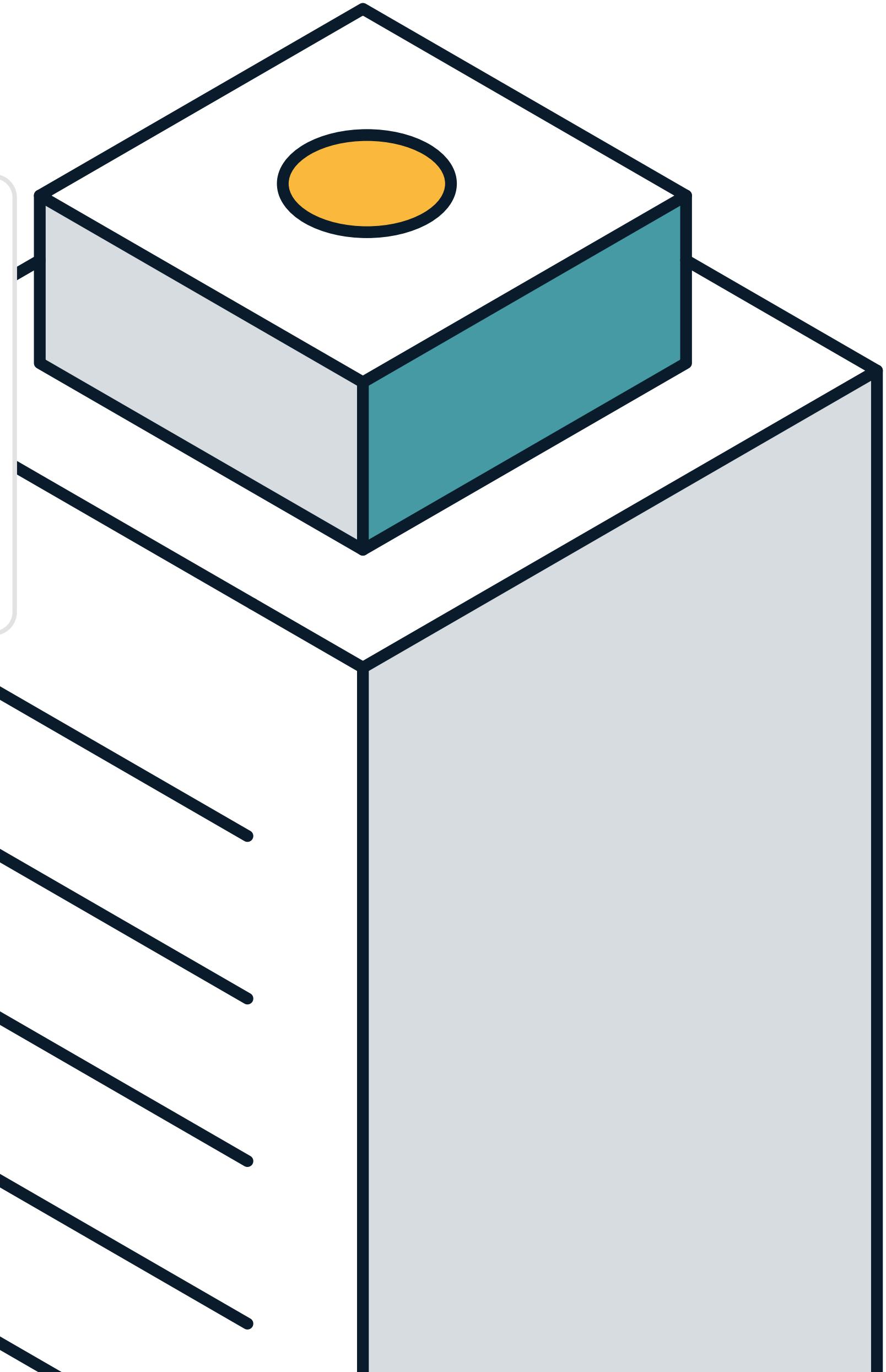
