Basic Brand Guidelines

Version 1: 10/2025

NSI | NATURAL STONE INSTITUTE

EXPERTISE. SET IN STONE.

Natural Stone Institute Brand Logo & Usage

The Natural Stone Institute Brand Logo

The NSI brand logo is comprised of three elements: the **logomark, logotype,** and **tagline.** The **logomark** embodies the transformation of stone from its raw, rough-cut state to a refined, polished finish—a powerful visual metaphor for craftsmanship, progress, and enduring strength. The frame element signifies this final transformation, representing unity and inclusion, and reflects how NSI unites the industry to elevate and promote natural stone.

The **logotype** combines both serif (Cormorant Garamond) and sans serif (Spartan) typefaces to balance tradition with innovation. "Natural Stone" appears in a serif font to emphasize timelessness and authenticity, while "Institute" in sans serif conveys modernity and forward thinking.

The **tagline** is composed of two parts. "Expertise" highlights NSI's authority and leadership across its programs, services, and educational initiatives, while "Set in Stone" speaks to both the essence of the industry and the organization's steadfast commitment to advancing and strengthening the natural stone community.

The brand logo color palette features muted tones inspired by granite and marble—slate blues, grays, and bronzes—that convey a contemporary yet timeless aesthetic.

NOTE: The NSI logo has been specifically designed for NSI. No change, no matter how small, is allowed. Always use approved electronic artwork.

PRIMARY BRAND LOGO WITH TAGLINE

Logotype
Logomark
Tagline

STACKED BRAND LOGO

Logomark
Logotype

CENTERED BRAND LOGO WITH TAGLINE

Logomark
Logotype
Tagline

Recommended Usage/Best Practices

- The NSI Primary Brand Logo With Tagline is the preferred version; this is your "go-to."
- The NSI Primary Brand Logo Without Tagline version can be used if the logo does not meet the requirements for minimum size of tagline. See page 4 for guidance.

Recommended Usage/Best Practices

- The NSI Stacked Brand Logo is for applications where horizontal space may be constrained and readability is a concern. See page 4 for guidance.
- The NSI Stacked Brand Logo does not include the tagline within its lock-up. When needed, the tagline may be positioned separately from but in close proximity to the stacked logo version. See page 4 for guidance.

Recommended Usage/Best Practices

- The NSI Stacked Brand Logo With Tagline is for applications where a more centered or stylized approach is needed. See page 4 for guidance.
- The NSI Stacked Brand Logo Without Tagline can be used if the logo does not meet the requirements for minimum size of tagline. See page 4 for guidance.

Brand Logo & Tagline Minimum Sizing

To ensure optimum legibility of the brand logo and tagline, it is important to follow these sizing parameters. The logo can be used without the tagline when it drops below the minimum size width listed, see below.

BRAND LOGO MINIMUM SIZES WITH TAGLINE

Primary Brand Logo With Tagline

NATURAL STONE INSTITUTE
NSI
EXPERTISE. SET IN STONE.

1.8" | 4.575 CM | 173 PX

Centered Brand Logo With Tagline

NSI
NATURAL STONE INSTITUTE
EXPERTISE. SET IN STONE.

1.85" | 4.7 CM | 177 PX

BRAND LOGO MINIMUM SIZES WITHOUT TAGLINE

Primary Brand Logo Without Tagline

NSI NATURAL STONE INSTITUTE

.93" | 2.4 CM | 89 PX

Centered Brand Logo Without Tagline

NSI
NATURAL STONE INSTITUTE

1.3" | 3.2 CM | 125 PX

Stacked Brand Logo Without Tagline

NSI
NATURAL STONE INSTITUTE

.6" | 1.5 CM | 58 PX
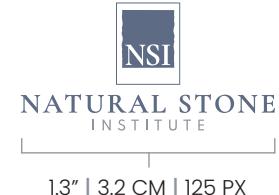
Tagline Usage & Minimum Sizing

The preferred approach is to use brand logo with tagline versions wherever possible. However, if the logo/tagline combination falls below the minimum size required for legibility, or if you're using the stacked logo (which does not include a tagline lockup), the tagline may be separated from the logo (using approved tagline art files)—ideally placed nearby when space allows. For example, the logo might appear at the top of an advertisement, with the tagline at the bottom. In the case of digital ads or other small-format advertising materials, the tagline may be omitted entirely. When the tagline is used separately from the logo, the tagline cannot fall below the minimum size requirements.

