



NUKASA

# ABOUT

We aim to provide practical and educational knowledge of music through [hnkdojo.com](http://hnkdojo.com) and through various online channels. The Idea is to offer real, sustainable and practical help and applications for Producers, Artists, songwriters and more. Whether it's a hobby or an ongoing career, we aim to find resources that will accommodate every constellation of creatives. The Idea is to build a fruitful community, a home, under one umbrella.



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# TYPOGRAPHY

## **Jaakoppi**

Jaakoppi typeface is only used for the title of Nukasa.  
Jaakoppi subtracted font was used.  
As the font lacks balanced kerning it can't be used in many titles, however it works perfectly with the word Nukasa.

## **Oswald**

Oswald bold is used for all titles.  
It will be used on the Website, Print media, and Social media.  
It's to replace every title the Jaakoppi font outside of the word "Nukasa"

## Inter

Inter Regular is to be used for all body text.



*The round logo will be used solely for profile pictures for media platforms, as it's easily digestible and legible from far away.*

LOGO

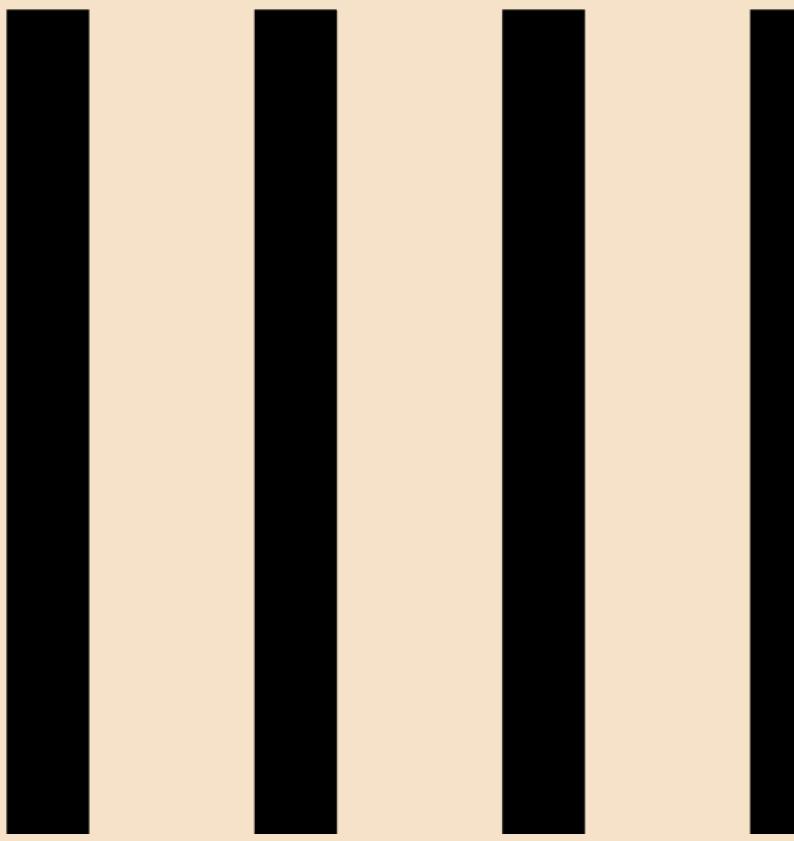
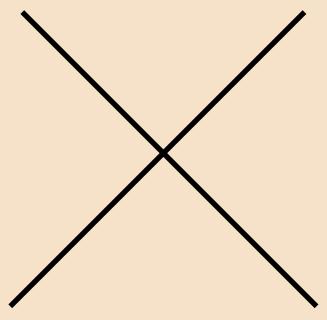
NUKASA



*The parasol is the main logo that will be used for all branding, websites, social media posts.*

*The parasol represents the scope of our mission to invite everyone to be part of the community, our house, our dojo.*

# Logo Usage with sponsors



# EXAMPLES

**Jaakoppi**

**NUKASA**

**Oswald**

**ABOUT US**

**DOJO**

**SIMIUX**

**NUKASA TEAM**

**Inter**

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nisi leo, porttitor ut urna a, tempor gravida magna. Praesent suscipit tincidunt cursus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris maximus ligula quis nunc efficitur luctus. Donec ut venenatis justo, id varius turpis. Vestibulum sed blandit lectus, eu convallis metus. Nunc in tristique lorem. Mauris consectetur, nisi et porta vulputate, orci orci efficitur odio, sed placerat quam orci a leo. Proin vel dictum purus. Proin ac dolor elit. Donec eget pharetra nibh. Proin vel mi ipsum. Suspendisse facilisis hendrerit massa vel rutrum. Vivamus vehicula ipsum sed erat congue, cursus tempor diam tempor. Nunc finibus fermentum convallis.*

