



NUMARK Associates, Inc **Brand ID Standards**

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Brand Identity

A brand is the identity (look) of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.



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NUMARK Associates, Inc.

President:

Neil J. Numark

Manager of Administration:

Karen L. Hall

NUMARK Associates, Inc. is a Washington, DC-based energy and environmental consulting firm specializing in technical support, research, and management services to U.S. and international government and private sector clients. Our mission is to assist government and industry in protecting public health, safety and the environment; in providing reliable and affordable energy supplies and utilization technologies; and in securely disposing the dangerous legacy materials from the Cold War-era nuclear weapons programs.



NUMARK Associates, Inc.

Futura Medium
Main Brand ID Font Family

Corbel
Secondary Font Family for
business communication, and body text
for print collateral,

NUMARK Business Fonts

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567891

Examples of Body text and tagline font

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Corbel italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

NUMARK Associates, Inc.

-Brand ID Identity System Logotype Usage

-Numark Vertical stack

-Numark Horizontal stack

-Numark One line Horizontal

**NUMARK Brand
Identity System**

**Official set of marks and
logotypes in this system:**

- Numark Vertical stack
- Numark Horizontal stack
- Numark One line Horizontal



**Official NUMARK
Colors and Color Breaks**



Sample color gradient ramp colors from
Illustrator vector master files.

**Optional Type treatments
for: white, CMYK, Solid Black,
Web or TV backgrounds**





Stacked horiz. 1 color application black and white

NUMARK Horizontal Stack

Horizontal Stacked Usage:
Business correspondence
Building interior and exterior
signage.

Marketing applications:
Conference booth and
company leave behinds.



Stacked horiz 4 color application



Stacked horiz 4 color application 80%



Stacked horiz 4 color application 60%

NUMARK Associates Brand Identity

We urge all users of this document—those who design, manufacture, purchase, apply, install and maintain the various elements of this brand identity—to follow its guidelines with care. While this document will not cover all situations that may arise in the future, it will serve as a guide to good judgement and use of color breaks.

If there is ever a question on the usage of any mark, logotype or design element for:
NUMARK Associates, Inc

please contact:
Karen Hall, Manager
of Administration
Numark Associates, Inc.
1220 19th St. NW, Suite 500
Washington, DC 20036
Tel: 202-466-2700
Fax: 202-466-3669

The NUMARK identifier will be used for all new and future marketing applications.

This specifications document is used to guide our consistent efforts in collateral, advertising, promotional and broadcast applications. This documents sole purpose is to identify, color breaks, and B/W usage.

File formats:
Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files



Usage versions Four Color, B/W,



NUMARK signature is two times the x height of lower case character
Font Families: FUTURA Medium

**NUMARK
Vertical Stack**

Vertical Stacked Usage:
Business correspondence
(Corp. Business cards)
Building interior and exterior
signage.

Marketing applications:
Advertising, Conference
booth and company leave
behinds.



NUMARK
ASSOCIATES, INC.

Stacked vert. 1 color application black and white



NUMARK
ASSOCIATES, INC.

Stacked vert. 4 color application



NUMARK
ASSOCIATES, INC.

Stacked vert. 4 color application 80%



NUMARK
ASSOCIATES, INC.

Stacked vert. 4 color application 60%

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Adobe Photoshop CS5
Or pdf files



CMYK Process Color Builds
Energy Gold Ramp c 75 m 88 y 67 k 90
Grass Green c 75 m 0 y 100 k 0
NUMARK Blue c 85 m 50 y 0 k 0
Grey c 45 m 39 y 40 k 3

Usage versions Four Color, B/W,

NUMARK x

NUMARK signature is two times the x height of lower case character
Font Families: FUTURA Medium

NUMARK Online Horizontal

One line Horizontal Usage:
Business correspondence
Building interior and exterior
signage.

Marketing applications:
Conference booth and
company leave behinds.
Corporate clothing, jackets,
hats, Golf polos. etc



NUMARK ASSOCIATES, INC.

Online horiz. 1 color application black and white



NUMARK ASSOCIATES, INC.

Online horiz. 4 color application



NUMARK ASSOCIATES, INC.

