NorthStar Order Entry logo should be present in all graphic communications.

There are three primary components of the NorthStar Order Entry logo:

1. Compass icon always set to the left of the text, with several opacities of the olive green and dark blue.

2. "NorthStar" bold in the 100% dark blue which is also used in the compass.

3. "Order Entry" bold with 100% olive green which is also used in the compass.

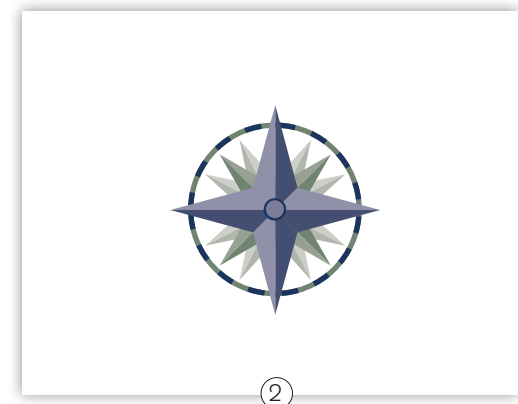## NorthStar Order Entry Overview

PREFERRED USE

1. Logo can be used in color with icon for all Marketing Materials (ads, brochures, stationery, website, promotional products, vehicles, uniforms).

LIMITED USE

2. Compass icon can be displayed separately, when icon is present as watermark, or for promotional items.

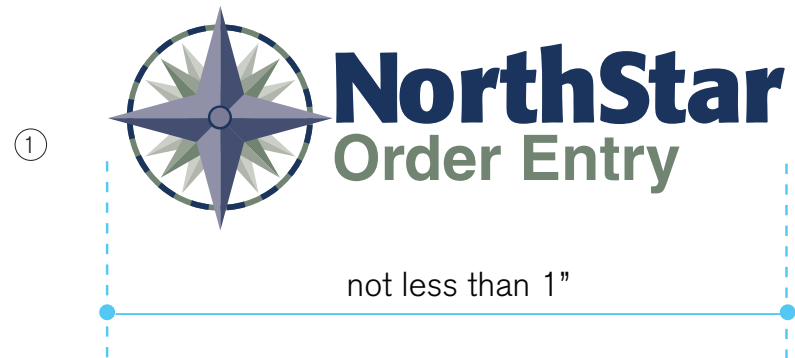## Permitted Logo Configurations

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1. Logo should not be used at less than 1" in width.

Size Limited Use

not less than 1"

1. The logo may be displayed in a full color on white.

2. The logo may be used against the primary dark blue or olive green color. The background should not exceed 20% tint of the primary blue or green for readability.

3. Logo may be displayed on up to, but no greater than, 20% black background.

Permitted Use

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1. When using isolated photography with the logo, the photography may not invade the logo's clearspace.

2. The logo may not be used against colors which are not complementary.

3. Logo may not be used against colors which make it hard to read.

4. Logo elements may not be rearranged.

5. Logo should not be outlined.

6. Logo may not be stretched or squashed in any manner. It must retain its original proportion.

7. Logo fonts should never be substituted.

8. Do not use on photography, the logo should only be on a solid color area or where the content of the image does not compete.

