NOTATEK

VERSION 1.0 · 2026

BRAND GUIDELINES

Everywhere, every way.

How NOTATEK looks, sounds and shows up on screens, paper, vinyl, thread and light.

American Fork, Utah · notatek.com

Make it unmistakably us.

This guide is for everyone who puts our name on something: designers, printers, installers, embroiderers, vendors and every one of us.

It explains what NOTATEK stands for, how the logo and colors work, and exactly how to reproduce them on screens, paper, vinyl and thread. Follow it and our brand looks the same everywhere, every way.

When in doubt, ask. We would rather answer a question than fix a sign.

Prefer screens?
The interactive guide lives at
notatek.com/brand-guide

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SECTION 01

Who we are

Our business is getting your business noticed.

01 OUR STORY 02 WHAT WE BELIEVE 03 HOW WE TREAT CUSTOMERS 04 THE NAME 05 PERSONALITY

Our work: Fat Cats at dusk. Designed, built and installed in-house.

One shop. Every sign. Since 2009.

NOTATEK designs, builds and installs signs and branded everything from one shop in American Fork, Utah.

Electric signs, vehicle wraps, lobby signs, environmental design, decals, promotional products, apparel and trade show displays. Design, fabrication and finishing happen under one roof, and our own crews install what we build. That is why we can promise the thing most vendors can't:

The people who quote it are the people who build it.

2009

Making signs in American Fork, Utah

1 roof

Design, fabrication and finishing in one building

Our crew

Installs what we build, and services it after

Show up. Work hard. Never lie.

It's the principle Keith Johnson, our President and Managing Partner, loves most. He has taught it since the beginning, and it's still the standard we hold ourselves to.

Show up

On time, ready to work, game face on. Bring joy to the gym.

Work hard

Work while you're at work, then go home to your family.

Never lie

Tell customers, coworkers and yourself the truth, including when things aren't great or you have a better idea.

"I know people that make a dollar an hour and people that make millions of dollars an hour, and the thing that makes them valuable… is: do they show up, do they work hard, do they never lie."

KEITH JOHNSON President & Managing Partner

HOW WE TREAT CUSTOMERS

We’re here for you, and we mean it.

01

We’re all ears.

We listen for what you actually need, not what is easiest to sell. Dream big; we will figure out how to build it.

02

We speak your language.

Fast answers, plain words and straightforward solutions. A clear quote and mock-ups within 24 hours.

03

We’re on your side.

From the first sketch to permits, install and the service call after. One team, start to finish.

OUR PROMISE

The people who quote it are the people who build it.

nota + tekhnē

LATIN

a mark, a sign

GREEK

art, skill, craft

= The craft of the mark.

Nota is Latin for a mark or a sign. Its oldest sense is "a means of recognition," which is exactly what a sign is for, and it gave English *note*, *notable* and *noteworthy*. *Tekhnē* is Greek for art, skill and craft in work, the root of *technique* and *technology*.

Put them together and you get NOTATEK: the marks people know a business by, made with real craft.

SAY IT

- ✓ **NO-tuh-tek**
- ✓ **NO-duh-tek** at Utah speed*
- ✗ no-TAY-tek

WRITE IT

- ✓ **Notatek** in a sentence
- ✓ **NOTATEK** in headlines and on signs
- ✗ NotaTek · Nota-Tek · Notatech

Notatek

NO·tuh·tek *noun*

1. The craft of the mark. From Latin *nota*, a mark or sign, and Greek *tekhnē*, craft.
2. A sign company in American Fork, Utah, making signs and branded everything since 2009.

* Say NOTATEK fast, the way Utahns do, and it comes out **no-duh-tek**. As in: no duh, the obvious choice. *Who should do our signs? Notatek. No duh.* (*Footnote* is a *nota* word, too.) Hear it at notatek.com/brand-guide.

Four colors. Four promises.

Our colors are not decoration. Each one stands for something we try to be, and together they describe the company: bright, deep, timeless and positive.

GREEN

Grow.

New birth, ambition and growth that is earned, not borrowed.

BLACK

Go deep.

Depth, strength and the contrast that makes everything else shine.

GRAY

Be timeless.

Work that lasts and people you can count on.

WHITE

Aim for 100.

Light, positivity and a perfect target.

SECTION 02

How we sound

Plain words, real warmth, a little wit, and never a promise we can't keep.

02

01 FOUR VOICE PRINCIPLES 02 KEY LINES 03 ONE-LINER & TAGLINE 04 WORDS WE USE

Four principles.

1 Plainspoken

WE SPEAK YOUR LANGUAGE.

Short words, short sentences, no jargon. When a sign term matters, we explain it.

WE SAY

Channel letters are the lit, 3D letters on a building. We'll send a mock-up and a clear quote within 24 hours.

~~NOT~~

~~Leveraging our end-to-end signage solutions ecosystem to optimize brand visibility.~~

2 On your side

WE'RE HERE FOR YOU, AND WE MEAN IT.

Warm, helpful and human. We make the next step obvious and easy.

WE SAY

Not sure what you need? Tell us where it's going and we'll figure it out together.

~~NOT~~

~~Please consult our product catalog and submit a request form.~~

3 Fun, not silly

WE MAKE SIGNS FUN.

Energy and a wink are welcome. The joke is never on the customer, and it never gets in the way of the facts.

WE SAY

Get noticed. (No duh.)

~~NOT~~

~~OMG!!! Our signs are SO lit you'll need SUNGLASSES!!!~~

4 Honest to a fault

NEVER LIE.

Specific beats superlative. We promise what we can prove, and we say so when something can't be done.

WE SAY

Built in our shop in American Fork and installed by our own crew.

~~NOT~~

~~The #1 sign company in the universe, guaranteed!~~

Your brand — everywhere, every way.

Our brand line. It says what we do in five words: we put your brand on everything, and we do every kind of it. Use it on the website, proposals, vehicles and trade show graphics.

Get noticed.

Our shortest line. For headlines, social posts, merch and anywhere we need two words to do the work.

Our business is getting your business noticed.

Our purpose, in one sentence. For the About page, introductions and first meetings.

The people who quote it are the people who build it.

Our proof. For sales conversations, proposals and anywhere trust is on the line.

Write lines exactly as shown. Don't mix them into new slogans, and don't add exclamation points to the brand line.

Our tagline

Get Noticed, Skip the Stress

It answers the customer's question, "What's in it for me?", in five words.

- In lock-up with the logo
- Throughout the website
- Email signatures
- Business cards

In lock-up: the tagline runs the full width of the horizontal logo, from the edge of the icon to the edge of the K, in Myriad Pro Semibold, one clear-space unit X (the icon's bottom two tiers) below the icon. Use the lock-up as one piece; never re-set the tagline by hand.

- Use both exactly as written: same words, same capitals, no added punctuation.

