



LOGOBOOK

Design By Nova HVAC

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INTRODUCTION

About the company

DBN HVAC is a professional service and installation company specializing in heating, ventilation, and air conditioning systems.

The name DBN originates from Design by Nova, reflecting the company's foundation in design-driven engineering and precise execution.

The arrow in the logo symbolizes movement, air circulation, and growth — key principles of the HVAC industry and the company's commitment to constant improvement and efficiency.

Purpose of the logo book

This document defines the visual identity standards of the DBN HVAC brand.

It ensures consistent use of the logo and supporting elements across all materials — from digital media to print and uniform branding — maintaining a unified and professional brand image.

LOGO

The core element of DBN HVAC visual identity.
It represents precision, movement, and reliability.

LOGO

Composition and Hierarchy

The DBN HVAC logo is built on principles of functional clarity and visual balance. DBN holds the central position, established as the dominant element through a powerful, bold typographic style.

This part of the mark is intended to instantly capture attention and serve as the core of the brand identity. Visual momentum is achieved through the integrated line that extends the letter "N" into a strict upward vector.

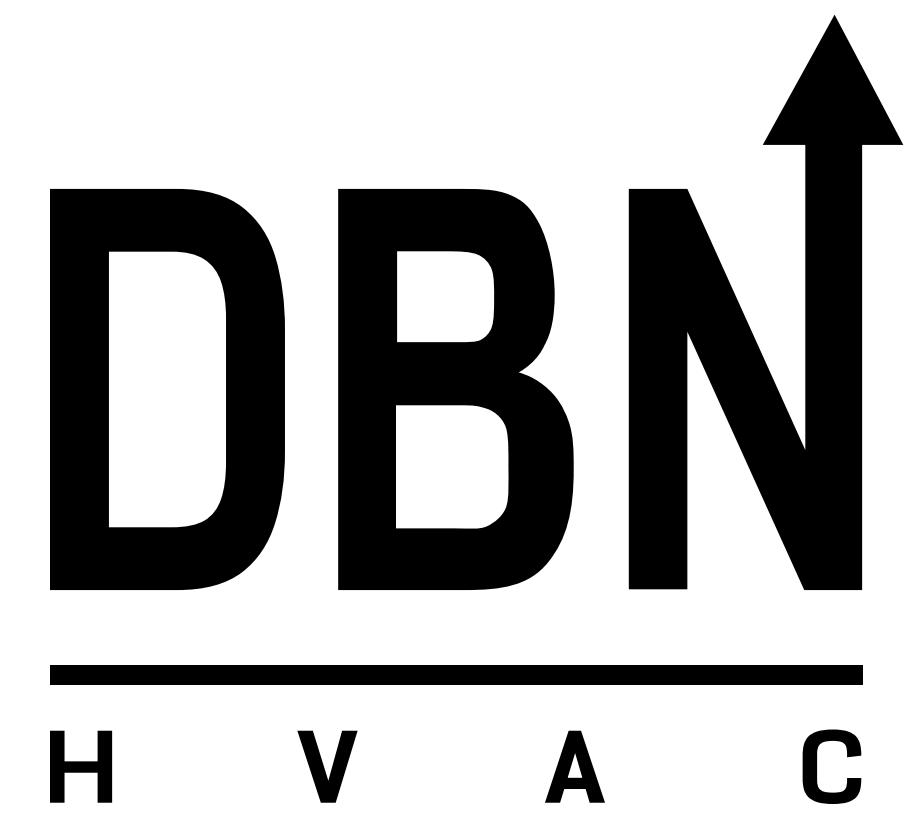
Descriptor and Typography

Below the main mark is a thin horizontal line, which functions less as a divider and more as a baseline for the descriptor. Positioned beneath it is the abbreviation HVAC. This component is rendered in a lighter weight with increased letter-spacing (tracking).

This stylistic choice establishes a clear hierarchy: DBN is the brand name, and HVAC is the clarifying industry designation. The restrained use of color and the strict geometric typeface ensure the mark looks modern, professional, and highly scalable.



