

nūju living

VISUAL IDENTITY GUIDELINES 2019

Issued : September 2019

Dimensions : 210 mm x 210 mm

Typography : IBM Plex Sans

This project is made possible by the help and supporting client, Dwi Prasetya for guiding, directing, and being a great collaborator all the way from Bali.

Branding, graphic design, & editorial design by Alif Hadien
a-hadien.com

nūjū
living

VISUAL IDENTITY GUIDELINES

2019

CONTENTS

BRAND	Naming	02
	Concept	03
	Value	04
 LOGO		
	Behind the Logo	06
	Philosophy	07
	Logo Grid	08
	Logo Clearspace	09
	Logo Sub-brand Configuration	11
	Logo Size	12
	Logo Color	13
	Logo Placement	15
	Logo Misuse	16
 COLOR		
	Behind the Color	18
	Color Scheme	19
	Color Proportion	20
 TYPOGRAPHY		
	Behind the Typeface	22
	Typeface	23
	Typesetting Guideline	24
 SOCIAL MEDIA		
	Campaign	26
	Photography Direction	27
	Content Direction	28
	Instagram Guidelines	29
	Insta-story Guidelines	33
 IMPLEMENTATION		
		36

01

BRAND

Naming

Concept

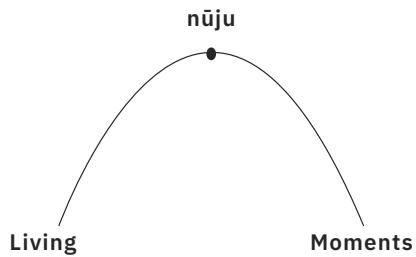
Value

NAMING

Namings are originated from Basa Bali that reflects and has close relations to design, it also embrace the concepts of living and fit into the brand's image and value. The naming configuration is considered upon the readability of the wordmarks and enhancing the brand image by a minimalist pronunciation and writings.

(nu•ju) *menuju, akan, hendak, melakukan, hidup, agree, go, forward, living, everyday activities.*

CONCEPT



Moments – an appropriate time for doing something; an opportunity. importance, import, significance, consequence, substance, note, mark, prominence, value, weight, concern, interest.



Living space → Have a **living** → Way of **living**

VALUE

Personalized **living**, (*built with humane sense*) → to refine **moments**.



01 Mewujudkan kehidupan sesuai selera personal,
(yang dibuat dengan penuh perhatian).

BRAND MESSAGE

“Refining Moments” → more than just meeting needs, but giving more value to the moments and user experience in everyday use.



02 Untuk memberikan nilai lebih pada momen sehari-hari.

nūju

living

BEHIND THE LOGO

The nūju living logo is a representation of the main visuals of the nūju living brand to the public. This logo contains the identity of nūju living, including values owned as well as what it promises to consumers. All use of the nūju living logo needs to be considered to maintain a consistent image. The shape of the nūju living logo represents the concept of “refining moments”, in line with the vision of nūju living to refine moments in the day to day life.

nūju

PHILOSOPHY

The nūju living logo derived from the brand's value; living & moments. The idea is how to reflects those values into the type mark as subtle as possible. The stencil-like type mark is a representation of moments.

It contains three types of modules; a (1) straight and (2) curved lines in the "n" and "u" letter. The last one is straight, (3) overset lines in the "j". Each (1) straight and (2) curved lines stands for everyday moments that repeats itself without having a great significance to the overall way of living. The (3) overset lines on the other side are the special moment that is rare and special. Both everyday and special moments defines how we have a living, and nūju is embedding those value to refine those moments.

