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# VISUAL GUIDELINES

VERSION 1.4

MARCH 2019

NAVIGANT

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# WELCOME

## OVERVIEW

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Our brand is the manifestation of our values and the promise that we make to our customers. As it helps shape people's perceptions of who we are and how different we are from our competitors, our brand has a direct impact on our business success. Therefore, it is important that all brand elements are used properly and consistently in all of our communications.

The purpose of these guidelines is to introduce our brand strategy and our identity system, including the wordmark, color palette, typography, graphic components and more. These elements come together to comprise the Navigant brand, and every piece of communication we create is an opportunity to reinforce our brand.

## NOTE

*This document is for learning purposes and contains competitively sensitive information. The photography in this book is for inspirational use only. The images should not be used beyond this document without securing the photography rights.*

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# BRAND POSITIONING

VERSION 1.4

SECTION 1

# BRAND POSITIONING

BRAND DRIVER

## WHAT IT TAKES

At Navigant, we have what it takes to help you take control of your future. Our teams apply their experience, foresight, and industry expertise to pinpoint emerging opportunities to help build, manage and protect your business' value.

When you choose us, our professionals will provide clear, compelling insights and then work diligently to convert those strategies into actions that deliver powerful results.

## WHY WE EXIST

We are devoted to helping our clients take control of their future.

## OUR ATTRIBUTES

Navigant is...

Enterprising  
Sharp  
Tenacious

## OUR BELIEFS

- Bigger isn't better. Better is better.
- Insight has the power to turn problems into opportunities.
- Our clients hire us because they like the way we work.
- We know how to get it done and won't stop until our clients get what they need.

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# IDENTITY

VERSION 1.4

SECTION 2

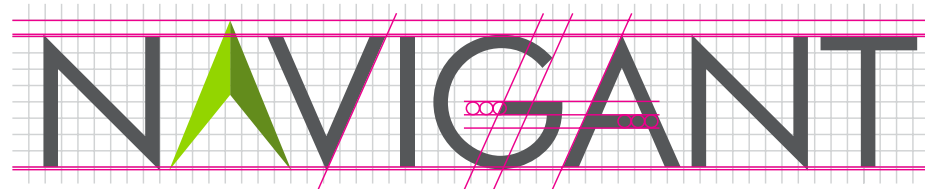
# IDENTITY

## INTRODUCTION

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The Navigant logo consists of the Acon and the Wordmark. Together, they form the primary visual element of the Navigant identity.

The logo should appear exactly as shown in these guidelines; the elements, proportions, and relationships never change.



# IDENTITY

## COLOR VARIATIONS

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The Navigant logo is available in three-color, gray-scale and one-color versions; both are available in positive and reverse.



THREE-COLOR POSITIVE  
(PREFERRED)



THREE-COLOR REVERSE  
(PREFERRED)



GRAY-SCALE POSITIVE



GRAY-SCALE REVERSE



ONE COLOR POSITIVE



ONE COLOR REVERSE

# IDENTITY

## CLEAR SPACE AND MINIMUM SIZE

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### CLEAR SPACE

Clear space is the area surrounding the logo that must always be free of any text, intrusive graphic elements, or design surface edges. It ensures that the logo stands distinctively in any environment. The clear space in the Navigant logo is measured by the height/width of the Acon in the Wordmark, and is shown to the right as “x.”

The minimum clear space must always be 1x on all sides of the logo. Whenever possible, the amount of clear space should be greater than 1x.



### MINIMUM SIZE

A minimum size has been established for the Navigant logo. This is the smallest size at which the logo should be reproduced on any application, unless the specifications of use requires something smaller. The logo should never appear smaller than 1” wide, whenever possible.

When reproducing the Navigant logo, remember that legibility should always be the top priority.

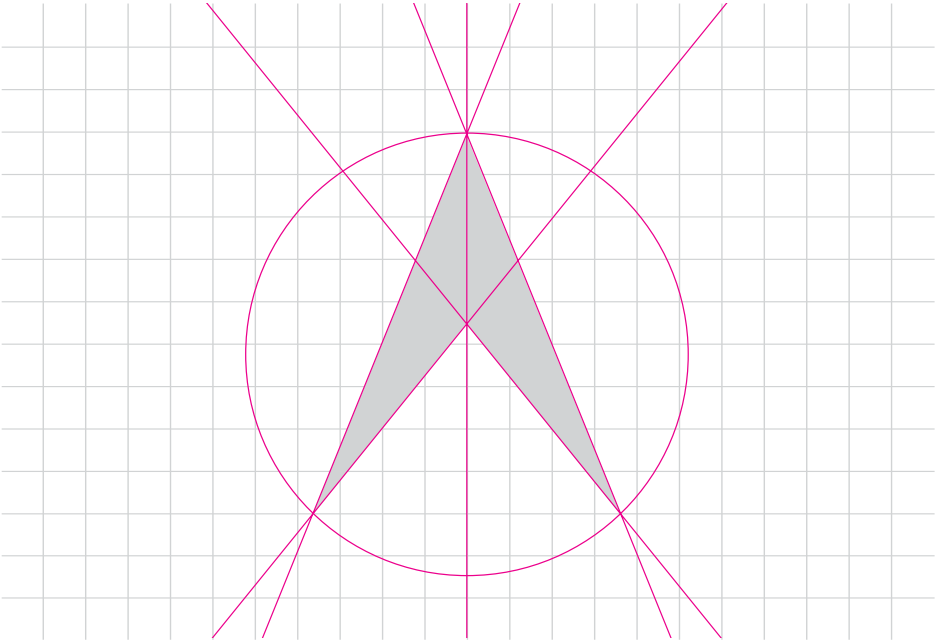


# IDENTITY

## ACON

The Acon lives as the “A” in the Wordmark of the logo. It should not be used alone to represent the Navigant logo.

The Acon must always be used with the Wordmark unless it is utilized as a graphic element apart of the grid.



# IDENTITY

## IMPROPER USAGE

For Navigant to be properly presented, care must be taken to ensure correct and consistent logo use in every application. Altering or redrawing the logo in any way weakens the power of the brand and what it represents.

Some common misuses are shown here.

- Do not scale individual elements of the logo
- Do not distort, rotate, or resize the logo
- Do not alter the space between the Acon and the Wordmark
- Do not alter the color of the Acon or Wordmark
- Do not extract the Acon and place overtop the Wordmark
- Do not change the position of the Acon
- Do not use the Wordmark by itself
- Do not portray the Wordmark in different typefaces
- Do not place the logo over busy images
- Do not reverse the master brand colors



# IDENTITY

## ACON IMPROPER USAGE

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For Navigant to be properly presented, care must be taken to ensure correct and consistent logo use in every application. Altering or redrawing the logo in any way weakens the power of the brand and what it represents.

