

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

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Vision

Mission

Brand Proposition

Brand Values

Tone-of-Voice;
Communication

Brand Proposition

NTS develops, produces, assembles and tests complex (opto-)mechatronic systems and mechanical modules, which accelerate her customers' innovations and hence contributes to a more sustainable, healthy and future-proof world.

4 E

Pay-off

The NTS pay-off 'Accelerating the future' is used as often as possible. Especially on branding related materials in order to build recognition for the NTS brand.

Accelerating the future in light blue is used on corporate stationary which has an informative purpose.

Accelerating the future with gradient is used in branding/sales materials which attracts the viewer. Only if seperated from the logo.

Accelerating the future will be written in white whenever the background color is too dark to use one of the mentioned above pay-offs.

NTS Light Blue

Accelerating
the future

Accelerating the future

NTS Gradient

Accelerating
the future

Accelerating the future

NTS Dark Blue

Accelerating
the future

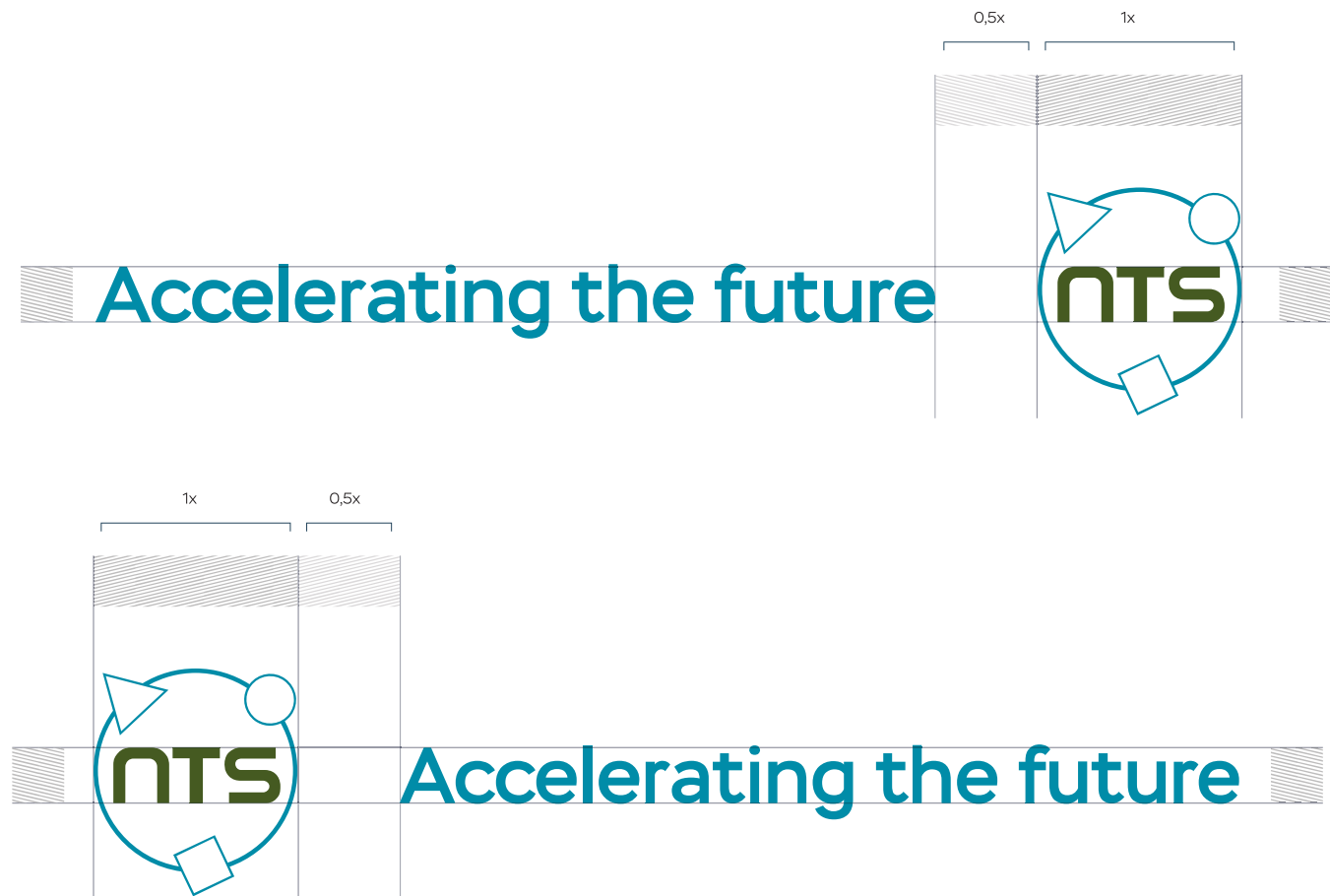
Accelerating the future

Accelerating
the future

Accelerating the future

4 E

Pay-Off Whitespace



Shown on the right indicates the minimal amount of space that is obligatory to use.

4 E

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Shown on the right indicates the minimal amount of space that is obligatory to use.

4 E

Pay-Off Usage

Designers are free to use the logo in coherence with a favorable pay-off. This has to do with the total amount of space on the brandcarrier.

It is however not permitted to change the spacing of the 'logo vs. pay-off' combination. This should always be 0,5x in comparison to the x of the logo.



**Accelerating
the future**

Accelerating the future



Accelerating the future

4 E

Pay-Off Colors

When the logo and pay-off are used separately on a white background the designer is allowed to use the gradient pay-off.

The designer should always use the white combination of the logo and the pay-off on a dark/colored background or on a dark image. The darker variant is only used on a white, NTS grey, light background or light image.



Accelerating the future



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