Our one-liner

Many businesses struggle to get noticed. Notatek makes companies visible and memorable by managing everything with your logo on it—from signs to swag—in one place. Our clients enjoy better brand recognition and a smoother process with us on their team.

It answers "What do you do?" clearly enough that a customer cares about the answer.

- About section of our social profiles
- About section of the website
- Email signatures
- Business cards

Say it like you'd say it on the shop floor.

If it sounds like a brochure, rewrite it. Read your copy out loud; if you wouldn't say it to a customer standing at the counter, don't write it.

Quick checks

- Could a customer understand it in one read?
- Is every claim something we can prove?
- Is the next step obvious (call, quote, visit)?
- Did we write Notatek (sentences) or NOTATEK (headlines) correctly?

WE SAY	INSTEAD OF
Signs	~~Signage solutions~~
Mock-up	~~Visualization deliverable~~
A clear quote in 24 hours	~~Competitive pricing structure~~
Our crew installs it	~~Installation is handled via partners~~
Call us: (801) 796-1411	~~Reach out to our team to connect~~
We made a mistake, and here's the fix	~~Mistakes were made~~

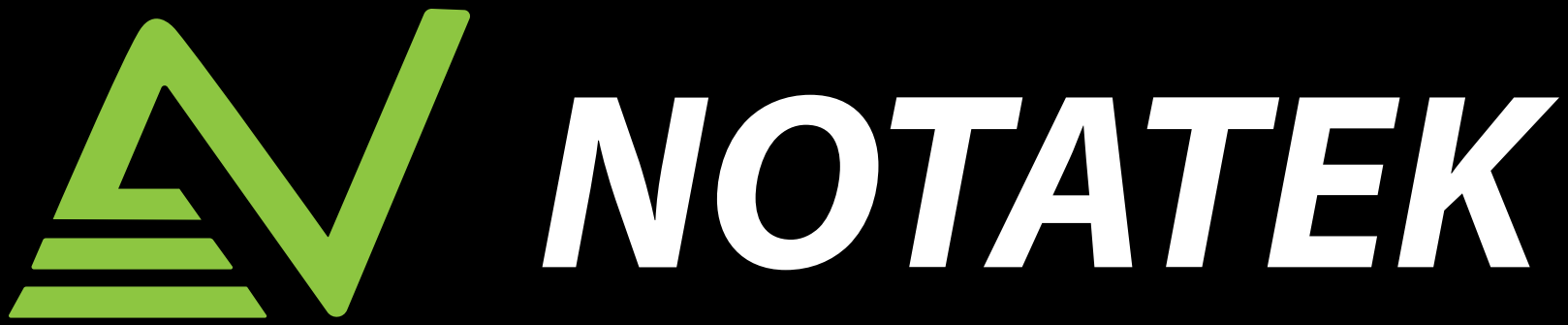
SECTION 03

The logo

It's the one thing that should never change. Use the master files, every time.

01 MEET THE LOGO 02 THE ICON 03 THE WORDMARK 04 HORIZONTAL 05 VERTICAL
06 ICON ON ITS OWN 07 PROPORTIONS 08 CLEAR SPACE 09 MINIMUM SIZE 10 COLOR VERSIONS
11 BACKGROUNDS 12 MISUSE

03



Two parts, one mark

The icon and the NOTATEK wordmark. They were drawn together and they travel together.

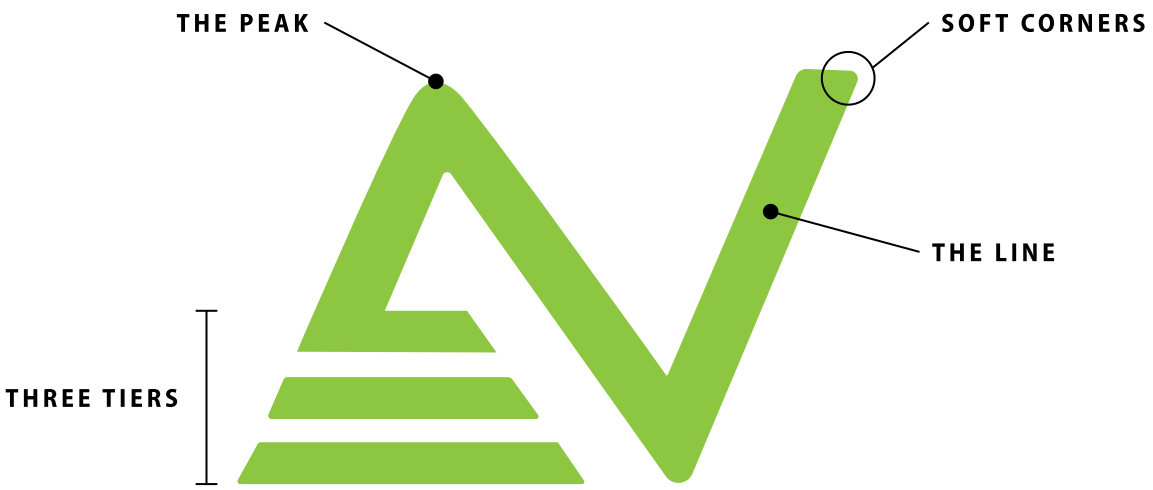
Our customers do the selling

Our most valuable asset is our customers. They become our friends, and they tell their friends: word of mouth, not ad dollars, does the bulk of our selling. This is the mark they point to, so it looks the same everywhere.

Never redrawn

Always start from the master files at notatek.com/download-logos. Never trace, retype or rebuild it.

One line. Three tiers.



The icon is an N drawn as a single continuous line, rising, falling and rising again, resting on three stacked tiers.

> *"It represents some other things that make us timeless: it's the relationship between customers, owners and employees."*
>
> **KEITH JOHNSON** President & Managing Partner

Three groups, held together by one line. When the relationship is right, all three rise together.

✓ NOTATEK GREEN

✓ GREEN ON BLACK

✓ ONE COLOR, BLACK

✓ ONE COLOR, WHITE

✗ NEVER TWO-TONE

Letters that lean in.

Drawn, not typed

NOTATEK is custom lettering, not a font. Heavy, italic capitals built to read from across a parking lot.