The Acon mark should always be pointing to the North.

Some common misuses are shown here.

- Do not rotate, distort or change the position of the Acon
- Do not change the color of the Acon
- Do not split a part or alter the Acon mark or elements in any way

1



2



3



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# ELEMENTS

VERSION 1.4

SECTION 3

# ELEMENTS

## OVERVIEW COLOR

The Navigant color palette is bold and vital. Inspired by our core brand values, our colors reinforce the brand's principals.

People respond quickly and intuitively to color, so it is important to carefully consider the role color plays in our communications. Used properly, color enhances our communications to successfully convey our messages.



# ELEMENTS

## MASTER-BRAND COLORS

The Navigant colors express the core values of the brand. We always lead with green while maintaining a balance with our gray and white.

### NOTE

- Both greens are used to create the Acon, the left side is PMS 375 C and the right side is the darker, PMS 370 C.
- When using green in layouts or in typographic treatments displayed on a white background, always use PMS 370 C.
- PMS 375 C is permitted to appear in the Acon, large areas of color where no text will appear within, on text that appears on a gray background, and within the Linear Gradient.
- Linear Gradient can be used as a textural monotone image overlay with a multiply effect applied.
- Tint values are limited to PMS 425 C, 375 C and 370 C and should only be applied to smaller text treatments, rule lines, table background colors, etc.

ACTIVATION



PMS 375 C

CMYK  
47 / 0 / 100 / 0

RGB  
147 / 213 / 0

#93D500

ACTIVATION



PMS 370 C

CMYK  
66 / 26 / 100 / 9

RGB  
99 / 140 / 28

#638C1C

STRENGTH



PMS 425 C

CMYK  
66 / 56 / 53 / 29

RGB  
83 / 87 / 90

#53575A

CLARITY



WHITE

CMYK  
0 / 0 / 0 / 0

RGB  
255 / 255 / 255

#FFFFFF



LINEAR GRADIENT  
PMS 370 - PMS 375  
ANGLE 0°

# ELEMENTS

## SECONDARY (PRACTICE) COLORS

Our secondary palette directly relates to specific practice areas that are represented through a specific color.

If the secondary colors are used, the presence of green must remain prominent. The master-brand colors should always remain the overall focus and feel to the piece.

ENERGY



PMS 343 C

CMYK  
89 / 41 / 77 / 38

RGB  
9 / 85 / 64

#095540

FINANCIAL RISK &  
COMPLIANCE



PMS 2593 C

CMYK  
57 / 94 / 0 / 0

RGB  
134 / 51 / 153

#863399

GOVERNMENT



PMS 7421 C

CMYK  
38 / 93 / 62 / 45

RGB  
105 / 28 / 50

#691C32

HEALTHCARE



PMS 307 C

CMYK  
100 / 50 / 19 / 3

RGB  
0 / 105 / 167

#0069A7

LEGAL



PMS 187 C

CMYK  
23 / 100 / 88 / 15

RGB  
170 / 24 / 44

#AA182C

LIFE SCIENCES



PMS 2738 C

CMYK  
100 / 96 / 11 / 11

RGB  
0 / 11 / 140

#000B8C

# ELEMENTS

## COLOR OVERVIEW

The master brand and secondary palette colors can be used for design elements like infographics, charts and graphs. They may be used in any order or hierarchy.



PMS 375 C

CMYK  
47 / 0 / 100 / 0

RGB  
147 / 213 / 0

#93D500



PMS 370 C

CMYK  
66 / 26 / 100 / 9

RGB  
99 / 140 / 28

#638C1C



PMS 425 C

CMYK  
66 / 56 / 53 / 29

RGB  
83 / 87 / 90

#53575A



PMS 343 C

CMYK  
89 / 41 / 77 / 38

RGB  
9 / 85 / 64

#095540



PMS 2593 C

CMYK  
57 / 94 / 0 / 0

RGB  
134 / 51 / 153

#863399



PMS 7421 C

CMYK  
38 / 93 / 62 / 45

RGB  
105 / 28 / 50

#691C32



PMS 307 C

CMYK  
100 / 50 / 19 / 3

RGB  
0 / 105 / 167

#0069A7



PMS 187 C

CMYK  
23 / 100 / 88 / 15

RGB  
170 / 24 / 44

#AA182C



PMS 2738 C

CMYK  
100 / 96 / 11 / 11

RGB  
0 / 11 / 140

#000B8C

# ELEMENTS

## COLOR PROPORTIONS

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The Navigant master-brand colors must always be the main focus for any given piece.

### PROPORTIONS OF COLOR

65% White and/or Gray

30% Green

5% Secondary color

Generally, the practice area/secondary colors should take up 5% or less on any given piece and should be used as a secondary accent.



# ELEMENTS

## TYPOGRAPHY OVERVIEW

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The Navigant brand uses one primary typeface, Gotham, to clearly convey our communications. Utilizing various weights, we are able to place prominence on specific communication.

When applying the Navigant identity to the web, Microsoft® Word documents, PowerPoint presentations, or any instance when Gotham is not available to users of the given application, use Arial in Gotham's place.

### SOME COMMON MISUSES:

- Do not scale type disproportionately
- Do not use exaggerated letter spacing
- Do not use all caps for body content
- Do not use multiple type sizes within the same paragraph or sentence
- Do not overuse bold weights - only use sparingly as highlighted content within paragraphs, to provide special emphasis

## OVERALL BRAND TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890**

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890**

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890

GOTHAM LIGHT

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## WEBSAFE TYPOGRAPHY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890**

ARIAL BOLD - WEBSAFE FONT ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz,?#&1234567890

ARIAL REGULAR - WEBSAFE FONT ONLY

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# ELEMENTS

## COPY TREATMENT

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### HEADLINES

- All Caps
- Gotham Medium

### BODY HEADLINES

- All Caps
- Gotham Medium

### BODY HEADLINE 2

- Initial Caps
- Gotham Medium

### BODY HEADLINE 3

- Initial Caps
- Gotham Medium Italic

### BODY COPY

- Sentence Case
- Gotham Book

### BODY COPY EMPHASIS

- Sentence Case
- Gotham Bold

## BENEFIT FOCUSED HEADLINE

### BODY HEADLINE

#### Body Headline 2

#### *Body Headline 3*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec libero tortor, sagittis at ultricies a, euismod ac eros. Nulla et nulla eros. Nulla nibh ante, blandit sed euismod in, ultricies et augue. Maecenas faucibus euismod pretium. Fusce non metus eget dolor imperdiet convallis. **Body copy emphasis,** tincidunt sed sollicitudin eu, vestibulum in ante. Fusce sodales odio eget mauris fermentum ut varius lorem bibendum.

