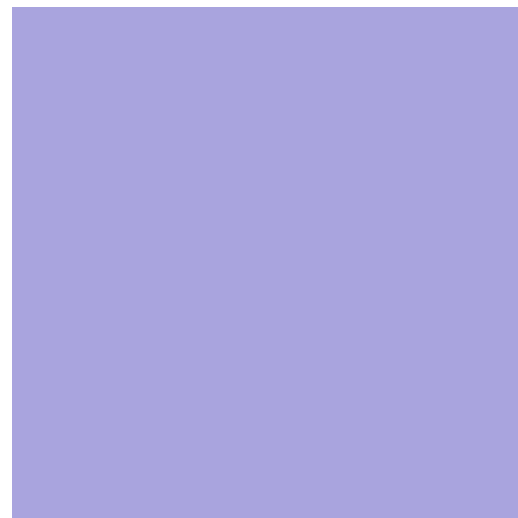
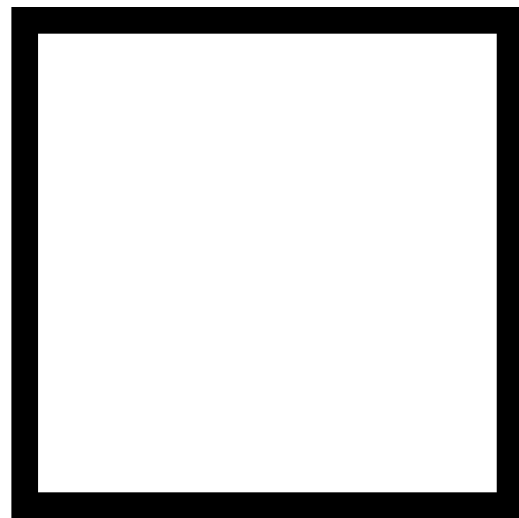
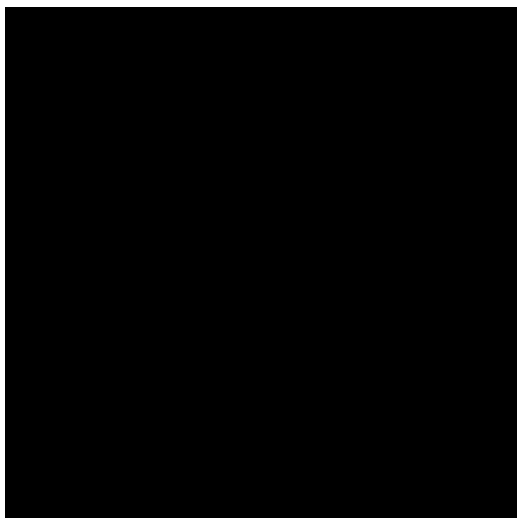


NED Services Group (NSG)

Logo Proposal



We are resiliency.
We are dynamic.
We are your CISO.



1

Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable.

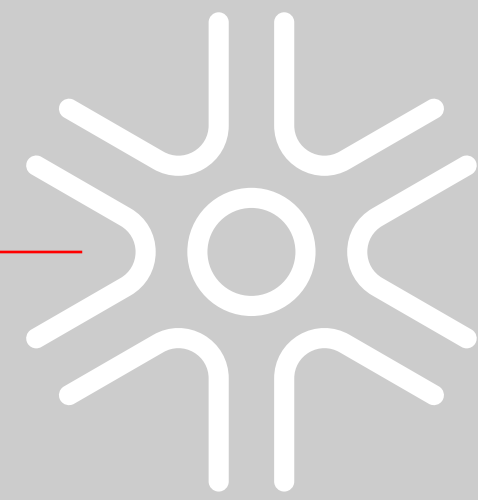


Wordmark

Our main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.



Cog / Synapse



nsg

Azo Sans (lowercase)

