





**LOGO**  
PRIMARY

Primary Logo  
horizontal



Primary Logo  
reversed on a color





**LOGO**

PRIMARY - BLACK & WHITE

Horizontal Logo  
black



Horizontal Logo  
greyscale



Horizontal Logo  
reversed on black





**LOGO**  
SECONDARY

Secondary Logo  
vertical



**NATIONAL  
SEATING &  
MOBILITY**

Secondary Logo  
reversed on a color



**NATIONAL  
SEATING &  
MOBILITY**

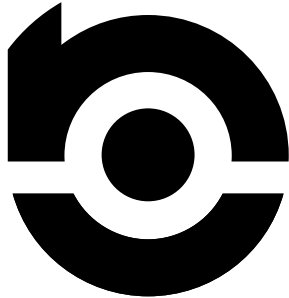


**NATIONAL  
SEATING &  
MOBILITY**



**LOGO**  
SECONDARY

Vertical Logo  
black



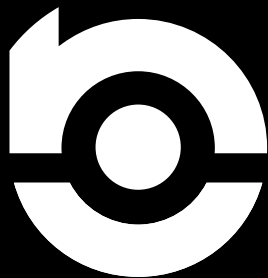
**NATIONAL  
SEATING &  
MOBILITY**

Vertical Logo  
greyscale



**NATIONAL  
SEATING &  
MOBILITY**

Vertical Logo  
reversed on black



**NATIONAL  
SEATING &  
MOBILITY**



**NATIONAL  
SEATING &  
MOBILITY**



**LOGO**  
TERTIARY

#### Tertiary Logo Usage

The tertiary logo is not for everyday use. This logo is reserved solely for instances where the Primary and Secondary logos will not function (i.e. the strap of a lanyard or a web banner).

Tertiary Logo  
single-line horizontal



Tertiary Logo  
greyscale



Tertiary Logo  
reversed on black





### Tagline

The NSM primary message is used on sales and marketing materials

LET'S GET *moving*

When creating a tag line it is a mixture of Gotham Light and Archer Bold Italic.

---

### Tagline

reversed on a color

LET'S GET *moving*



**TAG LOGO**  
PRIMARY

Primary Logo with Tagline  
horizontal



LET'S GET *moving*

Primary Logo with Tagline  
reversed on a color







# TAG LOGO

PRIMARY - BLACK & WHITE

Primary Logo with Tagline  
black



LET'S GET *moving*

Primary Logo with Tagline  
greyscale



LET'S GET *moving*

Primary Logo with Tagline  
reversed on black





**TAG LOGO**  
SECONDARY

Secondary Logo with Tagline  
vertical



**NATIONAL  
SEATING &  
MOBILITY**

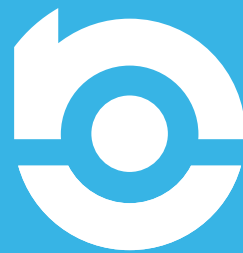
LET'S GET *moving*

Secondary Logo with Tagline  
reversed on a color



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*



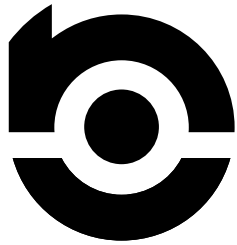
**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*



**TAG LOGO**  
SECONDARY - BLACK & WHITE

Vertical Logo with Tagline  
black



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*

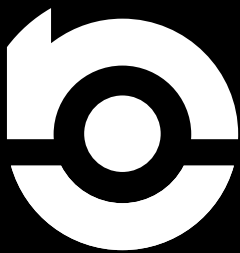
Vertical Logo with Tagline  
greyscale



**NATIONAL  
SEATING &  
MOBILITY**

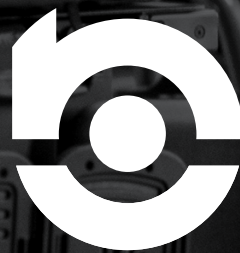
LET'S GET *moving*

Vertical Logo with Tagline  
reversed on black



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*



# SOCIAL MEDIA LOCKUP

HORIZONTAL

Primary Logo - social  
horizontal



LET'S GET *moving*

[nsm-seating.com](http://nsm-seating.com)    