LOGO VARIATIONS



Light background version



Version for dark and colored backgrounds

DBN

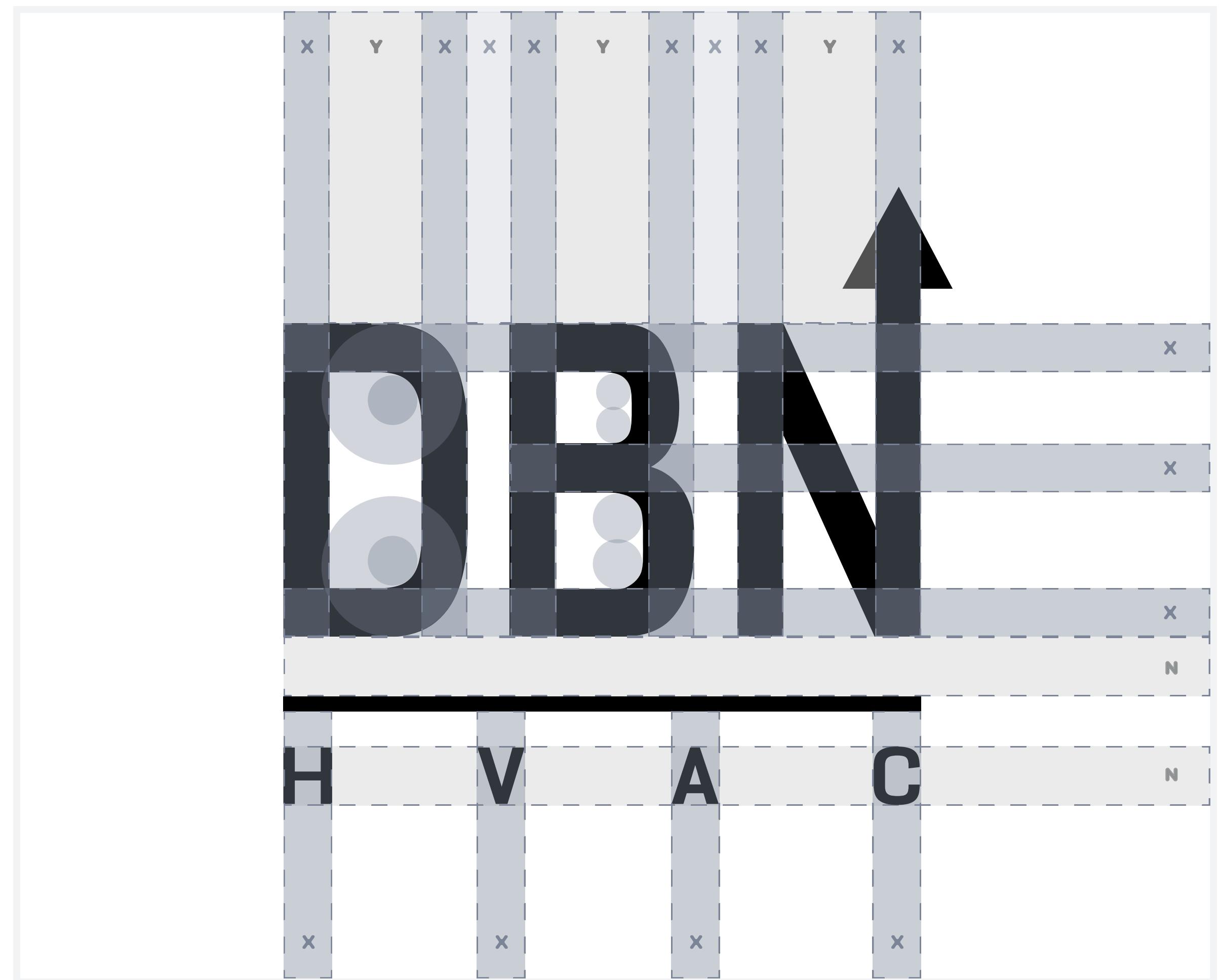
H V A C

LOGO STRUCTURE

LOGO GRID

The grid defines the proportions and alignment of all elements in the DBN HVAC logo.