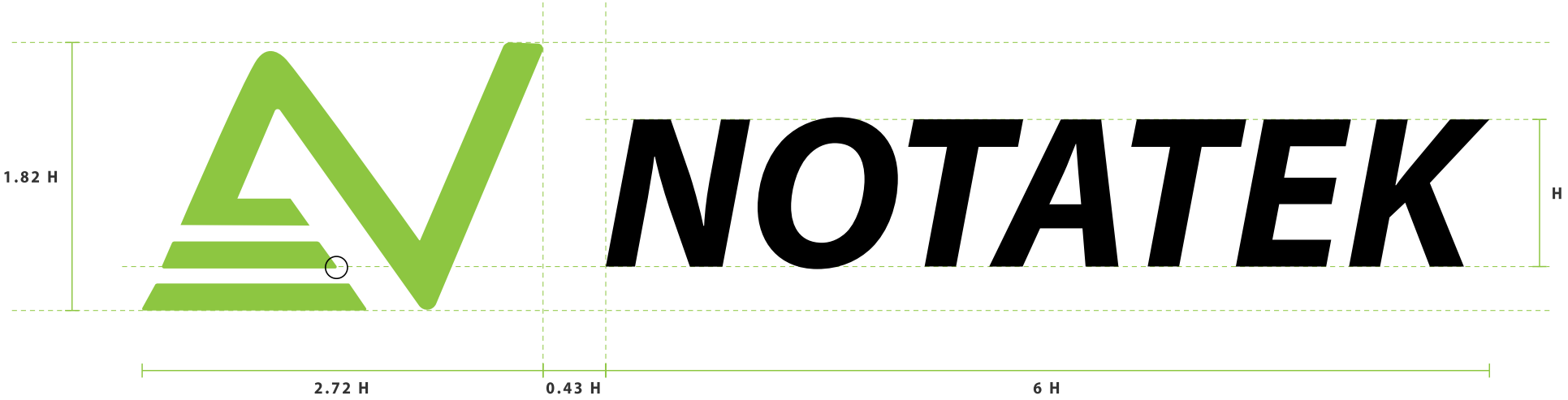
A 10.75° lean

Every letter leans forward at the same angle, like it's already on the move. We reuse that angle as a design element (see Look & feel).

Spacing is part of the drawing

Never retype NOTATEK in a font to match it, and never track it out, squeeze it or re-space the letters.

Our first choice.



Where to use it

Anywhere wider than it is tall: storefront signs, vehicles, website headers, letterhead, email signatures, banners.

How it's built

H is the height of the capital letters. The icon is 1.82 H tall, the wordmark exactly 6 H wide, with 0.43 H between them.

The detail that matters

The wordmark's baseline sits on the bottom of the middle tier (circled). That alignment is what makes the two parts read as one.

For square and tall spaces.

Where to use it

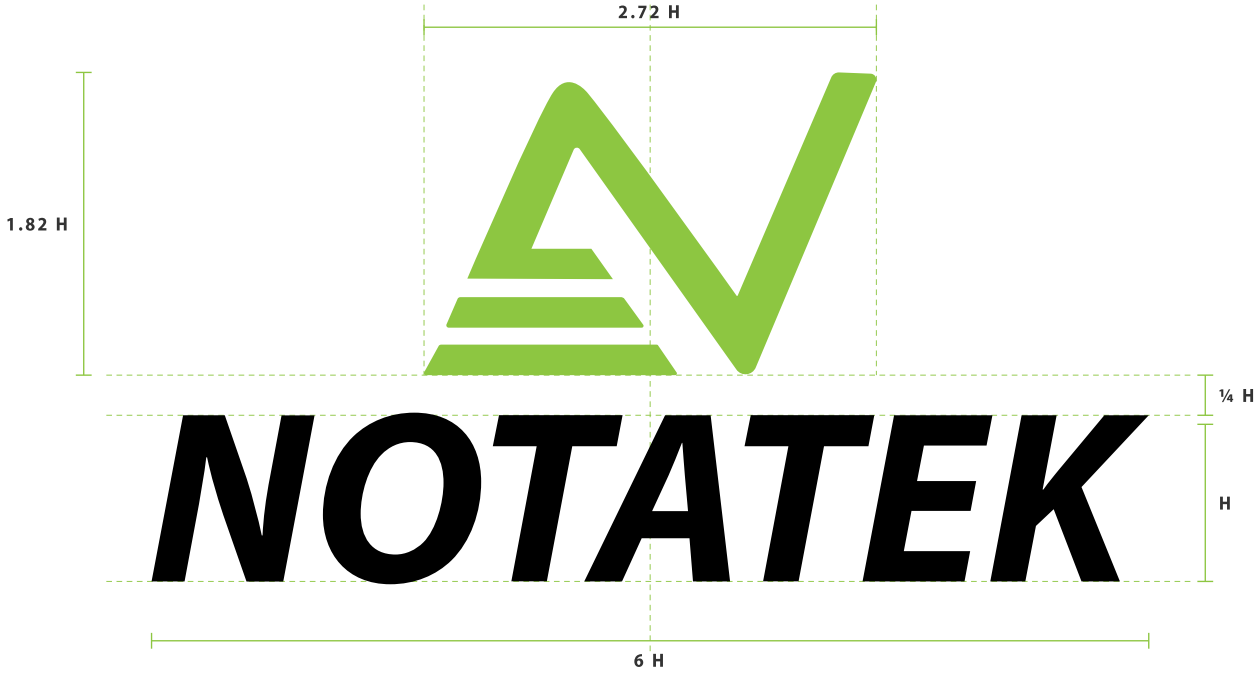
Social posts, caps, shirts, doors, pylons, square packaging, anywhere the horizontal logo would have to shrink too far.

How it's built

The same icon and wordmark at the same proportions. The icon (2.72 H wide) is centered over the 6 H wordmark, one quarter of H above it.

Choosing between them

If the space is more than twice as wide as it is tall, use the horizontal logo. Otherwise, go vertical.



When the name is already there.

Use the icon alone when space is tight or when people already know who we are: social avatars, website and app icons, sleeves and cap sides, stamps, stickers and pattern details.

Don't use it as the only identification where someone meets us for the first time, like a proposal cover, a new sign or a vehicle side. Use the full logo there.

Social avatar, green on black

App and web icon, black on green

Sleeve or cap side, embroidered

One-color stamp or sticker

The N and the name.

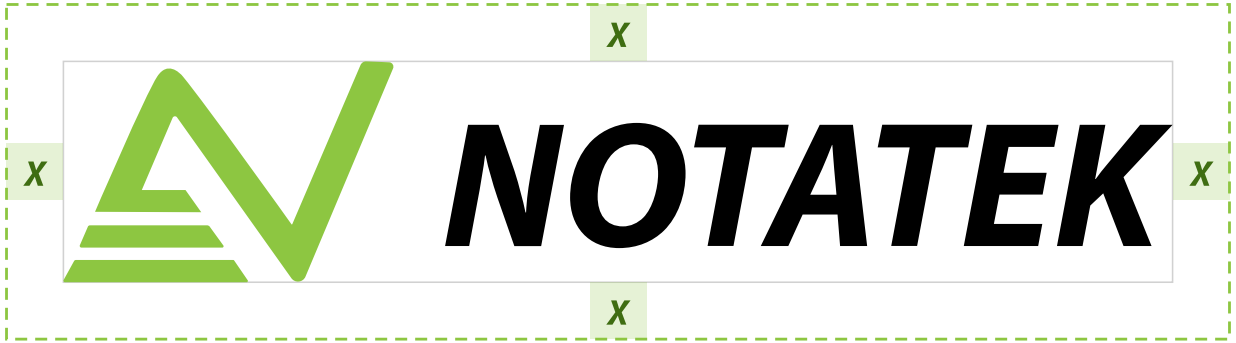
Everything is measured in **H**, the height of the capital letters in NOTATEK. Scale the logo and every relationship scales with it. These numbers explain the master files; they are not instructions to rebuild them.