9. Logo should not be obscured. Area around the marks must be clear of any graphics.

Prohibited Use
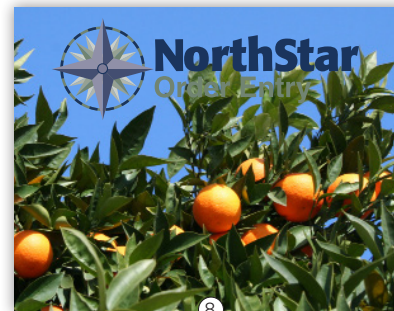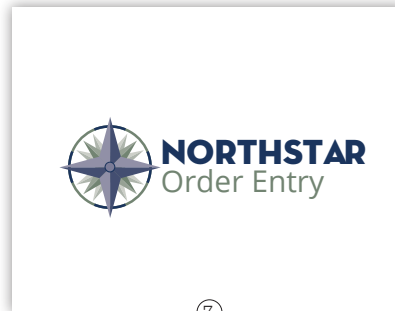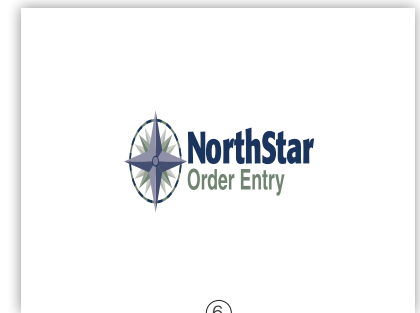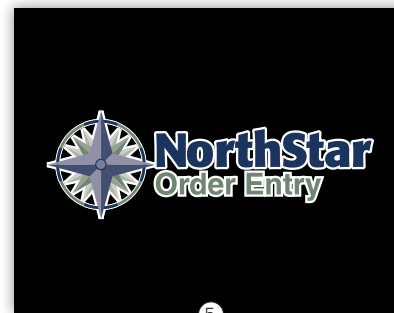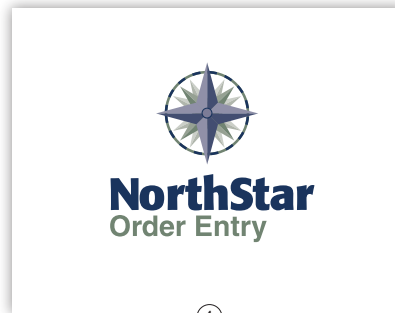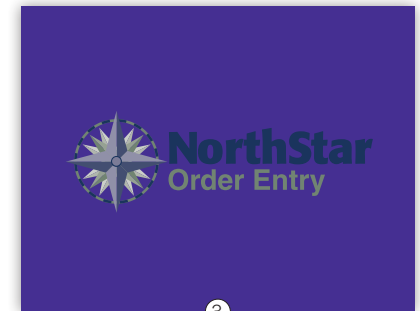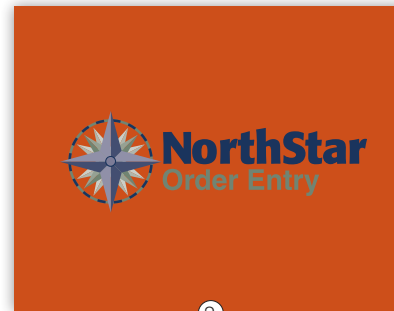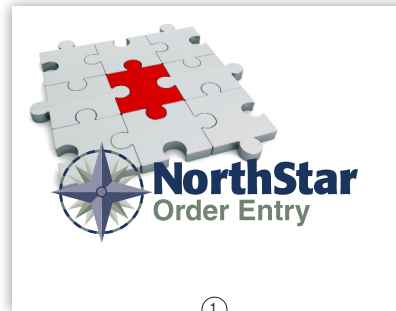
1. The brand color palette consists of 3 shades of the primary Dark Blue.

2. The colors are based on the Pantone Matching System (solid coated).

3. When printing as 4 color process, the CMYK formulas must be maintained.

4. RGB colors are acceptable for electronic distribution.

5. In web media, RGB is acceptable for accurate representation, or the Hex formulas will ensure accurate representation.

Dark Blue Color Palette

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Dark Blue	Pantone 534 C	C = 98 M = 85 Y = 36 K = 27	R = 30 G = 53 B = 94	1E355E

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Dark Blue 80% Opacity	Pantone 534 C	C = 78 M = 65 Y = 31 K = 12	R = 75 G = 89 B = 124	4B597C

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Dark Blue 40% Opacity	Pantone 534 C	C = 38 M = 30 Y = 16 K = 0	R = 162 G = 167 B = 188	A2A7BC

1. The brand color palette consists of 4 shades of the primary Olive Green.

2. The colors are based on the Pantone Matching System (solid coated).

3. When printing as 4 color process, the CMYK formulas must be maintained.

4. RGB colors are acceptable for electronic distribution.

5. In web media, RGB is acceptable for accurate representation, or the Hex formulas will ensure accurate representation.
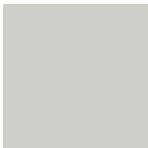
Olive Green Color Palette

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Olive Green	Pantone 5625 C	C = 57 M = 36 Y = 56 K = 10	R = 114 G = 132 B = 114	728472

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Olive Green 70% Opacity	Pantone 5625 C	C = 42 M = 26 Y = 40 K = 1	R = 154 G = 168 B = 155	9AA89B

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Olive Green 50% Opacity	Pantone 5625 C	C = 30 M = 17 Y = 28 K = 0	R = 181 G = 191 B = 181	B5BFB5

① Name	② Specification	③ CMYK	④ RGB	⑤ HEX
Olive Green 30% Opacity	Pantone 5625 C	C = 17 M = 9 Y = 16 K = 0	R = 210 G = 217 B = 209	D2D9D1

Logo Fonts

1. Formata Bold

2. Helvetica Bold

Supporting Fonts

Open Sans is the primary font family and should be used in print and web.

1. Gills Sans MT - print use for headlines and callouts

2. Berthold Akzidenz Grotesk - print use for headlines and callouts

3. Open Sans - print and web use for all copy

4. Cambria - print use for headlines and callouts

Logo Fonts

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Supporting Fonts

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Gill Sans MT Regular	Gill Sans MT Italic	Gill Sans MT Bold	Gill Sans MT Bold Italic
ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123

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Berthold Akzidenz Grotesk Medium	Berthold Akzidenz Grotesk Medium Italic	Berthold Akzidenz Grotesk Bold	Berthold Akzidenz Grotesk Bold Italic
ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123

③

Open Sans Regular	Open Sans Italic	Open Sans Bold	Open Sans Bold Italic
ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123

④

Cambria Regular	Cambria Italic	Cambria Bold	Cambria Bold Italic
ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123	ABCDEF abcdef123