

Nodex Corporate Identity  
Style Guide



Compiled in deford.studio in 2020

# A few words about the guide

The Nodex corporate style is based on several basic elements: the logo, the color palette, the signature font, and the corporate pattern. They serve as a starting point for solving design tasks. This guide serves as a corporate style instruction manual. It allows you to maintain compliance with our developed standards when dealing with Nodex's employed designers and printers. The rules laid out here will help them perform the work correctly and to an appropriate standard.

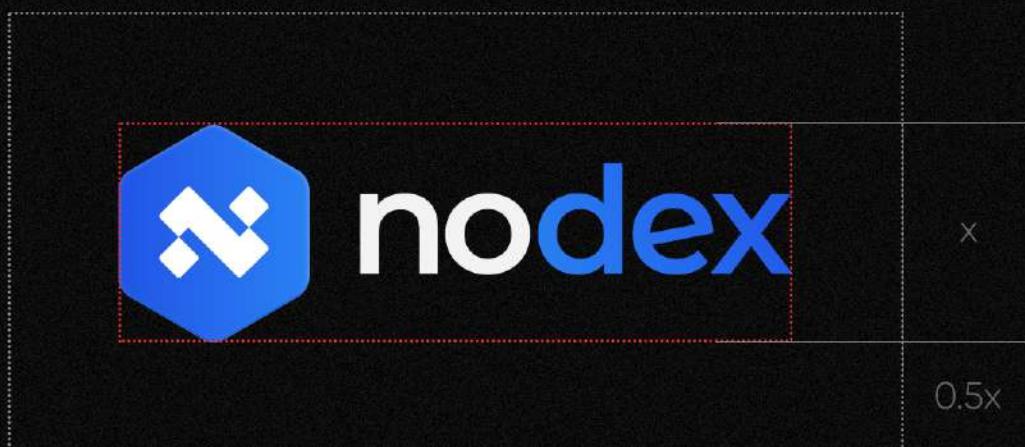
# The logo



The Nodex logo consists of a hexagon and a stylized letter "N". The corporate spelling consists of a serif font and is divided into two parts, "no" and "dex" with contrasting colors. The Nodex logo is provided in color, and no further color alterations should be made.

# Clearspace

In order to ensure brand recognition and the correct perception of color, the logo should be provided the correct amount of “clearspace” when placed on advertising, and other media. The clearspace is the minimum allowed space surrounding the logo, free from any graphics or text, and should be equal to half the height of the symbols of corporate spelling and measured tangent lines of the logo from all sides. In most cases, it is recommended that the logo be allowed more than the minimum required clearspace.



# Positioning

When designing a layout, it is recommended to use tangent lines for alignment of text blocks, design elements or graphic information concerning the logo, and also for alignment of the logo with a grid or edge of a layout. Tangent lines are also used to size the logo or to measure distances to objects in the layout.



# Contrast

There are two variations of the Nodex logo provided to give contrast to the surrounding content.



**nodex**



**nodex**

The dark variation of the Nodex logo should  
be used on light backgrounds



**nodex**

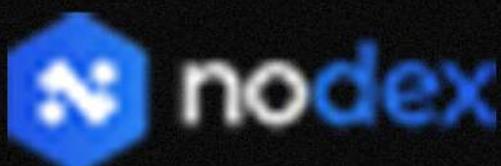


**nodex**

The light variation of the Nodex logo should  
be used on dark backgrounds

# Errors in use

This section presents the most common mistakes made when using the logo. We ask that you avoid these common mistakes and make sure that contractors use the logo appropriately. In all cases, use the original files with the correct version of the logo.



Pixelization of the logo is not permitted.



The logo must not be rotated.



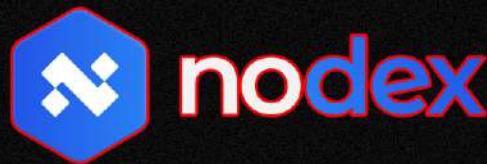
The proportions of the logo must not be distorted.



Logo colors may not be altered.



The use of another gradient is not allowed.



The use of bypass is not allowed.

# The color palette

The palette consists of company colours, which can be used on various mediums. Always pay attention to the color description as colors are easily misrepresented from device to device, and from print to print.



# The signature font

The Nodex corporate font family is Montserrat. This font family is mandatory for use in the design of advertising materials. Fonts that do not belong to the Montserrat font family may be used only in exceptional cases.