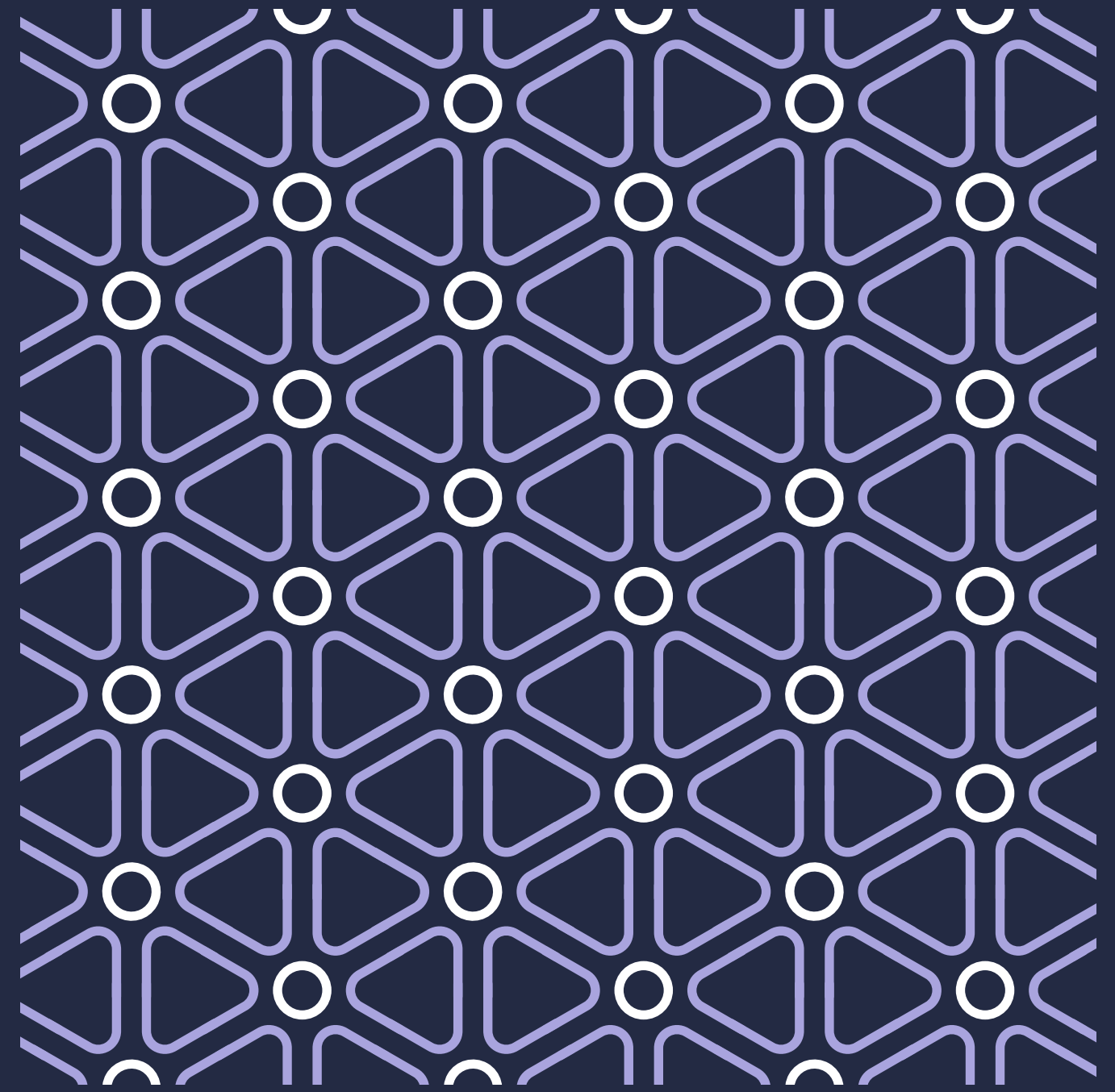
Color

Our palette is contemporary, modern, and contrasting. These colors are fitting for a tech-forward CISO group.

-  Dark Blue (Pantone 533)
-  Light Blue (Pantone 2705)
-  Green (Pantone 7482)









Real World Mockups

Here's how our brand might look in various situations, visualized for context.





2

Wordmark

Our main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.



NSG

The logo consists of the letters 'NSG' in a bold, white, sans-serif font. Below the letters is a thick, white horizontal bar that starts under the 'N' and extends to the right, ending under the 'G'. The entire logo is centered on a light gray background.

Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable.



NSG

The logo features the letters 'NSG' in a bold, white, sans-serif font. Below the letters is a horizontal bar with a color gradient from light blue on the left to green on the right.

NSG

NSG

NSG



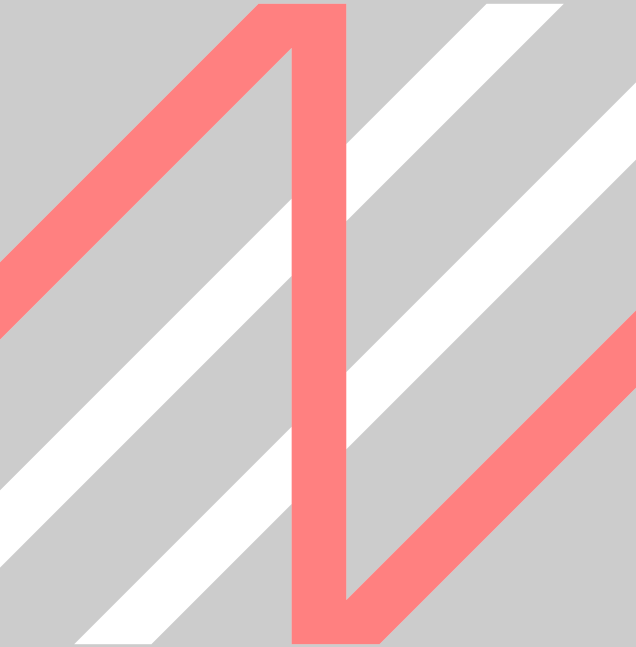


3

Icon

The most basic form of our identity, best used in situations where the brand is already recognized, or small spaces where only the icon is applicable.





Wordmark

Our main symbol, nice and simple. First, we're seeing it on black & white to get a sense of how our negative space will work on dark backgrounds.

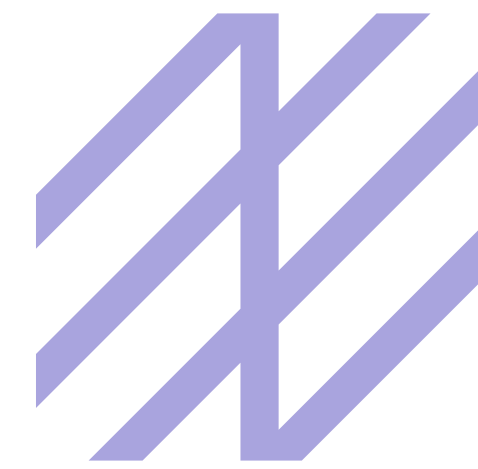




NSG



NSG



NSG





Trevor@TrevorKinkadeDesign.com

