



GUIDE

THE **NRB** GROUP

ENTITY LOGOS

The logos of the NRB Group have one thing in common, a family trait, a connection: i.e. the five basic colours in which they are all designed (see the chapter on this particular item).



The "The NRB Group" logo represents the complete set of companies with a reminder of the NRB parent company. It consists of 3 elements:

- The letters 'THE' in *Dark Blue*, in uppercase letters.
- A *Dark Blue* rectangle in which are centred the white letters 'NRB' in bold uppercase.
- The 'GROUP' block consisting of the letters 'GROUP' in *Dark Blue*, in uppercase on a rectangle with a gradient to grey on the right and a line of colours on the bottom (*Middle Blue, Light Blue, Red, Grey*).

One colour version



Greyscale version



Black and white version



ENTITY LOGOS



The logo 'Part of the NRB Group' consists of the logo 'The NRB Group' preceded by the words 'Part of' in the same format as the 'The'. This logo is used on documents bearing the logo of a single entity. It should be placed in the bottom right in the footer of the document.

One colour version



Greyscale version



Black and white version



ENTITY LOGOS



The 'NRB' logo consists of 3 elements:

- A *Dark Blue* rectangle on which are centred the white letters 'NRB' in bold uppercase.
- A line of colours on the bottom (*Middle Blue, Light Blue, Red, Grey*) of the same width as the *Dark Blue* rectangle.
- The baseline 'DARING TO COMMIT' in *Grey* uppercase letters and in which only the letters 'IT' are in bold with the same width as the two previous elements.

One colour version



Greyscale version



Black and white version



ENTITY LOGOS

~~THE NRB GROUP~~

~~THE NRB GROUP~~

~~THE NRB GROUP~~

~~THE NRB GROUP~~

~~THE NRB GROUP~~

~~NRB GROUP~~

~~NRB GROUP THE~~

~~THE NRB GROUP~~

~~THE NRB GROUP~~

~~THE NRB GROUP~~

WHAT NOT TO DO:

Any change of the colour, shape or proportions of the logos is prohibited.

- Do not modify or reverse the colours
- Do not modify the logos
- Do not change the proportions
- Do not enlarge
- Do not rotate
- Do not delete any elements
- Do not move any elements
- Do not add any effect
- Do not change the font
- Do not place the logo on a background that makes it illegible

TYPOGRAPHY & FONTS

HELVETICA NEUE LT

Recommended usage for headlines

HelveticaNeue LT 37 ThinCondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

HelveticaNeue LT 47 LightCondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

HelveticaNeue LT 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

HelveticaNeue LT 67 MediumCondensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

Usage and principles

The Helvetica font is used on printed, websites or promotional materials or in pictures.

ATTENTION

This is a font subject to a proprietary right. Authorisation is therefore necessary prior to any use. When external suppliers want to use the Helvetica font, they have to buy it, for example from the Myfonts site at <http://www.myfonts.com/fonts/adobe/helvetica-neue/>, and send us the proof of purchase.

TYPOGRAPHY & FONTS

HELVETICA

Recommended usage for the body of the text
Generally used in lowercase

HelveticaNeue LT 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:?!@«»*# %&()

HelveticaNeue LT 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:?!@«»*# %&()

HelveticaNeue LT 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:?!@«»*# %&()

HelveticaNeue LT 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:?!@«»*# %&()

TYPOGRAPHY & FONTS

TAHOMA

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;.:?!@«»*# %&()

Usage and principles

For desktop digital applications, such as Word, Excel, Powerpoint, and emails, Tahoma should be used as an alternative. This is a standard font on all platforms and is not subject to any proprietary right.

COLOURS

Colours play an essential role in the image of the NRB Group. They are the visual connection between all of the entities. It is therefore essential to use them correctly on all media.

FIVE MAIN COLOURS



Dark blue

c : 100%
m : 84%
y : 39%
k : 34%

r : 27
g : 47
b : 82

Hexa : #1B2F52

Pantone : 648 C



Middle blue

c : 85%
m : 42%
y : 8%
k : 0%

r : 0
g : 124
b : 184

Hexa : #007CB8

Pantone : 7461 C



Light blue

c : 67%
m : 17%
y : 7%
k : 0%

r : 77
g : 169
b : 214

Hexa : #4DA9D6

Pantone : 298 C



Red

c : 7%
m : 97%
y : 100%
k : 1%

r : 216
g : 30
b : 22

Hexa : #D81E16

Pantone : 485 C



Grey

c : 67%
m : 56%
y : 44%
k : 19%

r : 91
g : 96
b : 105

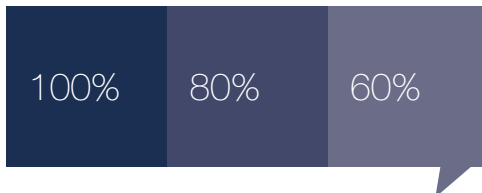
Hexa : #5b6069

Pantone : 432 C

COLOURS

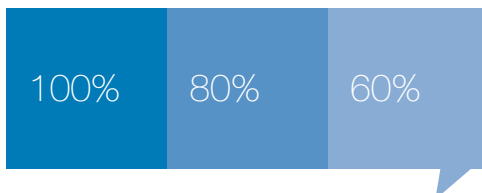
DARK BLUE

Occasional use



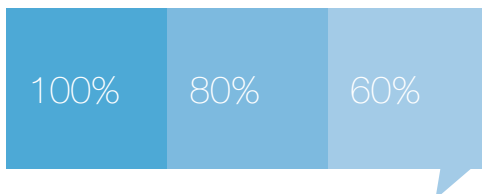
MIDDLE BLUE

Recommended use for most cases



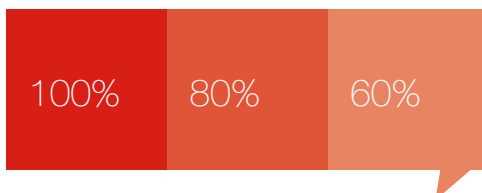
LIGHT BLUE

Recommended use for darker backgrounds



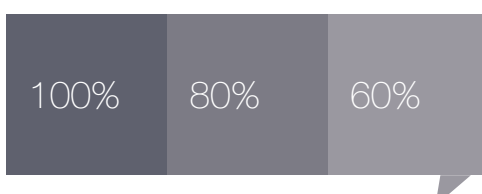
RED

Occasional use



GREY

Occasional use



The percentage indicates the colour saturation.

GRAPHIC ELEMENTS



Bubble

The bubble represents communication, the conversation between NRB, its employees, partners, clients and prospects. This is a visual point of reference, and the most important of this graphic chart.



Colour line

This line consists of the 5 main colours of this chart. It is primarily used in the lower areas of documents, such as to express support for the content.



www.nrbgroup.be



www.linkedin.com/company/the-nrb-group



[@thenrbgroup](https://twitter.com/thenrbgroup)



marketing@nrb.be | design@nrb.be



+32 (0)4 249 72 11

Parc Industriel des Hauts-Sarts - 2e Avenue 5 - 4040 Herstal | Boulevard Bischoffsheim, 15 - 1000 Bruxelles / Brussel

THE **NRB** GROUP