



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

ABOUT

“ NINJA-IX ”

"Ninja-IX Corporation and Ninja-IX Foundation help the Internet Community by providing the building blocks of better connections. We assist in the training, setup and operations of internet exchange points around the globe."

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

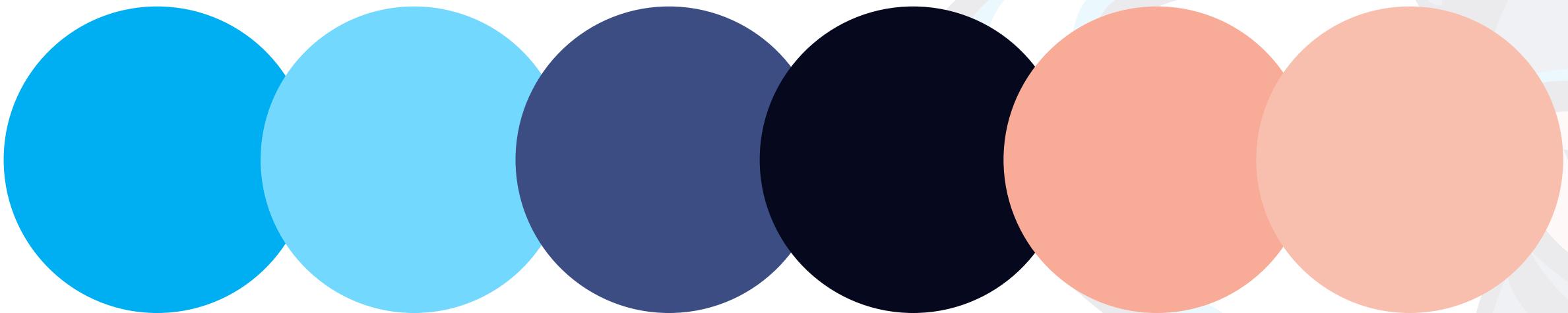
We assist in the training, setup and operations of internet exchange points around the globe.

BODY COPY // AMERICAN CAPTAIN 01

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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





Brand guidelines

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