



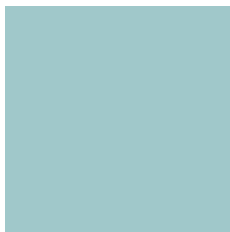
## Social Media Style Guide

Facebook @nuuiidk | Instagram @nuuiidk | Pinterest @nuuiidk

# Brand colors

These colors will not only be used with Nuuii logo but also other branding collaterals and website.

## Primary colors



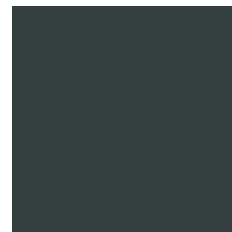
#aecdd0  
PANTONE 2204 C  
R174 G205 B207



#8eb9bb  
PANTONE 5503 C  
R141 G185 B186



#448a8a  
PANTONE 5483 C  
R68 G137 B138



#3d4444  
PANTONE 446 C  
R61 G68 B68

## Accent color



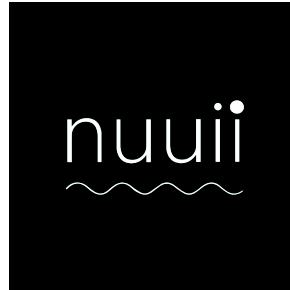
#ffebac  
PANTONE 7499 C  
R255 G235 B172

# Logo

## Main colorways



#448a8a



#ffffff

When used, the logo should be reproduced from authorized sources and should not be redrawn, re-proportioned, or modified in any way.

The colors of the logo should be from the color palette.

The logo should be proportional to the size of the post and it should be positioned in one of the corners of the post.

## Possible colorways



#aecdd0



#8eb9bb

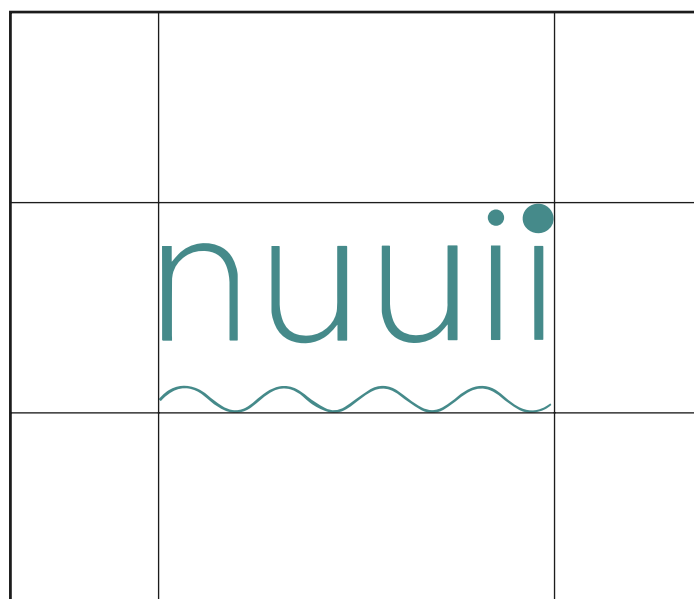
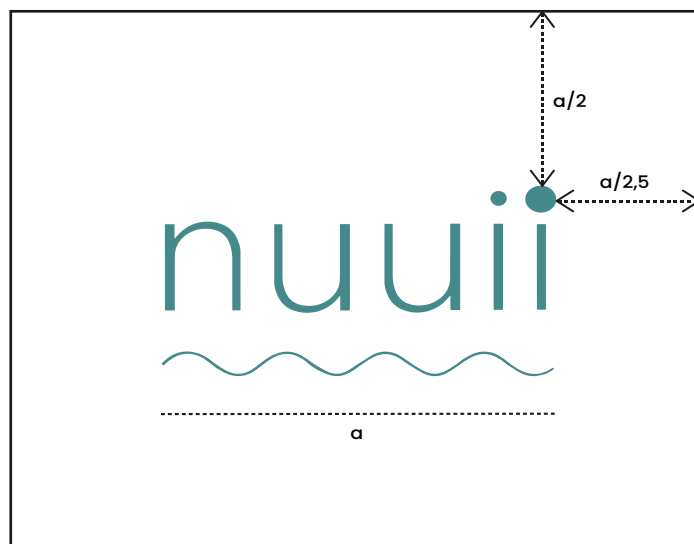


#3d4444



#000000

## Logo protection zone



# Voice

As a company we value transparency and that should be also reflected in a way we present ourselves and interact online.

We aim to be straightforward and professional but not at the expense of appearing unapproachable.

We put emphasis using visuals rather than text.

Using proper grammar is a must. It is important that we are presented as proper and trustworthy.

Engagement should be regular. Don't shy to engage in conversation with the customers, however the personal boundaries shouldn't be crossed.

Hashtag we use should be always tailored to the type of post.

However #nuuii and #nuuiidk should be always present.

# Typeface

Poppins

Poppins medium

**This is a header**

Poppins regular

This is an example of  
a sentence or quote

# Visuals

Through our content we try to convey the story of Nuuii.  
As the second priority for our feed comes content based around environment and sustainability. These are hard topics for some and can come off as preachy or depressing. Our approach is to be light and refreshing but still keeping Nuuii visual outline.

## Adjectives for our content

User-friendly

Minimalistic

Informative