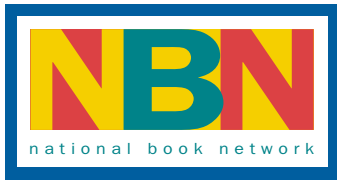
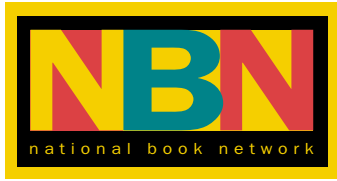




a. national book network



b.



c.



d.



e. national book network



f. national book network



g. national book network



h. national book network



i. national book network

USING THE NBN LOGO

Whether you're designing an ad, flyer, catalog, banner, promotional item, or website, the following guidelines should quickly answer most of your questions on logo usage. Logos can be downloaded at: http://www.nbnbooks.com/publishers/nbn_logos.shtml.

This is the NBN Logo (a). It is comprised of three Pantone Matching System (PMS) colors: Yellow (PMS 130), Teal (PMS 328) and Red (PMS 186). *The logo should never be used in any other three-color combination.* When printing in four-color process (CMYK), the equivalents of these colors are as follows:

Yellow (C=0 M=27% Y=100% K=0)
Teal (C=100% M=0 Y=47% K=30%)
Red (C=0 M=91% Y=76% K=6%)

When using a **color background**, the NBN Logo should *always* be contained in a white **(b)** or black **(c)** box with a 1/16" border on all sides to maintain the logo's integrity. When using a black background print "national book network" in yellow as it appears in **(d)**. *When printing larger pieces such as posters, the border should increase in proportion to the size of the logo.*

When printing the logo in **two colors (e)** use Yellow (PMS 130) and Teal (PMS 328). *The logo should never be used in any other two-color combination.*

There are two ways to print the logo in **one color: (f)** use 100% Teal (PMS 328) and 50% Teal (PMS 328); or **(g)** without tints.

When printing the logo in **black and white** use either tints **(h)** or line art **(i)**. To ensure sufficient contrast use 100% Black and 50% Black.

National Book Network recommends that publishers use the NBN Logo when placing **trade ads**. This enables retailers to clearly identify where they can order *your books*. Whether or not you choose to use the NBN Logo, the following text **must** appear in *all* ads: **Distributed to the trade by National Book Network 1-800-462-6420**. Depending upon space and design considerations, this line can appear under your logo **(j)** or next to the NBN Logo **(k)**.

updated 12/10/07



j. Distributed to the trade by National Book Network 1-800-462-6420.



k. Distributed to the trade by National Book Network 1-800-462-6420.