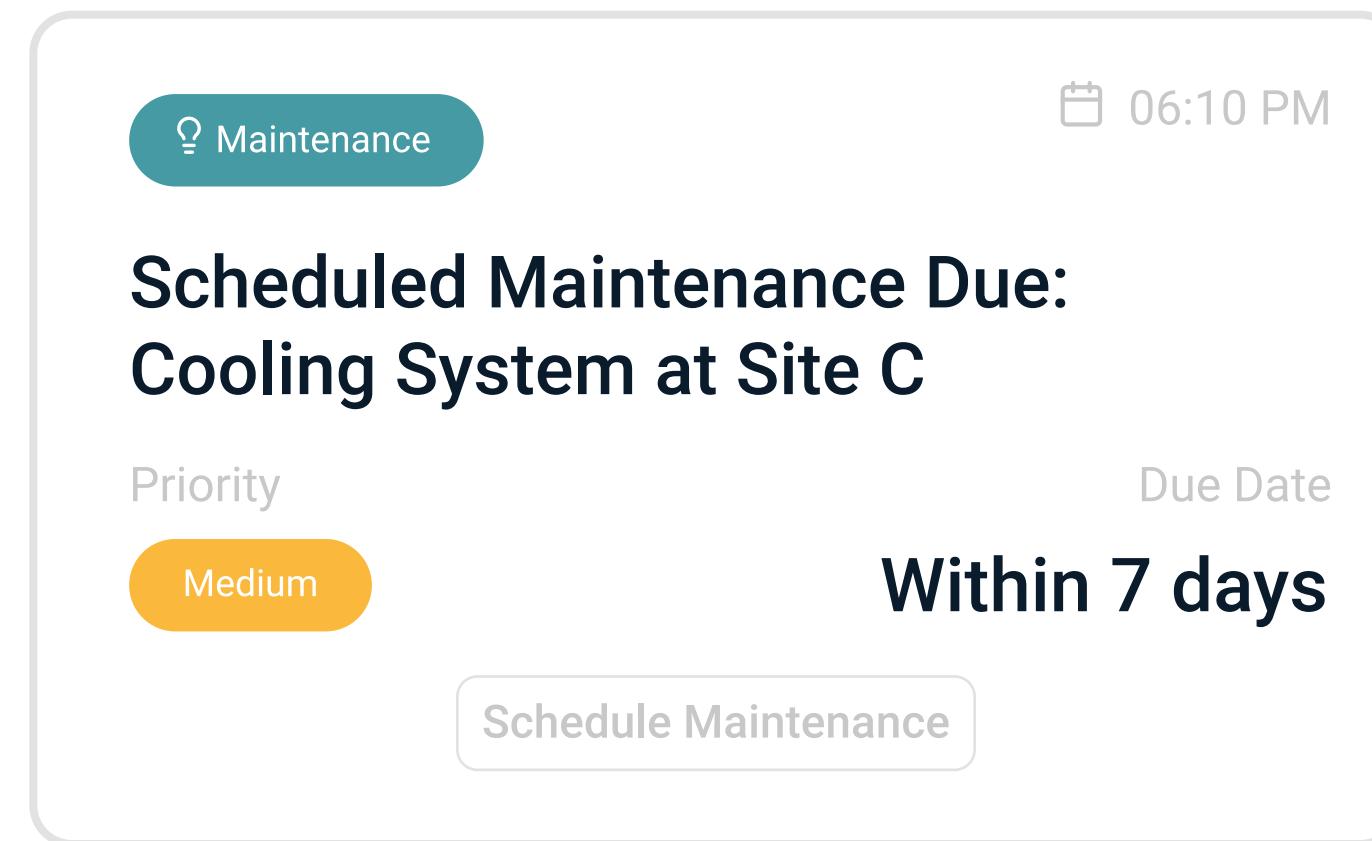




