

N now-U

BRAND GUIDE

01 | Logo

LOGOMARK



LOGOMARK WITH LABEL



VERTICAL ON LIGHT BACKGROUND



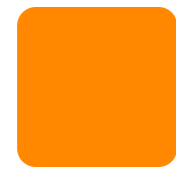
VERTICAL ON DARK BACKGROUND



02 | Colour System

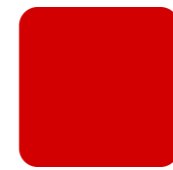


BRAND



Amber
#FF8800

ACCENT



Venetian Red
#D30001



Sunflower
#F3B700



Salomie
#FFDC79

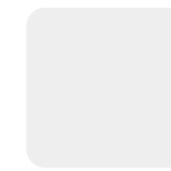


Oxford Blue
#011A43

GRAYSCALE



White
#FFFFFF



Gray 1
#EEEEEE



Gray 2
#DDDDDD



Med. Gray 1
#BBBBBB



Med. Gray 2
#888888



Dark Gray 1
#777777

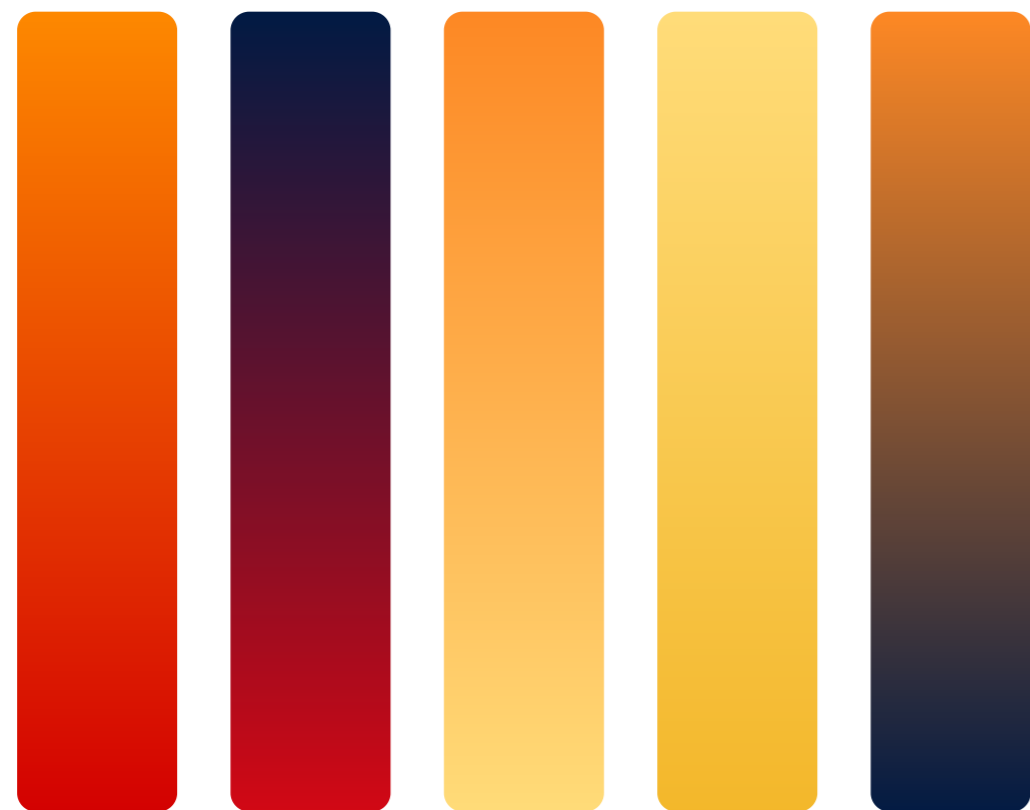


Dark Gray 2
#454545

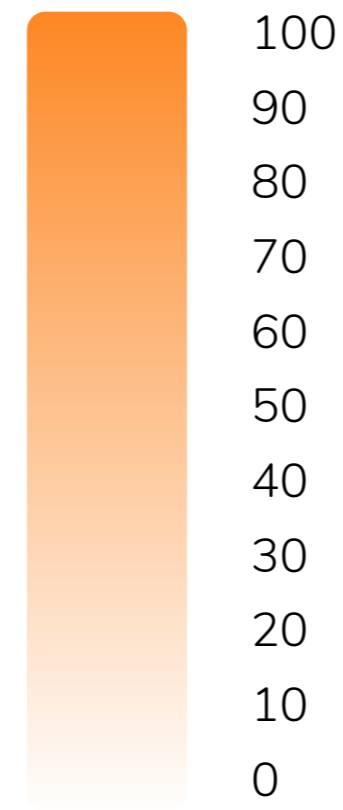


Black
#000000

GRADIENTS



OPACITY



Aa

NUNITO

Nunito is a well balanced sans serif typeface superfamily, perfectly suitable for now-U's playful and energetic character.

Heading 1: Nunito Bold 36pt

Heading 2: Nunito Bold 30pt

Heading 3: Nunito Semibold 20pt

Body: Nunito Regular 17pt

Secondary text: Nunito 14pt