# ELEMENTS

## GRID: TEXT

The text grid allows for a consistent layout for all communications and will be the guidelines for all elements excluding the graphic and photography.

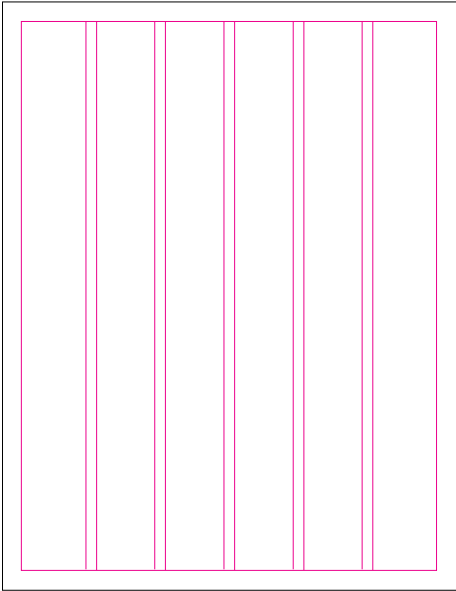
There are a few modifications to the number of columns for the text grid, the number of columns dictates what application it should be used for.

### 6 COLUMN GRID

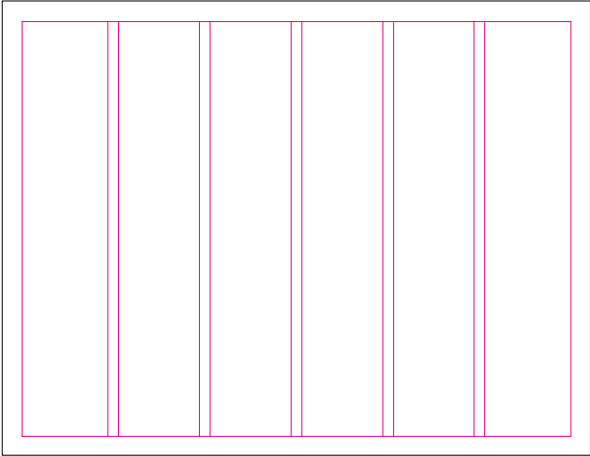
Use for print applications, billboards, content heavy applications, etc.

### 9 COLUMN GRID

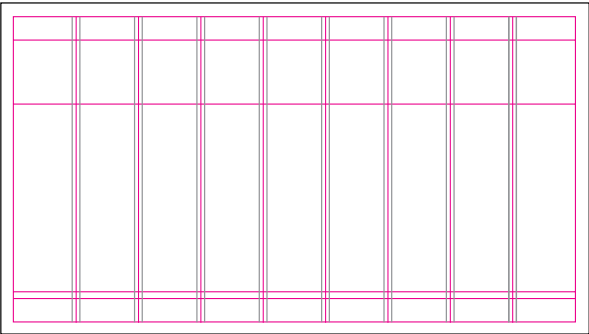
Use for digital wide-screen presentations



6 COLUMN  
VERTICAL



6 COLUMN  
HORIZONTAL



9 COLUMN

# ELEMENTS

## GRID: ACON

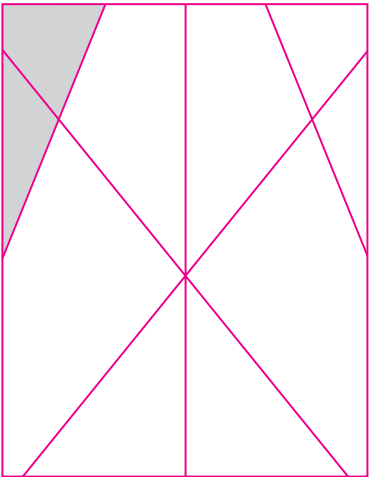
The graphic grid allows for dynamic graphic elements, color and photography to come to life. Using the Acon as the foundation, three unique grids were created to allow for optimal layouts.

There is a macro grid, a standard grid and a micro grid that can be used to create dynamic graphic treatments.

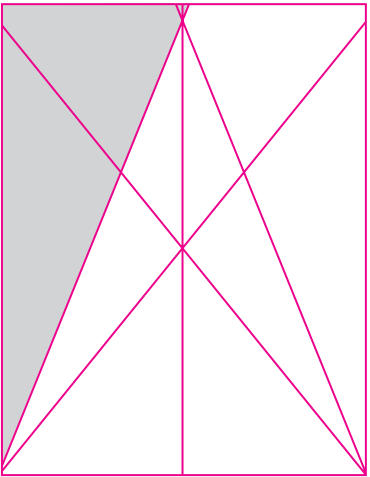
As a general rule of thumb, utilize elements of the grid that evoke an upward movement, like pictured to the right.

Ensure that each element on the graphic grid spans from one side to the other, using the structural lines from the Acon.

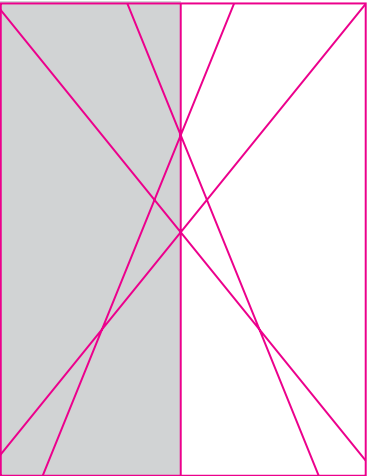
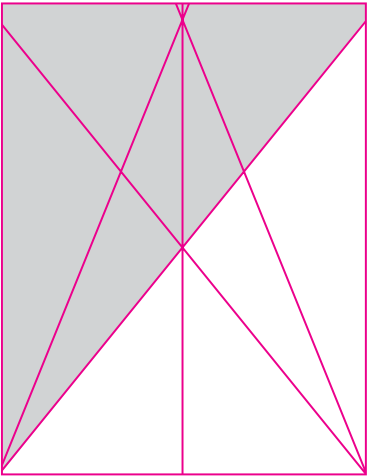
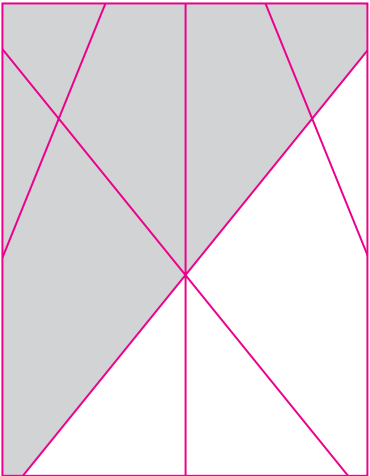
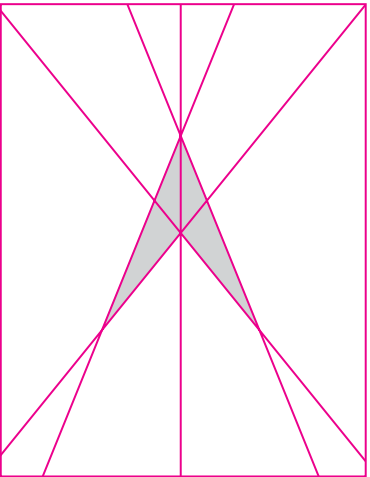
MACRO GRID



