



BRAND GUIDELINES

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The Good Sign brand is more than a name. It's a set values, attributes, and artwork that reflects the spirit of our company. Using it consistently will reinforce our passion and commitment to providing a world class experience.

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LOGOS



FULL COLOR



ONE COLOR



LOGO DARK BACKGROUND



GREY SCALE LOGOS

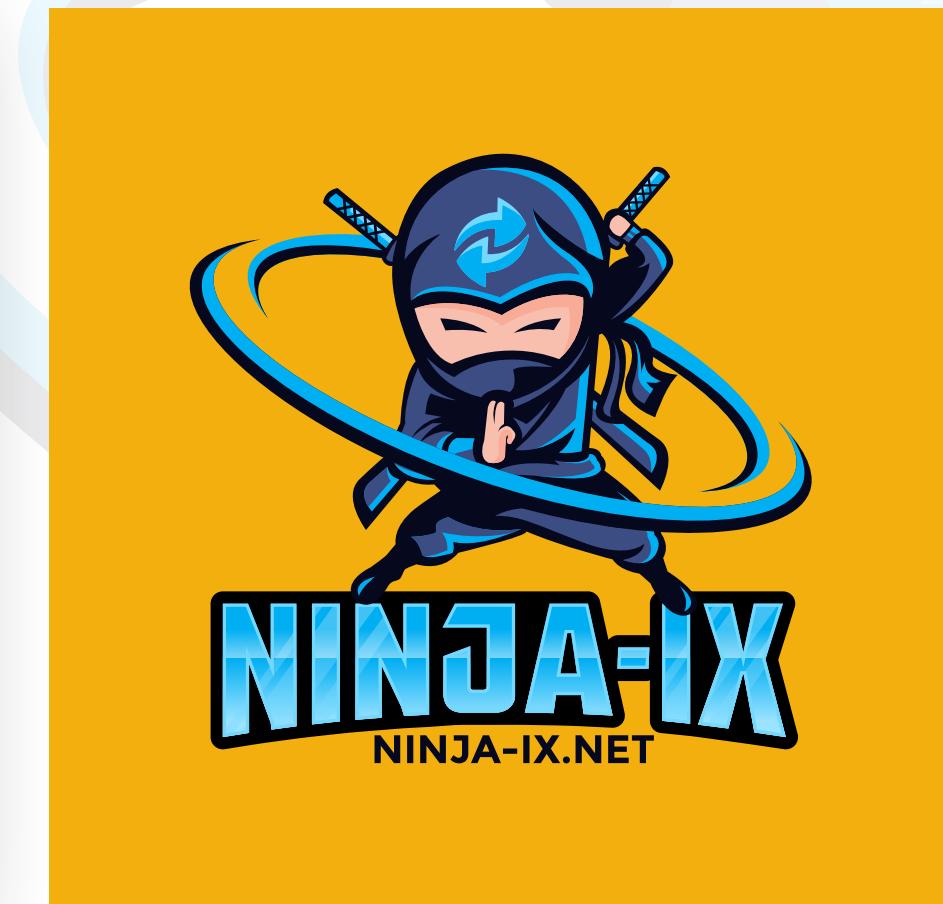
LOGOS



FULL COLOR WHITE BACKGROUND



FULL COLOR BLACK BACKGROUND



FULL COLOR LIGHT BACKGROUND

“ NINJA-IX

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

The Ninjas are working hard!!!



TYPOGRAPHY

NINJA-IX primary typeface is "AMERICAN CAPTAIN". It should be used every time it is available.

AMERICAN CAPTAIN 01

CA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

AMERICAN CAPTAIN 1

CA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

AMERICAN CAPTAIN 1

CA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * 0 _ + = " : ? > <

TYPOGRAPHY

Creating hierarchy within typography is key for emphasizing the most important messages.

NOTE

There should never be more than 3 weights and/or 4 sizes of type used in a single design.

THE NINJAS ARE WORKING HARD!!!

DISPLAY // AMERICAN CAPTAIN

CORPORATE STRATEGY

HEADER // AMERICAN CAPTAIN 01

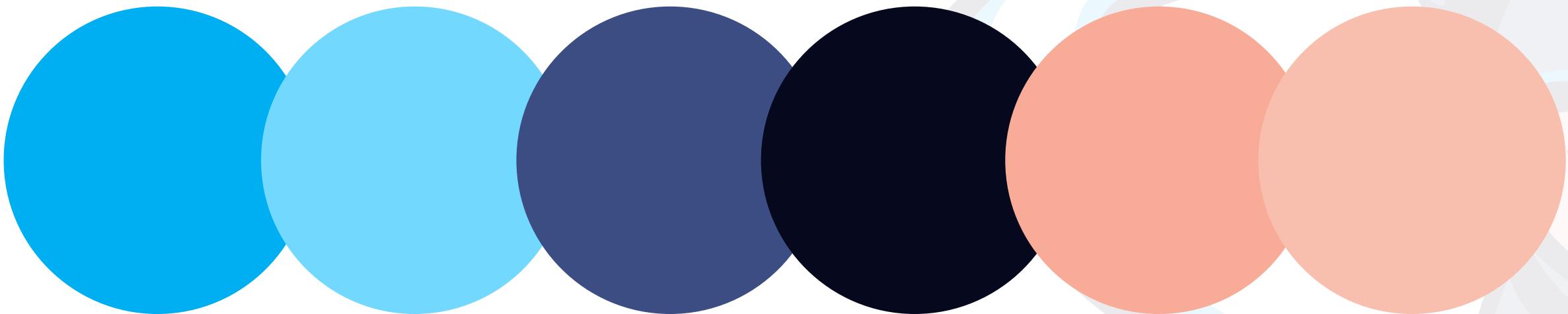
We are all about packets and keeping them local. Please feel free to take a look at the different internet exchange projects we are working on