# Brand Guidelines

2024

nube-io.com



-  1. Brand Overview
-  2. Visual Identity
-  3. Visual Language
-  4. Applications
-  5. Creative Direction

# Table of Content

# **01.**

# **Brand**

# **Overview**

### 1.1 Mission

Delivering an open, scalable and cost-efficient approach to building automation designed to reduce system complexity, eliminate licensing barriers and support long-term innovation across the built environment.

### 1.2 Vision

To establish a global standard for open, scalable building automation—driven by interoperability, long-term sustainability, and the seamless integration of IoT across the built environment.

### 1.3 Values

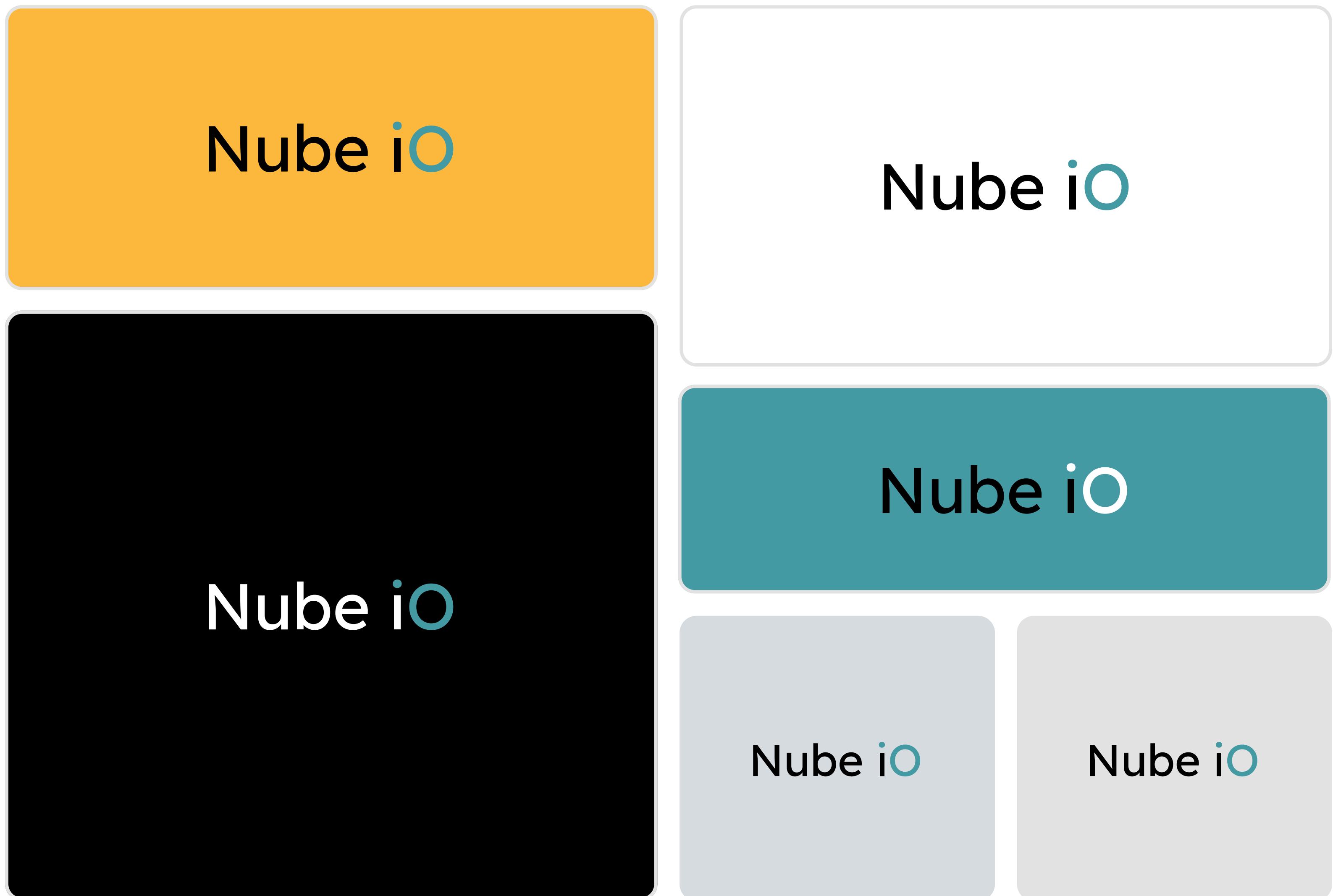
These values guide how we work, make decisions, and build long-term solutions.

- 1. Openness:** Committed to open standards, transparent systems, and seamless integration.
- 2. Practical Innovation:** Focused on solving real problems with scalable, effective solutions.
- 3. Reliability:** Built for stability, performance and trust in every environment.
- 4. Accountability:** Clear ownership, consistent follow-through, and responsible action.
- 5. Accessibility:** Automation that's usable and affordable across any scale or sector.

# 02. **Visual Identity**

## 2.2 The Name

'Nube' is the Spanish word for 'cloud', representing connectivity, data and infrastructure. 'iO' stands for inputs and outputs the fundamental flow behind every automated system. Together, the name reflects a platform built to connect, control and communicate across the built environment.



