
NEXT LEVEL SOLUTIONS

Visual Identity | 2024

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Our Brand

Next Level Solutions focuses on bringing big business solutions to small and medium-sized businesses in the areas of accounting, development, human resources and technology. With Next Level Solutions' integrated processes, we deliver better outcomes with a higher value in comparison to a traditional full-time hire. We help business owners use their resources effectively to assess their core vulnerabilities and needs, implement human resource policies and processes, enable accounting and technology solutions and implement long-term business objectives. We help clients to focus on revenue growth and running their company while our team increases and supports the capabilities of the administrative team.

Mission

For small to medium-sized businesses in need of improved accounting, development, human resources and technology deployment services, Next Level Solutions acts as a direct support partner. Our mission is to bring big business solutions to these smaller companies through cost-effective services like expert financial reporting, business process guidance, compliance assurance and software implementation. Next Level Solutions partners with clients to truly understand their needs and help them accomplish their business goals.

Approach to Success

- Customizable Solutions
- Increased Efficiency
- Open Communication
- Qualified Experts

2.0 TONE & VOICE

This section defines messaging points and language tips for capturing the spirit of the Brand Identity.

General Guidelines & Terminology

Next Level Solutions uses a professional and knowledgeable brand voice that incorporates growth-minded, matter-of-fact and understanding tones.

General Grammar

No use of the Oxford Comma.

Casing

Sentence Casing: Capitalize the first word of each sentence and proper nouns.

Use APA Title Case for Title, Headings and Subheadings.

All Caps: For more casual and upbeat social captions.

- Ex: BIG CHANGES! Starting in July 2024, the new rules will alter how businesses handle employee compensation and work hours. We've detailed everything you need to know about how to prepare your payroll strategy. Stay informed, stay ready!

Punctuation

Do not use the Oxford comma.

Numbers

Spell out numbers nine and below; use numerals for numbers above 10.

Dashes & Hyphens

Apply typical grammar rules when using dashes & hyphens.

Tone & Voice Do's

A trusted voice is one that consistently conveys reliability, integrity and competence. It speaks with confidence and reassurance, fostering a sense of security and dependability in the audience.

Be Professional:

Use language that is polished and respectful, maintaining a formal yet approachable tone.

Show Expertise:

Demonstrate NLS's deep knowledge and experience in the field, using specific terminology where appropriate without overwhelming the audience.

Be Kind and Understanding:

Convey empathy and a customer-focused approach, showing genuine concern for clients' needs and challenges.

Stay Knowledgeable:

Offer clear, insightful and relevant information that showcases NLS's thorough understanding of the subject matter.

Be Growth-Minded:

Inspire confidence by emphasizing innovation, future potential and continuous improvement.

Be Matter-of-Fact:

Present facts and information in a straightforward, clear and concise manner, avoiding unnecessary embellishments or exaggeration.

Tone & Voice: The Difference

Brand voice is what you say,
brand tone is how you say it.

The terms 'brand voice' and
'brand tone' are often used
interchangeably, but there is a
distinction between the two.

**Think of voice as your
personality & tone as your
mood.** While your personality
may remain consistent, your tone
can shift according to a situation.

Brand Voice:

It is the personality & remains
consistent

Brand Tone:

It is the mood & shifts according
to a situation

Our Voice is Always Professional. Our Tone Can Be:

- Upbeat
- Helpful
- Confident
- Casual

3.0 DESIGN

This section details our brand assets and provides guidance on how to use them in layout.

Primary Logos

The primary Next Level Solutions logo represents the Next Level Solutions brand.

The primary logo should be the default logo displayed in order to ensure brand recognition, especially when materials are outside of the Next Level Solutions context.

The logo text should never be separated or manipulated. Use the logo color variation that allows for maximum contrast to the background.