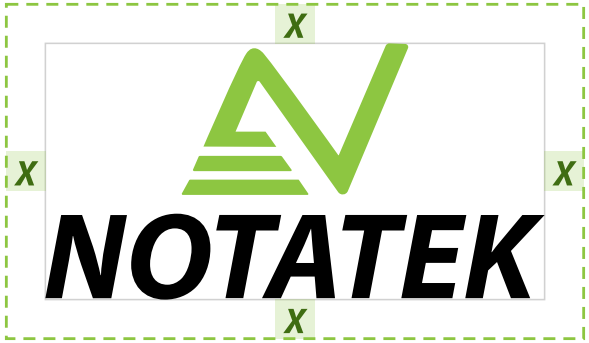
MEASURE	HORIZONTAL	VERTICAL	ICON
WIDTH : HEIGHT	5.02 : 1	1.95 : 1	1.49 : 1
LETTER HEIGHT	H	H	—
ICON HEIGHT	1.82 H	1.82 H	1.82 H
ICON WIDTH	2.72 H · 30% of the logo	2.72 H · 45% of the wordmark	2.72 H
WORDMARK WIDTH	6 H	6 H	—
SPACE BETWEEN	0.43 H, side by side	¼ H, stacked	—
ALIGNMENT	Baseline on the middle tier	Icon centered on the wordmark	—
CLEAR SPACE (X)	Bottom two tiers	Bottom two tiers	Bottom two tiers

Give it room.

Keep a clear space of **X** on every side of the logo. **X** is the height of the bottom two tiers of the icon, so it always scales with the logo.

Nothing enters that space: no text, no other logos, no edges of the page, sign or garment. More space is always better.





Small, but never too small.

The finest detail in the logo is the gap between the tiers. These minimums keep that gap open in each medium. Measure the logo's width.

VERSION	SCREEN	PRINT	EMBROIDERY	CUT VINYL
HORIZONTAL	140 px	1.5 in · 38 mm	3.5 in · 89 mm	6 in · 152 mm
VERTICAL	96 px	1 in · 25 mm	2.5 in · 64 mm	4 in · 102 mm
ICON	32 px	0.375 in · 10 mm	1.1 in · 28 mm	1.75 in · 44 mm

Screen

Measured in CSS pixels, at 1× size. Retina screens simply double the pixels.

Print

Offset, digital and screen printing on paper and promo items.

Embroidery

Keeps the gaps at 1 mm or more. Always ask for a sew-out first.

Cut vinyl

Keeps the gaps at 1/16 in so they weed cleanly. Smaller? Print and contour-cut instead.

SHOWN AT MINIMUM PRINT SIZE

1.5 in

1 in

0.375 in

Four versions. That's all.

Full color on dark

Our favorite. Black and dark backgrounds.

Full color on light

White and light backgrounds.

One color, black

Single-color jobs, engraving, green or gray backgrounds.

One color, white

Dark photos and single-color jobs on dark materials.

The icon on its own comes in three: NOTATEK Green, black and white. There is no gray logo, no outline logo and no two-tone wordmark.

Pick the version by the background.

BLACK: FULL COLOR ON DARK

WHITE: FULL COLOR ON LIGHT

GREEN: ONE COLOR BLACK

GRAY: ONE COLOR BLACK

CALM, DARK PHOTO: WHITE

GREEN ON GRAY: THEY VANISH

LIGHT VERSION ON BLACK

BUSY PHOTO

On photos, place the logo over the calmest, darkest (or lightest) area and use the one-color version if the full-color one loses contrast. Never add a box or glow to rescue it; move it instead.

Please don't.

DON'T STRETCH OR SQUASH IT

DON'T ROTATE IT

DON'T CHANGE THE COLORS

DON'T USE A DULL OR DARK GREEN

DON'T OUTLINE IT

DON'T ADD EFFECTS

DON'T REBUILD OR RETYPE IT

DON'T RESIZE THE PARTS

DON'T REARRANGE THE PARTS

DON'T CROWD IT

DON'T LOSE THE CONTRAST

DON'T USE THE WORDMARK ALONE

SECTION 04

Color

01 PALETTE
02 GREEN
03 BLACK
04 GRAY
05 WHITE
06 SPEC SHEET
07 GETTING GREEN RIGHT
08 PAIRINGS

Four colors, four promises, and exactly how to make each one.

Green is the light in the sign.

Black and white carry the layout, gray supports it, and green is the part that glows. Use green like a sign uses light: sparingly, on purpose, exactly where you want people to look.

NOTATEK GREEN

Growth

#8DC641

The light. Use it where you want eyes to go.

NOTATEK BLACK

Depth

#000000

The foundation. Type, backgrounds, contrast.

NOTATEK GRAY

Timeless

#939598

The support. Secondary type on dark, lines, details.

NOTATEK WHITE

Light

#FFFFFF

The space. Room to breathe, and type on dark.

A TYPICAL BALANCE

BLACK 45%

WHITE 30%

GRAY 15%

GREEN 10%

Green

Green is growth: earned, not borrowed.

It's new birth and new ambition: new customers, new equipment, new ideas. It's also growth done the right way, by being smart with money, paying cash and making the hard choices that keep a company healthy. And it's loud on purpose. When a printer tells you your green is too bright, you're doing it right.

> *"This green breaks barriers. It's a neon green. It represents so many awesome things."*
>
> **KEITH JOHNSON** President & Managing Partner

FROM OUR COLOR CARD

GREEN

Green represents new birth, growth, $$, ambition, being financially smart and debt free. Just like the others, this requires work.

THE PRINTER STORY

"The printer came back to us and said, you've got to pick a new color. It's too bright, it's too awesome, it's too in our face." We kept it. That's the point.

USE IT FOR

The icon. Highlights, buttons, links on dark, lit sign faces, and the one thing on the page you most want noticed.

NOTATEK Green

#8DC641

Always err brighter.

If a match is off, it must be off on the bright side. Dull, dark, olive or minty greens get sent back.

EVERY MEDIUM, ONE COLOR

SCREEN	**HEX #8DC641** · **RGB 141 198 65** Web, apps, video, slides. Never eyedrop it from a photo or JPG.
PRINT	**CMYK 50 0 99 0** Four-color printing. Ask for a proof.
PANTONE	**PANTONE 375 C** · 375 U on uncoated The master reference for every physical match.
VINYL	**ORACAL 751C-063** Lime-tree green · **3M 7725-196** Apple Green Cut graphics. ORACAL 651-063 for short-term, flat jobs.
WRAPS	**3M 180-196** Apple Green Controltac wrap film for vehicles and curves.
LIT SIGNS	**ORACAL 8500-063** Lime-tree green, translucent Over white acrylic. Approve it with the lights on.
THREAD	**Robison-Anton 2320** Erin Green, rayon · **5620** Erin Green, polyester Same color family, two thread lines. Order the line your embroiderer runs.