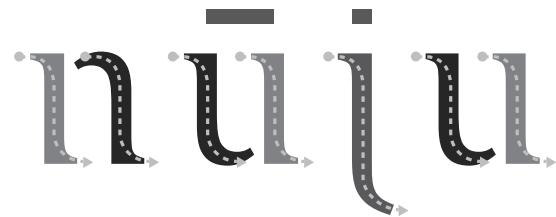
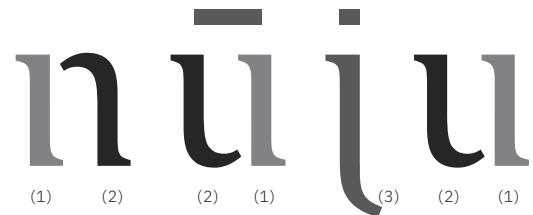


fig 1.1 nūju mark

fig 1.2 Modular mark, each module represents a moment

fig 1.3 Direction of the module, one moments to another

GRID

The nūju living logo is constructed based on the “Cambria” typeface with a slight adjustment and tweak, resulting in a bespoke type mark that distinctive and unique. This logo grid is the constructive ideas and guides behind the logo. Each element (spacing, tracking, and so on) are considered thoroughly upon the typeface’s characteristic.

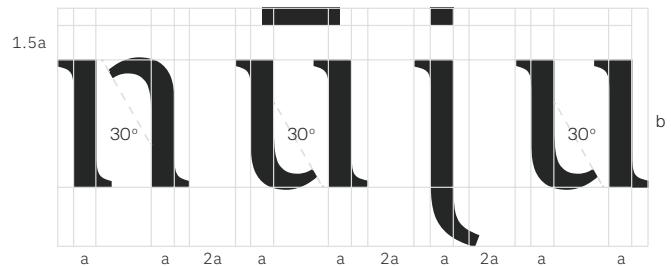


fig 1.4 Logo grid & guidelines

CLEARSPACE

To maintain the integrity of the nūju living logo, its use is not permitted to be placed close to the text and other graphic elements. Here are the minimum dimensions of space that must be maintained around the nūju living logo.



fig 1.6 Typemark clearspace grid

fig 1.7 Typemark clearspace

fig 1.8 Logo clearspace grid

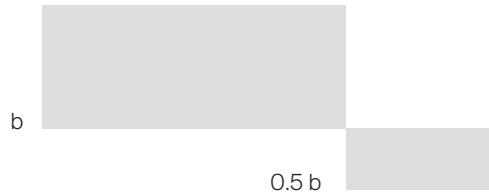
fig.19 Logo clearspace



fig 2.0 Logo clearspace grid within an artwork

fig 2.1 Logo clearspace within an artwork





CONFIGURATION

The nūju type mark is to be paired by the sub-brand type. In this case, to maintain consistency, the sub-brand configuration is half the height of the nūju type mark, for example, nūju living & nūju wedding.

nūju
living

nūju
wedding

fig 2.2 Sub-brand configuration grid

fig 2.3 nūju living implementation

fig 2.4 nūju wedding implementation



fig 2.5 Logo sizes in milimeters



POSITIVE COLOR

The nūju living logo only allowed colored in a certain color. The positive color configuration is used for a light-toned background or picture.



fig 2.6 nūju living logo in subtle tan

fig 2.7 nūju living logo in moss green

fig 2.8 nūju living logo in deep charcoal

**NEGATIVE COLOR**

The nūju living logo only allowed colored in a certain color. The negative color (vivid white) configuration is used for these exact colored background or picture.



- fig 2.9 nūju living logo in subtle tan background
- fig 3.0 nūju living logo in moss green background
- fig 3.1 nūju living logo in ochre yellow background
- fig 3.2 nūju living logo in deep charcoal background

PLACEMENT

To enhance and implements the brand's value, the nūju living logo is always placed in the middle left of the artwork. The placement represents balance and the start of a moment.



fig 3.3 Logo placement in a landscape artwork

fig 3.4 Logo placement in a square artwork

fig 3.5 Logo placement in a vertical artwork

MISUSE

To maintain the integrity of the nūju living brand, please do not change the elements in the nūju living logo in any way. The right proportions, color palette, the relationship between logos and the tagline must be maintained at all times. The following are examples of the nūju living logo applications that should be avoided.