Online horiz. 4 color application 80%



NUMARK ASSOCIATES, INC.

Online horiz. 4 color application 60%

NUMARK Associates Brand Identity

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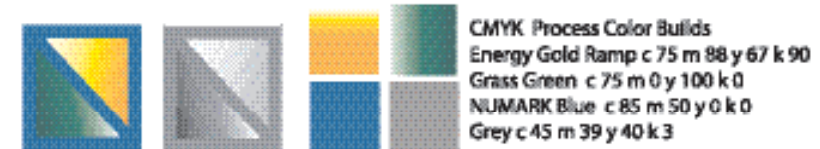
If there is ever a question on the usage of any mark, logotype or design element for:
NUMARK Associates, Inc

please contact:
Karen Hall, Manager
of Administration
Numark Associates, Inc.
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Adobe Illustrator CS5
Adobe Photoshop CS5
Or pdf files



Usage versions Four Color, B/W,

NUMARK x

NUMARK signature is two times the x height of lower case character
Font Families: FUTURA Medium

NUMARK Associates, Inc.

-Brand ID Identity System Font Family Applications

-Business Cards

-Letterhead

-Envelopes

-Shipping Labels

-Memo/Note Pad

-Advertising A4 full page Applications

-Internal and exterior Signage

Business Cards

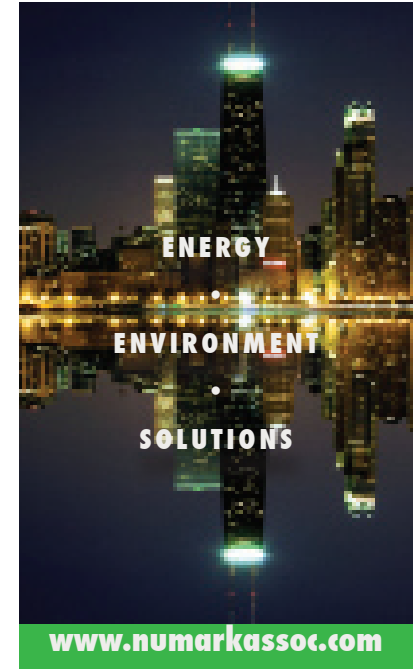
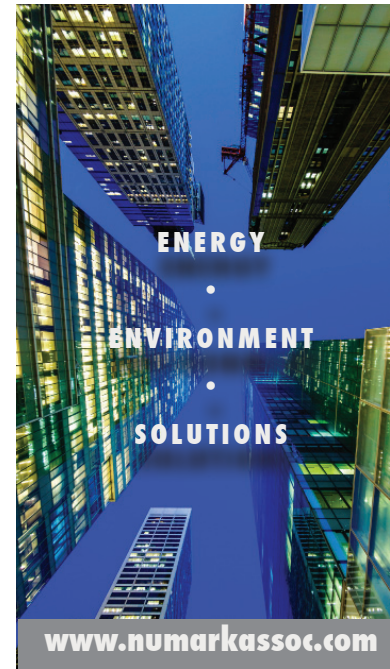
-Numark Vertical
(vert. stack logo)
With color photo backs.(3)

Card name plate:
12/14pt Corbel reg.
Title:
8/9.6pt Corbel reg.

Address plate:
9/11pt Corbel reg.

URL:
8/11pt Corbel reg.