STANDARD GRID



MICRO GRID



# ELEMENTS

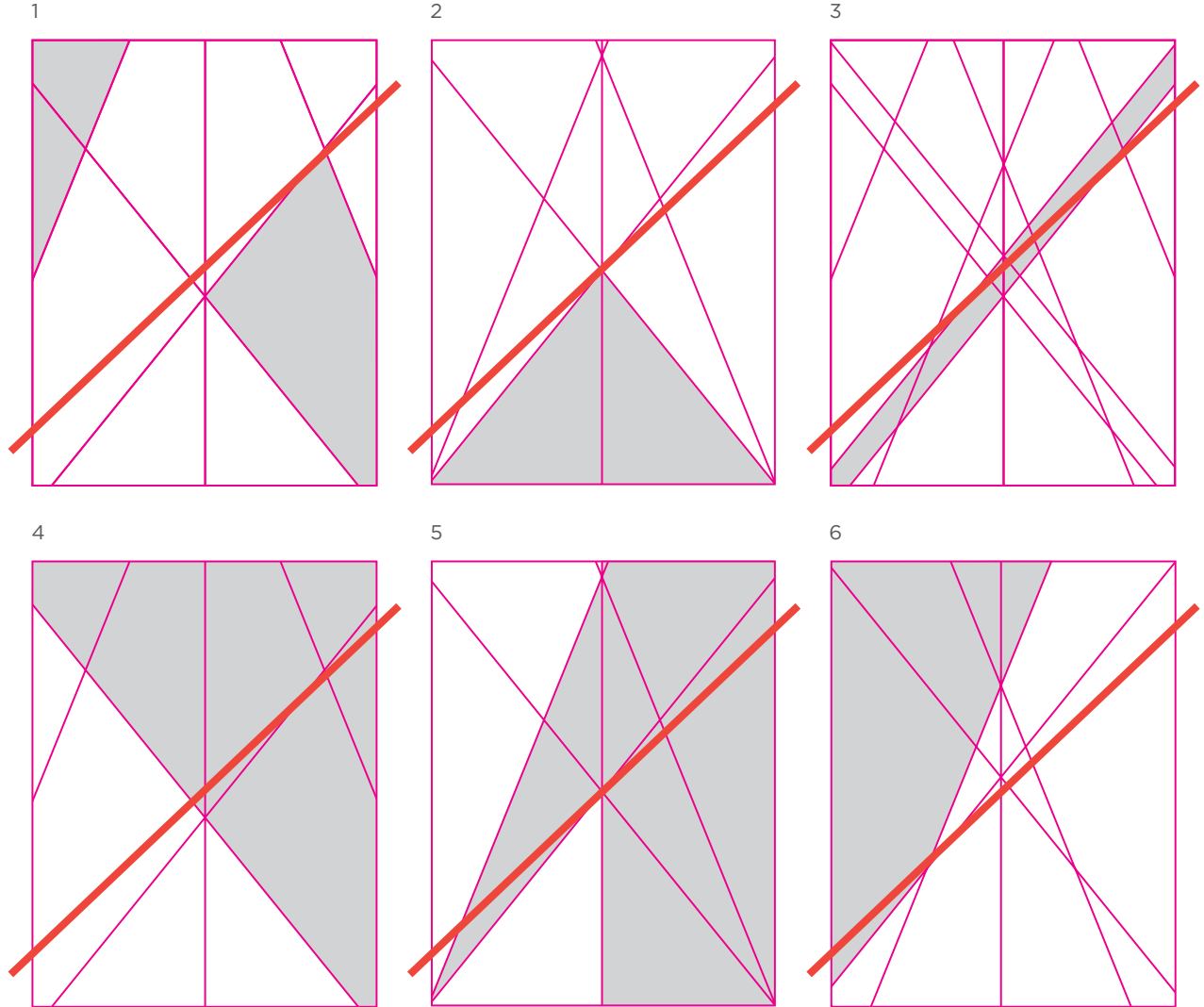
## GRID: ACON MISUSES

### COMMON MISUSES

- Do not use fragment pieces of the Acon or graphic grid
- Do not use the “pyramid” as an element
- Do not layer two graphic Acon grid in one piece
- Do not have an element that is in a downward motion
- Do not show a portion of the full Acon
- Do not have a fragmented element, ensure that the graphic treatment follows one continual line

### NOTE

Common misuses apply to any of the grids; macro, standard and micro



# ELEMENTS

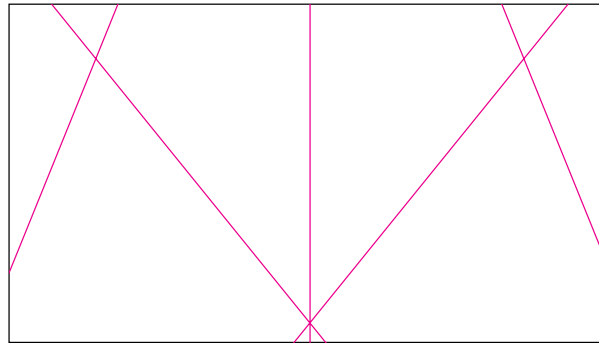
## GRID: ACON MODIFIED

The graphic grid will need to adapt to various applications and will need to be modified based on proportions for specific applications.

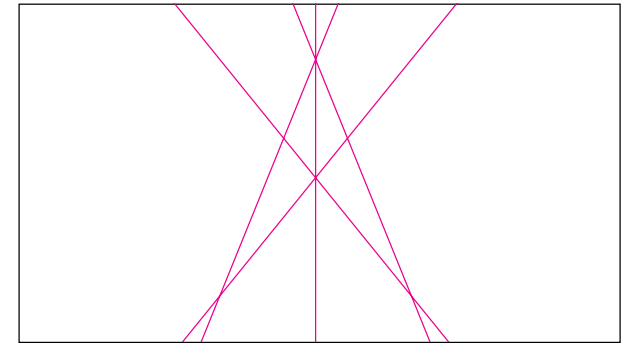
All three grids can be optimized for specific proportions that may be needed.