3.6



3.7

living



3.9



4.0

living



4.1



4.2

living



4.3



4.4

living

- fig 3.6 Stretching the logo
- fig 3.7 Altering the sub-brand configuration
- fig 3.8 Removing the typemark
- fig 3.9 Outlining stroke the logo
- fig 4.0 Outlining stroke the sub-brand
- fig 4.1 Rotating the logo
- fig 4.2 Altering the sub-brand typography
- fig 4.3 Adding more elements to the typemark
- fig 4.4 Removing elements from the typemark
- fig 4.5 Creating a boundary box outside the logo
- fig 4.6 Using a wrong color scheme

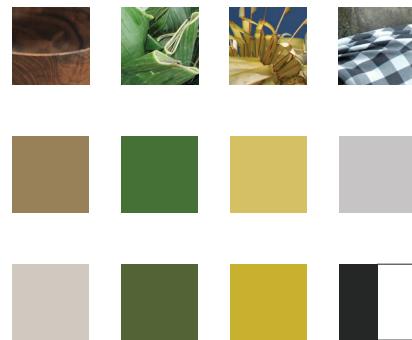
03

COLOR

Behind the Color

Color Scheme

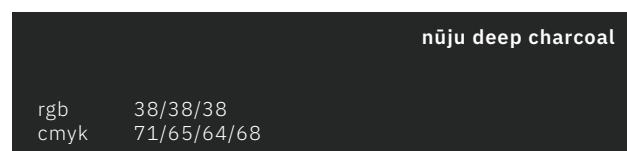
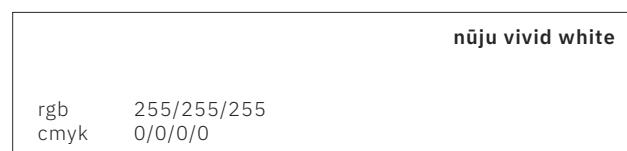
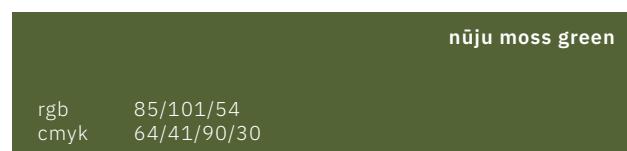
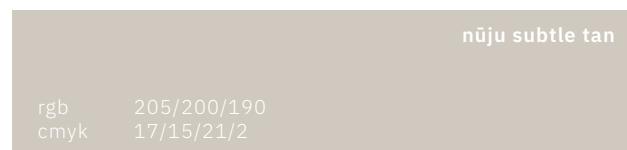
Color Proportion

**BEHIND THE COLOR**

As a brand, nūju living has a close relationship to daily life. To create a proper color scheme and go well with the value, the colors are derived from the essential things found in Bali. Wooden structures are very common in Bali, an organic food wrapping - a banana leaf, a *janur* that we could find in every corner as offerings, and checkered patterns in every statue by the street. Each thing creates a unique yet familiar color scheme - brown, green, yellow, and both black & white.

COLOR SCHEME

The color scheme is the refined version of the basic color scheme before - brown, green, yellow, black and white. Each color is reinterpreted and reconsidered creating a more personal and intimate color scheme; subtle tan, moss green, ochre yellow, deep charcoal, and vivid white.



- fig 4.7 nūju subtle tan
- fig 4.8 nūju moss green
- fig 4.9 nūju ochre yellow
- fig 5.0 nūju vivid white
- fig 5.1 nūju deep charcoal

COLOR PROPORTION

The use of color for all nūju living needs to be considered to ensure readability and maintain identity consistently. Avoid colors that clash or have poor contrast with the corporate colors of nūju living. The primary colors of the nūju living are nūju subtle tan and nūju moss green. Primary colors are used for primary identity such as on business cards, letterheads, envelopes, and when communicating the brand nūju living to external parties.



fig 5.2 Color proportion

fig 5.3 Color gradient

IBM Plex Sans

BEHIND THE TYPEFACE

The purpose of the brand is focused on refining day to day moments. Therefore, as the brand value goes, the typeface that visualizes those values has to be precise. In this case, IBM Plex Sans was the chosen one. The reason was it has all the characteristic that defines the brand. Much like furniture, this typeface has all the neat edges, curved geometric, and humane proportion that has close relations to a human being. It also embraces the clarity of serif and flexibility of sans serif. IBM Plex Sans is a perfect balance.