Montserrat Extralight

Montserrat Light

Montserrat Regular

Montserrat Medium

**Montserrat SemiBold**

**Montserrat Bold**

**Montserrat ExtraBold**

**Montserrat Black**

# The corporate pattern

Patterns are an important part of modern design; They make it more original and diverse, add zest and help to increase brand recognition. Unlike small textures, patterns are integral parts of our designs, and any objects can play a role in them. A proprietary pattern has been developed for Nodex in the form of a dot wave

Branded pattern



# Signature T-shirt #1

T-shirt design in black version.



# Signature T-shirt #2

T-shirt design in black version.



# Signature T-shirt #3

T-shirt design in white version.



# Signature T-shirt #4

T-shirt design in white version.



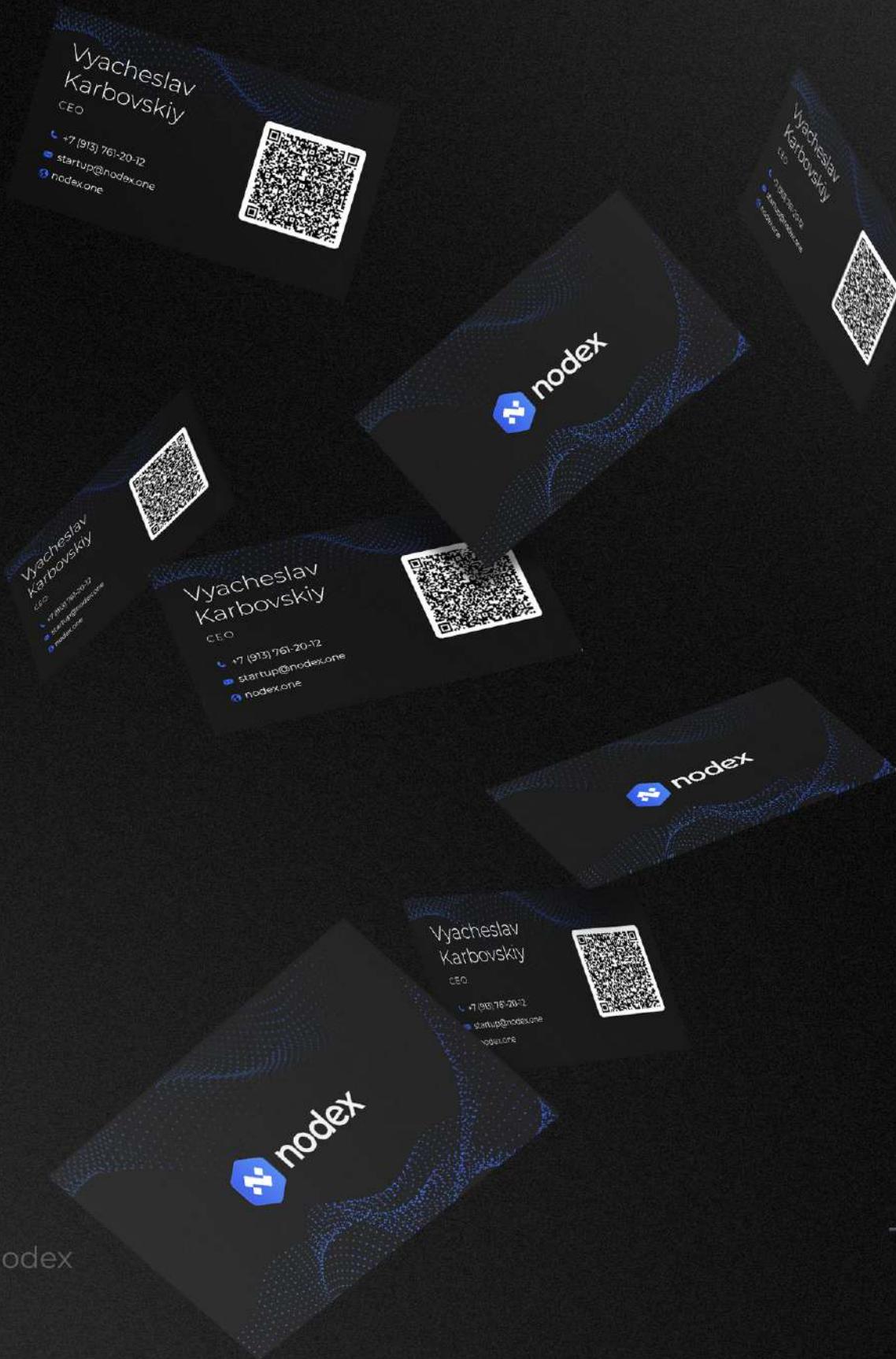
# Plastic card

Plastic card design.