### TO OPTIMIZE

- Determine the desired proportions for the piece that needs to be created, and create a live shape
- Then using one of the native grids (macro, standard or micro), keeping the proportions locked, resize so the sides of the grid match the desired proportions
- Align both elements to the top and mask the native grid into the desired proportions
- Optically adjust for the visual weight of the Acon pieces, if needed, move the grid from the top and bottom only



MACRO GRID - GRAPHICS



MICRO GRID - GRAPHICS

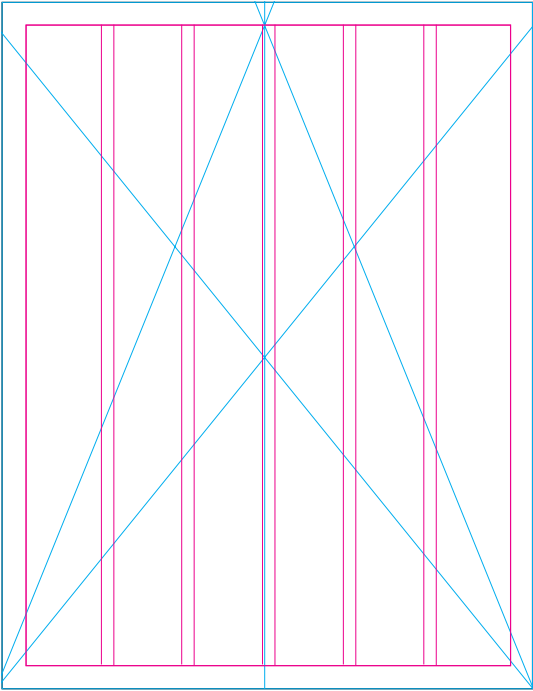
WIDE-SCREEN PRESENTATION GRAPHIC GRID EXAMPLE

# ELEMENTS

## GRID: LAYERED

To create the applications for Navigant, a layered grid is needed for each piece. The text grid in combination with the graphic Acon grid create the necessary foundation to keep each piece consistent.

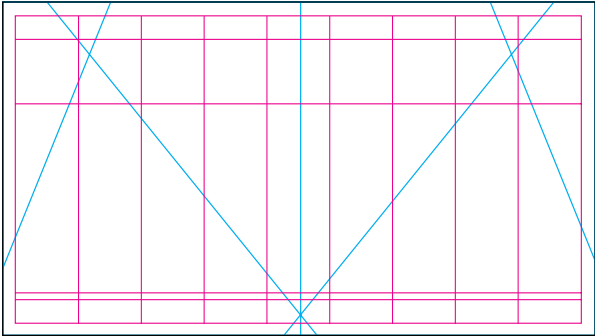
Using the appropriate text grid, choose a graphic Acon grid to layer directly on top to create the foundation.



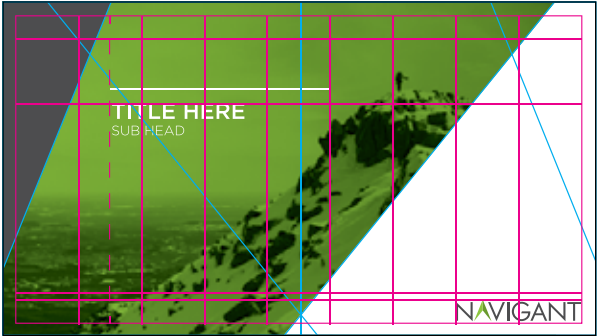
6 COLUMN - VERTICAL  
STANDARD ACON GRID



6 COLUMN - VERTICAL  
STANDARD ACON GRID



9 COLUMN  
MACRO ACON GRID



9 COLUMN  
MACRO ACON GRID

# ELEMENTS

## ACON: AS ELEMENT

For graphic treatments of the Acon, the injection of textural images can help create unique, practice area driven communication. Leveraging the duality of our mark, the right hand side, PMS 370 can have a monotone, textural image masked into the triangular shape. When applying this technique, the left hand side of the Acon, PMS 375 should remain a solid field of PMS 375.

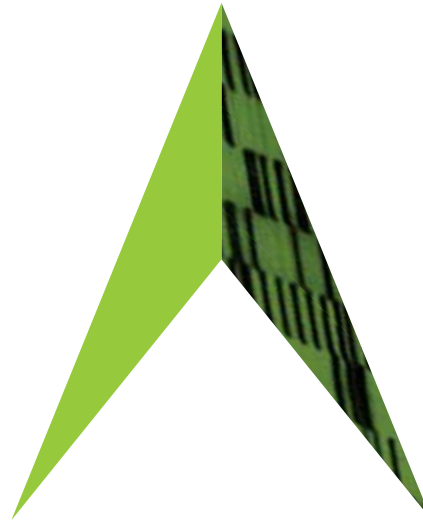
For monotone textural integration, a field of PMS 370 C must be multiplied overtop the textural image. The textural images can help us communicate specific practice area signifiers through specific uses of texture.

### NOTE

This textural injection can only be used for communications where the full Navigant logo appears.

The use of the Acon Grid must still be used for the creation of these applications. The standard or micro grid are the two permitted grid options for this specific treatment.

Reference the photography section for guidelines around textures and monotone applications.



ACON WITH  
HEALTHCARE TEXTURE



APPLICATION  
EXAMPLE



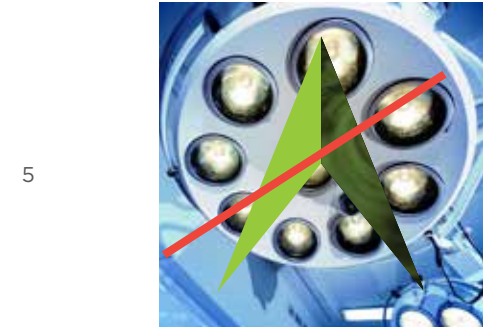
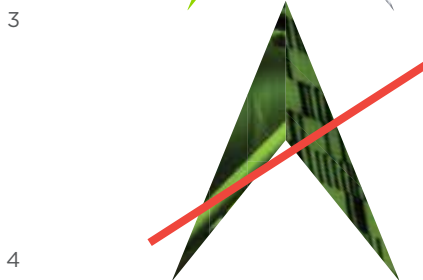
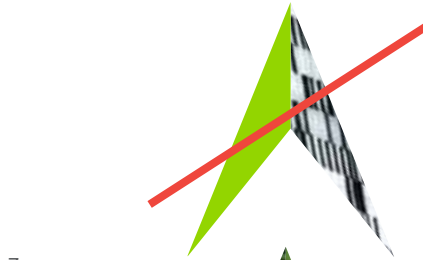
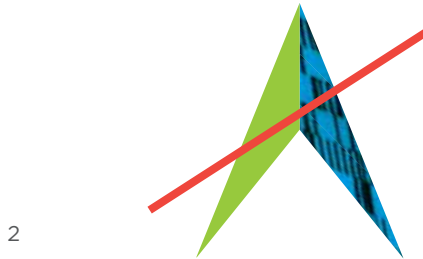
ACON WITH  
ENERGY TEXTURE