TYPEFACE

IBM Plex Sans
Light & *Light Italic*
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Typography is part of identity visuals that shape the brand's character of . Based on consideration aesthetics and technicality, established that typeface (font) to use in all communication needs nūju living is IBM Plex Sans.

Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

IBM Plex Sans Semibold
& *Semibold Italic*
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

fig 5.4 IBM Plex Sans Light
fig 5.5 IBM Plex Sans Semibold

Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

TYPESETTING GUIDELINES

The following are typesetting guidelines for all nüju living written material. Leading for text must be 1.2 larger than typeset size. Tracking a sentence is set at 25 for bodytext (IBM Plex Sans Light), and 150 for titles (IBM Plex Sans Semibold) with all capital letters configuration.

LOREM IPSUM

Lore
m ipsum dolor
sit amet, consecetur
adipiscing elit, sed
do eiusmod tempor
21/25.2

LOREM IPSUM

Lore
m ipsum dolor sit amet,
consecetur adipiscing elit,
sed do eiusmod tempor 15/18

LOREM IPSUM

Lore
m ipsum dolor sit amet,
consecetur adipiscing elit,
sed do eiusmod tempor 9/10.8

fig 5.6 Typesetting fontsize 21 / leading 25.2

fig 5.7 Typesetting fontsize 15 / leading 18

fig 5.8 Typesetting fontsize 9 / leading 10.8

05

SOCIAL MEDIA

Campaign

Photography Direction

Content Direction

Instagram Guidelines

Insta-story Guidelines

#builtbynuju

CAMPAIGN

To boost audience impressions, a social media hashtag campaign needed to be activated. #builtbynuju has an aim to widen user impression and used as an archive of nüju living work and portfolio. Having this hashtag gives the brand a unique social media persona.

PHOTOGRAPHY DIRECTION

Photography is the most significant element of the brand. To maintain the visual imagery, these photography directions must be applied to the brand. These are some references and directions for the implementation of photography, along with some detailed rules.

(A) The furniture is well placed within a room and shows it's a function or placed within an empty background as a display purpose.

(B) Shows it's detailed material choices, shape, mechanism, unique details, and it's a relation to the room.

(C) Photograph or visualization includes the whole room as a living place but still focuses on the furniture. Shows ambiance, function, & furniture's relation with the user.



(A)



(A)



(A)



(B)



(B)



(B)



(C)



(C)



(C)

fig 5.9-6.1 Furniture only photography direction

fig 6.2-6.4 Detailed shot photography direction

fig 6.5-6.7 Living space photography direction

CONTENT DIRECTION

01 Portfolio	P(D)	P	I
	P	P(D)	P
02 Behind the Scene	I	P	BTS
	P	BTS	P(D)
03 Inspiration (Reference)	A	A	A
04 Announcement			

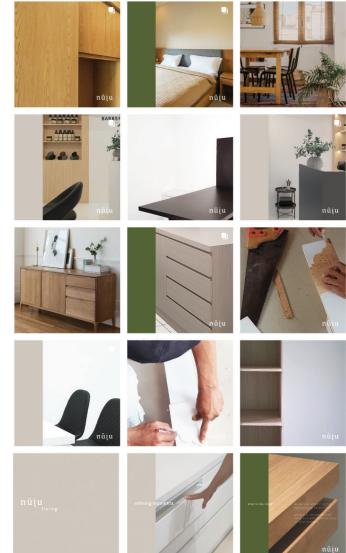


fig 6.8 Main content guidelines
fig 6.9 Content output implementation

INSTAGRAM GUIDELINES

These are the template for a square poster composition for Instagram. Please use these grid & template to maintain consistency. The square size is 21 cm x 21 cm (1:1).



fig 7.0 Instagram grid & typography template



fig 7.1 Implementation example - Introductory
fig 7,2 Implementation example - Christmast Greeting