ERR BRIGHTER

TOO DULL · TOO DARK · TOO BLUE · TARGET · BRIGHTER: OK

Black

Black is depth, and the contrast that makes everything else shine.

Every lit sign needs a night sky. Black is the contrast that makes green glow and white read from across the street. It's power and strength, and the quiet confidence of people who are deep enough to be useful without needing to prove anything. Depth takes work, which is why we read books like *The Go-Giver* together.

> *"It shows power, it shows strength, it shows our depth. Nothing looks good without having black. You've got to have some contrast in life."*
>
> **KEITH JOHNSON** President & Managing Partner

FROM OUR COLOR CARD

BLACK

Black is required for all colors to have depth. Deep people are inclined to be useful but don't need to prove anything. No confirmation bias. It shows Power and Strength.

USE IT FOR

Backgrounds, type, sign returns and trim caps, vehicle bands, apparel. The stage that makes green and white perform.

BLACK · SPECIFICATION

NOTATEK Black

#000000

Solid, deep, never gray-black.

Use rich black for big solid areas so they print deep, and plain 100 K for type so it stays sharp.

EVERY MEDIUM, ONE COLOR

SCREEN	**HEX #000000** · **RGB 0 0 0** Backgrounds and type.
PRINT	**CMYK 0 0 0 100** for type and fine lines **60 40 40 100** rich black for large solid areas.
PANTONE	**PANTONE Black 6 C** When black runs as a spot color.
VINYL	**ORACAL 751C-070** Black · **3M 7725-12** Black Gloss unless a matte finish is specified.
THREAD	**Robison-Anton 2296** Black, rayon · **5596** Black, polyester

RICH BLACK VS. PLAIN BLACK

Rich black, CMYK 60 40 40 100
Big solid areas: backgrounds, bands, panels.

Plain black, CMYK 0 0 0 100
Type, thin lines and small details.

Gray

Gray is timeless: never out of style, never affected by time.

Gray is the steady one. It's the color of work that lasts and people you can count on, the ones who show up, work hard and never lie. Ask yourself how you want to be remembered, then build that way.

> *"Gray is timeless… it's not affected by time. It's in style always. It will last forever."*
>
> **KEITH JOHNSON** President & Managing Partner

FROM OUR COLOR CARD

GRAY

Never affected by the passage of time. Make timeless pieces and be timeless people.

USE IT FOR

Secondary type and captions on black, rules and dividers, details and quiet backgrounds. Never for the logo, and never where it would be mistaken for black.

GRAY · SPECIFICATION

NOTATEK Gray

#939598

Lighter, not darker. Always distinct.

Gray can vary a little between materials, but it must always read as its own color: clearly lighter than black, clearly darker than white. When in doubt, go lighter.

EVERY MEDIUM, ONE COLOR

SCREEN	**HEX #939598 · RGB 147 149 152** Secondary type on dark, lines, details.
PRINT	**CMYK 0 0 0 50**
PANTONE	**PANTONE Cool Gray 7 C**
VINYL	**3M 7725-31** Medium Gray Other brands: match Cool Gray 7 C, erring lighter.
THREAD	**Robison-Anton 2483** Cloud, rayon · **5783** Cloud, polyester

LIGHTER, NOT DARKER

TOO DARK · DARKER · TARGET · LIGHTER: OK · TOO LIGHT

White

White is light, positivity and a perfect target.

White is the clean wall before the sign goes up, and the standard we hold ourselves to: every sales order entered right, every job built right, every customer's order perfect, every time. We won't always hit 100%. We will never aim for less. And we look for the best in people and stay positive while we chase it.

> *"Let's not accept 99.9 percent. Let's shoot for 100."*
>
> **KEITH JOHNSON** President & Managing Partner

FROM OUR COLOR CARD

WHITE

White represents light, positivity and a perfect target.

USE IT FOR

Space. Backgrounds, type on black, the wordmark on dark, and lit faces. Leave more of it than feels comfortable.

NOTATEK White

#FFFFFF

Clean and bright.
Never cream.

White is the perfect target, so keep it pure: bright white stock, bright white vinyl and opaque white ink on dark or clear materials.

EVERY MEDIUM, ONE COLOR

SCREEN	**HEX #FFFFFF** · **RGB 255 255 255**
PRINT	**CMYK 0 0 0 0**, the paper itself On dark or clear materials, use opaque white ink.
VINYL	**ORACAL 751C-010** White · **3M 7725-10** White
THREAD	**Robison-Anton 2297** Snow White, rayon · **5597** Snow White, polyester

CLEAN, NOT CREAM

BRIGHT WHITE

CREAM

DIRTY WHITE

SPEC SHEET

One page for every vendor.

Send this page with every job. Thread numbers are Robison-Anton: rayon first, polyester second.

COLOR	HEX	RGB	CMYK	PANTONE	VINYL	THREAD
Green	**#8DC641**	141 198 65	50 0 99 0	**PANTONE 375 C**	ORACAL 751C-063 · 3M 7725-196 · 3M 180-196 wrap · ORACAL 8500-063 lit	2320 Erin Green · 5620
Black	**#000000**	0 0 0	0 0 0 100 (rich: 60 40 40 100)	**PANTONE Black 6 C**	ORACAL 751C-070 · 3M 7725-12	2296 Black · 5596
Gray	**#939598**	147 149 152	0 0 0 50	**PANTONE Cool Gray 7 C**	3M 7725-31 Medium Gray	2483 Cloud · 5783
White	**#FFFFFF**	255 255 255	0 0 0 0	—	ORACAL 751C-010 · 3M 7725-10	2297 Snow White · 5597

Pantone is the reference for every physical match. Screens use HEX and RGB. When in doubt, ask for a physical proof, a vinyl swatch or a sew-out before production.

When in doubt, go brighter.

Our green is intentionally bright, close to neon, and some processes struggle to hit it. That's fine. What's not fine is a green that turns dull, dark or minty.

Print

Spec PANTONE 375 C. If the job must be four-color, use CMYK 50 0 99 0 and ask for a proof. Uncoated paper dulls green: compare it to the 375 U chip.

Vinyl and wraps

ORACAL 751C-063 or 3M 7725-196 for cut graphics, 3M 180-196 for wraps. Printed wraps: match the swatch, not the screen.