BODY COPY // AMERICAN CAPTAIN 01

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paul@ninja-ix.net

CALL TO ACTION // AMERICAN CAPTAIN ETHERNAL

COLOR SCHEME



BLUE

RGB 0, 174, 242

CMYK 68, 15, 0, 0

HEX #00AEF2

RED

RGB 114, 216, 254

CMYK 4, 0, 0, 0

HEX #72D8FE

YELLOW

RGB 60, 77, 131

CMYK 87, 77, 22, 7

HEX #3C4D83

BLACK

RGB 0, 0, 255

CMYK 0, 0, 0, 100

HEX #000000

LIGHT PINK

RGB 248, 172, 152

CMYK 0, 40, 35, 0

HEX #F8AC98

DARK PINK

RGB 248, 191, 174

CMYK 0, 30, 27, 0

HEX #F8BFAE

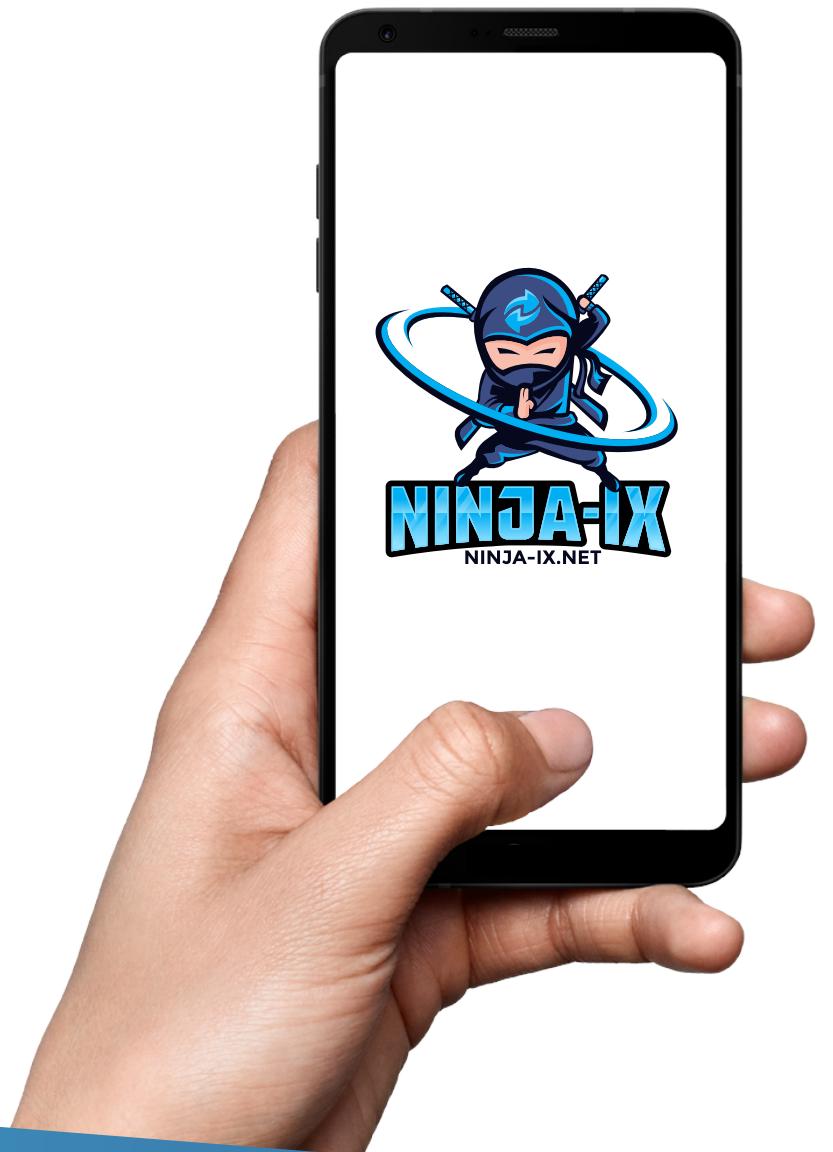
BRAND APPLICATION



BRAND APPLICATION



BRAND APPLICATION





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