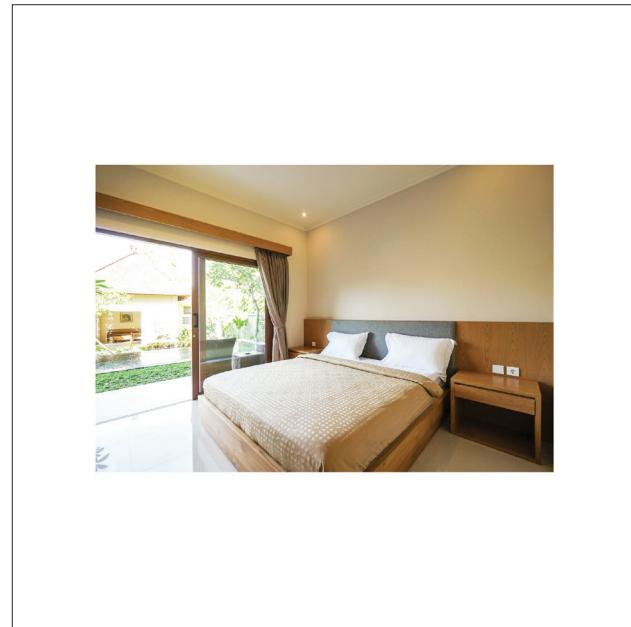


fig 7.3 Implementation example - Portfolio cover (slide 1)

fig 7.4 Implementation example - Portfolio full scene (slide 2)

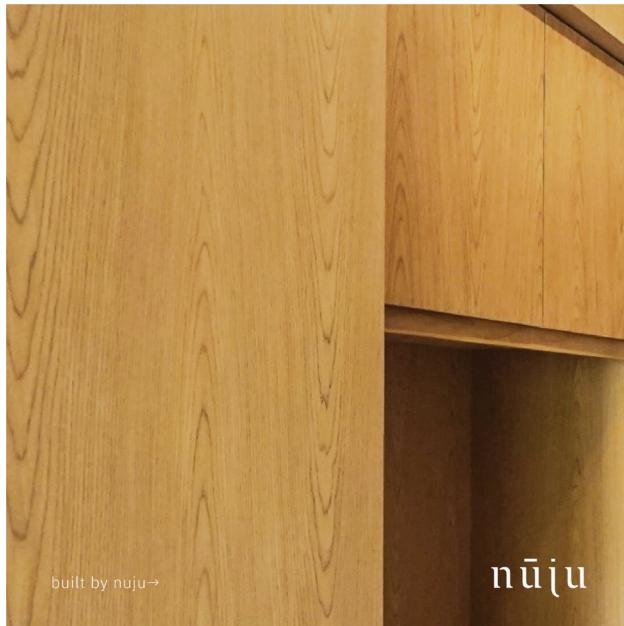


fig 7.5 Implementation example - Portfolio detailed shot
fig 7.6 Implementation example - BTS work in progress



PHOTOGRAPHY DIRECTION

These are the template for a square poster composition for Instagram. Please use these grid & template to maintain consistency. The square size is 19.2 cm x 10.8 cm (16:9).

