navy	
<b>HEX</b>	#013B7F
<b>RGB</b>	1, 59, 127
<b>CMYK</b>	100, 87, 23, 8

Magenta	
<b>HEX</b>	#A52672
<b>RGB</b>	165, 38, 114
<b>CMYK</b>	37, 98, 26, 3

Gray	
<b>HEX</b>	#444B49
<b>RGB</b>	68, 75, 73
<b>CMYK</b>	69, 56, 59, 39

Accent	
<b>HEX</b>	#F5F5F4
<b>RGB</b>	245, 245, 244
<b>CMYK</b>	3, 2, 2, 0



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