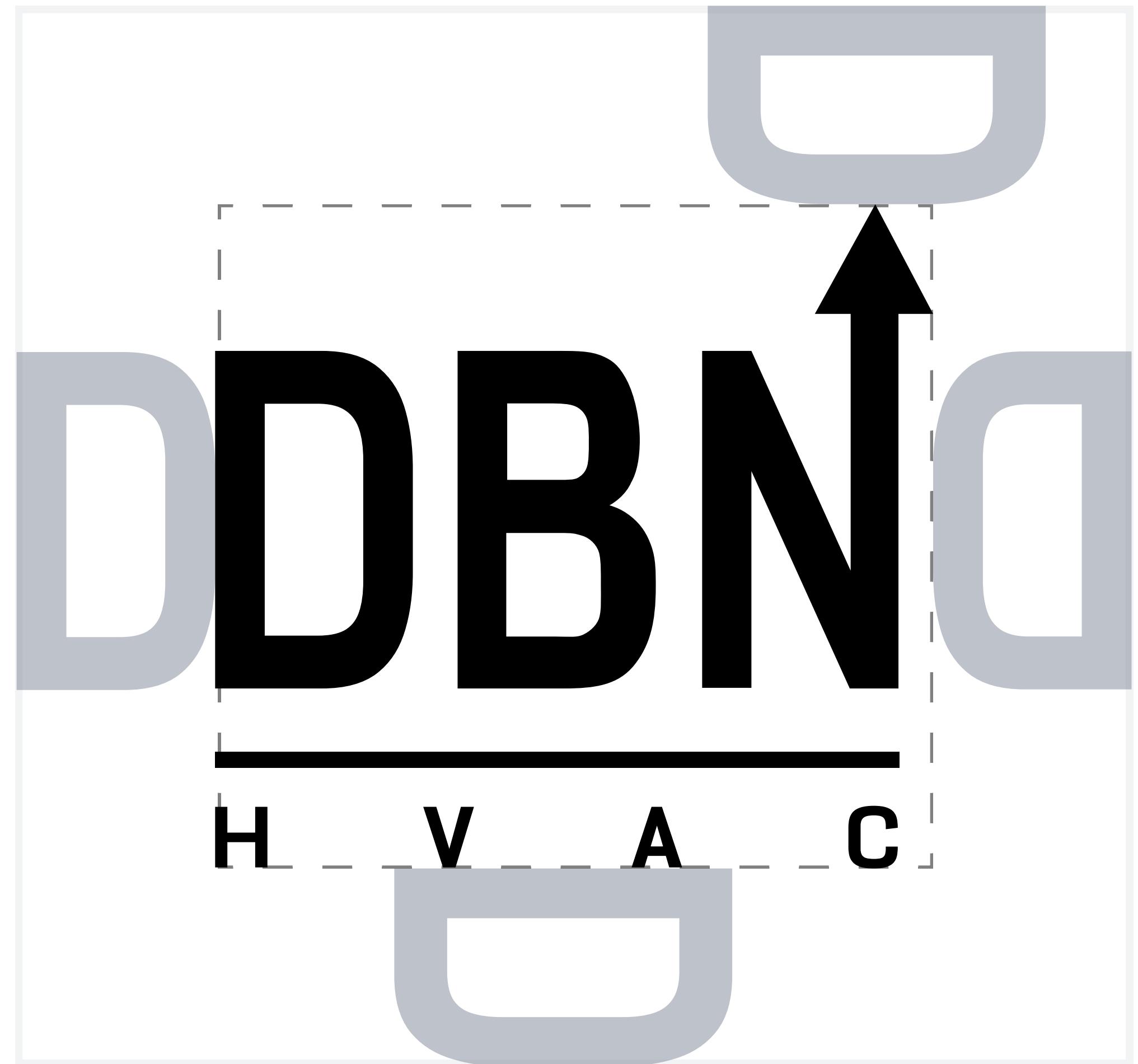
It ensures balance, precision, and visual harmony across all formats and applications.



LOGO SECURITY FIELD

The security field defines the minimum clear space around the logo, which equals the height of the letter D in the DBN wordmark.

No other elements should appear within this area to preserve clarity and visual balance.



MINIMUM SIZE

To ensure legibility and visual integrity, the logo should never be displayed smaller than 25 mm in width for print and 120 px for digital use.

Using the logo below this size may cause loss of detail and reduce brand recognition.