Lit signs

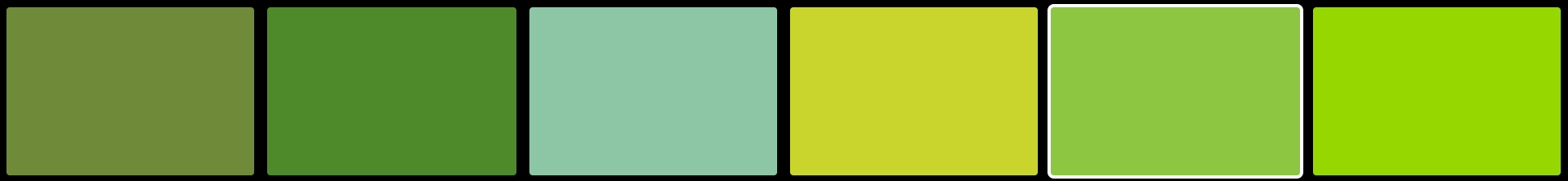
ORACAL 8500-063 over white acrylic. LEDs shift color, so approve the face with the lights on, at night.

Thread

Robison-Anton 2320 (rayon) or 5620 (polyester). Ask for a sew-out on the actual garment color before the run.

Screens

Always #8DC641. Never sample it from a photo, a scan or a compressed JPG.



✕ OLIVE: TOO DULL

✕ FOREST: TOO DARK

✕ MINT: TOO BLUE

✕ TOO YELLOW

✓ NOTATEK GREEN

✓ BRIGHTER: FINE

Make it readable.

Every pairing, with its contrast ratio. Text needs 4.5:1 (WCAG AA); big headlines can go as low as 3:1.

Green and gray are for dark backgrounds. On white they work for graphics and the logo's icon, never for text. On green, only black type.

Green on gray and gray on green: never. They're almost the same brightness, so they disappear into each other.

OUR SIGNATURE

	ON BLACK	ON WHITE	ON GRAY	ON GREEN
BLACK		Aa TEXT 21.0:1	Aa TEXT 7.0:1	Aa TEXT 10.3:1
WHITE	Aa TEXT 21.0:1		Aa LARGE TYPE 3.0:1	Aa GRAPHICS ONLY 2.0:1
GRAY	Aa TEXT 7.0:1	Aa LARGE TYPE 3.0:1		Aa GRAPHICS ONLY 1.5:1
GREEN	Aa TEXT 10.3:1	Aa GRAPHICS ONLY 2.0:1	Aa GRAPHICS ONLY 1.5:1	

SECTION 05

Typography

One family does it all: Myriad Pro, from a 40-foot pylon to a business card.

01 MYRIAD PRO 02 THE FAMILY 03 HIERARCHY 04 RULES AND FALLBACKS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!@$%(.,:;)

Ag	Ag	Ag	Ag	Ag
Light 300	Regular 400	Semibold 600	Bold 700	Black 900
Ag	*Ag*	*Ag*	*Ag*	*Ag*
Light Italic	Italic	Semibold Italic	Bold Italic	Black Italic

Myriad Pro

A humanist sans-serif designed by Robert Slimbach and Carol Twombly for Adobe in 1992. Open letters, friendly curves and very clear shapes make it easy to read at any size and any distance.

It's already on notatek.com through our Adobe Fonts license. Designers can activate it in Adobe Creative Cloud.

Many widths, one voice.

Our Adobe Fonts kit includes Myriad Pro in four widths. Pick the width that fits the space, instead of squeezing or stretching the type.

Get noticed.

Myriad Pro Condensed Bold

Long names in narrow places: pylons, tabs, table headers.

Get noticed.

Myriad Pro Semi Condensed Bold

Labels, eyebrows and captions (all caps, tracked out).

Get noticed.

Myriad Pro Black

Headlines and display. Our loudest voice.

Get noticed.

Myriad Pro Black Italic

Emphasis moments. It leans like our wordmark.

Get noticed.

Myriad Pro SemiExtended Bold

Big, wide statements on banners and walls.

Loud, then clear.

ELECTRIC SIGNS

Your name, lit up all night.

Channel letters, cabinets and pylons, built in our shop and installed by our own crew.

Tell us where it's going and we'll send a mock-up and a clear quote within 24 hours. We handle the site survey, the permits and the service call after the fact.

GET A QUOTE (801) 796-1411

LEVEL	WEIGHT	PRINT	WEB	LEAD	TRACK
DISPLAY	Black or Black Italic Sentence case	48–96 pt	48–96 px	90%	−2%
HEADLINE	Bold Sentence case	22–36 pt	28–40 px	105%	−1%
INTRO	Light Sentence case	14–18 pt	20–24 px	135%	0
BODY	Regular Sentence case	9–11 pt	16–18 px	145%	0
LABEL	Semi Condensed Bold ALL CAPS	7–9 pt	12–13 px	120%	+15%
CAPTION, SPECS	Regular, tabular figures Sentence case	7–8 pt	13–14 px	135%	0

Start with one big idea per page. Headlines stay short (six words or fewer is ideal), body copy stays left-aligned, and there are no more than three sizes on a page.

Keep it simple.

DO

- Set headlines in sentence case, short and punchy.
- Use Black Italic for one emphatic line. It echoes the wordmark's lean.
- Left-align text. Keep lines 45 to 75 characters long.
- Use tabular figures for prices, specs and phone numbers.

DON'T

- Don't use other typefaces in brand materials.
- Don't stretch, squash, outline or fake bold and italic.
- Don't set long passages in all caps, italic or centered.
- Don't imitate the wordmark with type. It's drawn, not typed.

WHEN MYRIAD PRO ISN'T AVAILABLE

Office documents and email

Use **Arial** (Bold for headlines, Regular for text). It's installed everywhere and keeps the same clean, open feel.

Websites and apps

Load Myriad Pro from our Adobe Fonts kit, falling back to **system-ui, Segoe UI, Roboto, Helvetica, Arial**, exactly as notatek.com does.

SECTION 06

Look & feel

Two devices borrowed from the logo, a supergraphic, and photos that glow.

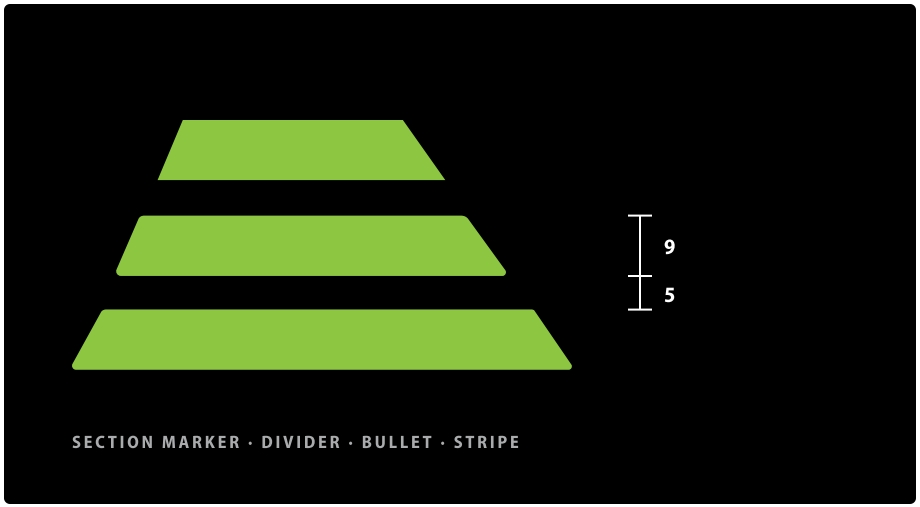
06

01 THE TIERS 02 THE LEAN 03 SUPERGRAPHIC 04 PHOTOGRAPHY

Borrowed from the logo.

