

# Brand Style Guide

## COLOR PALETTE

<b>TECHIE BLUE</b> PRIMARY COLOR C: 100 M: 90 Y: 38 K: 35  R: 24 G: 41 B: 82  HEX: 182952	<b>WHITE SANDS</b> PRIMARY COLOR C: 5 M: 3 Y: 3 K: 0  R: 239 G: 239 B: 239  HEX: EFEFEF			
<b>ORE BLUE</b> SECONDARY COLOR C: 97 M: 89 Y: 47 K: 59  R: 11 G: 21 B: 53  HEX: 0B1535	<b>CLOUD CIRCUIT</b> TERTIARY COLOR C: 14 M: 6 Y: 6 K: 0  R: 216 G: 226 B: 231  HEX: D8E2E7	<b>GRAPHITE SKY</b> TERTIARY COLOR C: 57 M: 44 Y: 35 K: 5  R: 118 G: 127 B: 140  HEX: 767F8C	<b>QUANTUM BLUE</b> ACCENT COLOR C: 81 M: 62 Y: 0 K: 0  R: 0 G: 100 B: 255  HEX: 0064FF	<b>ELECTRIC GREEN</b> ACCENT COLOR C: 29 M: 0 Y: 98 K: 0  R: 195 G: 234 B: 36  HEX: C3EA24

Accent Color Usage: *Quantum Blue* and *Electric Green* are reserved for strategic accent use only and should not be used as dominant brand colors without approval from Marketing & Communications.

## LOGO TYPE



The NMT logo should be used consistently and with adequate clear space to maintain visibility, recognition, and brand integrity. **Approved logo** applications include official brand colors, black, and white versions only. Do not distort, recolor, or alter the logo without approval from Marketing & Communications. **The Presidential Seal** is reserved for executive and official presidential communications and may only be used with approval from Marketing & Communications.

## TYPOGRAPHY

Typography should maintain a clean, modern, and accessible hierarchy across all communications. Consistent use of approved brand fonts strengthens readability and reinforces the NMT visual identity.



## PRIMARY HEADLINES

Montserrat Medium should be used for subheadings and secondary titles to maintain structure, clarity, and visual hierarchy.

Montserrat Regular should be used for body copy and long-form content to ensure readability and a clean, modern presentation.

## LOGO



## ICONS