SEPARATING THE TAGLINE FROM THE LOGO

EXPERTISE. SET IN STONE.

TAGLINE MINIMUM SIZE

EXPERTISE. SET IN STONE.

5 PT | 1.125" | 2.85 CM | 108 PX

NOTE: If the tagline is typed out in standard communications, it should follow standard capitalization rules, e.g., "Expertise. Set in Stone."

Brand Logo Clear Space

To ensure optimal legibility and protect the integrity of the Natural Stone Institute brand logo, a minimum clear space must always surround the logo.

This clear space is proportional to the logo and is defined by the height of the letter "N" from the word "Institute" in the logotype. No typography, photography, patterns, folds, surface edges, or page trims should encroach upon this area, as doing so could compromise the logo's clarity.

An exception may be made when the logo is used over a photograph or graphic background—provided the imagery does not interfere with the logo's readability. The key consideration is maintaining clear, unobstructed visibility of the logo elements.

When the tagline is used separately from the logo, the minimum clear space is determined by the height of the letter "X" in "Expertise." See examples below.

### BRAND LOGOS WITH TAGLINE CLEAR SPACE

Primary Brand Logo With Tagline

Centered Brand Logo With Tagline

NOTE: The height of the "N" in INSTITUTE is used to determine the clear space around the logo and the logo with the tagline.

BRAND LOGOS WITHOUT TAGLINE CLEAR SPACE

Primary Brand Logo Without Tagline

Stacked Brand Logo Without Tagline

TAGLINE-ONLY CLEAR SPACE

NOTE: The height of the "X" in the tagline is used to determine the clear space of the tagline when used separately from the logo.

EXAMPLE: The clear space in regard to the tagline's use in a bar of color.

Brand Logo Color Formats

Consistent logo use strengthens the Natural Stone Institute identity. Apply logo colors exactly as shown. All logo versions, with or without the tagline, must follow these color formats. Use backgrounds with good contrast and no distracting visuals. Only the color options shown here are acceptable. Always use approved electronic artwork.

NOTE: Please contact NSI at marketing@naturalstoneinstitute.org for electronic artwork files.

Primary Brand Logo CMYK/RGB
NSI Cornflower Blue, NSI Gray & NSI Bronze

Primary Brand Logo Reversed

Primary Brand Logo Black

Primary Brand Logo Grayscale

Brand Logo Color Palette

Use these specifications to accurately reproduce NSI logo colors. Always match approved colors so they appear consistently across all media—print, digital, vinyl, paint, fabric, or screen. Rich, dense color communicates professionalism; weak or faded color diminishes the brand's impact.

NOTE: Use RGB and HEX values for digital applications and CMYK and PANTONE® for printed materials. See the full brand color sytem on page 10 for tint variations and complete secondary palette.

PANTONE® is a registered trademark of PANTONE®, Inc. PANTONE® is PANTONE®, Inc's. check-standard trademark for color reproduction and color reproduction materials.

Logomark set in NSI Cornflower Blue

Natural Stone Logotype set in NSI Cornflower Blue

Institute Logotype set in NSI Gray

Tagline set in NSI Bronze

PRIMARY COLOR PALETTE

NSI CORNFLOWER BLUE
PANTONE: 2138 C
CMYK: 68 / 54 / 33 / 9
RGB: 94 / 107 / 132
HEX: #5E6B84

NSI BRONZE
PANTONE: 7525 C
CMYK: 36 / 57 / 72 /18
RGB: 146 / 105 / 76
HEX: #92694C

NSI GRAY
PANTONE: 6211 C
CMYK: 47 / 36 / 32 / 1
RGB: 143 / 148 / 155
HEX: #8F949B

Brand Logo Misuses

Many times, a well-intentioned treatment of our logo can be categorized as misuse. This usually occurs due to a lack of awareness of correct logo use standards. Consistent and accurate presentation of the Natural Stone Institute logo will reinforce awareness of our brand and ensure that the protectability of our primary brand logo is not compromised.

To help avoid misuse, use only approved electronic artwork. When sharing NSI electronic artwork, always provide these brand guidelines to ensure proper adherence to our brand.

DO NOT change or retype the NSI Logotype letters.

DO NOT rotate or change the orientation of the logo.

DO NOT outline the logo.

DO NOT alter the logo or remove any part that has not been approved to stand alone.

DO NOT alter the logo colors from the ones that have been approved.

DO NOT scan or allow poor quality reproductions.