## 2.4 Typography

The brand's typographic system uses Poppins for general content, offering clean readability across digital and print. For emphasis and key headings, Lexend Bold provides a strong, distinctive presence. This combination supports visual hierarchy while maintaining consistency and modern appeal across all brand applications.

HEADLINE 1  
INTER DISPLAY REGULAR  
SIZE: 50PT / 64PT. TRACKING: -4%

HEADLINE 2  
INTER DISPLAY REGULAR  
SIZE: 40PT / 50PT. TRACKING: -4%

HEADLINE 3  
INTER DISPLAY MEDIUM  
SIZE: 30PT / 42PT. TRACKING: -4%

HEADLINE 4  
INTER DISPLAY BOLD  
SIZE: 25PT / 36PT. TRACKING: -2%

PARAGRAPH  
INTER DISPLAY REGULAR  
SIZE: 24PT / 32PT. TRACKING: -4%

**Smarter buildings start with open, scalable systems**

**From small sites to enterprise portfolios automate without the usual constraints**

Need a flexible solution?  
Talk to our integration team.

Lower install costs, seamless integration, remote control

Nube iO simplifies building automation through open protocols, flexible deployment and a cloud-ready approach. Designed to reduce engineering time and eliminate vendor lock-in, it's built for modern buildings of any size.

## 2.3 Primary colours

The primary palette features turquoise as the lead colour, paired with deep navy, amber and white. This combination balances clarity, energy and professionalism across all brand applications.

Hex: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
PMS: Black C

Hex: #459AA4  
CMYK: 58, 0, 16, 36  
RGB: 69, 154, 164  
PMS: 7710 C

Hex: #fb93e  
CMYK: 0, 26, 75, 4  
RGB: 251, 185, 62  
PMS: 1235 C

Hex: #e3e2e2  
CMYK: 0, 0, 0, 11  
RGB: 227, 226, 226  
PMS: 413 C

Hex: #FFFFFF  
CMYK: 0%, 0%, 0%, 0%  
RGB: 255, 255, 255  
PMS: White

## 2.4 Secondary colours

Secondary colours are used exclusively in charts and data graphics. They add clarity and contrast, helping to differentiate categories while keeping the brand's core palette visually dominant.

