

Brand Identity

PRIMARY LOGO

Our Logo

Symbol: Two interlocking pieces, navy above and cobalt below. They read as a mentor and an owner working on the same problem.

Wordmark. Lowercase nhbm set in Avenir Next at weight 600. The lowercase form keeps the mark approachable and current.

Name. The official organization name is NH Business Mentors. It appears in copy, never inside the logo artwork.

Feel. Experienced, peer-led, and credible beside a bank, university, chamber, or municipal partner.



LOGO VERSIONS

Treatments



Reversed: Dark surfaces. Ice upper symbol, cobalt lower, ice wordmark.



One color: Single-ink production. Navy on light. Ice on dark.



One color: Single-ink production. Ice on dark.

LOGO RULES

Clear space, minimum size, and what not to do

Minimum size. Use the full logo at 120 px wide or larger on screen. Below that, use the symbol alone.

Favicons. Use the supplied favicon files at their named pixel sizes (16 to 512 px).

No descriptor. Do not add NH Business Mentors or any slogan inside the artwork. Keep them as separate copy.

Do not rotate, outline, recolor, distort, add shadows, or place the logo over busy photography.



Clear space equals the height of the 'n' in the logo. Keep text and graphics outside the dashed line.

MAIN COLOR PALETTE

A restrained blue system

White and ice carry most pages.
Navy supplies authority and contrast. Cobalt marks actions, links, and progress.

Brand navy	Cobalt	Ice	Blue soft	Dark raised
Logo, headings, footer, dark hero	Primary actions, progress, selected controls	Soft sections and inverse text	Informational surfaces and selected rows	Elevated elements inside navy sections
HEX: #101A5C RGB: 16, 26, 92 CMYK: 100,98,31,29	HEX: #3567f5 RGB: 53, 103, 245 CMYK: 78,62,0,0	HEX: #f7f9ff RGB: 247, 249,255 RGB: 247, 249,255	HEX: #eef2ff RGB: 238, 242, 255 CMYK: 5,3,0,0	HEX: #17236B RGB: 23, 35, 107 CMYK: 100,97,27,17

Approximate page proportion



SECONDARY COLOR PALETTE

Text, borders, and status colors

TEXT AND LINKS

Text strong #111827 Headings on light	Text #374151 Paragraphs, forms	Text muted #5B6475 Supporting copy	Links #2453D4 Inline links
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BORDERS

Border #D8DEEA Dividers, controls	Border strong #AEB8CC Hover, strong dividers	Border dark #34417F Dividers on navy
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STATUS (always pair with text or an icon)

Success #14633F Soft #EAF7F0	Warning #8A5A00 Soft #FFF5D6	Error #B42318 Soft #FDECEA	Information #2453D4 Soft #EEF2FF
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TYPOGRAPHY

Two families, sentence case

Geist Sans

Semi Bold
Bold

Headings and navigation.
Tight tracking.

Weights 600 (semibold)
and 700 (bold).

Aa

Source Sans 3

Medium
Regular

Body copy, forms, labels.
Normal tracking.

Weights 400 (regular)
and 600 (medium).

Aa

IMAGERY AND PROHIBITED PATTERNS

Real people, real work

USE

Documentary photographs of real mentors, owners, mentoring sessions, and workshops.

Natural light, active listening, visible work.
Environments that feel local without regional clichés.

Signed releases and descriptive alt text for every meaningful image.

Licensed stock only as a labeled placeholder until NHBM photography exists.



AVOID

Handshakes, staged laptop groups, empty conference rooms, skylines, mountains. AI-generated people, blue overlays, blobs, nodes, circuit motifs. Glassmorphism, pill buttons, cobalt as a page background, decorative gradients. Three equal feature cards, stock software illustrations, large centered SaaS hero copy. Heritage seals and government red-and-blue combinations.

