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## Brand Identity Guide

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## INTRODUCTION

The way in which Novagrade presents itself through signs, publications, advertising, websites, stationery, and forms influences the image that people form of the company. This influence is strongest if when the iconography is presented in a consistent way.

The aim of this document is:

1. to create a single, consistent, and clear visual identity for novagrade
2. to project novagrade as a modern and design-oriented organization
3. to standardize Novagrade's visual presentation across all media types, thereby increasing the efficiency and consistency of the image presented.

By maintaining a strong and consistent corporate identity, Novagrade can build an easily recognizable and well-respected image.

## LOGO



2-Color: PMS 2718 and Black (shooting star symbol = 68% Black)

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1-Color: All 100% Black

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White on a dark background

The Novagrade logo consists of the “novagrade” name and the shooting star symbol. These should appear together when possible.

The Novagrade name is comprised of “nova” in lowercase Tahoma in color PMS 2718 blue, immediately followed by “grade” in Tahoma Bold in color 100% black. There is no space between the words. Character spacing is expanded by two points. The “R” is shown in superscript form in Tahoma, color 100% black (not bold).

The Novagrade logo should be

- left undistorted
- used in 2-color when possible or 100% black if color is not available
- able to “breathe” (at least the width of the “e” in “grade” on all sides when possible)

## LOGO SYMBOL



The novagrade “A shooting star” symbol is shown here. The “A” is intended to evoke the highest “grade” possible reinforced by the 4 point star resembling a “plus” sign. The symbol can be 68% black or 100% black. Also the symbol can be all white against a novagrade blue or all black background.



Use of symbol with name

## TYPOGRAPHY



Tahoma Medium and Bold typefaces are used in the Novagrade logo only.

The fonts Fira Sans Book and Fira Sans Bold (used for emphasis) complements the Tahoma font and should be used for other communications. The consistent use of this typeface is important to the corporate identity of Novagrade.

Fira Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

[.,;:-!@\$%&\*/?]

**Fira Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

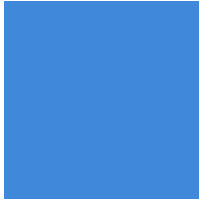
**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**[.,;:-!@\$%&\*/?]**

## COLOR

The novagrade corporate colors are Pantone 2718C Blue, Black and Gray (68% Black)



Pantone 2718C Blue

Equivalents:  
RGB: 70r 107g 176b  
Hexadecimal: #466BB0  
CMYK: 75c 43m 0y 0k



Black

Equivalents:  
RGB: 0r 0g 0b  
Hexadecimal: #000000  
CMYK: 0c 0m 0y 100k



Gray (68% Black)

Equivalents:  
RGB: 82r 82g 82b  
Hexadecimal: #525252  
CMYK: 0c 0m 0y 8k

These colors are to be matched for all applications.