Minimum logo size in digital space



120 px



120 px

Minimum logo size for printing



25 mm



25 mm

DBN
H V A C

Developed by Castell's
Agency studio in 2025

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Design By Nova HVAC

COLORS

PRIMARY AND ADDITIONAL COLORS

The color palette of DBN HVAC is built on contrast, clarity, and professionalism. It reflects the brand's balance between technical precision and modern aesthetics.

Primary Colors

White Air — #FEFEFE

Symbolizes freshness, airflow, and clarity — key qualities of the HVAC industry.

Black Core — #060606

Represents strength, stability, and reliability — the foundation of the brand's identity.

Additional Colors

Steel Warm Grey — #887D72

Adds balance and refinement, emphasizing the brand's professional tone.

Cool Graphite Blue — #7D8597

Brings a modern, technological feel and enhances contrast in digital and print materials.

White Air

HEX: #FEFEFE
RGB: (254, 254, 254)
CMYK: (0%, 0%, 0%, 0%)

Black Core

HEX: #060606
RGB: (6, 6, 6)
CMYK: (0%, 0%, 0%, 98%)

Steel Warm Grey

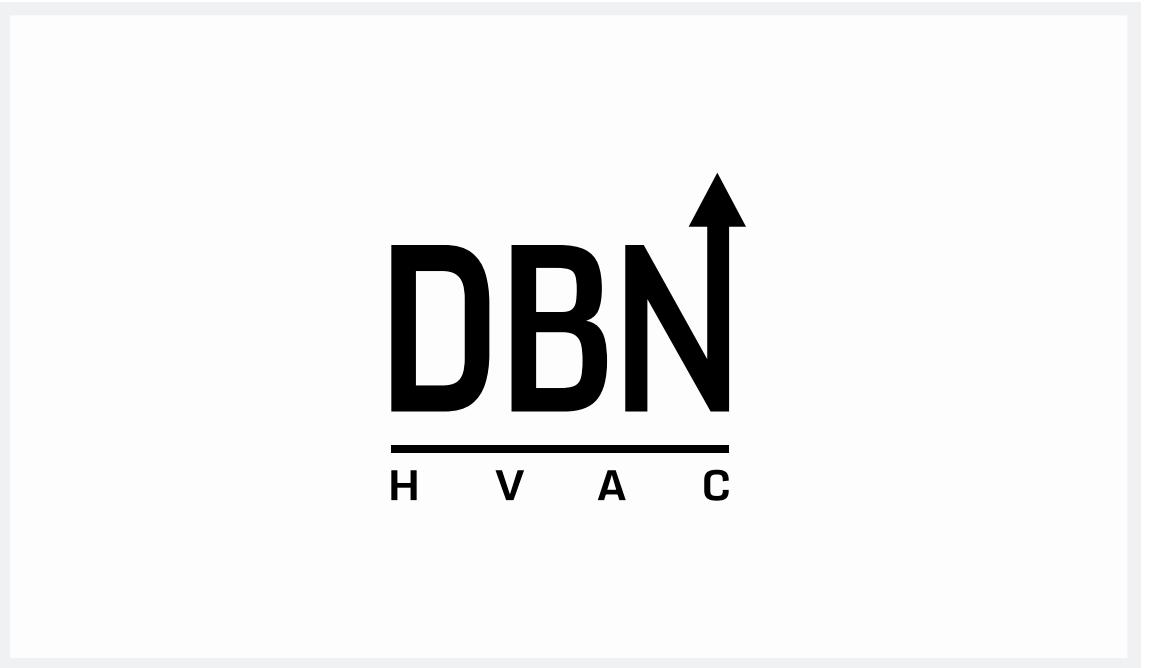
HEX: #887D72
RGB: (136, 125, 114)
CMYK: (0%, 8%, 16%, 47%)

Cool Graphite Blue

HEX: #7D8597
RGB: (125, 133, 151)
CMYK: (17%, 12%, 0%, 41%)