# ELEMENTS

## ACON: AS ELEMENT MISUSES

### COMMON MISUSES

- Do not apply textural element to the Acon in the Navigant Identity. The textural element cannot be used in place of the Acon in the Navigant logo. The logo's Acon must always appear with solid fields of color per the approved variations - reference section 2, Identity for clarification on approved variations.
- Do not use a practice area color in the Acon
- Do not apply a full color or black and white image into the Acon
- Do not inject textural images on both sides of the Acon
- Do not place textural icon on a photographic background, it must appear on white or PMS 425 only



# ELEMENTS

## PHOTOGRAPHY PRINCIPLES

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### OVERARCHING PRINCIPLES

- Better is better – seek out professional quality photographs that are genuine and authentic
- Real and in-context – no studio shots
- Illustrations and Illustrator/3d/Photoshop renderings are to be avoided
- Heavy use of photoshopped elements should be subtle and not take away from the overall message the photo portrays, but rather enhance them

### COLOR

Color within the photo should relate to or is harmonious with the colors in the graphic system

Select images with color integrated in a natural and subtle way – avoid complexity of color that could distract from the subject matter

### BLACK & WHITE

Authentic ways to show precision in photography can be through overexposed whites and darkened black values.

### MONOTONE

Used to create depth and texture while allowing messaging to be the hero. The green gradient should be multiplied over the black and white image to create the desired effect.



# ELEMENTS

## PHOTOGRAPHY: PEOPLE

---

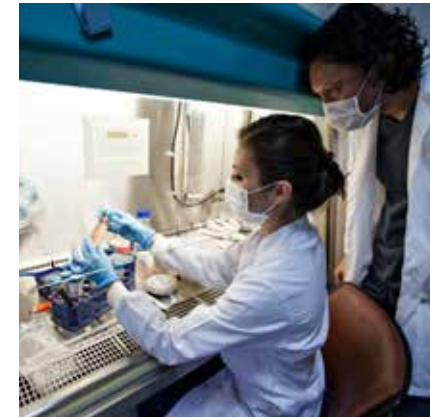
### PEOPLE

People are shown as approachable yet direct to convey precision through the hands-on approach. Show people both individual or a group setting who have full eye contact with the viewer. If focusing on an individual rather than activity, we should ensure it is an employee, and not a model from a stock photography site.

People can be shown for practice area purposes, in action or partaking in an activity that is specific to the field of work. Action shots of workers or objects within practice areas, should be used to emphasize practice area indicators and should not focus on the individual portrayed if not an actual employee.

### NOTE

- Use depth of field to bring focus to the people and deprioritize the environment
- Utilize natural light - avoid sun flares or yellow lighting tones
- Unique & interesting perspectives, angles or point of view work well for action images
- Focus crops on action, movement or object to showcase the energy, initiative, importance and difficulty
- Show action or object in context with indication of background



# ELEMENTS

## PHOTOGRAPHY: ENVIRONMENTAL

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### ENVIRONMENTAL

Using images that have a strong focus on the environment is also an important facet to the photography for the brand. This allows for more practice specific communication to come through, the environmental images have context to allow the viewer to understand which practice area is being referenced.

### NOTE

- Find images that have a balance of subject and environment
- These images may appear in full color or black & white.



# ELEMENTS

## PHOTOGRAPHY: TEXTURAL

---

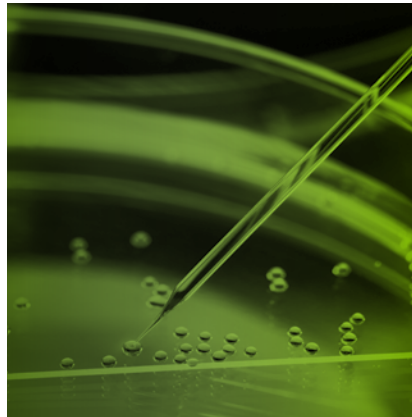
### TEXTURAL

High contrast textures found in architecture, nature and throughout specific practice areas can be used in-combination with a monotone image effect.

Black & white textural images can also be shown placed inside of the Acon elements only when the Acon is used as a graphic element on a piece - this effect can not be used when showing the Acon in the logo.

### NOTE

- Keep the texture very precise and use strong leading lines to guide the composition
- Use angular, geometric and strong textures
- These images are permitted to be in black & white and full color
- A color wash of the Linear Gradient if black & white or PMS 425 C can be multiplied over the entire image if desired
- The textural images should be more abstract
- These images serve as visual interest rather than a means of communicating a specific practice area



# ELEMENTS

## ICONOGRAPHY: CHARTS & GRAPHS

Charts, graphs and icons should be used whenever possible. These design tools help readers better understand and interpret information, as well as support content within a piece.

### CHARTS & GRAPHS

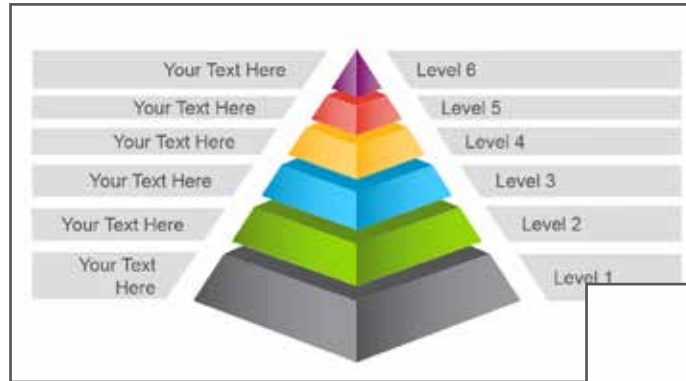
Charts and Graphs are created based upon content specifications and use the color palette in the following hierarchy:

1. Primary Palette
  - Any Order
2. Secondary Palette
  - Blue 1st
  - Red 2nd
  - Yellow 3rd
  - Purple 4th
3. Tertiary
  - Any Order

### ICONS

Icons draw attention and also helps separate different functions and services. The creation of these is ongoing, and should be requested on an regular basis in order to support different functions.

