



General Media Kit

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General Media Inquiries

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Director of Communications

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Relevant Links

- Featured Press Releases
- Key Leadership Bios and Photos

Social Media

 LinkedIn

 Facebook

 Twitter

Image Samples

If you would like to use our images, please contact Michael Hinrichs (page 1) to request high-resolution versions.

Port Westward (Courtesy of the Port of Columbia County)



Image Samples

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Lakeview RNG Facility



Logo

If you would like to use our logo or have brand-related questions, please contact Michael Hinrichs (page 1). Some basic brand guidelines are also included here:

Color Application

On light color backgrounds the 2-color version of the primary logo should be used.

On dark backgrounds or in applications where only one color is available, use a 1-color version.

Primary 2-color Logo



1-color Logos



Logo

Clear Space

The minimum space recommended to remain clear around the logo is based on the height of the NXT Arrow.

Minimum Size

The logo should never be used at a size smaller than the following:

Print applications

Height: 0.5"

Digital applications

Height: 30px



Color

Primary

Use these two primary colors to represent NXTClean whenever possible in design applications.

Secondary

This secondary color palette complements our primary brand colors, and may be used as an accent or in a design application where additional colors are needed.

These colors should only be used occasionally, and under no circumstances should any of them become the predominant color.

CTA / Accent

Application of the accent color should be reserved only for things such as CTA buttons and links.

PRIMARY

NXT Green

| Pantone | RGB | HEX | CMYK |
|-----------|------------|---------|------------|
| PMS 369 C | 101 168 18 | #65A812 | 58 0 100 4 |

PRIMARY

NXT Navy

| Pantone | RGB | HEX | CMYK |
|-----------|----------|---------|-------------|
| PMS 294 C | 37 17 99 | #251163 | 100 74 0 45 |

SECONDARY

Gray

| Pantone | RGB | HEX | CMYK |
|------------|----------|---------|-------------|
| PMS 7545 C | 74 87 97 | #4A5761 | 77 60 44 25 |

SECONDARY

Forest Green

| Pantone | RGB | HEX | CMYK |
|-----------|----------|---------|--------------|
| PMS 356 C | 5 122 66 | #057A42 | 96 26 100 15 |

SECONDARY

Blue

| Pantone | RGB | HEX | CMYK |
|-----------|-----------|---------|-------------|
| PMS 640 C | 0 130 186 | #0082BA | 100 35 14 0 |

ACCENT

Orange

| Pantone | RGB | HEX | CMYK |
|-----------|-----------|---------|------------|
| PMS 151 C | 255 120 0 | #FF7800 | 0 60 100 0 |

Typefaces

Poppins 

Inter 

Weights

Poppins Semibold

Aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss
tt uu vv ww xx yy zz
1 2 3 4 5 6 7 8 9 0 ? ! @ # %

Headlines, quotes,
call-outs, labels, CTAs

Set in a large text size with
auto leading and 0 tracking

Inter Regular

Aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss tt
uu vv ww xx yy zz
1 2 3 4 5 6 7 8 9 0 ? ! @ # %

Body copy, subtitles,
tables, charts, captions,
small text

Set in medium to small text
sizes with slightly loose
leading and 0 tracking

Within body copy, the bold
weight can be used for
emphasis, hyperlinks, and
subheads

Inter Bold

Aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss tt
uu vv ww xx yy zz
1 2 3 4 5 6 7 8 9 0 ? ! @ # %

Typesetting Example

Article title set in Poppins Semibold goes here

Subtitle set in Inter Regular goes here
andis accullibus et quo inveles.

Body copy set in Inter Regular em endendi cusda vendell
acieni ducid. Iqui rerfere remolup tassunda de ditaeca
epudit latur omnihil iquassum il idest laborup tationsequi
con rehentotati ini te **emphasized text and [hyperlinks](#) set
in Inter Bold magnam estrupt iberum lam iusam**, sequam
ab im volupta turepero ernat qui ni nobisqu idiciet harchit
aperrunt labor ab iur rerovit liberorum que doluptae voles
dolore necus dolupti usdant.

Call to Action