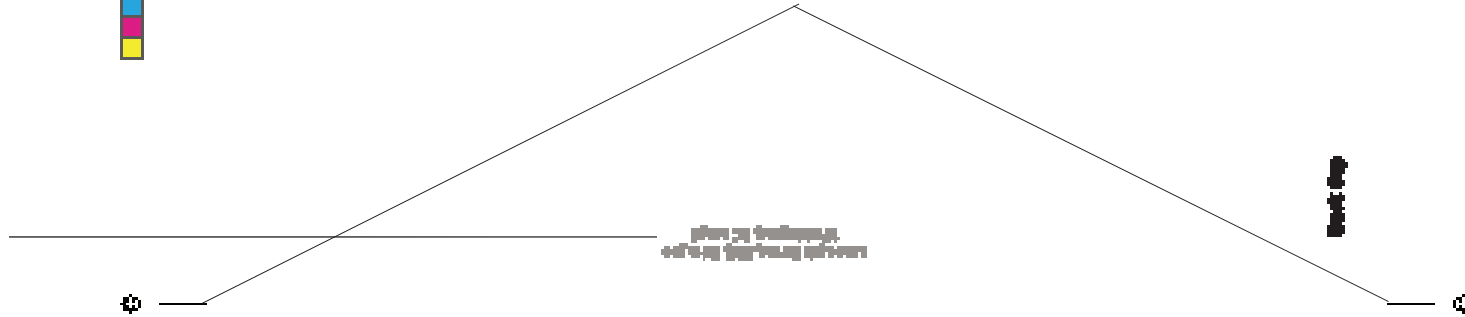
Prints
100lb Silk cover



Envelopes



Address plate:
9/11pt Corbel reg.



On-line Horizontal

Papers
Prints on white CLassic Linen



 **NUMARK ASSOCIATES, INC.**



Memo/Note Pad

Horizontal Stack



Address plate:
9/11pt Corbel reg.

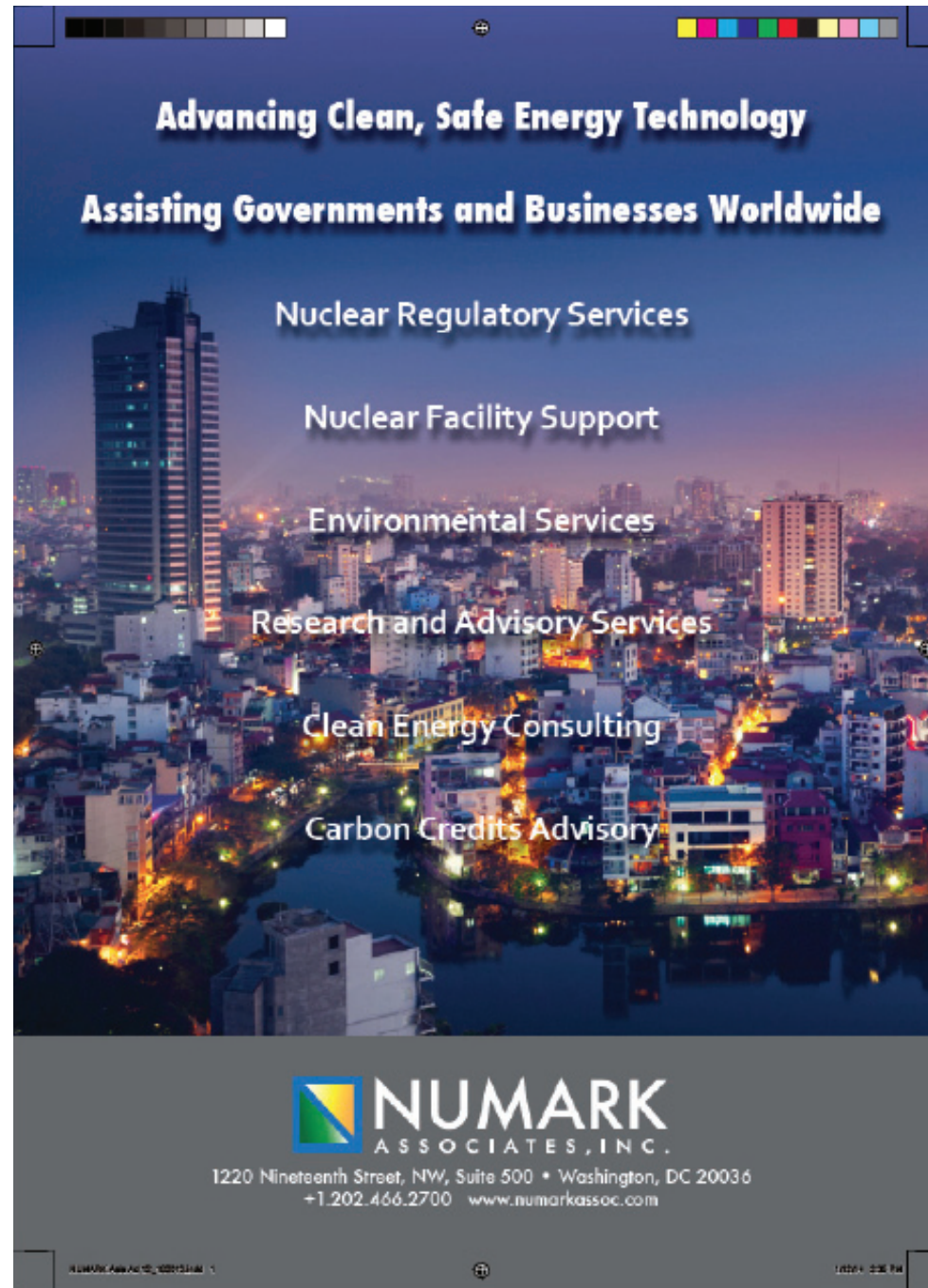
1329 14th Street, NW, Suite 300, Washington, DC 20005 T 202-292-2800 www.numarkinc.com



