

nps media.

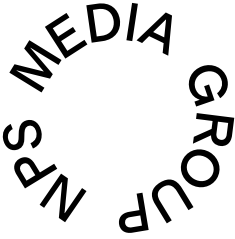
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BRAND OVERVIEW

NPS Media Group is a full-service subscription marketing agency, specializing in audience growth and sales strategies that eliminate guesswork and deliver measurable results for clients across industries.



nps media group.

Generate leads and grow your audience.

Personalized, hands-on approach to your
products, audience, & goals from industry experts.

[THE BLOG](#)

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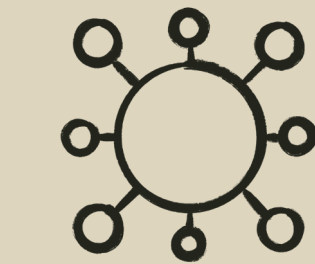
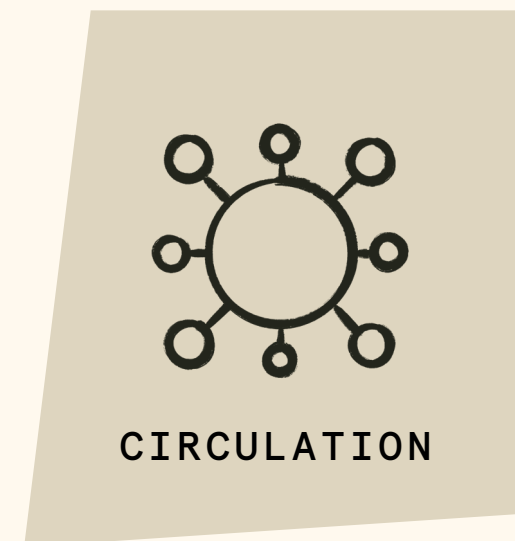




BECAUSE MARKETING MATTERS



PAID ADS



CIRCULATION



SEO

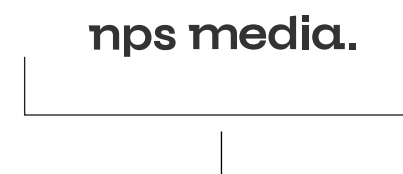
LOGO DESIGN

The primary logo for the NPS Media Group brand is made up of a clean, modern sans-serif to appeal to males in their 30s to 50s, living in the United States. The primary logo should be used most frequently. Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. When possible, the primary logo should be displayed in the center in order to keep a well-balanced composition.

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CLEAR SPACE + MINIMUM SIZE

When you're using the logo with other graphic elements, make sure you give it some room to breathe. Here is an example of the minimum amount of empty space that should be used around the width and height of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 100 pixels wide.



100 PX WIDE

ALTERNATE LOGOS

The secondary logos work as an alternative to your primary logo so that your brand can be flexible across platforms. The compact marks work great as a stamp and can be used across brand collateral and also work great for social media profile photos.



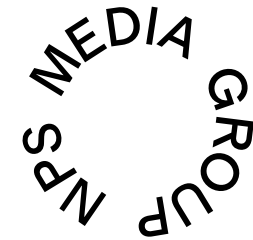
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BRAND MARKS

The brand marks are simplified versions of the NPS Media Group logo, which should be used when the branding needs to appear small and simple, as well as make a more subtle impression. A good example of this would be the favicon of your web browser. Brand marks can be used to further emphasize and embellish the brand impression in contexts where one of the logos is already present.