The Primary Color Palette must be used for icons.



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# APPLICATIONS

VERSION 1.4

SECTION 4

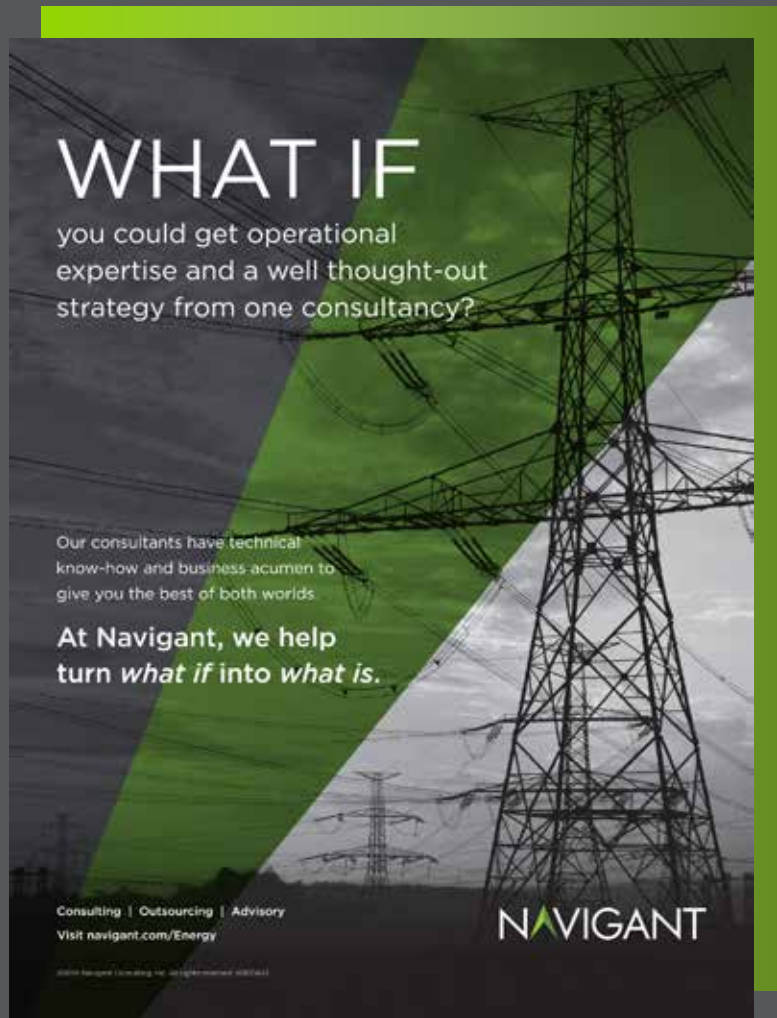
# APPLICATIONS

## STATIONERY



# APPLICATIONS

ADCEPTS



**WHAT IF**  
you could get operational expertise and a well thought-out strategy from one consultancy?

Our consultants have technical know-how and business acumen to give you the best of both worlds.

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**Navigant is proud to support Econ Illinois and their mission to increase financial literacy among children.**

Through our own One Million by 2020 initiative, Navigant aims to positively impact the lives of one million youth and young adults in the next few years.

