Brand Guidelines
"Everyone who works in a corporation should be concerned with marketing and, specifically, with the laws of branding. If the entire company is the marketing department, then the entire company is the branding department."

—The 22 Immutable Laws of Branding

NMS Brand Essence

Speaking with a common voice makes everything we do more powerful and effective. It unifies our company, motivates our employees and adds to our impact on clients.

We’ve evolved so successfully since our founding that many aren’t aware of all we do. We need to clarify our mission and explain our programs—for our clients and for ourselves.

Outsiders think of NMS as a single entity. They expect it to have a unified and distinctive voice. That doesn’t mean everybody has to say and do everything exactly the same way, but it does mean sticking to the common themes identified by the brand definition.

These guidelines are designed to help you make our voice a powerful reality. They do not limit your freedom but, instead, are tools to help you bring our brand to life.

You are the custodian of the NMS brand. Please take care of it.
NMS Graphic Standards

Introduction

This section provides an overview of the graphic standards and guidelines for using the NMS logo, trademarks and service marks in various applications.

Consistent application of these guidelines enables NMS to maximize the impact of all marketing communications activities, creating a consistent, quality image, which will ultimately enhance our clients’ perception of NMS.

Legally, we must maintain very specific standards when using the NMS logo in order to protect our identity.
Primary Logo

The NMS logo speaks to the breadth of services we offer and to the diversity of the people we employ. It is the signature for the company and its services and is the key element in our graphic identity.

The NMS logo was designed to present a strong impression that will stay in the minds of our clients, our employees and the public. The deep blue of the NMS logo represents leadership, with the embedded figure of the hunter linking us to our Alaska heritage. The background grid gives a contemporary feel while representing our heritage through the colors of the Alaska tundra.

The primary logo’s minimum size is 1.875 inches wide. This retains the integrity of the “hunter” inside the letter “N.” We recommend that the logo be surrounded by .25” of clear white space.

The brand logo and proprietary marks must always be consistent with these guidelines.
NMS Graphic Standards

Primary Logo (continued)

The integrity of the NMS identity must be monitored and protected. Anything that confuses or hinders a viewer's quick recognition of our brand identity impedes our efforts.

Always choose to use the primary logo over the secondary logo (see page 5). The secondary logo is for use when the size of reproduction is too small for the primary logo or when printing in black and white.

The primary logo should never appear in a white box on a black or solid color background. Do not link other elements such as names or symbols to the primary logo.

*Under no circumstances may the logo be modified by moving, enlarging, reducing or altering any individual elements or their proportional relationships.*

Examples of misuse

DO NOT stretch, shrink, rotate or skew the logo.

DO NOT add department, division or facility names to the logo.

DO NOT add shapes or graphics to the logo.
NMS Graphic Standards

Secondary Logo

The primary NMS logo (see page 3) should be used in most circumstances, but sometimes it is appropriate to use the logo without the grid and color blocks. The secondary version (shown at left) was created for use in these circumstances:

- When vertical or horizontal space is limited
- When printing standards reduce the quality of the logo image
- When printing in black and white, or when using in a document that will be frequently copied in black and white

The secondary logo’s minimum size is 1.125 inches wide. When the logo is reduced in size to less than the minimum width, substitute it with “NMS” typed in Helvetica Black. This is because the hunter in the “N” begins to fill in and become unrecognizable at such small sizes. We recommend that the logo be surrounded by .25” of clear white space.

NMS Security Logo

NMS does business as NMS Security Services, LLC and NMS Security Corporation in the contiguous U.S. When representing NMS Security operations in these instances, use the NMS Security logo below.

This is the only exception to logo standards. Always abide by the graphic standards for the primary and secondary NMS logos in every other circumstance.
NMS Graphic Standards

Logo Standards

Materials that include the logo should be produced using the digital files available from the NMS Marketing & Communications department. These logos and corresponding use specifications should be provided to the printer or graphic design studio prior to printing (or embroidering) any NMS materials.

The NMS logo has been designed for use in a variety of graphic applications. Reproduction of the logo must always be printed clearly and appear crisp and without distortion to maintain the integrity of the logo and to ensure consistent legibility.

When printing in black and white or for documents that will be photocopied in black and white (regardless of whether the original is printed in color), use the secondary logo.
NMS Graphic Standards

Color Palette

Derived from the natural colors of the Alaska tundra, the NMS color palette is a distinctive range of colors selected for use by NMS. By adhering to the color palette, NMS maintains a unified appearance and builds brand recognition.