The tiers

Three stacked bars, always three, always in the same 9 : 5 rhythm of bar to gap. Use them as a section marker, a divider, a list bullet or a bold stripe.



01 Section marker List bullet

The lean

10.75°, the angle of every letter in NOTATEK. Use it for cuts, stripes, photo edges and motion wipes, so shapes lean forward like the wordmark.

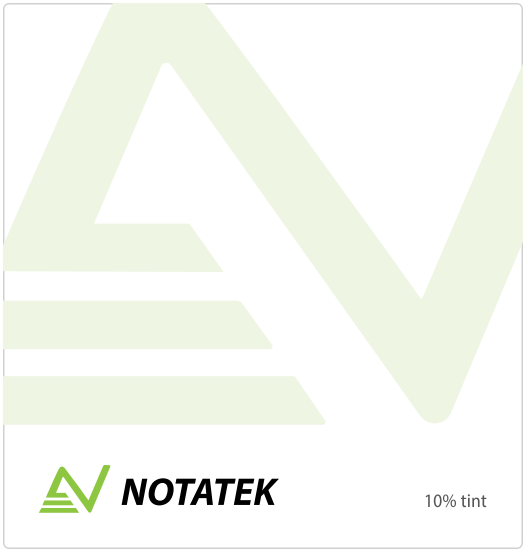
Photo edge and stripes at the lean. Stripes use the tiers' 9 : 5 rhythm.

Devices support the logo; they never replace it. Don't rebuild the icon from bars, and don't combine the tiers with the N.

Go big, on purpose.

The icon can be used huge and cropped as a graphic, like our cover. It turns walls, vehicles, booths and banners into something you can't miss.

- The full logo must appear on the same surface.
- One supergraphic per surface. Crop it boldly, but keep the N readable.
- Green on black, black on green, or a 10% tint on white.
- Never behind text that needs to be read.



Our work is our best photo.

Show the glow

Shoot lit signs at dusk, in the 20 minutes after sunset, when the sky is blue and the sign is the brightest thing around.

Get close to the craft

Returns, halos, faces and edges. Details prove the quality better than any claim.

Show it in place

Frame the sign on the real building, from where customers actually see it.

Keep it real

Our actual work, lightly edited, true to color. No stock photos, no fake glow.

SECTION 07

In the wild

Signs, vehicles, apparel, paper and pixels: how the brand shows up in the real world.

07

01 SIGNAGE 02 VEHICLES 03 APPAREL 04 STATIONERY 05 DIGITAL

Our own sign should be our best sign.

Icon faces

ORACAL 8500-063 translucent over white acrylic. Approve the green lit, at night.

Wordmark faces

White acrylic, lit evenly with no hot spots, on black returns and trim cap.

Placement

Horizontal logo on fascias, with clear space of X on all sides. Vertical logo on pylons and blades.

A billboard that parks.

Logo

Horizontal logo on the sides, facing forward and above the beltline, away from handles and seams.

Contact

Website first, phone second, big enough to read at a stoplight. Nothing else competes.

Graphics

Black rear panel cut at the lean, three green stripes in the tiers' rhythm, and the icon as a supergraphic.

Materials

3M 180-196 Apple Green and black Controltac, or print on wrap film matched to PANTONE 375 C.

Wear it well.

Black polo: horizontal logo, left chest, 3.5 in wide

Black cap: vertical logo, centered, 2.25 in tall

Thread colors

GREEN	**2320** Erin Green, rayon **5620** Erin Green, polyester
WHITE	**2297** Snow White, rayon **5597**, polyester
BLACK	**2296** Black, rayon **5596**, polyester
GRAY	**2483** Cloud, rayon **5783**, polyester

All Robison-Anton.

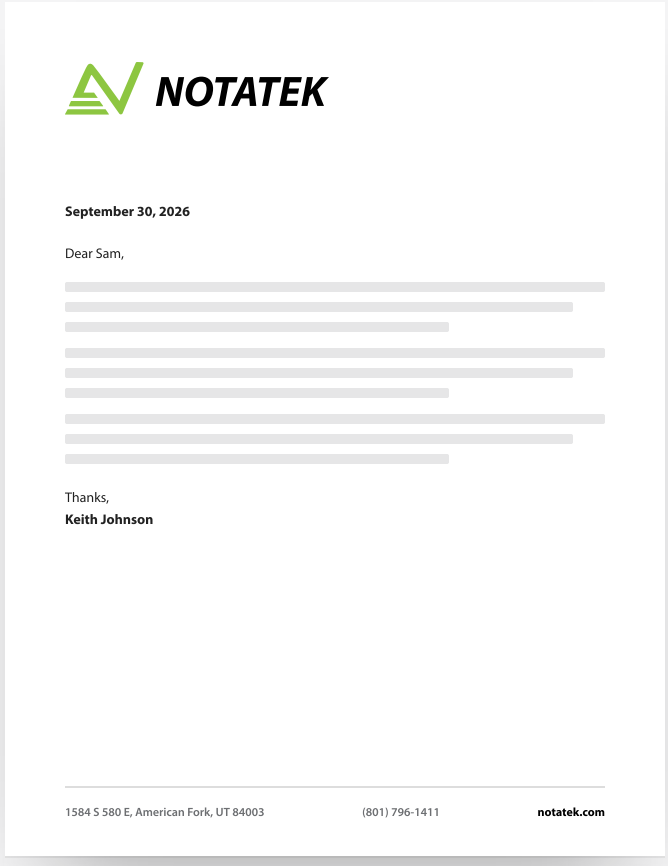
By garment color

Black or dark: green icon, white wordmark.
White or light: green icon, black wordmark.
Gray or heather: one color, black or white.
Green: one color, black.

Before the run

Minimum widths: horizontal 3.5 in, vertical 2.5 in, icon 1.1 in. Always approve a sew-out on the real garment.

First impressions, printed.