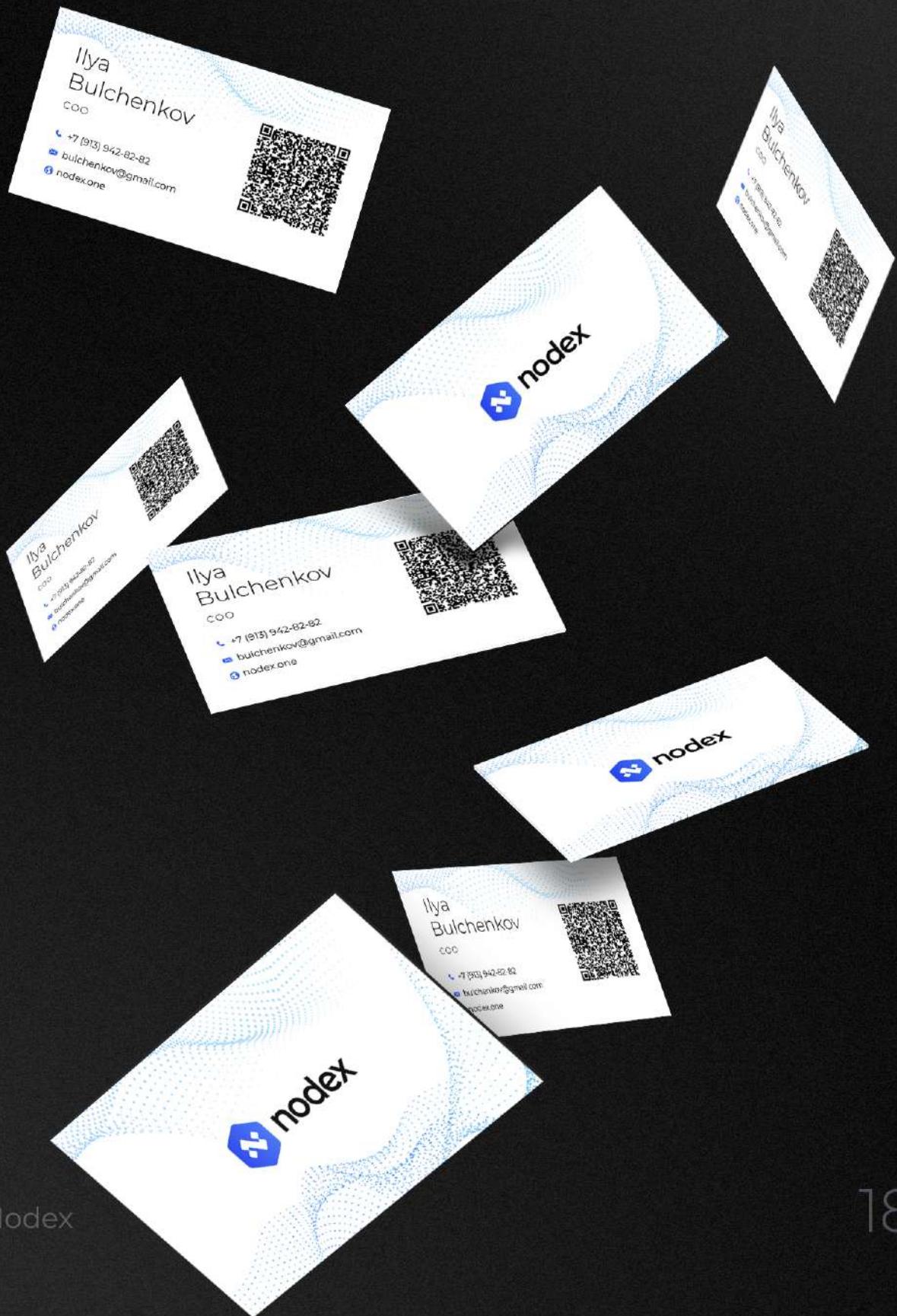
# Business card #1

Design of a branded business card.