DO NOT violate the logo clear space with graphic elements, type or page edges (see page 4).

DO NOT allow the logo to become distorted due to improper scaling.

NOTE: Please contact NSI at marketing@naturalstoneinstitute.org for electronic artwork files.

Logo Usage Over Imagery/Backgrounds

Because maintaining the legibility and readability of the Natural Stone Institute's logo is essential, its use over images or backgrounds must follow these guidelines precisely. The examples below show appropriate and inappropriate applications, illustrating how to ensure the logo remains clear and effective in all contexts.

Consistent and correct use of the NSI logo builds brand recognition and integrity. To avoid misuse, always use the approved electronic artwork. When sharing NSI electronic artwork, always provide these brand guidelines to ensure proper adherence to our brand.

DO NOT place the logo over a busy background pattern or image.

DO NOT place logo over a ghosted/ screened back image.

DO USE the logo over subtle patterns or images, ensuring it is not obstructed. Choose the appropriate logo version for each situation.

DO USE the logo within a block of brand colors, over an image. Use the full-color logo on White or NSI Cream backgrounds, and the reversed version on all other brand colors.
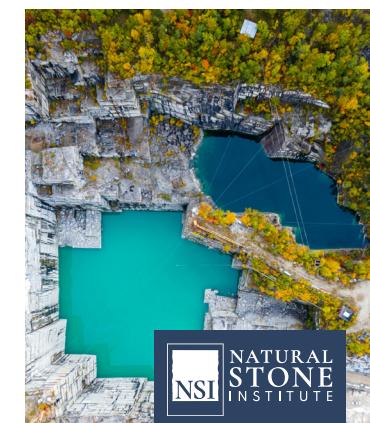
> **NOTE:** Please contact NSI at marketing@naturalstoneinstitute.org for electronic artwork files.

![Natural Stone Institute logo - NSI - EXPERTISE. SET IN STONE.]

Brand Color System

| 20% | 40% | 60% | 80% | 20% | 40% | 60% | 80% | 20% | 40% | 60% | 80% |

Natural Stone Institute Color Palette

The NSI design system is anchored by the brand's primary color palette—**NSI Cornflower Blue**, **NSI Gray**, and **NSI Bronze**. These colors establish the dominant visual foundation of the brand and should be used consistently across all communications.

A secondary color palette has been developed to complement the primary colors. These secondary hues add visual interest, provide graphic distinction, and may be used to designate specific programs or initiatives within the NSI brand.

All NSI brand colors are approved for use in both digital and print applications. Consistent application of these colors ensures visual cohesion and strengthens brand recognition.

NOTE: The example shown features only the primary brand colors; however, these screening guidelines apply to all brand colors. While the example illustrates a 20–80% tint range, any tint between 5–100% is acceptable, provided color consistency and brand integrity are maintained.
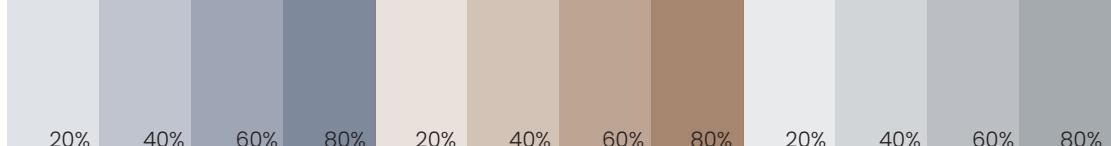
PRIMARY COLORS
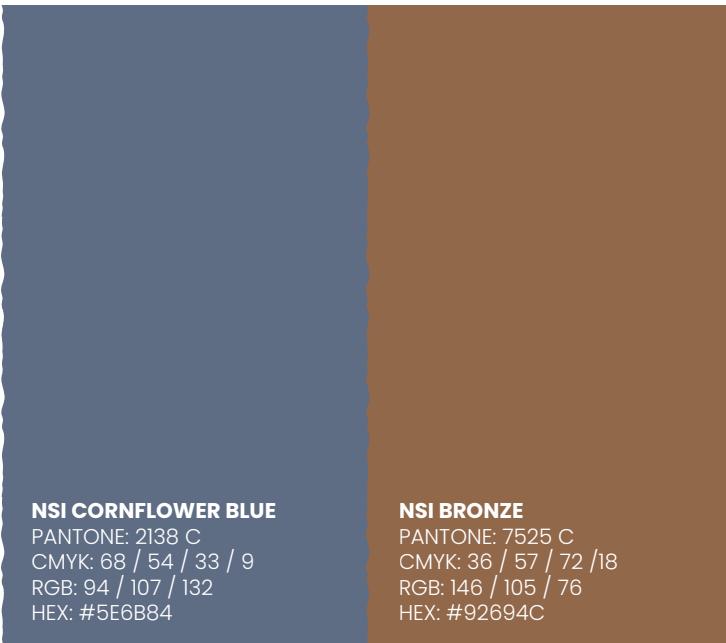
NSI CORNFLOWER BLUE
PANTONE: 2138 C
CMYK: 68 / 54 / 33 / 9
RGB: 94 / 107 / 132
HEX: #5E6B84

