



noumani^{ty}

*digital
transformation*

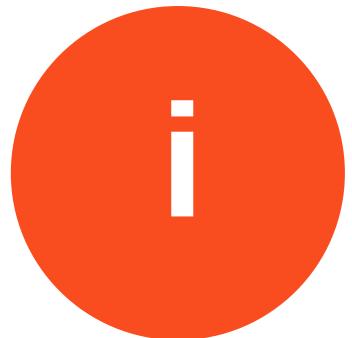
nouman/ty *digital
transformation*

KEYWORDS

noumanity

forward with confidence
developing
digital technology
innovate
improve life quality
new possibilities
modernize
simplify
realize
transform
move
security
efficiency
change
strategy
creativity
human experience

CONCEPT



letter "i"

+



slash "/"



creativity

=



signo usado en el lenguaje informático para definir rutas o bloques de código.

sign used in computer language to define routes or blocks of code.

cambio, transición, mejoramiento, desempeño, futuro, avanzar con confianza.

change, transition, improvement, performance, future, move forward with confidence.

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To represent the fun and human part of noumanity I opted to use all lowercase letters, with a color palette in orange and black. Orange enhances the fun part, adds vitality and stimulates emotions.

The black adds contrast, is elegant and attractive. It represents the precision and serious part of noumanity.

FONT PRIMARY

Arimo

bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

1234567890

COLOR

CMYK: 0, 80, 87, 0
RGB: 250, 77, 31
#fa4d1f

CMYK: 91, 79, 62, 97
RGB: 0, 0, 0
#000000

FONT SECUNDARY

ABeeZee

regular italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

1234567890

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noumanity

digital
transformation



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digital transformation

Lorem ipsum sit amet,

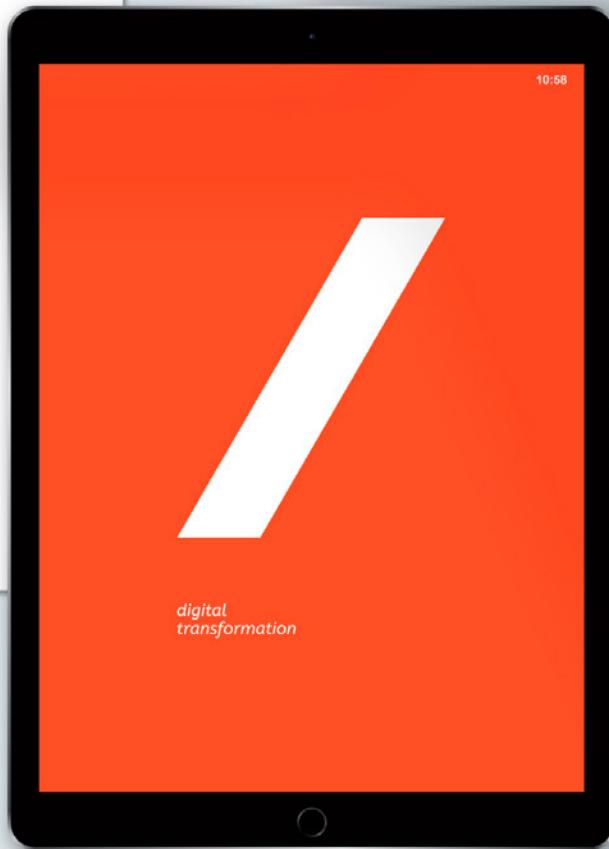
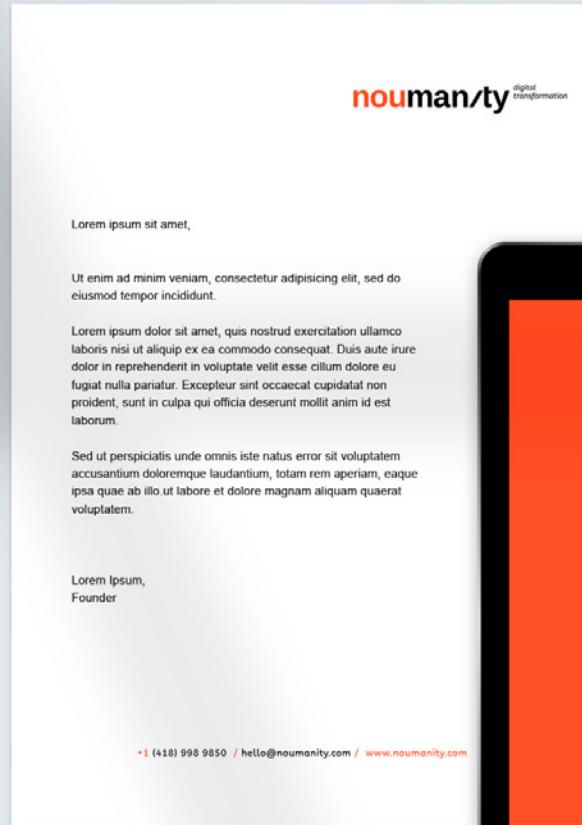
*Ut enim ad minim veniam, consectetur adipisicing elit, sed do
eiusmod tempor incididunt.*

