B2C Logo

Clear-space
There should always be a minimum clearance around the logo, approximately the width and height of its “N” character. The logo can be placed upon backgrounds or on top of imagery, but there must be enough contrast for maximum visibility.

Size
The logo's width should be scaled at 15% of the shortest edge, while never ever appearing smaller than .5” wide.

Minimum Size
Only to be scaled as such in extreme circumstances!

Incorrect Logo Usage
1. Do not skew or warp.
2. Do not outline in any way.
3. Do not add a drop shadow.
4. Do not rotate or reorient.
5. Do not space out characters.
6. Do not use multiple colors.
7. Do not remove or move the ™.
8. Do not blur.
9. Do not drop the second or third lines under the chunky NYC.