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# NIGHT SHIFT BRAND GUIDELINES

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We depend on you to build our brand by using the styles outlined in our brand guide. Visual presentation is one of the key success of our brand, please follow these guidelines to ensure consistent treatment of our visual identity across all communication.



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Who We Are  
Our Product  
Brand Fonts  
Icon Guide  
Brand Colors  
Logo Guide  
Resources  
Contact Us

# Night Shift Development

Creators of *ClearQuery*

**Night Shift Development, Inc. is committed to the democratization of data analytics.**

Making actionable insights available to everyone, regardless of technical expertise or organizational size has always been the top priority.

Understanding the benefits organizations experience when they can take back control and quickly gain insights from their data, identify trends and patterns, and make data-driven decisions with confidence. ClearQuery, our flagship product, helps organizations save valuable time, money, and resources that can be invested in other critical areas of their business.

**NSD is a reliable, trustworthy and professional brand. Like every mission, our mission is also driven by core values, such as:**

- **Adaptation:** Adapting to the ever-changing industry to bring valuable knowledge.
- **Collaboration:** Creating meaningful and long-term relationships with our clients.
- **Dedication:** Being proactive and resourceful to help our clients reach their goals.
- **Integrity:** All our actions align with our core values, as well as our clients' needs and goals.

Who We Are  
**Our Product**  
Brand Fonts  
Icon Guide  
Brand Colors  
Logo Guide  
Resources  
Contact Us



*Simplified Analytics For Everyone (or  
Analytics for humans)*

*With **Clear**Query your whole organization will be empowered to unlock  
the full potential of your business data and technology are connected to  
provide you with faster insights so that you can yield better results.*



**ClearQuery Explainer Video**

# Brand Fonts

*Building a visual hierarchy with brand recognition.*

Good typography plays a critical role in building a visual hierarchy. It makes text easier to read, and helps communicate a brand's unique personality. **NSD Marketing** uses typography to bring context and character to our products and communications.

## Typefaces

**Our corporate typeface is [Roboto](#).**

Roboto Regular (*body copy, legal*) :

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

Roboto Condensed Regular, Italic (*subtitles, quotes*):

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =

Who We Are

Our Product

**Brand Fonts**

Icon Guide

Brand Colors

Logo Guide

Resources

Contact Us

# Brand Fonts

*Continued...*

**Roboto Bold (headlines, emphasis):**

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**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =**

**Roboto Condensed Bold, Italic (extra emphasis):**

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***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =***

**Our display typeface is **Monsterrat**.**

We use this font sparingly for main headlines.

**Monsterrat Bold**

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**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =**

Who We Are  
Our Product  
Brand Fonts  
**Icon Guide**  
Brand Colors  
Logo Guide  
Resources  
Contact Us

# Icon Guide

*Staying consistent across all platforms and product.*

**Done wisely, and consistently an icon does the following four things:**

- Eliminates words to convey a message and narrative.
- Delivers useful information.
- Visually simplifies abstract information and complex data.
- Communicates the style of the branding through a balanced use of white, primary core colors and secondary accent color palettes.

**Make sure you use icons properly. Otherwise, it can cause confusion and complications for the audience.**



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- Who We Are
- Our Product
- Brand Fonts
- Icon Guide
- Brand Colors**
- Logo Guide
- Resources
- Contact Us

# Brand Colors

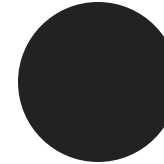
*Colors make a brand instantly recognizable.*

The primary (NSD) color palette, consisting of white and 3 core colors, creates strong visual communication across channels from product pages to illustrations. Be sure to create a balance between primary and product (CQ) color palettes in all collateral.

## Primary (NSD) Colors:



#45A2F8  
R69, G162, B248  
C, M, Y, K

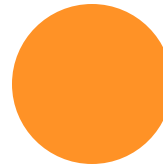


#000000  
R0, G0, B0  
C, M, Y, K

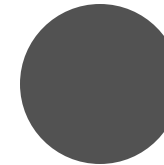


#EAEAEA  
R234, G234, B234  
C, M, Y, K

## Product (CQ) Colors:



#FF9226  
R255, G146, B38  
C, M, Y, K



#4F4F4F  
R79, G79, B79  
C, M, Y, K



#45A2F8  
R69, G162, B248  
C, M, Y, K



- Who We Are
- Our Product
- Brand Fonts
- Icon Guide
- Brand Colors
- Logo Guide**
- Resources
- Contact Us

# Logo Guide

*To maintain consistency the following are approved logos*





Who We Are  
Our Product  
Brand Fonts  
Icon Guide  
Brand Colors  
Logo Guide  
**Resources**  
Contact Us

# Resources

*Video demos play a crucial role in our visual identity.*

*When you use demo videos, please ensure you are using the appropriate use case. Demo videos can be found by clicking below:*

## ClearQuery Demo Videos



*Our ClearQuery Explainer Videos can be found by clicking the links below:*

**30 Second ClearQuery Video**

**Full Length ClearQuery Video**



# Contact Us

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Who We Are  
Our Product  
Brand Fonts  
Icon Guide  
Brand Colors  
Logo Guide  
Resources  
**Contact Us**

***Night Shift Development Marketing***  
marketing@nightshiftdevelopment.com

**Reach us for any question or inquiry.  
Our support team will respond to you in the shortest time possible.**