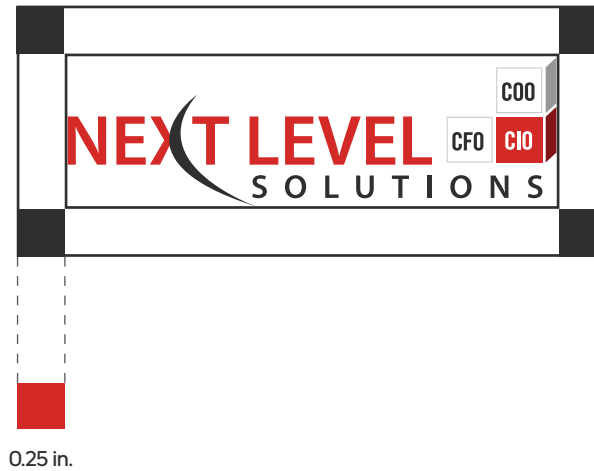
Primary Logos



Logo Usage

See example of correct logo spacing. Leave no less than a 0.25 in space around the logo. Logo spacing is standard for any additional logo variations added to the Next Level Solutions brand.

Logo Spacing



Logo Usage

See examples of correct and incorrect logo treatments. Logo treatments are standard for any additional logo variations added to the Next Level Solutions brand.

Logo Do's & Don'ts



YES

Do place the logo on the background color option that provides the highest contrast.



NO

Don't place logo on a background with low contrast.



NO

Don't apply effects to the logo.



Typography

Use Uber Next as the primary font for Next Level Solutions.

Left-align headlines and copy whenever possible and always use correct punctuation and sentence case. Adjust tracking to ensure legibility as necessary.

Tracking should not exceed 200.

This is a Main Heading.

Uber Next: Bold, Medium, Regular, Light

THIS IS A SUBHEADING. This is a Subheading.

Uber Next: Bold, Semibold, Medium

This is body copy.

Uber Next: Medium, Regular, Light, Extra Light

Left-align headline copy in Uber Next.

Use Uber Next for the web font option. See section 4.0 UI/UX for further information.

Brand Colors

Next Level Solutions has five primary colors and one secondary color. When designing a piece of communication for Next Level Solutions, begin with the primary color palette. Use the secondary color palette as accents and shades.

Color Opacity:

The Next Level Solutions colors can be used at an opacity less than 85% when acting as an overlay.

ADA Regulations:

The Next Level Solutions color palette should align with ADA Regulations when used in web contexts. Refer to the ADA compliance section on the following page.

Primary Colors



Light Red

CMYK: 12, 97, 99, 2
RGB: 210, 42, 40
#D22A28
Pantone 1795 C



Medium Red

CMYK: 22, 99, 100, 14
RGB: 175, 36, 36
#AF2424
Pantone 1805 C



Dark Red

CMYK: 28, 100, 100, 35
RGB: 132, 22, 24
#841618
Pantone 1815 C



Black

CMYK: 70, 64, 63, 61
RGB: 48, 48, 48
#303030
Pantone Black C



White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF

Secondary Colors



Grey

CMYK: 2, 2, 4, 15
RGB: 214, 213, 210
#D6D5D2
Pantone Cool Grey 1C

Brand Colors

The Next Level Solutions color palette should align with ADA Regulations and should always comply on all web collateral.

See color combinations that are compliant with ADA regulations.

ADA Regulations

Dark Red

CMYK: 28, 100, 100, 35
RGB: 132, 22, 24
#841618
Pantone 1815 C

White

CMYK: 0, 0, 0, 0,
RGB: 255, 255, 255
#FFFFFF

Medium Red

CMYK: 22, 99, 100, 14
RGB: 175, 36, 36
#AF2424
Pantone 1805 C

Grey

CMYK: 2, 2, 4, 15
RGB: 214, 213, 210
#D6D5D2
Pantone Cool Gray 1 C

Light Red

CMYK: 12, 97, 99, 2
RGB: 210, 42, 40
#D22A28
Pantone 1795 C

Black

CMYK: 70, 64, 63, 61
RGB: 48, 48, 48
#303030
Pantone Black C

Brand Color Balance

Use the Next Level Solutions primary colors equally when designing collateral. When including secondary colors in addition to the primary palette, use the colors sparingly and according to this visual proportions guide.

