



# 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 NEXClean 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**