

Brand Guideline



NAS-IT

Nepal Association for Software
& IT Services Companies



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About us

NAS-IT was formed by a group of companies as a response to the stagnation of the software industry and the lack of organizations focused on its advancement.

Logo

The logo, which is a seamless integration of a mountain peak and a code symbol, symbolizes strength and resilience.



Construction

The clean and modern design reflects a balance between two structures - the organic elements of a mountain peak and a distinct symbol used in coding. The two colors, red and blue, are a direct representation of our national flag.



Logo Variations

Vertical



Horizontal



Logo Spacing (Horizontal)

It is prohibited to use any sort of artwork, typography or any other graphical artifacts too close to the logo. For this reason, an imaginary circle equal to the distance between the end points of the logo mark and the letter "N".



Horizontal Logo Spacing

Logo Spacing (Vertical)

For the vertical version, the space between the bottom of the logo mark and the letter “A” is used as a safe space.



Vertical Logo Spacing

Reversed and Single Color

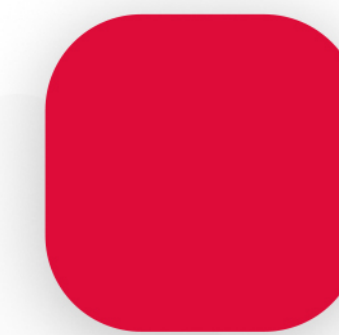


Colors



Yale Blue

HEX #213875
RGB 72, 52, 0, 54
CMYK 72, 52, 0, 54



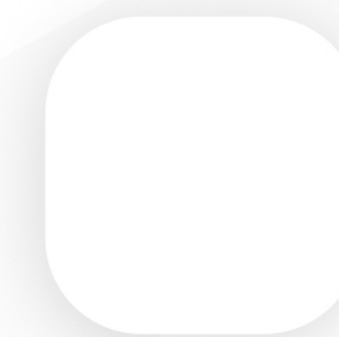
Crimson

HEX #DD0C39
RGB 221, 12, 57
CMYK 0, 95, 74, 13



Eerie black

HEX #222222
RGB 34, 34, 34
CMYK 0, 0, 0, 87



White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Do's and Don'ts



⊗ Don't distort the logo in any way



⊗ Don't use outline style



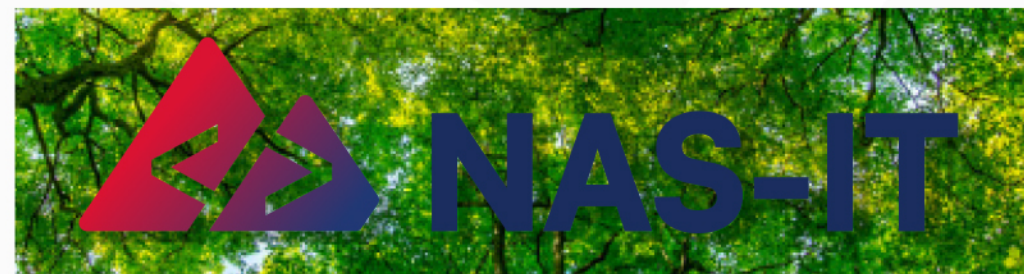
⊗ Don't use a drop shadow



⊗ Don't change the color of logo beyond the color palette



⊗ Don't change the font of logo



⊗ Don't place the logo against contrast background