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# APPLICATIONS

THOUGHT LEADERSHIP / BROCHURE



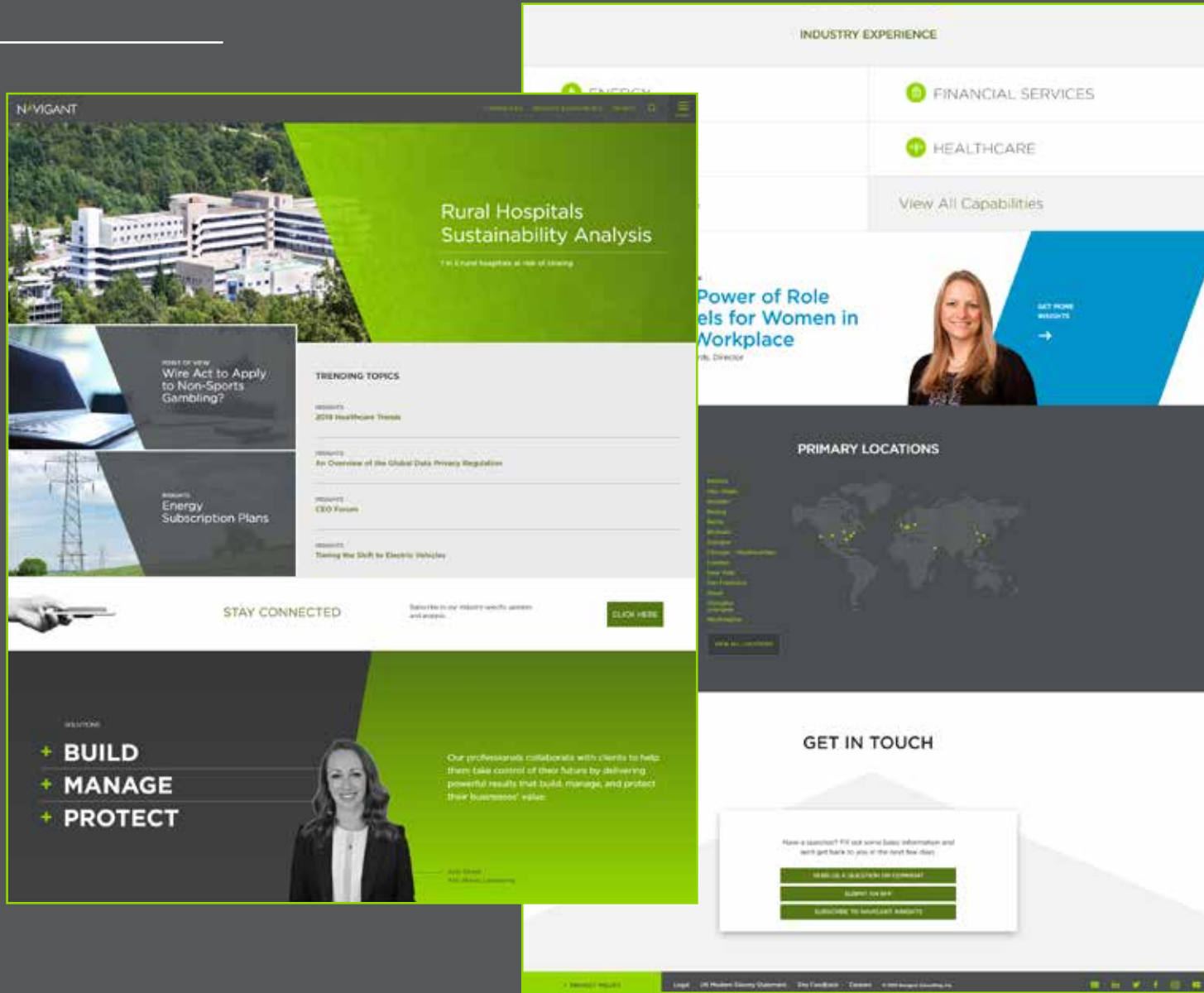
# APPLICATIONS

## ANIMATION



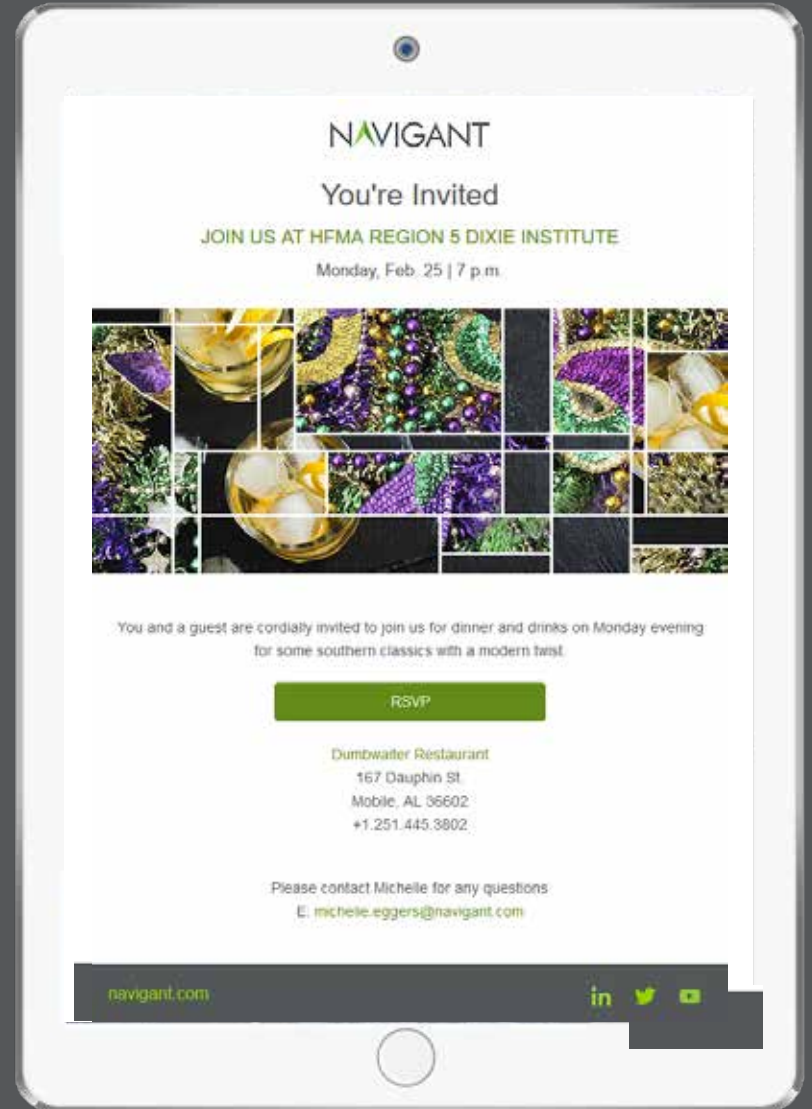
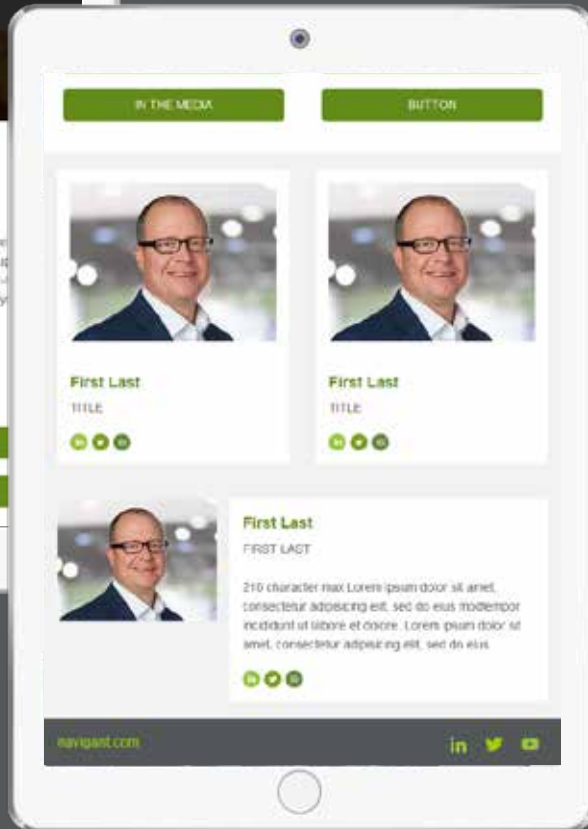
# APPLICATIONS

WEB



# APPLICATIONS

## EMAILS



# APPLICATIONS

## PRESENTATION



COVER PAGE



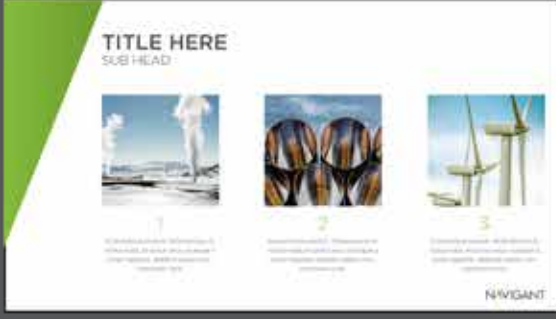
DIVIDER PAGE



ALL COPY PAGE



IMAGE AND COPY PAGE



MULTIPLE IMAGE



GRAPH AND COPY PAGE

# APPLICATIONS

## ENVIRONMENTAL



# CONTACT

## QUESTIONS

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Any communications, websites, or signage containing the Navigant identity must be submitted to the Navigant design team for review and approval.

If you have questions about how to use our identity, or how to submit your communication pieces to the Navigant approval process, please submit an inquiry to your practice marketing manager.