



α COLONY division

PARTNER BRAND GUIDELINES

Our partners and our brand are our most valuable assets.

When co-branding with New South Construction Supply, please follow these guidelines to help us maintain the integrity of our brand.

OUR LOGO

The New South logo has options to stand out and look its best on light, medium and dark backgrounds. Please select the correct version for your application and be sure to adhere to the size, scale and protection zone guidelines.

COLOR



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Light Background

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Medium Background

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Dark Background

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BLACK AND WHITE



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Light Background

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Medium Background

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Dark Background

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SIZE



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Minimum Size Print



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Minimum Size Digital

DONT'S



Don't stretch the logo outside of its original aspect ratio.



Don't rotate the logo.



Don't change the colors or transparency of the logo.



PROTECTION ZONE



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The protection zone is an invisible rectangle around the logo that separates it from other design elements and ensures visibility and clarity. The zone is the width of the New South banner (noted by "x") on all sides of the logo. This area should be free of other logos, text or design elements.










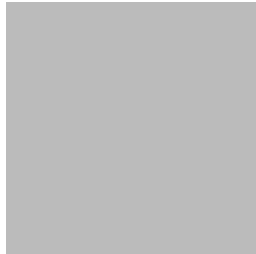



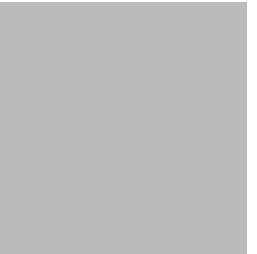



or COLONY division

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COLORS

The New South brand is defined by a four-color palette.

PMS COLORS			WEB COLORS			PROCESS COLORS		
								
Pantone 158	Pantone 646	Pantone 3298	#E86A10	#5780AE	#007663	C:0 M:61 Y:97 K:0	C:65 M:30 Y:0 K:11	C:100 M:0 Y:60 K:38
								
Pantone Cool Gray 4	Pantone Black 6		#BDBEBF	#000000		C:0 M:0 Y:0 K:24	C:100 M:35 Y:0 K:100	

FONTS

New South's fonts are Champion and Knockout. These fonts must be commercially licensed. We realize that these fonts may not be available to all partners. If not available, alternative free fonts are Oswald and Roboto Condensed.

CHAMPION MIDDLEWEIGHT

CHAMPION WELTERWEIGHT

CHAMPION HEAVYWEIGHT

OSWALD BOLD

OSWALD SEMIBOLD

OSWALD HEAVY

Knockout Junior Middleweight

Knockout Middleweight

Knockout Full Middleweight

Roboto Condensed Light

Roboto Condensed Regular

Roboto Condensed Bold

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