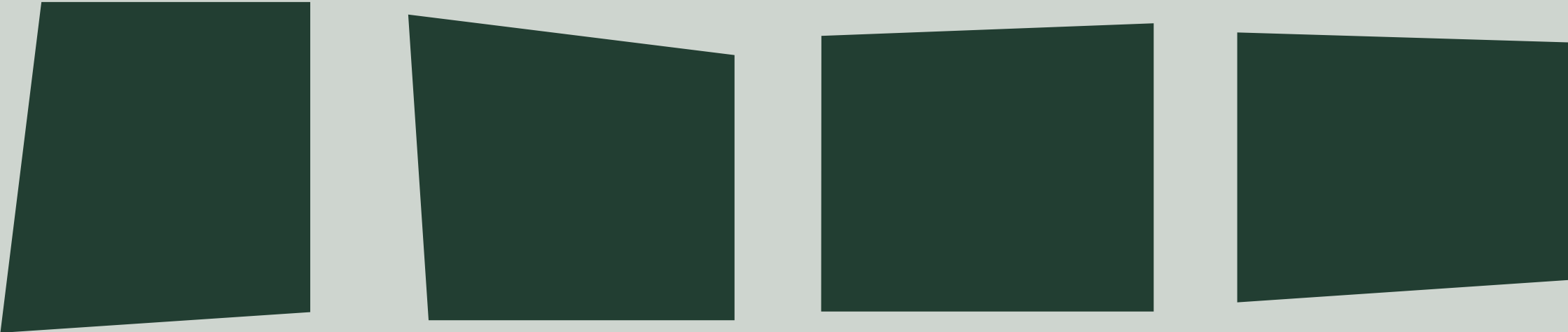


ELEMENTS + ICONS

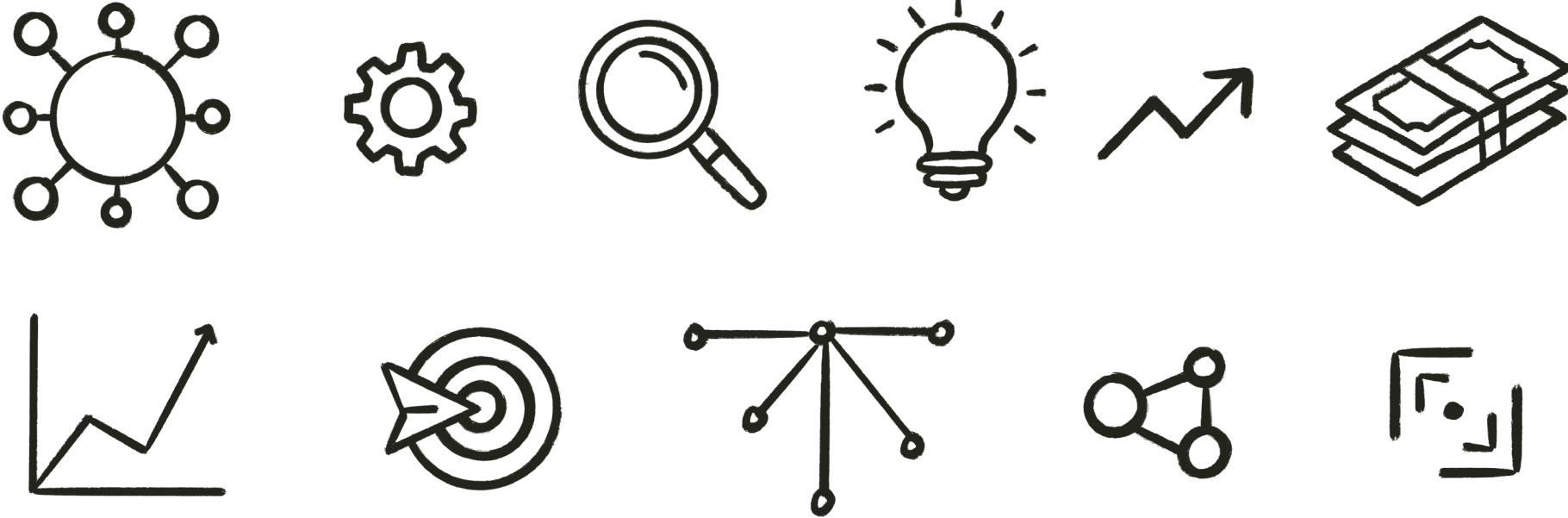
Elements and icons can be used in conjunction with logos and brand taglines to create a cohesive look and feel across all branding assets. Be sure to give the illustrations breathing room when combined with other elements. We also recommend to not use repeating illustrative elements if they're already being used with the logo.



ELEMENTS



ICONS





Full-funnel tailored marketing solutions.

Personalized, hands-on approach to your products, audience, & goals from industry experts.