Primary Logo - social  
horizontal reversed on a color





# SOCIAL MEDIA LOCKUP

HORIZONTAL -BLACK & WHITE

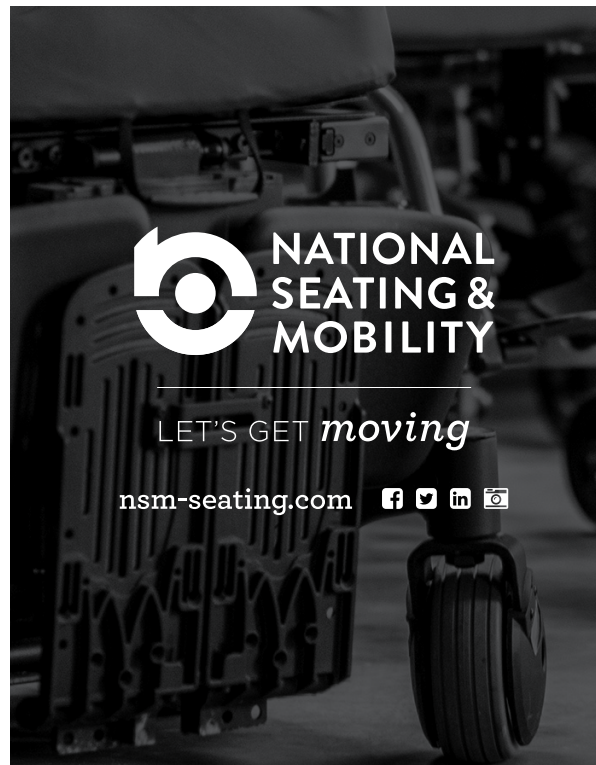
Primary Logo - social  
horiz black



LET'S GET *moving*

nsm-seating.com    

Primary Logo - social  
horizontal reversed on black





# SOCIAL MEDIA LOCKUP

VERTICAL

Secondary Logo - Social vertical



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*

[nsm-seating.com](http://nsm-seating.com)    

Secondary Logo - Social reversed on a color

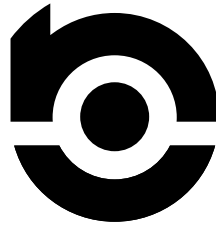




# SOCIAL MEDIA LOCKUP

VERTICAL - BLACK & WHITE

Vertical Logo - Social  
black



**NATIONAL  
SEATING &  
MOBILITY**

LET'S GET *moving*

nsm-seating.com    

Vertical Logo - Social  
reversed on black





Primary Logo



When placing the logo allow a half inch of breathing room all the way around. Other words or logos should not touch the NSM logo.





# SPECIAL LOGO

SERVING SAFELY

Serving Safely Logo



The Serving Safely logo should have a white filled background in every instance except for when it's on NSM Light Blue 100%, or in instances where a one color is required





# SPECIAL LOGO

SERVING SAFELY



When placing the logo allow a half inch of breathing room all the way around. Other words or logos should not touch the Serving Safely logo (the single exception is the Serving Safely tagline; see Special Logo + Tagline for details).



# COMBINING LOGOS

## NSM + SERVING SAFELY

An example of appropriate spacing between the NSM logo and the Serving Safely logo



**When using the NSM logo and the Serving Safely logo on the same design, there are a few simple guidelines to consider:**

- The intent of the design:  
If the design's main focus is the Serving Safely initiative, then the Serving Safely logo can be used as primary and the general NSM logo as secondary (i.e., the Serving Safely logo on the Left, and the NSM logo on the Right).

If the focus is on NSM as a whole, then the Serving Safely logo should only be used in a secondary capacity.

- If the logos need to live side-by-side, the NSM logo should always come first. Do not include tag lines if the logos are horizontally side-by-side.

- Do not mix logo treatments. Always use full color together, or one-color together.

An example of appropriate usage

### EVALUATION & DELIVERY OPTIONS TO KEEP YOU MOVING

As an Essential Provider, we place emphasis on the importance of following our infection control policies and additional processes to further ensure a safe experience for you and our employees.

