



Brand Guidelines

A Guide to Numeris Brand Identity

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1.0

Brand Overview

Welcome to Numeris brand guidelines.
It's important to review the guidelines to
better align our brand.

Our Tagline

Connecting the industry
through data





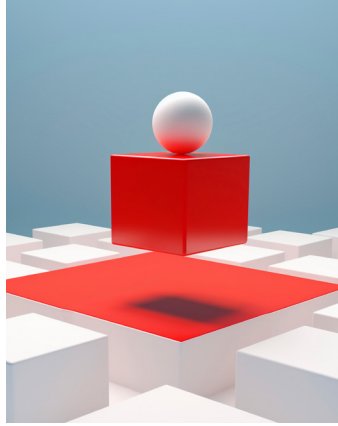
Our Vision

To be a modern, fully
operational data company
measuring and servicing the
Canadian media ecosystem



Our Mission Statement

**Our mission is to create and deliver
privacy-compliant audience and
advertising data that supports the media
industry in their ability to make strategic
decisions in a complex and competitive
Canadian environment.**



Our Positioning

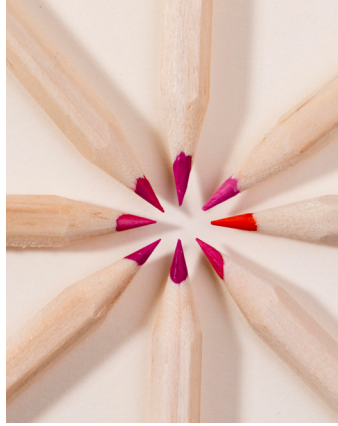
We are the leaders in Canadian audience and advertising data, delivering trusted, independent insights essential for understanding audience behaviours.

Developed in collaboration with the industry and rooted in deep Canadian expertise, our standardized and privacy-compliant data solutions are delivered through powerful tools and platforms. These solutions help clients make better decisions, improve performance, and create stronger connections with audiences in today's complex media landscape.



Our Unique Selling Proposition (USP)

Canada's trusted, third-party
partner for holistic, cross-platform
media insights—empowering
strategic decisions through
transparency and industry-driven
solutions.



Our Values

Stronger Together

We succeed through collaboration with each other and with the industry. Unity drives our impact.

Innovation with Intent

We embrace change and challenge convention. Our innovation is purposeful, driven by insights, guided by strategy, and focused on delivering meaningful future-proofed solutions.

We Before Me

We put shared goals at the centre of how we work. By supporting one another, sharing accountability, and valuing diverse perspectives, we create an environment where people contribute fully and teams achieve more together.

Excellence in Motion

We pursue continuous improvement in everything we do, from our processes to our time to market. With a growth mindset and a commitment to excellence, we bring solutions to life with precision and purpose.

2.0

Logo

Here you'll find Numeris brand identity and guidelines as well as information on when to use the assets in your work.

Primary Logo

Horizontal Logo



Secondary Logo

Stacked Logo



Logo Usage

Using the unified Numeris and NLogic brand

- ✗ The Numeris logo design should not be altered.
- ✗ Use the Numeris logo consistently across all internal and external communications, including presentations, emails, websites, social media, official documents, and email signatures. The joint Numeris and NLogic logo is no longer used; products and materials previously branded under NLogic should now feature only the Numeris logo.
- ✓ Use the Numeris logo for all data, applications, and materials, including National VAM, Radio Local+, TV Measurement (ETAM, TAM), Echo Intelligence, Lens (Video Planner), Conex, Choices, Radtracker, Spots, MTM, and Instar. Products previously branded under NLogic, such as Echo Intelligence, should now feature only the Numeris logo across all internal and external materials.
- ✓ Use the Numeris logo consistently across all internal and external communications, including presentations, emails, websites, social media, official documents, and email signatures.

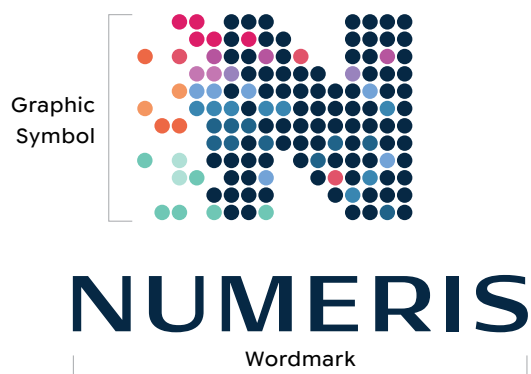
Visual Signature

The Numeris logo consists of two elements: the graphic symbol and the wordmark. The graphic symbol features the Numeris “N” in a blend of brand colours, while the wordmark appears in Indigo Blue. The logo is available in full-colour, black, and reversed-white versions to suit different applications. Use the full-colour logo whenever possible; one- and two-colour versions should be used only when production or creative limitations prevent full-colour reproduction. Always maintain the established proportions between the graphic symbol and the wordmark.