NSI BRONZE
PANTONE: 7525 C
CMYK: 36 / 57 / 72 /18
RGB: 146 / 105 / 76
HEX: #92694C

NSI GRAY
PANTONE: 6211 C
CMYK: 47 / 36 / 32 / 1
RGB: 143 / 148 / 155
HEX: #8F949B

SECONDARY COLORS

NSI DARK BLUE
PANTONE: 2378 C
CMYK: 88 / 73 / 39 / 27
RGB: 46 / 66 / 96
HEX: #2E4260

NSI TAUPE
PANTONE: 405 C
CMYK: 56 / 53 / 58 / 25
RGB: 105 / 97 /90
HEX: #69615A

NSI TEAL
PANTONE: 2212 C
CMYK: 73 / 42 / 41 / 10
RGB: 78 / 119 / 129
HEX: #4E7781

NSI GREEN
PANTONE: 625 C
CMYK: 73 / 37 / 65 / 19
RGB: 73 / 115 / 96
HEX: #497360

NSI CREAM
PANTONE: 7527 C (at 50%)
CMYK: 3 / 3 / 7 / 0
RGB: 244 / 240 / 232
HEX: #F4F0E8

NSI WINE
PANTONE: 7428 C
CMYK: 42 / 85 / 59 / 45
RGB: 100 / 42 / 56
HEX: #642A38

BLACK
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

WHITE
CMYK: 0 / 0 / 0 / 0
RGB: 255 /255 / 255
HEX: #FFFFFF

Brand
Typography

Natural Stone Institute Brand Logo Fonts

The **logotype** combines serif and sans serif typefaces to balance tradition and modernity. "Natural Stone" uses the serif font **Cormorant Garamond** to convey timelessness and authenticity, while "Institute" uses the sans serif font **Spartan** to reflect a modern, forward-thinking spirit.

The **tagline** "EXPERTISE. SET IN STONE." also uses **Spartan**, underscoring NSI's authority, leadership, and enduring commitment to advancing and strengthening the natural stone community.

> **NOTE:** The fonts used in the NSI logo and taglines are exclusive to the logo design and are **NOT** to be used for body copy in general marketing and communication materials. They differ from the brand's standard typography and should be used only when creating logos or mastheads.

NSI | **NATURAL STONE INSTITUTE**

Cormorant Garamond Bold with Stroke

Spartan Medium

Spartan Bold

EXPERTISE. SET IN STONE.

LOGO FONT FAMILIES

NSI Brand Logo Serif Font

Cormorant Garamond Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NSI Brand Logo Sans Serif Font

Spartan Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

> **NOTE:** The Cormorant Garamond in the logo has an added stroke around "Natural Stone" to make it bolder. No reproduction of this logo is to be used. Email marketing@naturalstoneinstitute.org for electronic artwork files.

Typography

The Natural Stone Institute fonts were selected for their compatibility with the NSI logo and versatility across print and digital applications. All weights and styles may be used. Consistent use reinforces brand identity and creates a cohesive look across all communications.

These Google® fonts are supported in Microsoft®, Adobe®, and Google® programs. Internal emails, email communication blasts, and email signatures must use Arial. You can download both Poppins and EB Garamond at **fonts.google.com**. When viewing Poppins, make sure to set the Preview Text language to "Latin" to access the standard (non-Indian) character set before downloading.

Each recommended font family offers a range of styles to create unique and dynamic messages—using variations such as upper/lowercase, italics, bold, light, and different point sizes. Avoid any type treatments that reduce readability or distort the text.

FONT FAMILIES

Primary Serif Font
EB Garamond Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary Sans Serif Font
Poppins Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Font
Arial Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTE: Internal email, email communication blasts, and email signatures must use Arial.