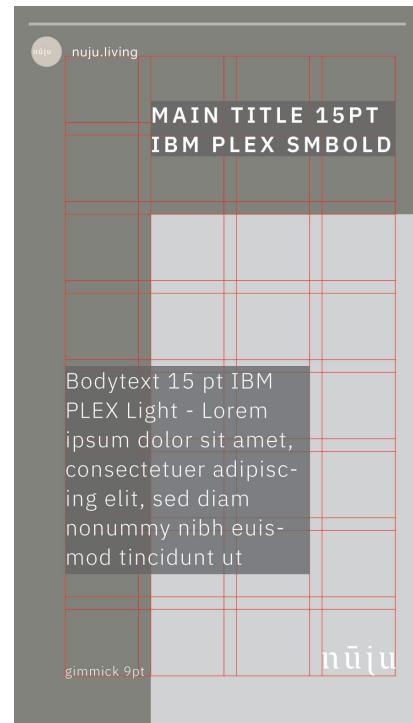


fig 7.7 Instastory grid & typography template

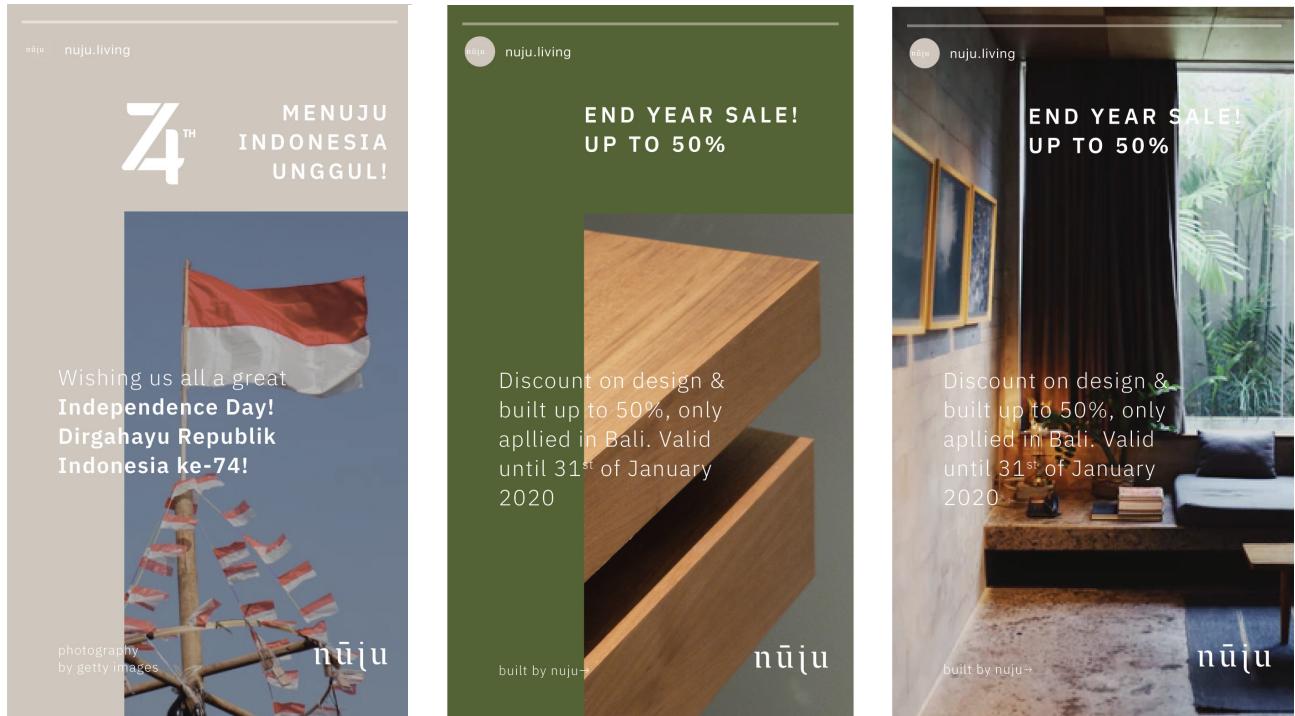


fig 7.8 Implementation example - HUT RI Greetings

fig 7.9 Implementation example - Promotional sale

fig 8.0 Implementation example - Promotional sale

Prints & Stationery

IMPLEMENTATION

These are some of the example of the brand's implementation through prints and stationery design.

LETTER						
no	#LT1201012020	to	Sohn Doe	Dempuan, Bali		
date	Monday 01/01/2020	subject	HQ			
Thank You for Trusting Us!						
						
