

A close-up photograph of numerous small, clear water droplets scattered across a dark, textured surface, possibly a leaf or a piece of glass. The lighting highlights the spherical shape of the droplets and their reflections.

# nero

DRINK THE DIFFERENCE

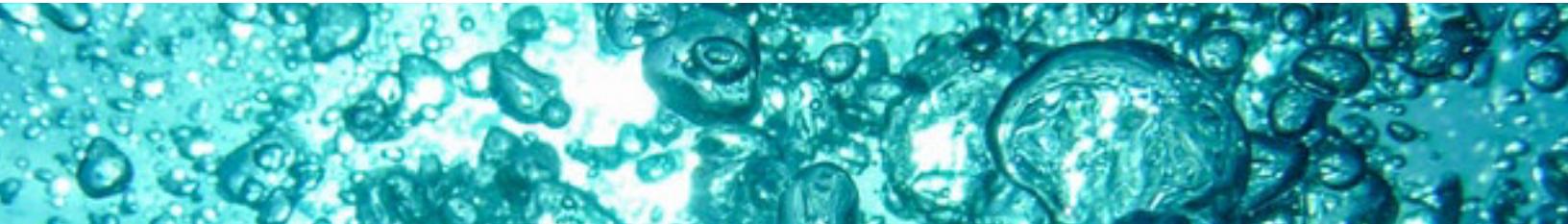
# CONTENTS

PAGE		
1	Who We	Are
2	Logo	Designs
3	Clear	Space
4	Typography	
5	Colour	Scheme
6	Do's and	Dont's



# Who We Are

Nero aims to make a difference. With new technology, water bottles are revolutionized like never before and perfect for any situation. For each water bottle purchase, some proceeds will go towards our partnered charitable organization, [generosity.org](https://www.generosity.org).



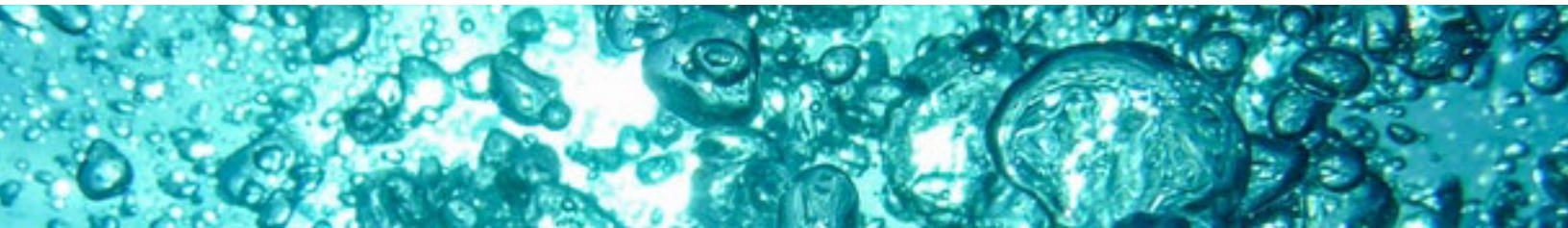
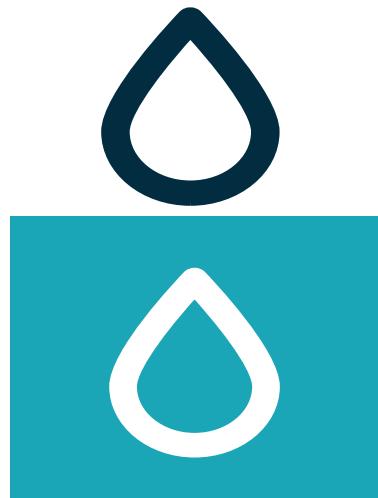
# Logo Designs



We are proud of our logo, and we require that the guidelines must be followed to ensure it always looks its best. The Nero logo brings an aesthetically unique way of encompassing the brand and product.

## Icon

In cases when the Nero brand has been established, we simply use the water/“o” icon on its own. The icon can exist without the letters, however, the word mark should never exist without the icon.



# Clear Space

In order for there not to be crowding when the logo is placed on different media, space bordering is a necessary element to do. By having breathing room around the logo, it allows the audience to understand the logo and brand without being overwhelmed by what they are seeing.



The logo and the icon's clear space is equal to half the height of the icon, which is marked as X in the diagram.