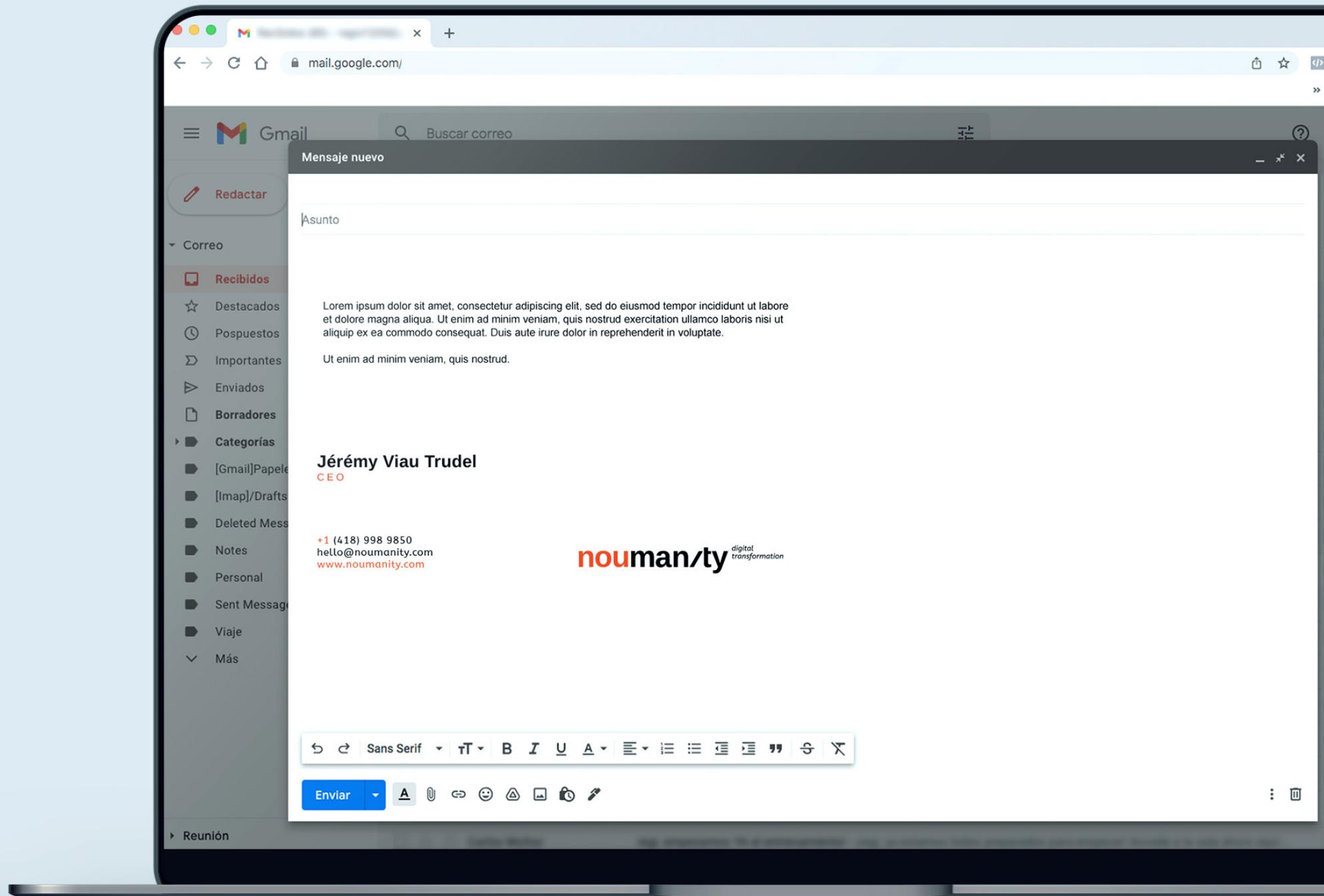
*Lorem ipsum dolor sit amet, quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse cillum dolore eu
fugiat nulla pariatur. Excepteur sint occaecat cupidatat non
proident, sunt in culpa qui officia deserunt mollit anim id est
laborum.*

*Sed ut perspiciatis unde omnis iste natus error sit voluptatem
accusantium doloremque laudantium, totam rem aperiam, eaque
ipsa quae ab illo. ut labore et dolore magnam aliquam quaerat
voluptatem.*

*Lorem Ipsum,
Founder*

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noumancy

digital
transformation

*neumann*ty
digital
transformation



nouman/ty

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digital
transformation













Client: Noumanity
Designed by Reyna Iglesias
2021