- ✓ New screening procedures prior to in-person client interactions to minimize the risk of exposure.
- ✓ Disinfecting new and used equipment upon receipt and prior to presenting to client.
- ✓ Restricting visitors to our facilities except for clients and those directly supporting them.
- ✓ Continuous education and communication around best practices for infection control.
- ✓ Disinfecting work surfaces before and after use.

Available Now: No Contact and Limited Contact Evaluation & Delivery Options

EVALUATION OPTIONS	CURBSIDE DELIVERY OPTIONS
<b>NO CONTACT CARE</b> Using HIPAA approved compliant telehealth options, we are able to perform many new equipment and repair evaluations remotely. Some evaluations may not apply.	Select the best option for No Contact or Limited Contact service appointments: <b>NEAREST BRANCH AT HOME</b> <b>AT YOUR HEALTHCARE FACILITY</b>
<b>LIMITED CONTACT CARE</b> If we can't resolve a request remotely, we will provide the safest options to complete the request in a timely manner.	After delivery, if needed, we can set up a time to remotely review safety and functional training.

**TO GET STARTED, VISIT [NSM-SEATING.COM](https://www.nsm-seating.com) TO FIND A LOCATION NEAR YOU.**

Nothing is more important to us than your health and safety. To learn more about our Serving Safely Commitment, visit [nsm-seating.com/safe](https://www.nsm-seating.com/safe)





# SPECIAL LOGO + TAGLINE

SERVING SAFELY

When using the Serving Safely logo and tagline or logo and statement together, be sure to include a safe zone that encompasses the tagline.



An example of using the logo, tagline, and statement

**EVALUATION & DELIVERY OPTIONS TO KEEP YOU MOVING**


As an Essential Provider, we place emphasis on the importance of following our infection control policies and additional processes to further ensure a safe experience for you and our employees.


- ✓ New screening procedures prior to in-person client interactions to minimize the risk of exposure.
- ✓ Restricting visitors to our facilities except for clients and those directly supporting them.
- ✓ Disinfecting work surfaces before and after use.
- ✓ Disinfecting new and used equipment upon receipt and prior to presenting to client.
- ✓ Continuous education and communication around best practices for infection control.

Available Now: No Contact and Limited Contact Evaluation & Delivery Options

EVALUATION OPTIONS	CURBSIDE DELIVERY OPTIONS
<p><b>NO CONTACT CARE</b> Using HIPAA approved compliant telehealth options, we are able to perform many new equipment and repair evaluations remotely. Some evaluations may not apply.</p> <p><b>LIMITED CONTACT CARE</b> If we can't resolve a request remotely, we will provide the safest options to complete the request in a timely manner.</p>	<p>Select the best option for No Contact or Limited Contact service appointments:</p> <p><b>NEAREST BRANCH</b> <b>AT HOME</b> <b>AT YOUR HEALTHCARE FACILITY</b></p> <p>After delivery, if needed, we can set up a time to remotely review safety and functional training.</p>

TO GET STARTED, VISIT [NSM-SEATING.COM](https://nsm-seating.com) TO FIND A LOCATION NEAR YOU.

 Nothing is more important to us than your health and safety. To learn more about our Serving Safely Commitment, visit [nsm-seating.com/safe](https://nsm-seating.com/safe)





Your safety comes first, no matter what.



**YOUR SAFETY COMES FIRST, NO MATTER WHAT.**



Nothing is more important to us than your health and safety. To learn more about our Serving Safely Commitment, visit [nsm-seating.com/safe](https://nsm-seating.com/safe)



Your safety comes first, no matter what.



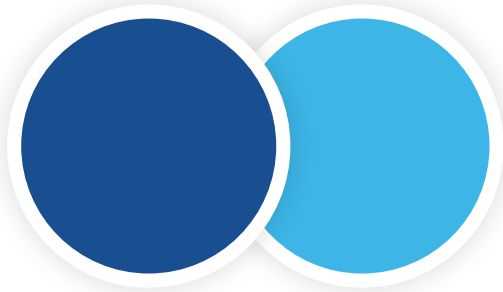
[NSM-SEATING.COM/SAFE](https://nsm-seating.com/safe)

Use the badge + all-caps tagline for posters, brochures, and other larger pieces; use the badge + the title case tagline, or URL, for digital ads and other areas where a smaller lockup is needed.