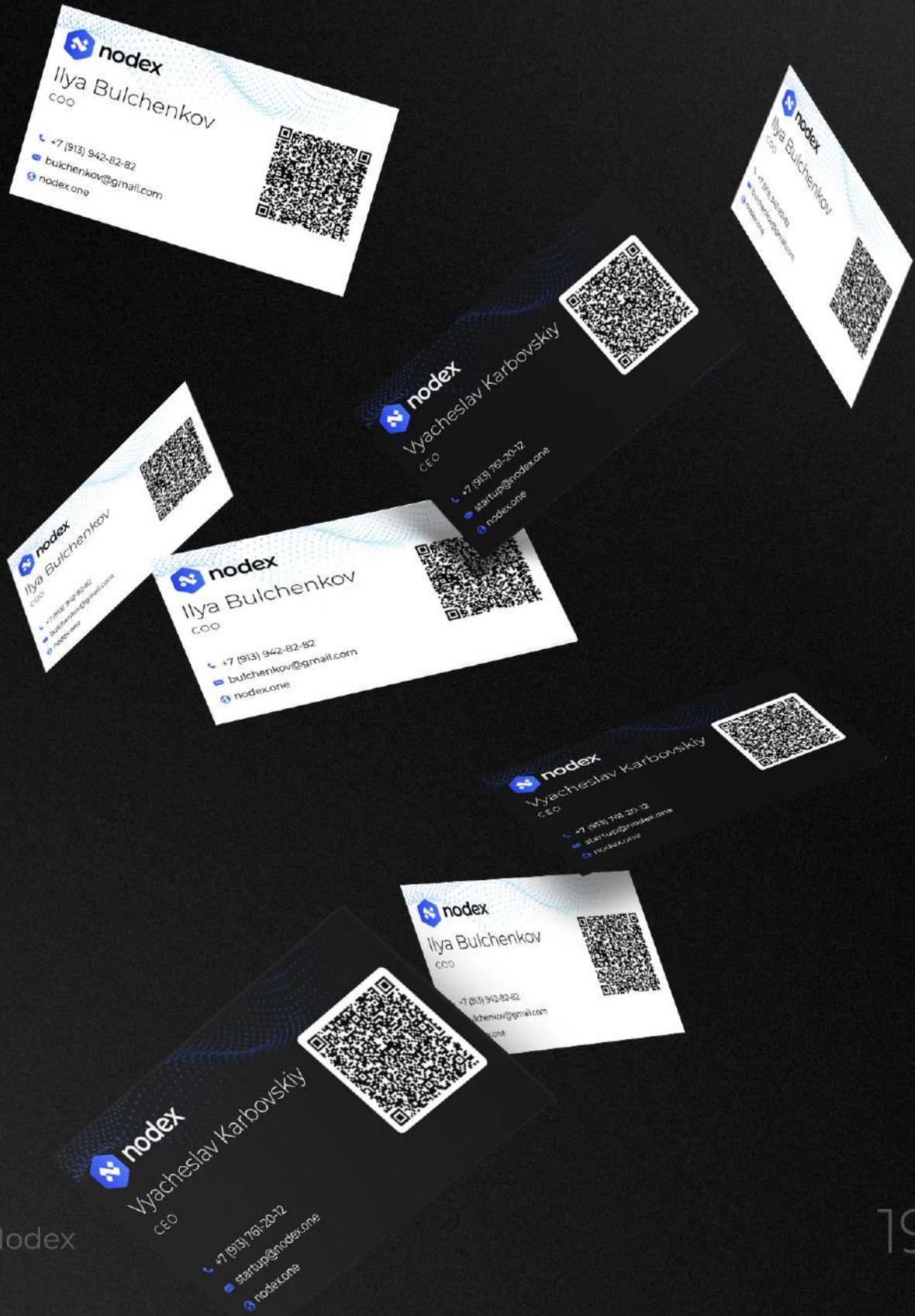
# Business card #2

Design of a branded business card.