Horizontal Logo



Stacked Logo



Clear Space and Size Requirements

Logo Clearspace

Maintain sufficient clear space around the Numeris logo to preserve its visibility and impact. This minimum area must remain free of text, graphics, and other visual elements. The required clear space is measured using the



Note: This is the minimum required clear space. Allow additional clear space whenever possible.

Minimum Size

The minimum logo size is determined by its height. For digital applications and presentations, the logo must be at least 135 pixels high. Do not reproduce the logo below this size, as doing so may compromise its legibility.



Note: This is the minimum recommended size. Use a larger logo whenever space allows to maximize visibility and legibility.

Incorrect Brand Usage



DO NOT alter the size relationship between graphic symbol and wordmark.



DO NOT alter the placement of the wordmark.



DO NOT modify the logo's approved colours.



DO NOT rotate the logo.



DO NOT alter the fonts in the logo.



DO NOT place the colour logo on a colour background that is not legible. (Use the reversed out white logo).

Typeface

The Numeris brand uses a consistent typeface across all communications to create a cohesive and recognizable visual identity.

Desktop and Web Typeface

Numeris will continue to use its established brand typography to ensure a consistent and recognizable visual identity.

Google Sans Flex

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

DM Serif Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

DM Serif Display

Primary use of the font family DM Serif Display for all creative marketing materials.

↓ Download via  Google Fonts

Google Sans Flex

Primary use of the font family Google Sans Flex for all creative marketing materials.

↓ Download via  Google Fonts

Colour

The Numeris colour palette strengthens brand recognition and ensures visual consistency across all communications and materials. Always use the approved colour specifications to maintain a cohesive and recognizable brand identity.

Brand Colour Palette

The Numeris colour palette is derived from the logo. Approved colour values are provided for both print (CMYK) and digital (RGB and HEX) applications. Print: Use CMYK values for all printed materials, including large print runs and specialty applications. Digital: Use RGB or HEX values for websites and all other digital materials. Colours may appear differently across devices due to variations in monitor calibration.

Primary Colours

Mango	CMYK C: 0 M: 49 Y: 67 K: 0 RGB R: 245 G: 150 B: 95 HEX # f5965f	Flame	CMYK C: 0 M: 86 Y: 99 K: 0 RGB R: 238 G: 76 B: 36 HEX # ee4c24	Flamingo	CMYK C: 7 M: 83 Y: 46 K: 0 RGB R: 225 G: 83 B: 106 HEX # e1536a	Orchid	CMYK C: 29 M: 80 Y: 0 K: 0 RGB R: 182 G: 85 B: 159 HEX # b6559f	Bermuda	CMYK C: 55 M: 0 Y: 36 K: 0 RGB R: 111 G: 198 B: 180 HEX # 6fc6b4	Carolina	CMYK C: 77 M: 37 Y: 15 K: 0 RGB R: 58 G: 136 B: 179 HEX # 3a88b3	Indigo	CMYK C: 100 M: 82 Y: 45 K: 47 RGB R: 6 G: 40 B: 69 HEX # 062845
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Secondary Colours

Cornflower

CMYK C: 0 / M: 49 / Y: 67 / K: 0 RGB R: 116 / G: 165 / B: 216 HEX • #f5965f
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Air Force

CMYK C: 90 / M: 59 / Y: 28 / K: 8 RGB R: 32 / G: 97 / B: 135 HEX • #206187

Lilac

CMYK C: 42 / M: 51 / Y: 0 / K: 0 RGB R: 154 / G: 132 / B: 189 HEX • #9a84bd
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Cerise

CMYK C: 7 / M: 99 / Y: 38 / K: 0 RGB R: 222 / G: 30 / B: 103 HEX • #de1e67

Brand Gradient Palette

The gradient is created using colours from the Numeris logo and extends the brand palette across communications and materials. Approved colour values are provided in CMYK for print applications and in RGB and HEX for digital applications.



Primary Colours

Mango	CMYK C: 0 M: 49 Y: 67 K: 0	Flame	CMYK C: 0 M: 86 Y: 99 K: 0	Flamingo	CMYK C: 7 M: 83 Y: 46 K: 0	Lilac	CMYK C: 42 M: 51 Y: 0 K: 0	Orchid	CMYK C: 29 M: 80 Y: 0 K: 0	Cornflower	CMYK C: 0 M: 49 Y: 67 K: 0	Air Force	CMYK C: 90 M: 59 Y: 28 K: 8
	RGB R: 245 G: 150 B: 95 HEX # f5965f		RGB R: 238 G: 76 B: 36 HEX # ee4c24		RGB R: 225 G: 83 B: 106 HEX # e1536a		RGB R: 154 G: 132 B: 189 HEX # 9a84bd		RGB R: 182 G: 85 B: 159 HEX # b6559f		RGB R: 116 G: 165 B: 216 HEX # f5965f		RGB R: 32 G: 97 B: 135 HEX # 206187