# COLOR

## PRIMARY PALETTE



### NSM blue

PMS 7686c

C - 99  
M - 77  
Y - 14  
K - 2

R - 25  
G - 79  
B - 144

HEX - 165090

### NSM light blue

PMS 298c

C - 65  
M - 10  
Y - 1  
K - 0

R - 60  
G - 180  
B - 229

HEX - 3EB4E5

### Primary and Secondary colors

NSM uses two main colors as a part of its brand, and three secondary colors that may be used as accents.



### NSM jade

PMS 7723c

C - 67  
M - 4  
Y - 51  
K - 5

R - 80  
G - 166  
B - 132

HEX - 50A684

### NSM grey

PMS Cool Gray 4c

C - 27  
M - 21  
Y - 22  
K - 0

R - 186  
G - 201  
B - 199

HEX - 8A8C8C

### NSM green

PMS 4212c

C - 48  
M - 2  
Y - 88  
K - 9

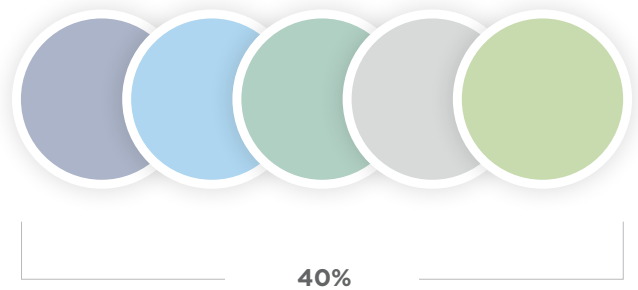
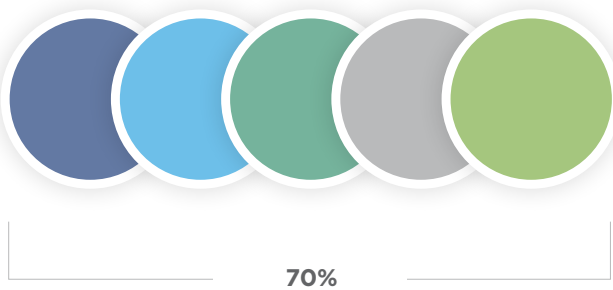
R - 134  
G - 173  
B - 63

HEX - 86AD3F



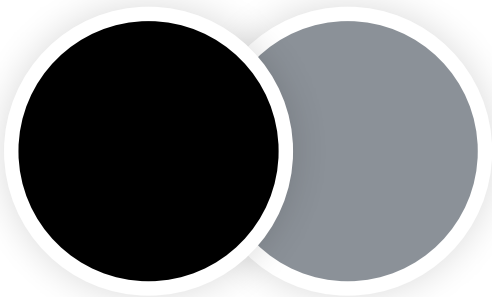
### Alternative color Usage

NSM screens its colors as a part of its brand. Each color may be used at 70% and 40%.



### Black and grey

NSM uses four shades of grey and black to accent its brand



#### NSM black

100% black

C - 0  
M - 0  
Y - 0  
K - 100

R - 35  
G - 31  
B - 32

HEX - 231f20

#### NSM dark grey

PMS 423c

C - 44  
M - 33  
Y - 29  
K - 9

R - 137  
G - 141  
B - 141

HEX - 898D8D



### Type choices

NSM uses two typefaces to represent its brand. Gotham is used as the main typeface, and Archer is used as a minimal accent typeface.

### Microsoft Office alternatives

Gotham: use Arial.

Archer: use Garamond.

### Primary Typeface (sans serif)

# Gotham

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,?!“”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,?!“”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,?!“”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,?!“”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,?!“”**



Type choices (cont'd)

Serif Typeface

# Archer

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .?!“”

Numbers

1 2 3 4 5 6 7 8 9





H1: NSM light blue can be used for the letter O; all-caps

---

H2: All-caps

---

Body copy should not be too heavy; Gotham Book is the recommended weight

---

H3: Title case

---

Archer should only be used in the NSM tagline, pull-quotes and social media CTAs (including URLs).