NUMARK
Horizontal Stack

Horizontal Stacked Usage:
Business correspondence
(Corp. Business cards)
Building interior and exterior
signage.

Marketing applications:
Asia Conference Advertising



Advancing Clean, Safe Energy Technology
Assisting Governments and Businesses Worldwide

Nuclear Regulatory Services


Nuclear Facility Support

Environmental Services

Research and Advisory Services

Clean Energy Consulting

Carbon Credits Advisory

 **NUMARK**
ASSOCIATES, INC.

1220 Nineteenth Street, NW, Suite 500 • Washington, DC 20036
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NUMARK
Horizontal Stack

Horizontal Stacked Usage:
Business correspondence
(Corp. Business cards)
Building interior and exterior
signage.

Marketing applications:
US Market Advertising

Advancing Clean, Safe Energy Technology
Assisting Governments and Businesses Worldwide

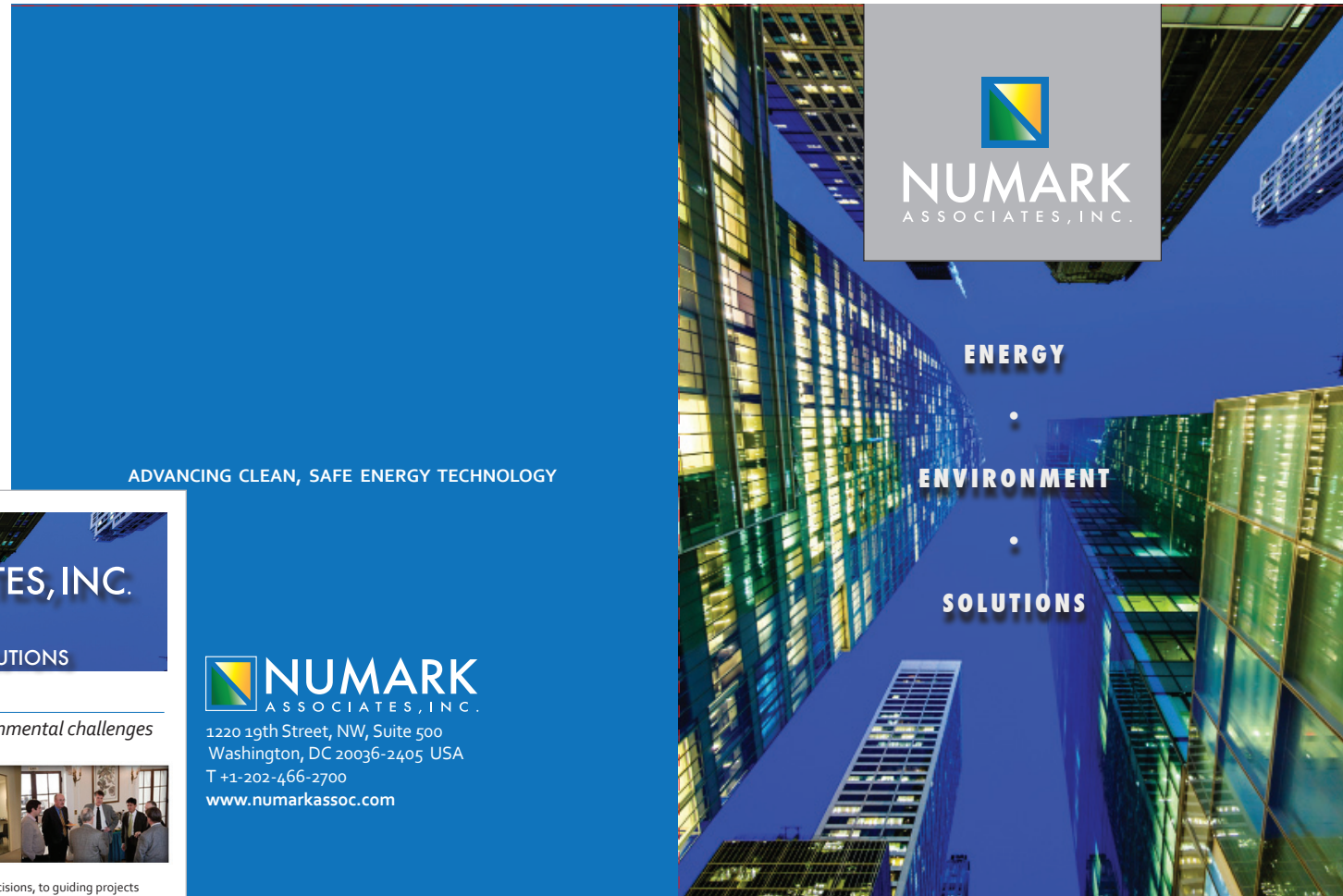
Nuclear Regulatory Services
Nuclear Facility Support
Environmental Services
Research and Advisory Services
Clean Energy Consulting
Carbon Credits Advisory

