

# Brand Guidelines



## Contact details

Communication  
Department

If you have any questions regarding the corporate design rules, please contact the Communication Department:  
**[communicatie@nts-group.nl](mailto:communicatie@nts-group.nl)**

# 4 A

## Logo Awareness



The triangle stands for Development



The circle stands for Assembling



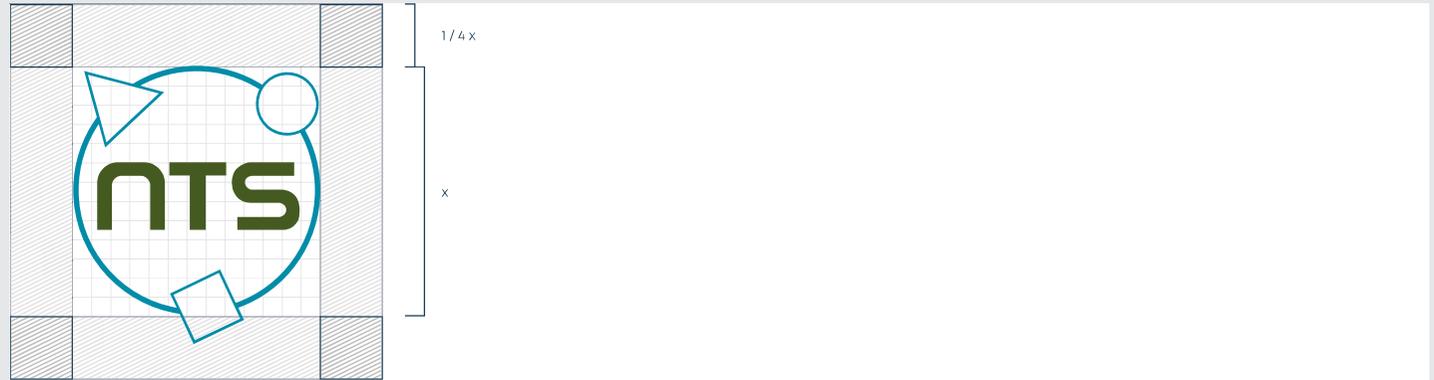
The square stands for Manufacturing



The large circle that connects the figures stands for Mutual Cooperation

# 4 A

## Logo (per example)



This shows an example on how the logo should be positioned in regards to the borders of per example stationary items.

# 4 D



## Logo Do's

The NTS logo is not to be altered in any way. Whenever possible it's obligatory to use the NTS logo as it is, in full-color. On dark backgrounds you're obliged to use the white version.

–Do not use color logo on dark backgrounds. Only on light backgrounds like NTS White, NTS Grey, or on light images.

–Do not use white logo on light backgrounds. Only on color backgrounds like shown on the right, or on dark images.



# 4 D

## Logo Dont's

This page shows all the things you are not allowed to do with the NTS logo.



✘ Do not—  
Apply Outlines



✘ Do not—  
Apply Drop shadows



✘ Do not—  
Add Gradiations



✘ Do not—  
Change colors



✘ Do not—  
Skew or Distort



✘ Do not—  
Rotate



✘ Do not—  
Add elements



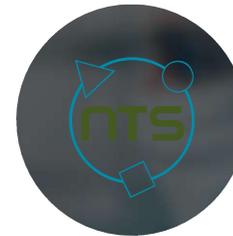
✘ Do not—  
Fill shapes



✘ Do not—  
Replace NTS name



✘ Do not—  
Remove outter circle



✘ Do not—  
Use color logo on  
dark backgrounds



✘ Do not—  
Use light logo on  
light backgrounds