LOREM IPSUM <small>(lo) +62 812-1999-9234 (em) info.nuju.living@gmail.com (i) @nuju.living (a) Jl. Tamblingan Selatan, Padang Sumbawa, Denpasar, Bali.</small>						

fig 8.1 Cover letter grid & typography template

fig 8.2 Invoice grid & typography template

INVOICE																			
no	#ANU1201012020	to	Sohn Doe	Dempuan, Bali															
date	Monday 01/01/2020	subject	HQ																
Costum Cabinet - Casa Umalas																			
<table border="1"> <thead> <tr><th>Items</th><th>Spec</th><th>Unit</th><th>Qty</th><th>Unit Price</th></tr> </thead> <tbody> <tr> <td>01. Cabinet Storage</td><td> <ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL </td><td>pcs</td><td>1</td><td>IDR 3.600.000,00</td></tr> <tr> <td>02. Cabinet War probe in Walk-in Closet</td><td> <ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL </td><td>pcs</td><td>1</td><td>IDR 4.500.000,00</td></tr> </tbody> </table>					Items	Spec	Unit	Qty	Unit Price	01. Cabinet Storage	<ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL 	pcs	1	IDR 3.600.000,00	02. Cabinet War probe in Walk-in Closet	<ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL 	pcs	1	IDR 4.500.000,00
Items	Spec	Unit	Qty	Unit Price															
01. Cabinet Storage	<ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL 	pcs	1	IDR 3.600.000,00															
02. Cabinet War probe in Walk-in Closet	<ul style="list-style-type: none"> • Teakwood 3mm • Teakblock 18mm • Finishing HPL 	pcs	1	IDR 4.500.000,00															
																			
Summary Rounded Summary kerlang *Payment for this methods are to be completed as followed; Deposit 50% 100% progress on site 50% **Payment via bank transfer Bank BCA b749-2774-489 I Name Dwi Prasetya Bank Mandiri 145-01-5100-2200 I Name Dwi Prasetya Regards, Dwi Prasetya <small>RECORD NUMBER</small>																			

IMPLEMENTATION



fig 8.3 Cover letter example

fig 8.4 Invoice example





fig 8.5 Business card grid & typography template

fig 8.6 Business card example (front & back)

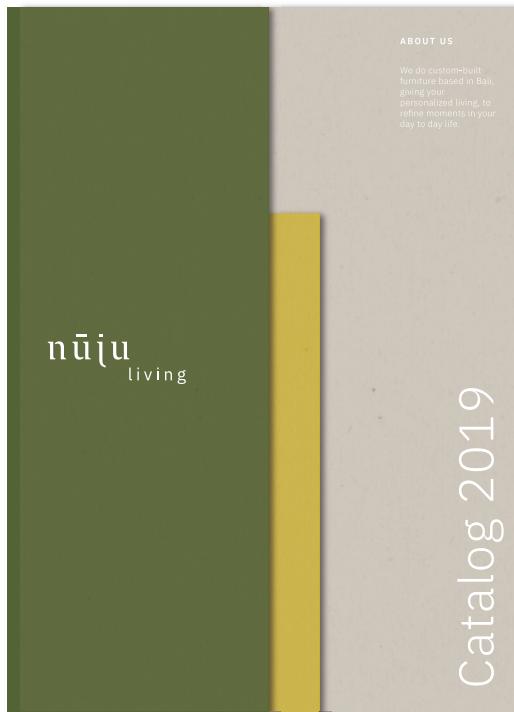


fig 8.7 Catalog example (closed)

fig 8.8 Catalog example (opened)