# Typography

Antipasto

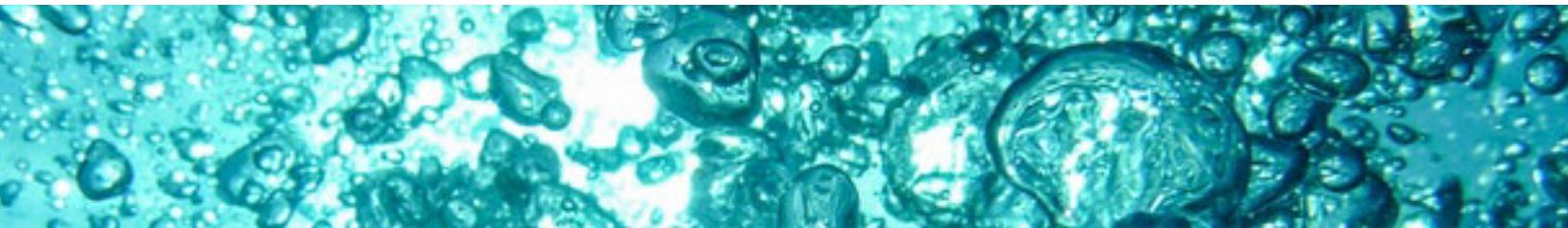
Aa

Montserrat

Aa

“Antipasto” is a free font acquired from dafont.com. This font allows us to maintain the Greek element to our logo but with added modernity.

Montserrat is a Google Font that is used for documentation and marketing material.



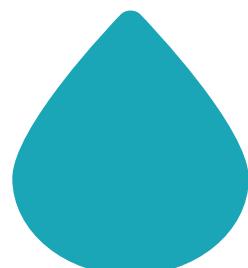
# Colour Scheme

For the colours of Nero, we wanted to focus on the idea of water and having two blues as the main colours.

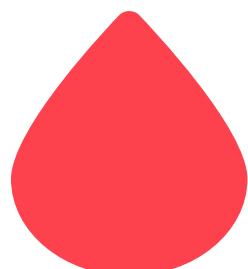
The accent colour of Radical Red brings in life and vibrance to the brand because of its contrasting tone in the palette.



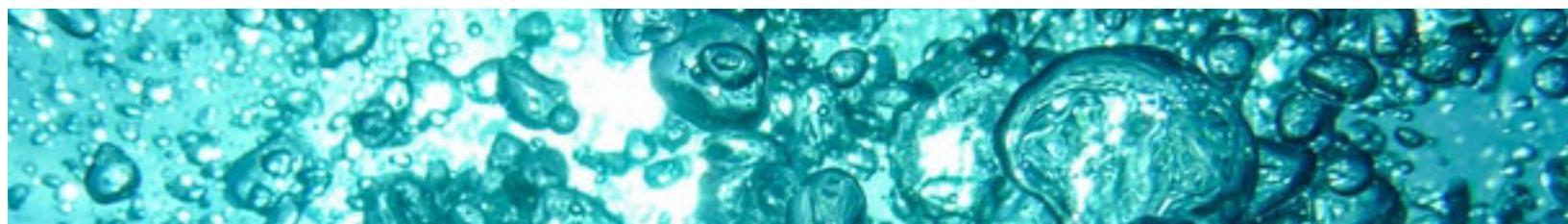
**Blue Whale**  
#022d41



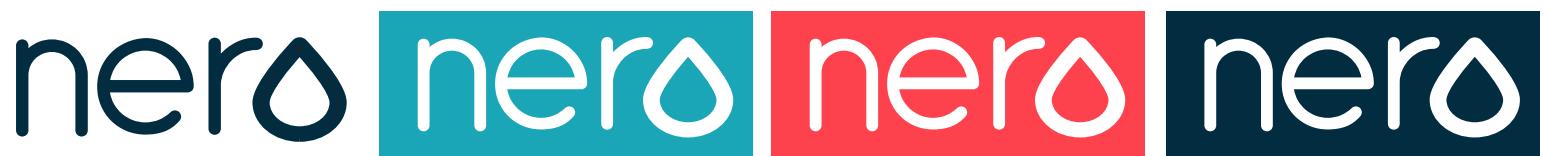
**Pelorous**  
#1aa6b7



**Radical Red**  
#fe424d



# Do's and Don't's



Here are some appropriate ways to use the nero logo.

nero



x

nero

x

nero

x



x

Do not skew, change design, and change the logo colour that is not part of the colour scheme.