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- 01 **Data-Driven**
- 02 **Direct Mail**
- 03 **Email Marketing**
- 04 **Subscriptions**
- 05 **Circulation**
- 06 **Fullfilment**

l ipsam, qui beatur moloribus magnistis et qui officaboria quiatius alit volum dus aut ommolorum quam facera quis dis quod quisquos ipis ea iliquas prati ut lisimpel explace pereici ommo optiam, cus miliquam

FONT LICENSE



bit.ly/4fydY5Y

Copernicus Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklno
pqrstuvwxyz

FONT LICENSE



bit.ly/4fsEePf

Basis Grotesque Medium

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklno

pqrstuvwxyz

FONT LICENSE



bit.ly/4fsEePf

Basis Grotesque Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklno
pqrstuvwxyz

FONT LICENSE



bit.ly/4fnEYVO

ADOBE LICENSE



bit.ly/41K5SUt

Freight Text Pro Book

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklno
pqrstuvwxyz

FONT LICENSE



bit.ly/3LnTAII

APERCU MONO PRO MEDIUM

**ABCDEFGHIJKLNO
PQRSTUVWXYZ**

**abcdefghijklmnop
qrstuvwxyz**

FONT LICENSE



bit.ly/4gJrGUz

GROSA MEDIUM

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**

**abcdefghijklno
pqrstuvwxyz**

HEADLINE 1	HEADLINE 2	BODY COPY 01	BODY COPY 02	SUBTITLE	SUBTITLE
Copernicus Medium 0 letter-spacing Sentence or Titlecase	Basis Grotesque Medium -10 letter-spacing Sentence or Titlecase	Basis Grotesque Regular -10 letter-spacing Sentence Case	Freight Text Pro Book -10 letter-spacing Sentence Case	Apercu Mono Pro Medium 100 letter-spacing Uppercase	Grosa Medium 0 letter-spacing Uppercase

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l ipsam, qui beatur moloribus magnistis et qui officaboria quiatius alit volum dus aut ommolorum quam facera quis dis quod quisquos ipis ea iliquas prati ut lisimpel explace pereici ommo optiam, cus miliquam

BRAND COLOR PALETTE

Lighter tints of these colors are also allowed, but the logo may only be used with these specific colors.

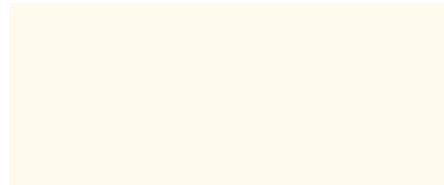
For printing, it's best to use CMYK.

For web, use the HEX values (#xxxxxx) and for digital applications, use RGB. Note that colors may vary on different computers/devices, due to inconsistent monitor color calibration.