Primary Colors

Dark Red

CMYK: 28, 100, 100, 35
RGB: 132, 22, 24
#841618
Pantone 1815 C

Medium Red

CMYK: 22, 99, 100, 14
RGB: 175, 36, 36
#AF2424
Pantone 1805 C

Light Red

CMYK: 12, 97, 99, 2
RGB: 210, 42, 40
#D22A28
Pantone 1795 C

Secondary Colors

Black

CMYK: 70, 64, 63, 61
RGB: 48, 48, 48
#303030
Pantone Black C

Grey

CMYK: 2, 2, 4, 15
RGB: 214, 213, 210
#D6D5D2
Pantone Cool Gray 1 C

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF

DESIGN

3.2 Illustration

Illustration Standards

The graphic elements used for Next Level Solutions are professional, simplistic, and minimal.

Brand Graphics



Illustration Standards

Next Level Solutions patterns may be used as a design element to further convey the brand and provide visual interest and depth. Use the patterns in the Next Level Solutions palette only.

Brand Patterns



Light



Medium



Dark

4.0 UI DESIGN

This section details our brand assets when it comes to web and provides guidance on how to use them in layout.

Typography

Use Uber Next as the primary font for Next Level Solutions on all UI/UX formats.

Left-align headlines and copy whenever possible and always use correct punctuation and sentence case.

This is a Main Heading.

Uber Next: Medium, Bold

THIS IS A SUBHEADING. This is a Subheading.

Uber Next: Medium, Bold

This is body copy.

Uber Next: Light, Medium

CTA Button

CTA language should be short and direct. CTAs should be in capital case.

Button color usage is limited to the colors you see on this page.

The CTA button container can flex to accommodate longer copy, but should retain the same corner radius and otherwise not be adjusted or altered.

CTA Buttons

Are You Ready to Better Your Business?

I want to learn more about Next Level Solutions.

Are You Ready to Better Your Business?

I want to learn more about Next Level Solutions.

Are You Ready to Better Your Business?

I want to learn more about Next Level Solutions.

5.0 PHOTOGRAPHY & VIDEO

Overview

Use clear and sharp imagery that highlights the value offered to clients. Emphasizing the unique features of the services, like custom tech solutions and precise accounting, while ensuring that everything looks authentic. Showcase real-life examples that reflect the genuine benefits of the services.

True-to-Service:

Ensure accurate representation of Next Level Solutions' service capabilities, highlighting the expertise and effectiveness of our HR, accounting, and tech solutions.

Crisp Captures:

Maintain clarity and focus in all imagery, showcasing the professional nature of our services and the value they add to clients' businesses.

Detail Focus:

Highlight unique aspects of our services, such as our custom tech solutions, comprehensive HR management, and precise accounting services.

Authenticity:

Avoid staged or artificial scenarios; capture genuine usage scenarios and real-world benefits of our solutions.

Photography Examples

When selecting photographs for promotional or social materials, choose images that stand out against backgrounds and complement typography. For text overlays, opt for photos with sufficient contrast and negative space, or utilize a subtle overlay for legibility.

Photography Layout Examples



Motion Graphics

Motion graphics are an engaging way to convey the essence of our solutions digitally. This guide outlines standards for lower thirds and tag-outs, ensuring visual consistency across platforms.

Logo

Ensure the prominent display of the logo in motion graphics follows brand guidelines.

Lower Thirds

Color: Utilize black or white text for legibility against footage.

Font: Employ approved typography for consistency.

Content: Keep the lower third text concise, including essential information like names, titles, and key features.

Size: Primary title: 55 px, Secondary title: 36 px.

Tagin/Tagouts

Duration: Keep tag outs brief, under 8 seconds, for viewer engagement.

Transitions: Opt for smooth transitions reflecting the professionalism of our brand, such as dip to black.

Motion Graphics Examples

Adhering to these standards ensures our company effectively communicates its identity and values across digital platforms.

Tagin & Tagout - Video Progression



Lower Thirds