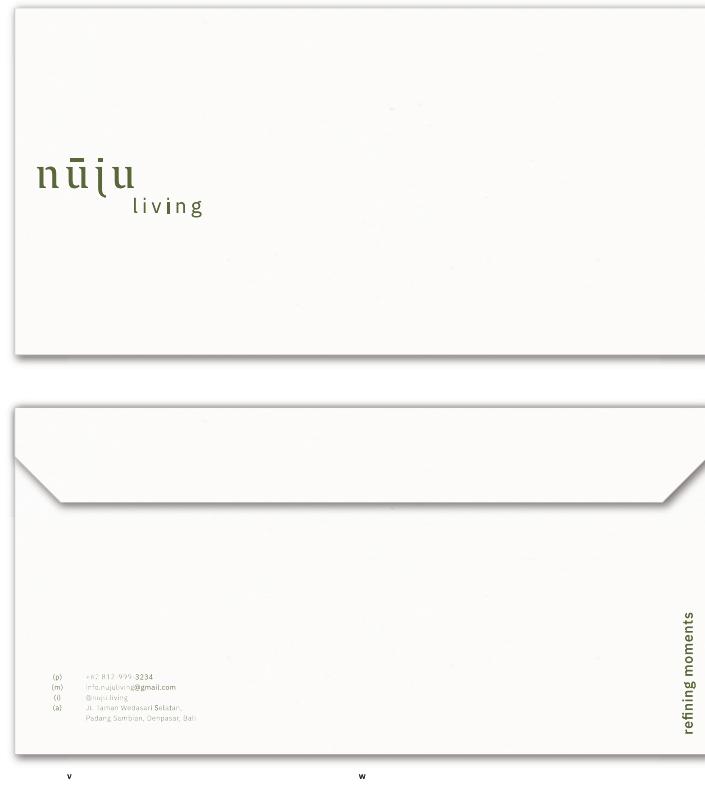


fig 8.8 C6 Envelope example

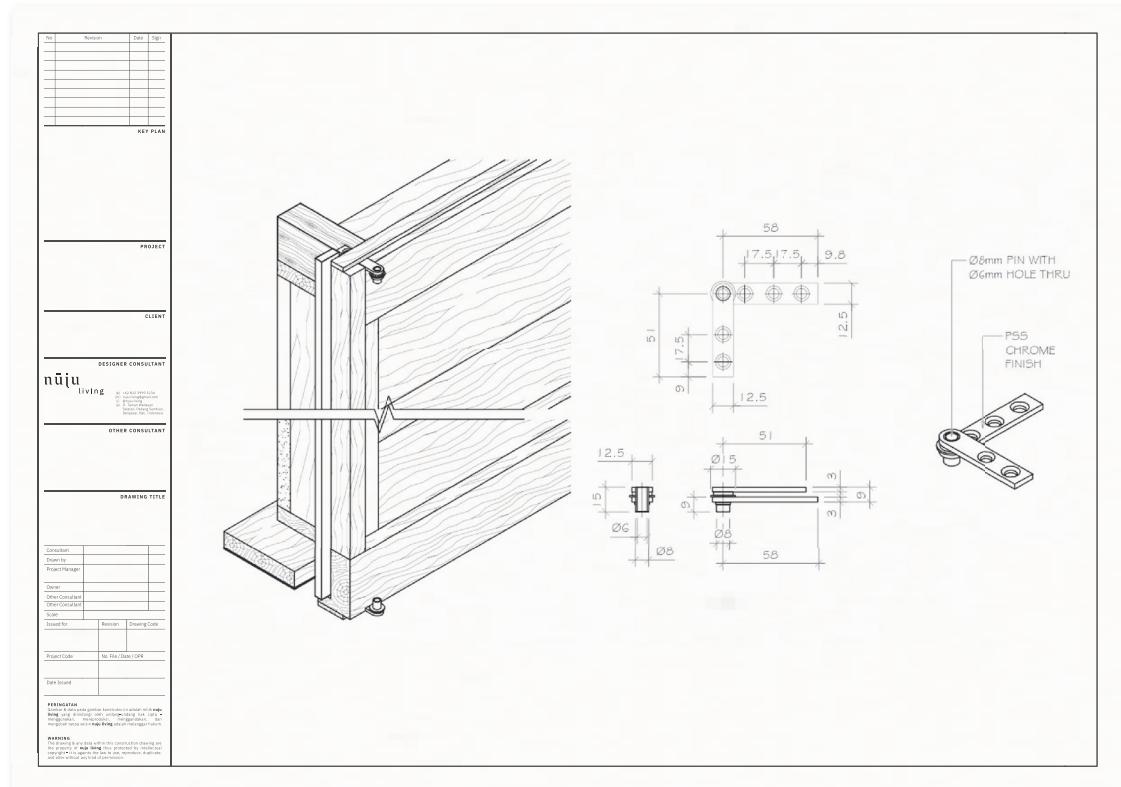


fig 8.9 Construction drawing example

nūjū
living

COPYRIGHT 2019