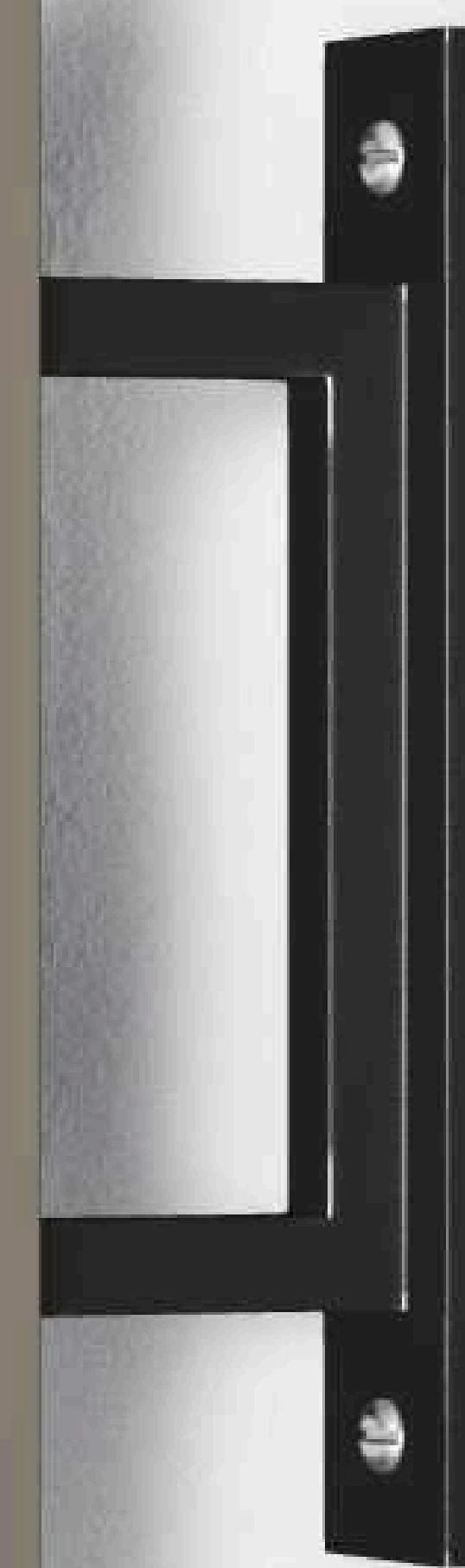
LOGO ON THE BACKGROUND

The main rule is that the logo should contrast with the background. Light background - dark logo, or dark background - light logo