NUMARK
ASSOCIATES, INC.
1220 Nineteenth Street, NW, Suite 500 • Washington, DC 20036
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NUMARK
Media kit with Inserts

Horizontal Stacked Usage:
Business correspondence
Corporate Media kit with an
8 page set of company
capabilities inserts

Marketing applications:
Client proposals, and
leave behinds



Welcome to NUMARK...
Applying expert solutions to today's energy & environmental challenges

NUMARK Associates, Inc. is a Washington, DC-based energy and environmental consulting firm specializing in technical support, research, and management services to U.S. and international government and private sector clients. Our mission is to assist government and industry in protecting public health, safety and the environment; in providing reliable and affordable energy supplies and utilization technologies; and in securely disposing of the dangerous legacy materials from the Cold War-era nuclear weapons programs.

Since our founding in 1991, we have helped our customers achieve what is now a worldwide imperative – large-scale, environmentally benign energy production and utilization. Today, NUMARK is a trusted mission partner for implementing regulatory policy and supporting clean energy projects, facility operations and decommissioning. From monitoring and analyzing policy developments, to supporting

regulatory review decisions, to guiding projects and facilitating the development of clean energy technologies, NUMARK is deeply immersed in the advancement of clean and efficient next-generation energy resources, innovative greenhouse gas reduction practices and other environmental protection measures.

Our success has been built on our commitment to serve our clients by providing the best qualified personnel with broad multidisciplinary expertise, as well as highly specialized knowledge, skills, and experience from a wide range of industry and regulatory careers. NUMARK's strengths -- technical, policy, and business expertise in the U.S. and around the world -- connect plans with performance, and energy-environmental demands with solutions.

Please browse our website at www.numarkassoc.com and contact us for further information. Thank you for visiting.

ADVANCING CLEAN, SAFE ENERGY TECHNOLOGY

NUMARK ASSOCIATES, INC.
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Signage Examples

Adhesive Glass Applications



Signage Examples

Adhesive Glass Applications

Another branding consideration is a
Sculpted or 3 dimensional logo on the
grey wall in lobby



Signage Examples

Adhesive Lexan Applications

Signage design for grey linen lobby wall.
Floating lexan and adhesive signage application



GREY LOBBY OFFICE WALL
Sign on 1/4" or 1/2" LEXAN 4 brushed aluminum risers float off the wall
LOGO NUMARK Horiz stack