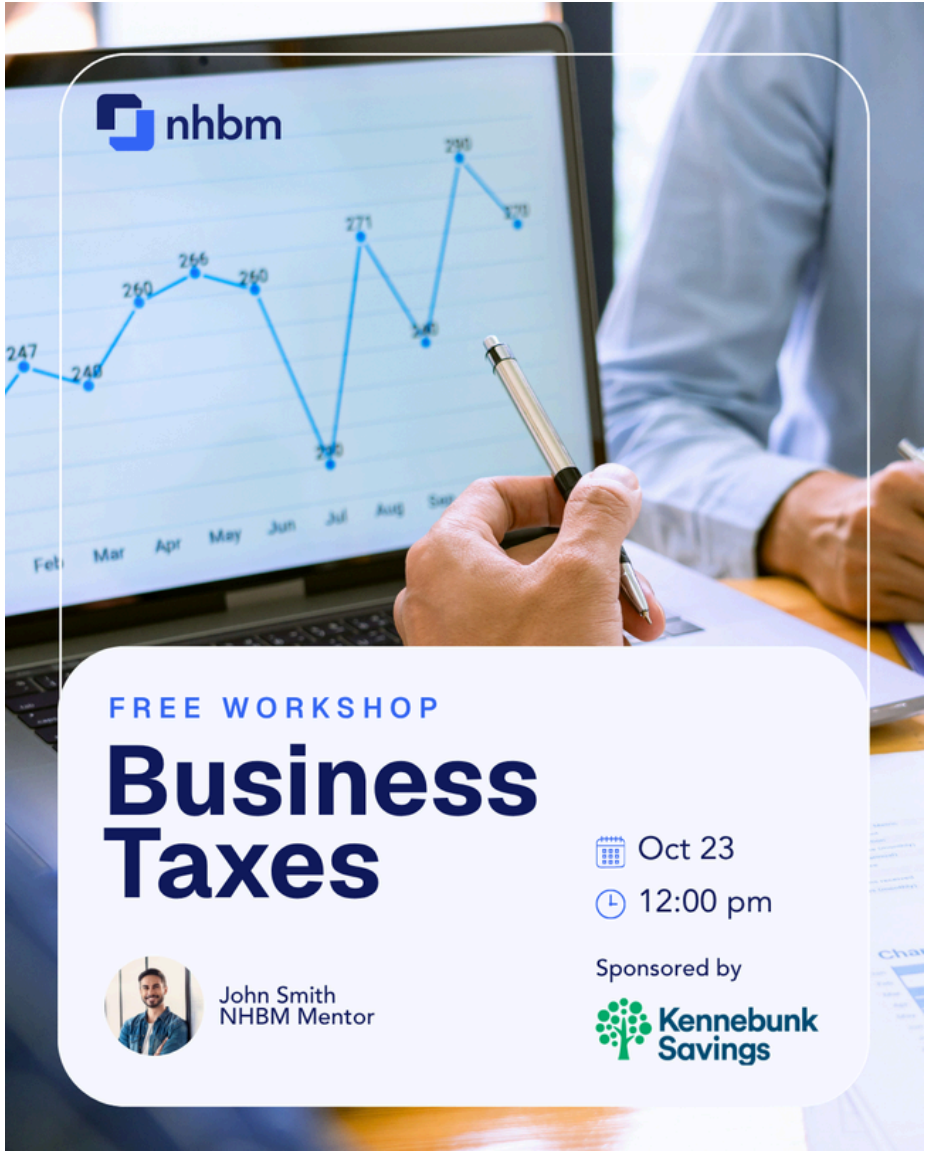
APPLICATIONS

Business Card



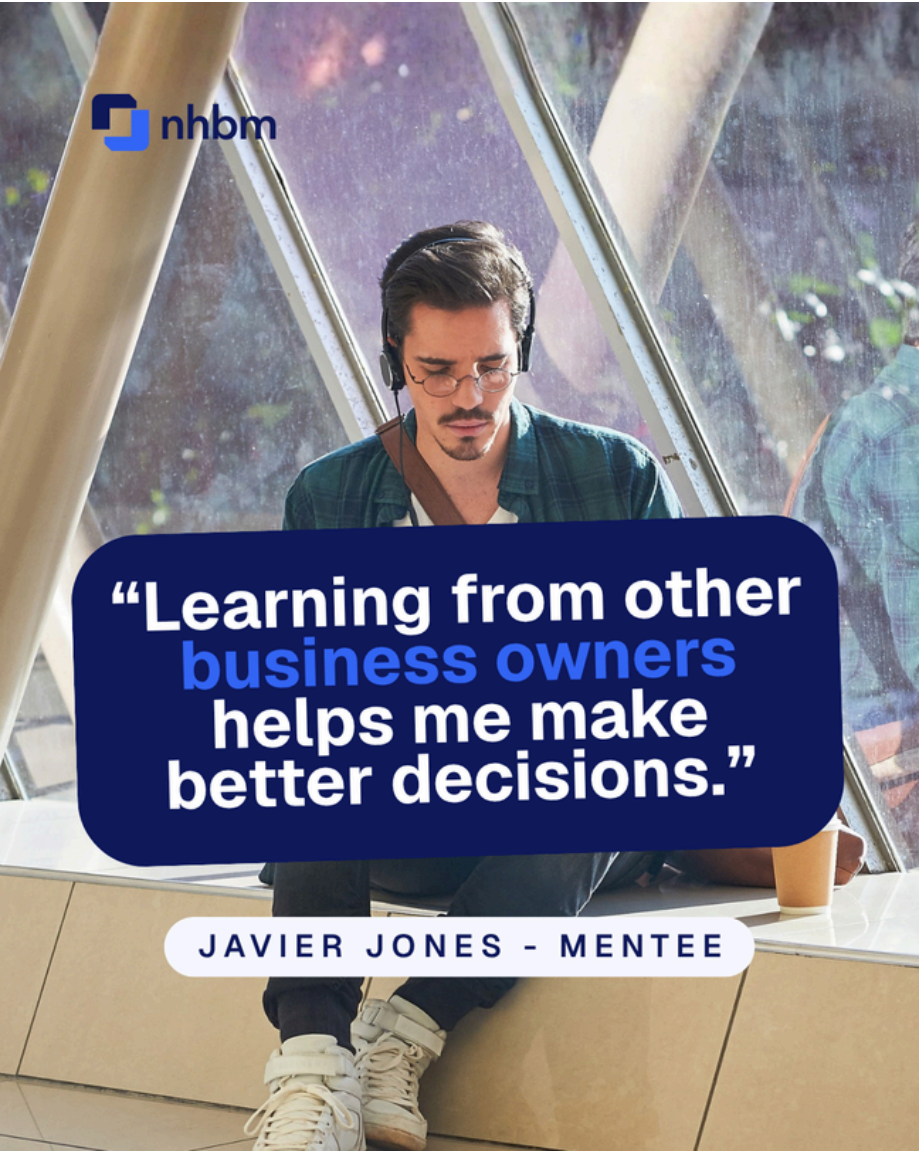
APPLICATIONS

Social Media Post