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# DESIGNING YOUR CHAIR: WHAT TO EXPECT

## STEP 1: CLIENT EVALUATION & CHAIR DESIGN

Endist, sed quo minto tem voluptae. Ut fuga. At re eatque erita dolorisque nullatet fuga. Acid qui aspere omnissit, quibus, optatio riandip sandebition cus aspid quam, eaquis et debis ut voluptatem hicasias id que volore od molupta tibus, cum volo volorio nseceptae. De pelest ipsunt, cum ut omni sum et es acius, sit qui reperupis rernatae. Ut et a quametur? Busam voluptatur re re necae sundign isquos etus aut explandaero tempore pere omnienditio. Solupta tectotatus, nos eaquis volo bearis iur aut idellaborit id maximus id ut aut quam, sum fugia sus.

### Aximo quias aspero

Tem quia iunt ut quiderum, sitis voluptam alit mo blaboria voluptus dolupta nam essinct emquam voluptam ut et et quundi ut velliquid quiasinis volorundite conest ex ea dolupide nobis molorum estet pro.

- Faccullest omnis ulles invel explitibus
- Dit eossit laudi blaccum voluptatent quo
- Et que dolorep erferit plia con nis sollabor
- Milignissit laboreces vendae doloribus



Sitis voluptam  
alit mo blaboria  
tem aut fuga.



## Layouts

The layout should maintain a consistent usage of white space to give the layouts a modern and bright feeling. All basic copy is 90% black unless otherwise noted for emphasis.

# OUR APPROACH

---

**For us, this is a true calling that begins deep within our hearts and flows throughout everything we do. It's why we work so hard, and we don't cut corners. It's why we simply will not accept less than the best.**

---

And it's why every client, every caregiver, and every health care provider can depend upon efficient, knowledgeable, and reliable assistance from a highly experienced, caring team of NSM experts—assistive technology providers (ATPs), technicians, customer service representatives, funding specialists, and many other support staff members.

It starts with the highly experienced ATP in the NSM branch closest to you—this person will play a key role in your receiving the perfect chair by working directly with you and your medical providers to ensure we meet all indicated medical needs, even if these needs change over time. All ATPs are certified by NRRTS and RESNA and maintain their credentials through extensive continuing education programs.

In addition, as a member of the healthcare team, we add value several ways:

- Because we are not limited by a single supply source and we are knowledgeable about the wide range of products available, we can choose the specific equipment options needed for each client's customized chair.
- We access the vast NSM network of experienced professionals to help us define the best possible solution to meet each individual's needs.
- We serve as a trusted, expert reference in the industry on new products, treatment protocols, Medicare and Medicaid requirements, and general information or questions.
- We use our experience and expertise to act as a strong advocate in community support groups and events benefiting those with mobility issues.

**As you can see, our team has the expertise, experience and genuine commitment to see that you get your perfect chair. We also offer a breadth of products to extend your mobility.**



## Layouts

The layout should maintain a consistent usage of white space to give the layouts a modern and bright feeling. All basic copy is 90% black unless otherwise noted for emphasis.

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**As you can see, our team has the expertise, experience and genuine commitment to see that you get your perfect chair. We also offer a breadth of products to extend your mobility.**



### Photography (Client based)

photographs will be high contrast with dramatic lighting and convey the personality of the individual and how the NSM product has changed their lives.

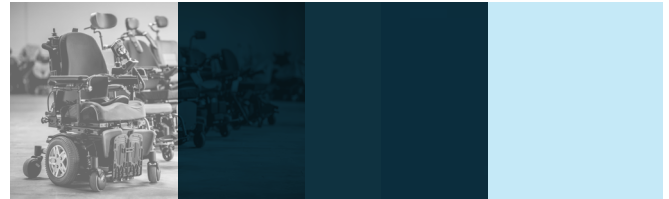




# PHOTOGRAPHY OVERLAY



Color overlays may also be used within the NSM brand. When creating overlays they should follow the guidelines here for consistent use across branded materials



B&W photo  
with adjusted  
contrast

100% color  
multiplied

25% color  
multiplied



Each piece  
is stacked to  
create one final  
composite



Color overlays may also be darkened to help create a better background for copy. When creating overlays they should follow the guidelines here for consistent use across branded materials



B&W photo  
with adjusted  
contrast

100% NSM  
dark grey  
multiplied

25% color  
multiplied



Each piece is  
stacked to create  
one final composite