*Phasellus placerat nunc diam, vel tincidunt nulla interdum sit amet. Aenean vel sollicitudin ligula, nec commodo odio. Nulla in tortor magna. Morbi et tincidunt nibh. Vestibulum dolor justo, pulvinar at porttitor id, ultrices vulputate nisi. Aenean finibus dui eget justo facilisis ornare. Morbi rutrum rutrum ligula. Donec pharetra arcu at vestibulum posuere. Morbi maximus, risus non molestie blandit, est*

# PRIMARY COLOR PALETTE

BG/DM-Text  
#F6E2C9

<b>RGB</b>	<b>CMYK</b>
246	0
226	8
201	18
	4



Blue Umbrella  
#2C9AA1

<b>RGB</b>	<b>CMYK</b>
44	73
154	4
161	0
	37



Nukasa Color  
#9B4C44

<b>RGB</b>	<b>CMYK</b>
155	0
76	51
68	56
	39



One Tone  
#98895b

<b>RGB</b>	<b>CMYK</b>
152	0
137	10
91	40
	40



Website Text  
#6A3630

<b>RGB</b>	<b>CMYK</b>
106	0
54	49
48	55
	58

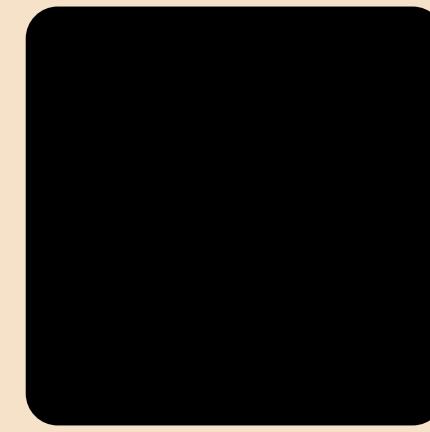
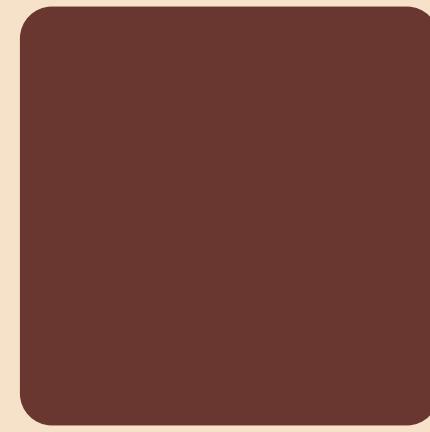


Dark Mode BG  
#29294E

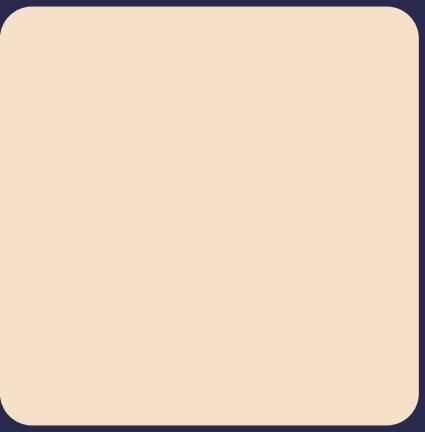
<b>RGB</b>	<b>CMYK</b>
41	47
41	47
78	0

69

# Light Mode



Dark Mode



NUKASA

# Writing Guide

The vision for Nukasa is a very free-form and fluid, relaxed and personable.

Nukasa in a body of text will always have the N capitalized.

[Anything within brackets is supposed to be supporting information, and or links to other sites that support the main topic of the prior page]

(Anything in parentheses is used for colloquial speech)

"For Quoting or paraphrasing someone"

Asterisks\* will serve as a secondary explanation and to show a reference or comment. The symbol is placed after the word.

#Hashtags are only to be used in text when referring to a specific hashtag someone should search on any given social media.

Cursing is allowed but should be censored "F\*\*K"

The importance of Nukasa's voice is to stay human. We would like to communicate in a way that's relatable, as if you're talking to a good friend with experience in something you're trying to learn.

Within the scope of Nukasa there will be different people creating and posting blogs and maybe even videos, so for us it's crucial that the people that do, stay themselves. This way some people may be more attracted to a specific teaching/learning style.

Witty, authentic, conversational but respectful, friendly but not ingratiating, or condescending, clear concise, and human.

This could also arise some issues with being too candid, or abrasive. Keep in mind that we're still trying to communicate like everyone is our friend.

A friendship is dynamic, and occasionally will require harsh truths, but that shouldn't stoop down to being disrespectful.



NUKASA

**Main slogan and supporting slogan to further enhance the idea of Nukasa**

“Take it easy, but take it”

“Teachers opening doors; you enter by yourself”



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