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COLOR



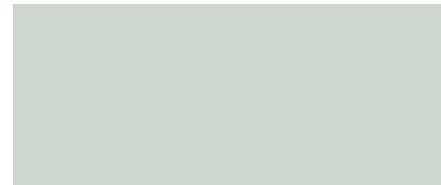
CREAM

CMYK: 0 2 5 0
RGB: 255 249 238
HEX: #FFF9EE



BEIGE

CMYK: 13 12 24 0
RGB: 222 213 191
HEX: #DED5BF



SEAFOAM

CMYK: 19 10 16 0
RGB: 206 213 207
HEX: #CED5CF



LIME

CMYK: 26 21 82 0
RGB: 197 182 84
HEX: #C5B754



INDIGO

CMYK: 66 52 0 0
RGB: 95 124 219
HEX: #5F7CDB



TERRA

CMYK: 15 78 100 4
RGB: 204 88 33
HEX: #CC5821



ORANGE

CMYK: 4 32 70 0
RGB: 242 180 100
HEX: #F2B464



TEAL

CMYK: 77 43 66 30
RGB: 56 95 82
HEX: #385F52



FOREST

CMYK: 80 51 72 55
RGB: 34 62 50
HEX: #223E32



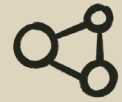
ESPRESSO

CMYK: 70 63 62 58
RGB: 50 51 51
HEX: #323333

LEARN

STRATEGY

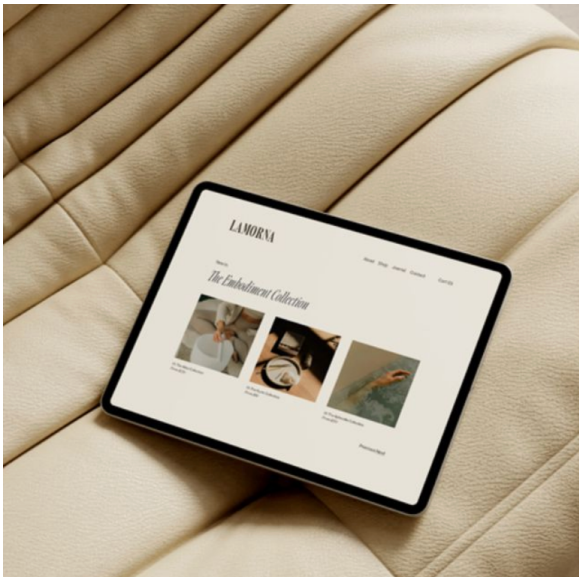
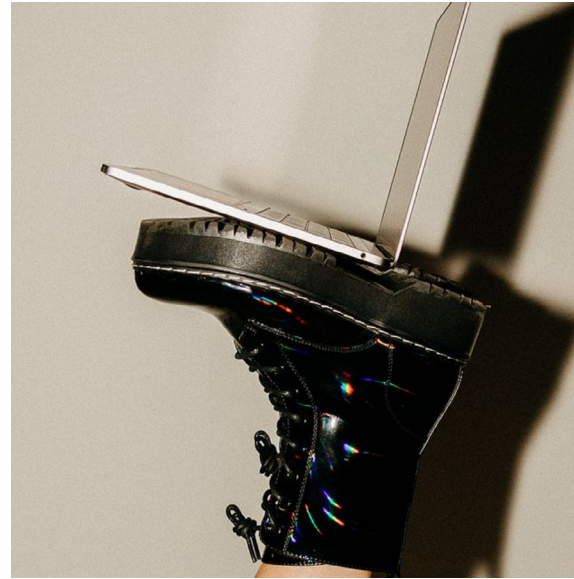
SCALE



Your team
of strategic
marketing
experts.

MEET US

IMAGE DIRECTION



COLORS

Using the colors in your palette - blues, greens, burnt orange, neutrals, etc. will help your brand remain consistent across your imagery! This could be done through backgrounds in the photos as well as various propping elements to communicate the modern yet playful and innovative feel for your audience.

LIGHTING + EDITING

For your brand's imagery, we'll focus on utilizing bright light to create a bold, clean aesthetic that complements the engaging and innovative strategy NPS offers. The lighting should be crisp and fresh, without becoming overly bright, to maintain authenticity. Using direct highlights and shadows can help make the brand feel edgier, while a subtle grain can enhance the creative vibe. While we want to incorporate color, the editing should remain grounded so that it attracts all types of start-ups and brands. We will need pops of color mixed with neutrals to keep everything feeling clean and balanced.

SUBJECT

We want to create a blend of product photography from cool brands you work with as well as images that showcase the growth and transformation you offer. Using simple, clean imagery like a computer or printed media can help clearly communicate what you do. Taking it a step further by photographing digital items through unique angles as well as using edgier, unexpected elements such as a vintage phone can help attract the types of creative clients you're hoping to work with.

FILE FORMATS

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
EPS-PRINT EPS	PRINT	INFINITE	CMYK	TRANSPARENT
JPG-PRINT JPG	PRINT	300	CMYK	WHITE
JPG-WEB JPG	WEB + DIGITAL	150	RGB	WHITE
PNG-WEB PNG	WEB + DIGITAL	150	RGB	TRANSPARENT
PNG-PRINT PNG	PRINT	300	CMYK	TRANSPARENT

VECTOR FORMAT

Most file types are limited by a set resolution and become pixelated when they're scaled larger than their original size. Vector files (.eps files) are special because they're made up of mathematical algorithms instead of pixels. This means they have infinite resolution and won't become pixelated no matter how large you scale them.

Because of their mathematical nature, vector files are great for your large logo needs AND anytime your logo needs to be printed or cut very precisely, such as for specialty print applications. Some examples of these are vinyl signage, letterpress, foil stamping, die cutting, laser cutting, screen printing, and engraving.

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