Hex: #88c20e  
CMYK: 30, 0, 93, 24  
RGB: 136, 194, 14  
PMS: 376 C

Hex: #E6E6FA  
CMYK: 8, 8, 0, 2  
RGB: 230, 230, 250  
PMS: 7443 C

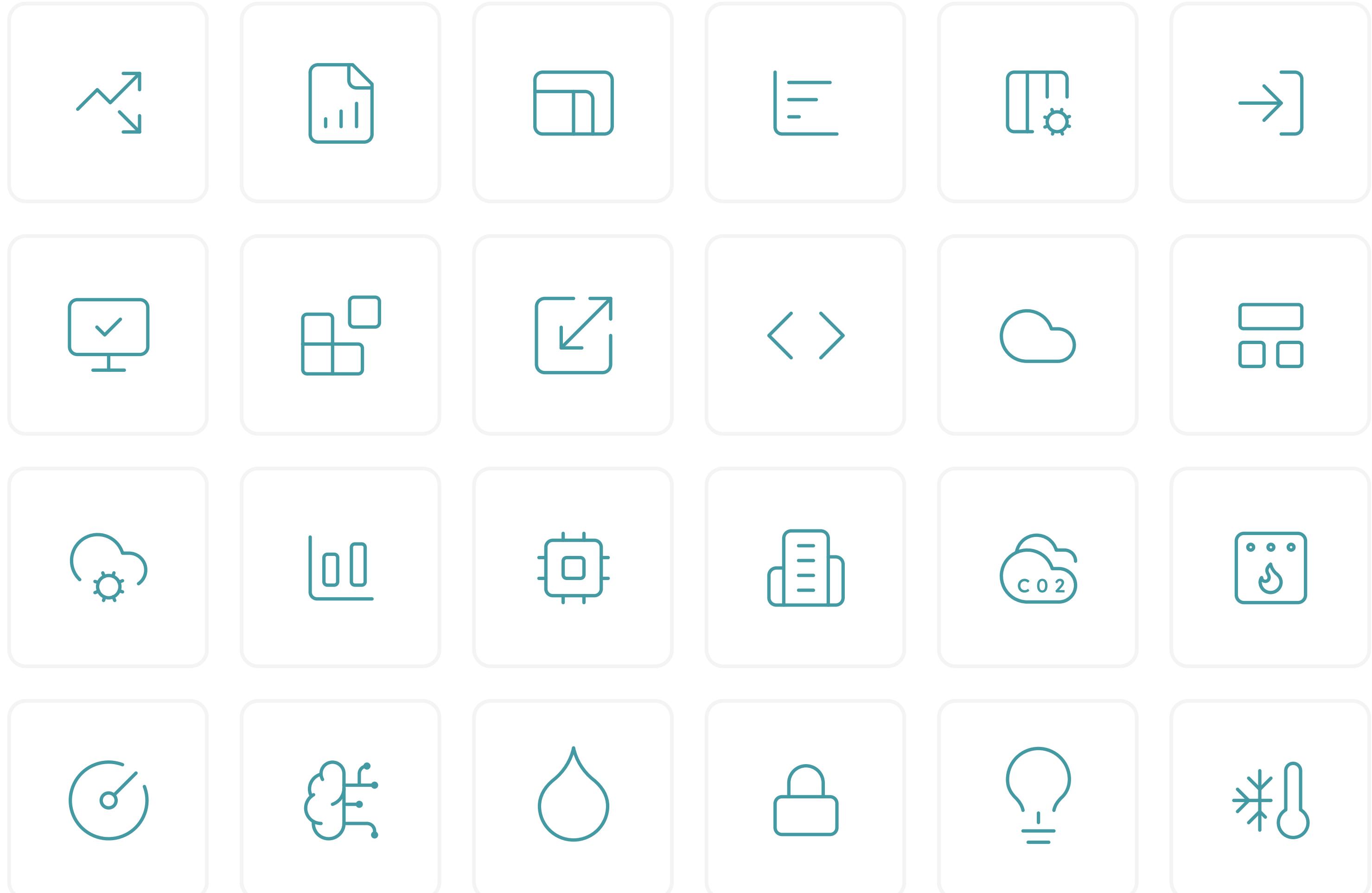
Hex: #ee1b50  
CMYK: 0, 95, 53, 0  
RGB: 238, 27, 80  
PMS: 1925 C

Hex: #184171  
CMYK: 79, 42, 0, 56  
RGB: 24, 65, 113  
PMS: 534 C

Hex: #d7dce0  
CMYK: 4, 2, 0, 12  
RGB: 215, 220, 224  
PMS: 7541 C

## 2.5 Iconography

The icon set is built on the Lucide library, known for its clean lines and geometric clarity. Custom icons follow the same style 1:1—matching stroke weight, proportions and spacing to ensure visual consistency across all interfaces. Icons are kept monochrome and minimal to support clarity at any size.



## 2.6 UI Components

The interface design system is built using the Shadcn/ui component library, offering accessible, modular, and well-documented components for consistent frontend development. All UI elements follow the brand's typographic and colour guidelines, ensuring visual coherence across platforms.

The screenshot displays a comprehensive energy management dashboard titled "Nube iO". The top navigation bar includes a logo, a search bar, and a date indicator ("Apr 14, 2024"). The main content area is organized into several sections:

- Home:** A summary card showing "Energy Consumption" at **24,532 kWh** (down 12.3% from previous period), "Active Alerts" at **4** (up 33.3% from previous period), and "Avg. Temperature" at **72.5 °F** (up 1.2% from previous period).
- Energy Consumption Trend:** A line chart titled "Daily energy usage over time (kWh)" showing usage fluctuating between 2,500 and 10,000 kWh from January 1st to January 12th.
- Building Comparison:** A bar chart comparing current vs previous period energy usage (kWh) for four buildings: Building A, Building B, Building C, and Building D. The chart shows Building C with the highest consumption (~10,000 kWh) and Building D with the lowest (~5,000 kWh).
- Comparisons & Analysis:** A section featuring three tabs: Energy Consumption, Cost Analysis, and Efficiency Metrics. The "Energy Consumption" tab is currently selected.

## 2.7 Illustration

The brand uses clean, isometric illustrations with medium-weight outlines and minimal visual noise. Both single and double isometric compositions are applied to represent layered systems, hardware and user interaction. This style balances technical clarity with an approachable, modern aesthetic ideal for dashboards, marketing and documentation.