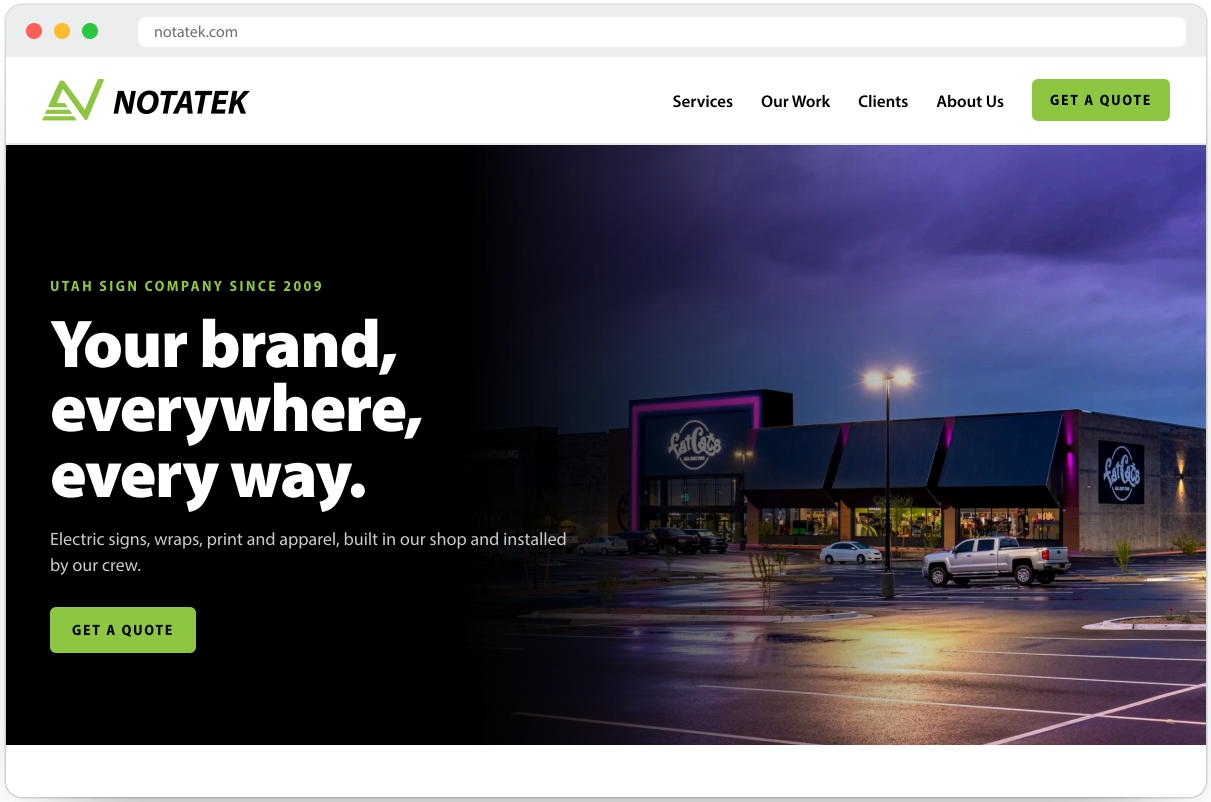
Business cards

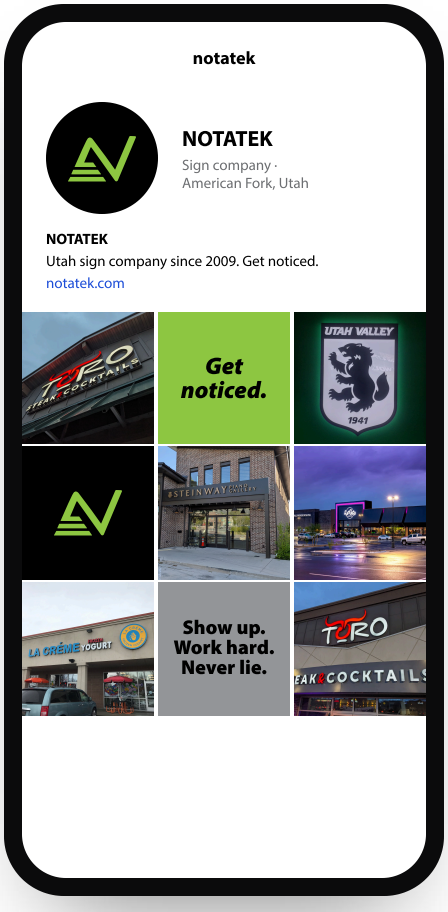
3.5 × 2 in. Black front with the vertical logo; white back with name, title and contact, set in Myriad Pro. Bright white 16 pt or heavier stock.

Letterhead

Horizontal logo top left, 1.4 in wide. Contact line at the bottom in 7 pt Myriad Pro. PANTONE 375 C and black when printed offset.

Same brand, in pixels.





Website

Horizontal logo in the header, green for the main button, Myriad Pro throughout. Green never carries body text on white.

Social

Green-on-black icon as the avatar. Mix real work with bold green, black and gray type posts.

Email signature

Name, title, phone and notatek.com in Arial, with the horizontal logo PNG at 160 px wide. No quotes or banners.

Get the files.

Every official logo, in every version and format, is one scan away. Save or share straight from your phone, or download the whole kit.

11 versions
Horizontal, vertical and icon, in full color, black and white

4 formats
PNG and SVG for screens, PDF and EPS for print

3 color models
RGB, CMYK and PANTONE 375 C spot

notatek.com/download-logos
Scan with your phone's camera

The interactive version of this guide lives at **notatek.com/brand-guide**.

Pick by where it’s going.

FORMAT	FOR	USE IT FOR	COLOR
PNG	**Screens**	Slides, documents, social posts, email signatures. Transparent background.	RGB
SVG	**Screens**	Websites and apps. Scales to any size and stays sharp. Also works in Microsoft Office.	RGB
PDF	**Print**	Printers, designers, sign and promo vendors. Vector, any size.	CMYK · PMS
EPS	**Print**	Sign software, vinyl cutters, engravers and embroidery digitizers.	CMYK · PMS

Color models

RGB for anything on a screen.
CMYK for four-color printing.
PMS files use green as spot PANTONE 375 C, for offset and screen printing.

How the files are named

NOTATEK_Horizontal_ColorOnDark_CMYK.pdf

Layout (Horizontal, Vertical, Icon), then version (ColorOnDark, ColorOnLight, Black, White, Green), then color model for print files.

ColorOnDark

ColorOnLight

Black

White

Before it's made, it's approved.

1 The right file
From notatek.com/download-logos, in the right version for the background.

2 The right colors
Matched to the spec sheet: PANTONE 375 C, ORACAL 063, 3M 196 or Robison-Anton 2320 / 5620.

3 A real proof
A printed proof, a vinyl swatch, a lit face or a sew-out, not just a screen.

4 Space and size
Clear space of X all around, and above the minimum size for the medium.

5 A NOTATEK sign-off
Nothing with our name on it goes into production without approval.

QUESTIONS? ASK US.

NOTATEK

notatek.com/contact
(801) 796-1411 · toll free (888) 909-5014
1584 S 580 E, American Fork, UT 84003

When in doubt, ask. We'd rather answer a question than fix a sign.

NOTATEK

Show up. Work hard. Never lie.

notatek.com · (801) 796-1411 · American Fork, Utah