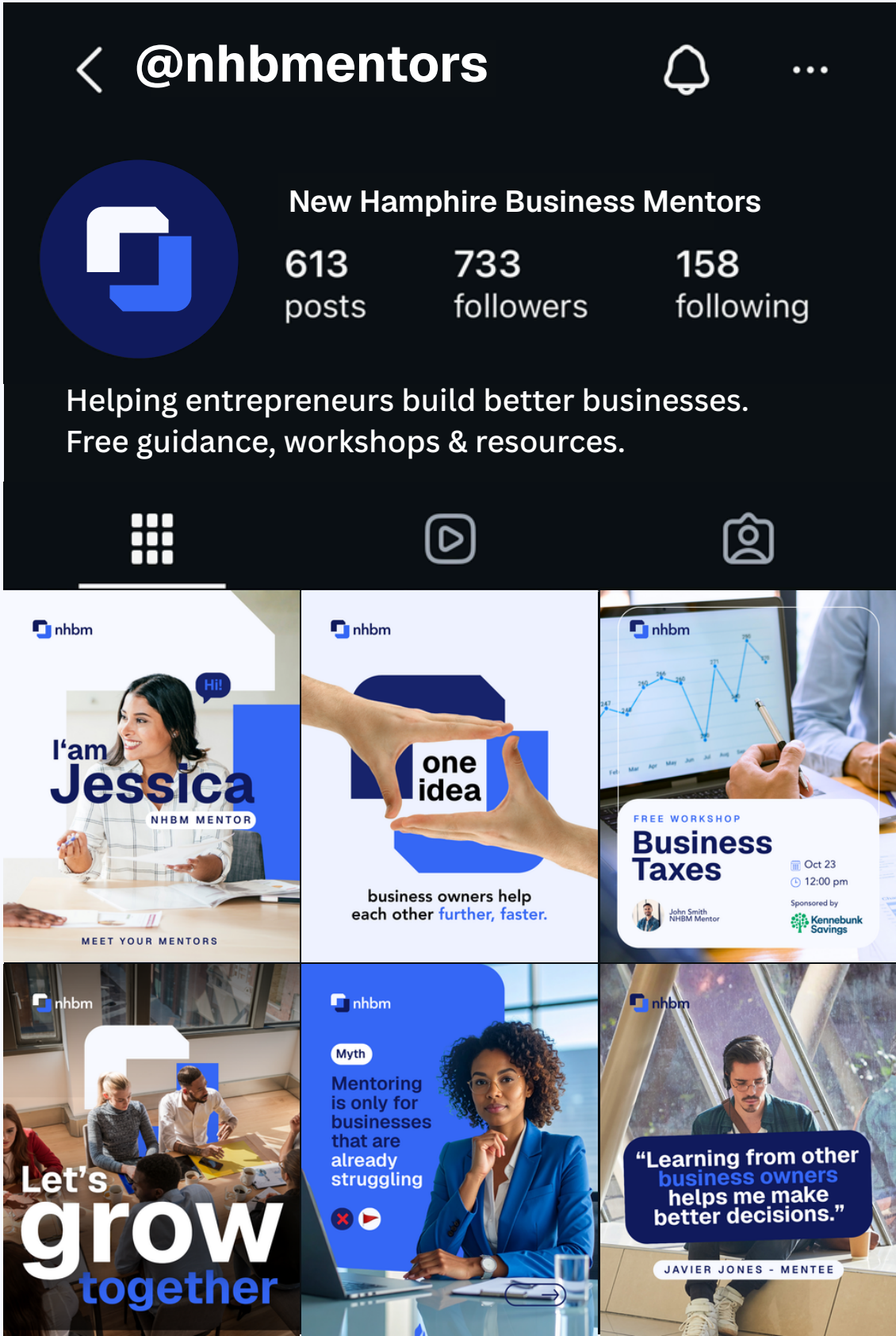
APPLICATIONS

Social Media Post



APPLICATIONS

Instagram Grid



APPLICATIONS

Trifold



APPLICATIONS

Lanyards



APPLICATIONS

Signboard



