



MEDIA KIT

UPDATED 09.2020

THE NUCLEUS **LOGO.**



This is our primary logo. It should be used above any other logo variation whenever possible, unless a scenario demands the reversed, white, or grayscale placements detailed below. Never use the Nucleus logo if the detail and readability of the wordmark cannot be maintained.



REVERSED LOGO.

This version should be used in situations where a dark background exists or that is not optimal for primary logo placement.



WHITE LOGO.

This version should be used in situations where a dark background exists or with vendors who require one-color placement.

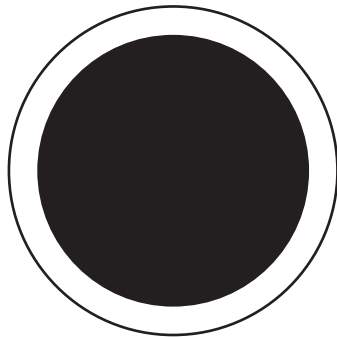


GRAYSCALE LOGO.

This version should be used sparingly and only in situations where black-and-white print is necessitated.



NUCLEUS COLORS.



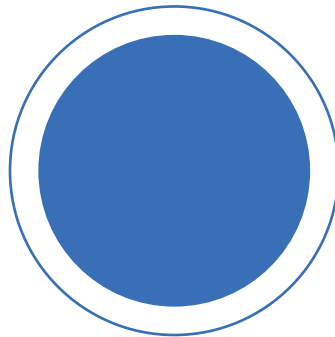
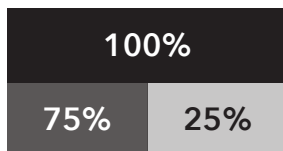
BLACK

CMYK: 0.0.0.100

RGB: 0.0.0

HEX: 000000

PMS: Black 6 C



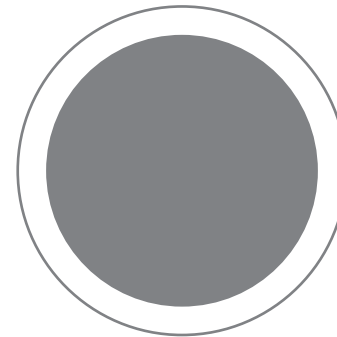
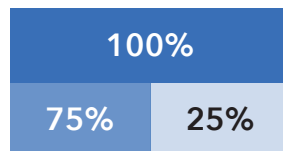
NUCLEUS BLUE

CMYK: 79.56.0.0

RGB: 54.112.255

HEX: 3670ff

PMS: 2130 C



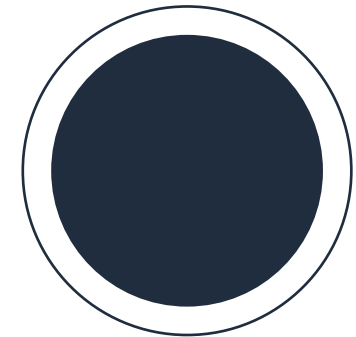
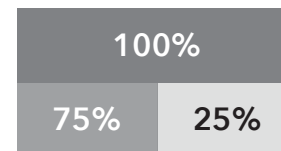
GRAPHITE GRAY

CMYK: 0.0.0.60

RGB: 130.130.130

HEX: 666666

PMS: Cool Gray 1 C



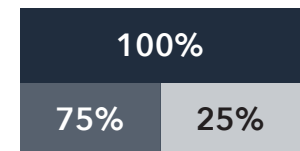
SIDEBAR BLUE

CMYK: 85.72.51.52

RGB: 37.47.60

HEX: 13233c

PMS: 276 C



NUCLEUS FONTS.

There are two font families for use with our brand, both serving different purposes. For general electronic and print communications, the **ARIAL** family has been chosen. Arial is a popular sans serif font that is widely available across all programs, including Word and PowerPoint. Additionally, the **AVENIR NEXT** family is available for supplemental use, primarily used for marketing communications and public-facing collateral.

ARIAL BLACK IS GREAT FOR HEADLINES

ARIAL BOLD IS BUILT FOR EMPHASIS

Arial Regular is Perfect for Communication

Arial Italic can help you make your point

1 2 3 4 5 6 7 8 9 0

AVENIR BOLD IS GREAT FOR HEADLINES

AVENIR DEMIBOLD IS BUILT FOR EMPHASIS

Avenir Regular is Perfect for Communication

Avenir Italic can help you make your point

1 2 3 4 5 6 7 8 9 0

