



NEXTDECADE

BRAND & STYLE GUIDELINES

OCTOBER 2018

VERSION 1.0

CREATING BRAND IDENTITY

- This guide is developed to help establish our new brand identity and ensure we communicate a consistent message to our audience. It outlines general rules when using NextDecade's brand assets. It is important that these rules are followed internally and externally in order to meet our standards and protect company trademarks.
- Our brand identity represents the values, services, ideas and personality of NextDecade.
- It is important to be consistent and concise with usage of our logos and supporting graphics, color palette, typography and photography choices across different visual media in different situations.
- This document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand consistently across different applications and in various markets to maintain the integrity of NextDecade.

TABLE OF CONTENTS

Contents

04 OUR LOGO

Distinction | Do's & Don'ts

05 LOGO USAGE

Exclusion Zone | Minimum Size | Application

07 COLOR PALETTE

Primary/Secondary Palette | Application

08 FONTS

Print | Online | Style

09 OTHER ASSETS

10 CHECKLIST



OUR LOGO

Our logo was recently updated to emphasize the NEXT in NextDecade. The importance lies in our NASDAQ ticker (NEXT) as well as keeping our position as the “next” wave of LNG projects.

Our distinctive mark has been maintained, but refreshed with strong, modern colors with no gradient. This reflects our solid base and bodes well in production. The white circle in the mark represents our global reach, with the three points representative of land, sea, and air.

THE LOGO



DO's and DON'T's

DO

- ✓ Follow the rules and guidelines set forth in this guide
- ✓ Only use assets (logos, colors, etc.) provided in this guide
- ✓ Keep enough space around our assets so they are uncluttered and sharp
- ✓ Maintain the shape and proportion of all graphics and logos
- ✓ Consult the Communications Department if you have any questions regarding brand usage

DON'T

- ✗ Alter our logos in any way
- ✗ Recolor the logos
- ✗ Change the proportions or stretch the logo in any way
- ✗ Use the NextDecade portion of the logo without the mark
- ✗ Add taglines, etc.
- ✗ Apply effects, such as shadows or glow
- ✗ Contain the logo within a box
- ✗ Print our logo on any merchandise or product without the consent of the Communications Department
- ✗ Create materials for broad public consumption with review from the Communications Department

LOGO USAGE

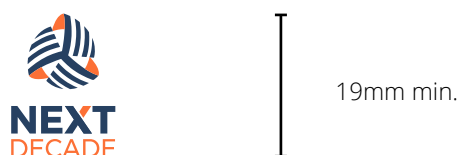
EXCLUSION ZONE

- Always maintain a minimum clear space around the logo, to ensure visibility and impact
- Maintaining the clear space between the logo and other graphic elements, images, and type ensures that the logo appears unobstructed and distinctly separate
- The circles on the right represent the minimum distance of clear space that should be around the logo - 1/2" is a good rule of thumb



MINIMUM SIZE

- Landscape logos must not be reproduced at a size smaller than 15mm in height
- Stacked logos must not be reproduced at a size smaller than 19mm in height
- Do not overwhelm a page or item with the logo. Making a logo too large is equivalent to typing in ALL CAPS





LOGO USAGE

Our Company logo exists in both a landscape/horizontal and a stacked/vertical version. While the landscape option is the preferred logo, use of either the landscape or stacked logos should be determined according to their suitability for the layout.

The use of the icon in isolation or “mark” should be carefully considered and implemented, and be restricted to supporting promotional materials. Do not use the mark only without consulting the communications department.

Our landscape and stacked logos are also available in monochrome blue and white. These are secondary logos and should only be used in instances where one-color is necessary.

Please consult the Communications Department if you have questions regarding logo usage.



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COLOR PALETTE

The corporate Color palette includes a light blue and dark blue theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK Color process. Equivalent Colors can be composed using the RGB and HEX references included when the logo is to used digitally.

Color Palette // Main Orange

	pantone	1645C
	cmyk	0 : 55 : 79 : 0
	rgb	252 : 113 : 53
	hex #	FC7135

Color Palette // Secondary Orange

	pantone	164C
	cmyk	00 : 44 : 63 : 1
	rgb	252 : 141 : 93
	hex #	FC8D5D


Color Palette // Secondary Teal

	pantone	306C
	cmyk	90 : 16 : 0 : 7
	rgb	24 : 198 : 236
	hex #	18C6EC

Color Palette // Dark Gray

	pantone	N/A
	cmyk	66 : 58 : 57 : 38
	rgb	75 : 75 : 75
	hex #	4B4B4B

Color Palette // Black

	pantone	N/A
	cmyk	0 : 0 : 0 : 100
	rgb	0 : 0 : 0
	hex #	000000

Color Palette // Main Blue

	pantone	534
	cmyk	61 : 33 : 00 : 62
	rgb	37 : 64 : 96
	hex #	254060

Color Palette // Secondary Blue

	pantone	7544C
	cmyk	22 : 12 : 00 : 38
	rgb	124 : 140 : 159
	hex #	7C8C9F

Color Palette // Secondary Green

	pantone	N/A
	cmyk	54 : 3 : 100 : 0
	rgb	132 : 189 : 35
	hex #	84BD23

Color Palette // Light Gray

	pantone	N/A
	cmyk	45 : 37 : 37 : 2
	rgb	147 : 147 : 147
	hex #	939393

Color Palette // White

	pantone	N/A
	cmyk	0 : 0 : 0 : 0
	rgb	255 : 255 : 255
	hex #	FFFFFF



FONTS

Calibri is our default font for digital communication, presentations, and our website copy.

Gotham font should only be used in creative/graphic designs by the communications department.

Times New Roman is accepted in legal documents and agreements.

Headline Font // Calibri Light Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// *Bold*

Body Copy Fonts // Calibri Light or Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// *Light*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// *Medium*

OTHER ASSETS

PowerPoint presentations

PowerPoint templates are available. Refer to the template deployment document sent to you by the communications team. A slide diary is also available to assist with new slide creation.

Letterhead, reports and Word templates

Templates are available for letterhead, reports, and memorandums. Refer to the template deployment document sent to you by the communications team.

Photographic style

All photography used must be of high quality regardless of whether they are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organisation. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.

Website

Our Company website utilizes a dark blue background with orange/light orange/teal accents with white text. Utilizing this for additional page creation, social media, and other online media will ensure consistency across all online platforms.



CHECKLIST

The Checklist...

The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower our company logo.

Typography

Check that our corporate typefaces have been used appropriately where applicable.

Design

Be sure to provide these guidelines to third parties or collaborating partners.

THANK YOU FOR TAKING THE TIME TO LEARN ABOUT OUR NEW BRAND. BY FOLLOWING THESE GUIDELINES, OUR COMPANY WILL REMAIN CONSISTENT IN ALL PHASES OF MARKETING, COMMUNICATION, AND INTERNAL USAGE OF OUR LOGOS AND COLORS.

THIS DOCUMENT MAY BE MADE AVAILABLE IN ALTERNATIVE FORMATS ON REQUEST. PLEASE CONTACT OUR DEPARTMENT FOR FURTHER DETAILS.

NextDecade Corporation
1000 Louisiana Street
Suite 3900
Houston, Texas 77002

Telephone. +1 713-574 1880

Email. info@next-decade.com
Web. www.next-decade.com



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www.next-decade.com