Requirements

Do Not Alter The Color Palette!

The “NMS” letters that make up the core of the logo must always appear in Corporate Blue. The lines in the grid beneath the NMS letters must also always be Corporate Blue. The only exception is in black and white materials.

Corporate Blue is used for all headings and subheads in corporate communications.

All colors must be used at 100 percent opacity in large fields of color. Check with Marketing when using shades and gradients.

To ensure your printer maintains color and quality standards:

Provide color specifications with each printing order: give a sample of stationary paper or card stock to your printer to further clarify your order.

Identify the color(s) by specific name.

Make sure your printer knows that the visual match (checking your colors with the printer proof) is the final test before giving your approval to print.

Embroidery thread colors are addressed on page 9.
**NMS Graphic Standards**

**Silk Screen Color Palette**

The silk screen colors on this page have been carefully chosen to best replicate logo colors. *Please adhere to them.*

**Embroidery Color Palette**

The palette of colors for embroidery thread has far fewer variations than print inks. The Madeira brand thread colors on this page have been carefully chosen to best replicate corporate and division colors. *Please adhere to them.* All vendors must provide a sew out to the Marketing & Communications department for approval.
NMS Typography

Our system relies on Myriad Pro for everything from business cards to tradeshow displays to promotional items. Because this typeface is not loaded on every employee’s computer, use Arial and Times New Roman when composing letters and other documents.

Branded Headings

Corporate Blue is used for all headings and most subheads in communications.

- **Heading level 1**: Myriad Pro Light Condensed, bold, 14pt font (Corporate blue)
- **Heading level 2**: Myriad Pro Condensed, 14pt font (Corporate blue)
- **Heading level 3**: Arial 11pt font (Corporate blue)
- **Heading level 4**: Arial, bold, 11pt font (black)
- **Heading level 5**: Arial, underlined, 11pt font (black)

Body Copy

- **Arial**
  
  Use at 11pt font size for all body copy.

- **Times New Roman**
  
  Use at 11pt font size for communications that require extremely large amounts of copy.
NMS Name Usage

In addition to the rules regarding correct usage of the NMS logo, certain guidelines must always be followed in regard to the NMS name:

**Possessive Form**

**Correct:**
NMS’ mission is to provide management and support services at a level of quality, value, safety and expertise beyond our clients’ expectations.

**Incorrect:**
NMS’s mission is to provide management and support services at a level of quality, value, safety and expertise beyond our clients’ expectations.

**DO NOT abbreviate, hyphenate, compound or spell out NMS.**

**Correct:**
NMS is Alaska’s premier provider of outsourced services.

**Incorrect:**
NMS/NANA is Alaska’s premier provider of outsourced services.

NANA-NMS is Alaska’s premier provider of outsourced services.

NMS – LLC is Alaska’s premier provider of outsourced services.

N.M.S. is Alaska’s premier provider of outsourced services.

NANA Management Services is Alaska’s premier provider of outsourced services.
Trademarks & Registered Marks

Words or phrases that have been developed and are used to identify the goods and services NMS provides are trademarked and must be treated with care and respect. Marks that are registered with the U.S. Patent and Trademark Office must be accompanied by the ® symbol. When using the ® symbol in a document in which a logo or tagline is used multiple times, it is only necessary to note the symbol the first time in the document.

Trademarks must be spelled and used correctly. They are registered as they are shown on this page. Anything different is incorrect. Always use the ® symbol with registered marks.

Marks may only be used with approved NMS products and services.

*Individually business units of NMS or its business accounts may not develop trademarks or service marks.*

Legal Protection of Trademarks and Registered Marks

NMS can lose its exclusive legal right to proprietary trademarks and registered marks if these marks are not used properly.

For questions regarding trademarks or registered marks and their proper usage, contact the NMS Marketing & Communications department:

(907) 273-2445
marketingcommunications@nmsusa.com
Owner Logos

We are all proud of our NMS owners: NANA, with its rich cultural history and entrepreneurial spirit, and Sodexo, with its sophistication and technical expertise. We are, however, a separate legal entity, and as NMS, are authorized to use the NMS logo as described on the previous pages. We are owned by NANA and Sodexo, but we are not authorized to use their logos to represent NMS.

If you have any questions, please contact the NMS Marketing & Communications department at (907) 273-2445 or via email at marketingcommunications@nmsusa.com.