DBN

H V A C



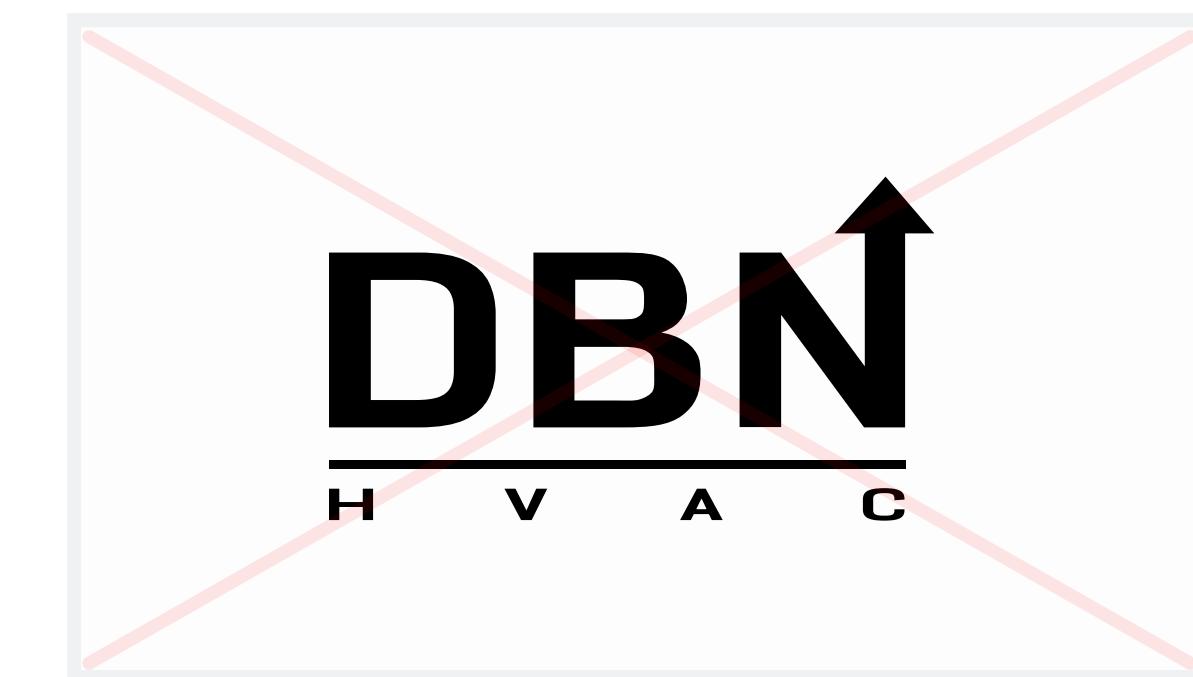
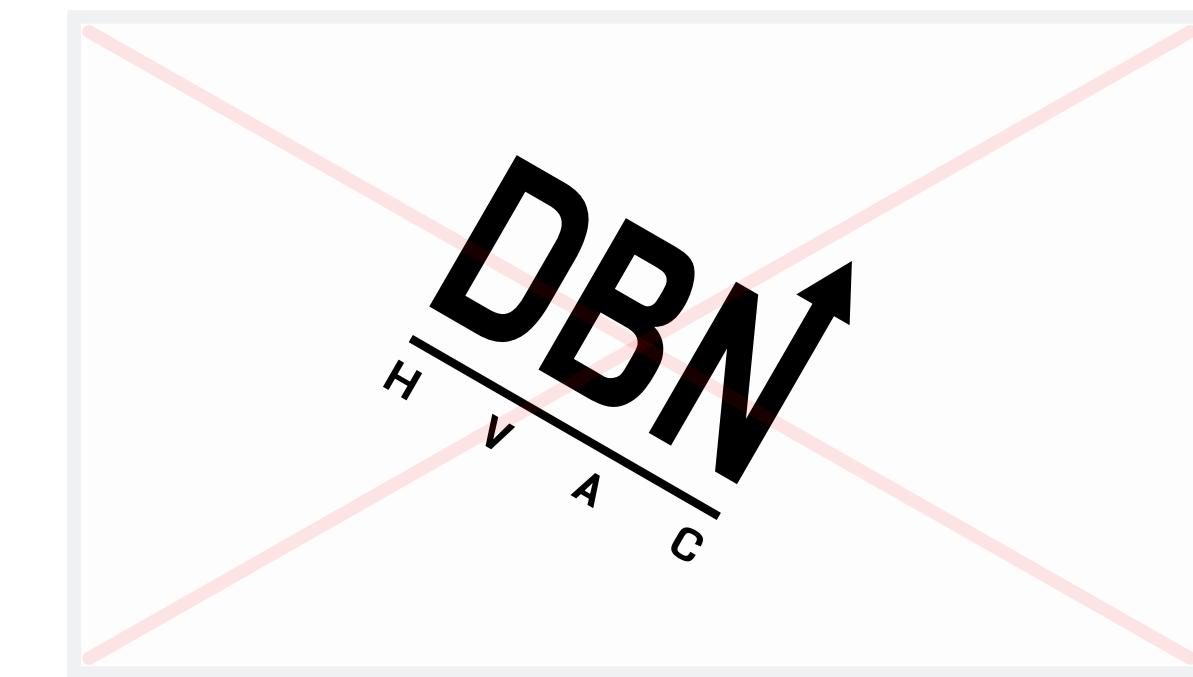


**LOGO.
PROHIBITIONS**

LOGO. PROHIBITIONS

You may not use the logo in the following variations.

1. It is forbidden to tilt it
2. It is forbidden to pull out
3. Do not stretch
4. Do not use other colors
5. Avoid additional effects. The logo should remain clean and minimalistic, no gradient, no stroke
6. Do not use a security field





CONCLUSION

Our brand is more than just a logo or a set of colors — it's a unified visual system that communicates our values, precision, and commitment to quality in every detail.

Use this guide to ensure consistency and integrity of the DBN HVAC identity across all materials and touchpoints.

If you have any questions or need additional guidance, please contact us — we're always glad to help.

Thank you for keeping the DBN HVAC identity strong, consistent, and recognizable.



Developed by Castells
Agency studio in 2025