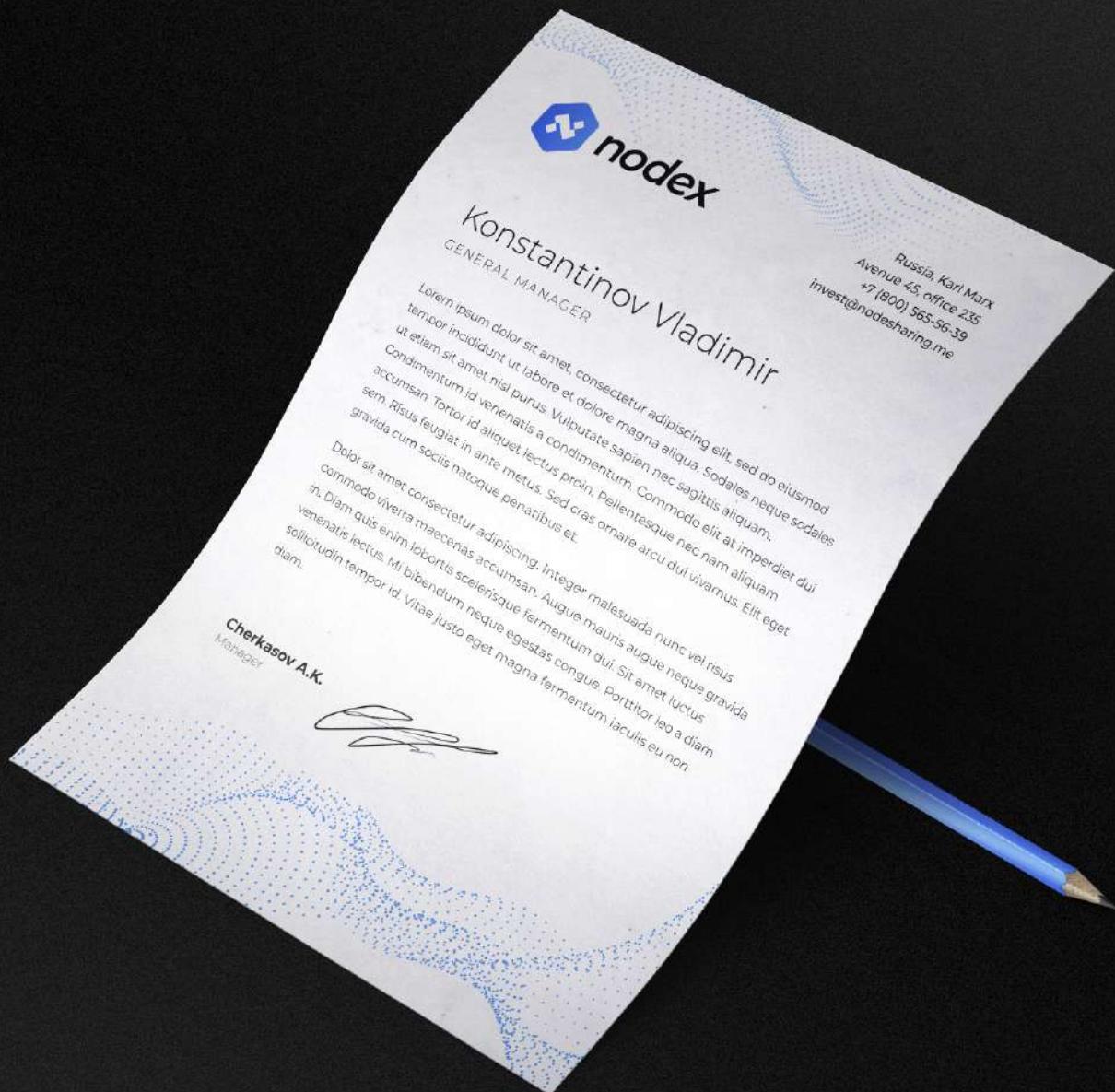
# Business card #3

Design of a branded business card.



# Signature form

Design of the corporate form.



# Branding a car



# YouTube design

Cover design and avatar for YouTube



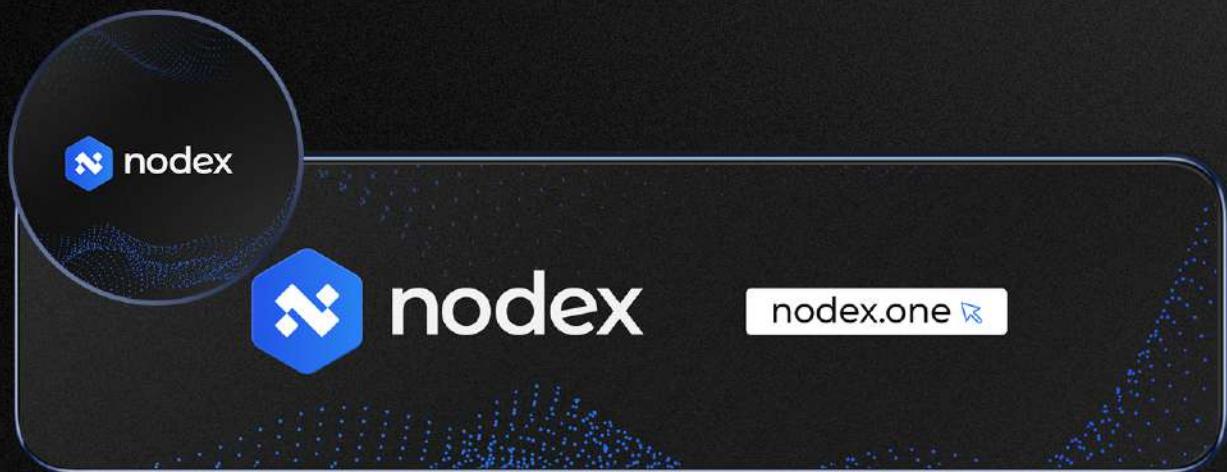
# Facebook design

Cover design and avatar for Facebook.



# VK design

Cover design and avatar for VK.



# Twitter design

Cover design and avatar for Twitter.

