



NULOGY

Visual Brand Guidelines

V.2.0 - 2018.03

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NOTE: The google drive links listed in this guide are accessible only by Nulogy staff; external individuals will not have access to the folders.

INTRODUCTION

Nulogy helps CPG brands and their co-pack suppliers deliver customized, traceable, and safer products to consumers with greater speed and value with less waste.

A cohesive brand design has been created in order to showcase our company's marketing products and thought leadership. Following these guidelines will ensure that the brand remains clear and consistent across all collateral.

For any inquiries, please contact Nulogy's Marketing Department:

marketing@nulogy.com



OUR LOGO

Nulogy's logo is a symbol of who we are, what we represent and where we are going.

The logo was designed to work well on anything it is placed against, and the two entities that make up the logo – brandmark and wordmark – should never be rearranged or repositioned in any way.



The amount of safety space around the logo is determined by the "n" in the wordmark at its respective size.



MINIMUM SIZE

The logo must be no smaller than 0.75"/60 px in width. For situations which require a smaller size, the brand mark may be used instead (see next page).

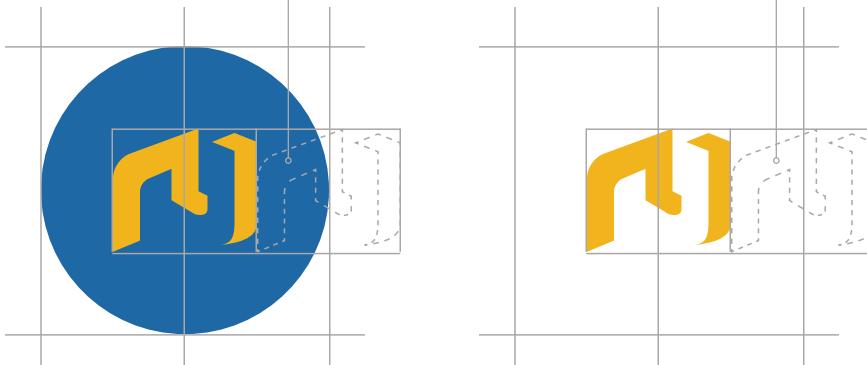
The Nulogy logo can be found in the Nulogy Brand Assets folder in Google drive:
https://drive.google.com/drive/u/1/folders/0B_KAXp2KkFWbcXVvTEITemJzZ2c

OUR BRAND MARK

Nulogy's brandmark, or icon, will occasionally appear by itself as a brand signifier for social media or space-constrained areas.

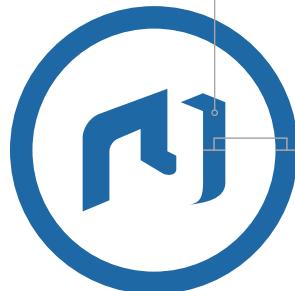
SAFETY SPACE

The amount of safety space around the "NU" to the outer edge should be half the width of the "NU".



STROKE WEIGHT

This should be the same width as the "U".



MINIMUM SIZE

The brand mark must be no smaller than 0.25"/18 px in width or height.

LOGO INTEGRITY

Nulogy's logo is offered in a variety of formats to suit whatever background it is placed against. The logo should not be re-arranged or re-worked in any way.



Do not stack our brandmark
with our wordmark



Do not use any
unofficial colors



Do not replace our
wordmark with any
other text



Do not use any gradients

Do not emboss or bevel

Do not rotate to any degree

OUR COLOURS: PRIMARY PALETTE

Nulogy's use of blue and yellow as our primary colour palette distinguishes our brand and helps to create a consistent design experience across all collateral. Our secondary colour palette is used to accent that design experience.

Nulogy is also committed to complying with accessibility standards in our use of colour, as noted in the *Web Accessibility & UX Best Practices* section of this guide.

PRIMARY PALETTE



R: 28 G: 104 B: 165

HEX #1C68A5

C: 90 M: 60 Y: 10 K: 0

Pantone 641 C



R: 14 G: 119 B: 210

HEX #0E77D2

C: 82 M: 51 Y: 0 K: 0

Pantone 285 C



R: 240 G: 180 B: 28

HEX #F0B41C

C: 5 M: 30 Y: 100 K: 0

Pantone 7409 C



R: 253 G: 207 B: 0

HEX #FDCF00

C: 2 M: 17 Y: 100 K: 0

Pantone 109 C

GRADIENTS



R: 99 G: 161 B: 255

HEX #63A1FF

C: 56 M: 32 Y: 0 K: 0

R: 14 G: 119 B: 210

HEX #0E77D2

C: 82 M: 51 Y: 0 K: 0

ANGLE: 55°

MIDPOINT: 25%



R: 249 G: 237 B: 50

HEX #F9ED32

C: 6 M: 0 Y: 90 K: 0

R: 253 G: 172 B: 42

HEX #FDAC2A

C: 0 M: 32 Y: 94 K: 0

ANGLE: 58°

MIDPOINT: 50%

OUR COLOURS: SECONDARY PALETTE

SECONDARY BLUES

	R: 99 G: 161 B: 255	HEX #63A1FF	C: 56 M: 32 Y: 0 K: 0
	R: 62 G: 146 B: 218	HEX #3E92DA	C: 71 M: 33 Y: 0 K: 0
	R: 0 G: 91 B: 144	HEX #005B90	C: 96 M: 66 Y: 20 K: 4

SECONDARY YELLOWS

	R: 255 G: 226 B: 102	HEX #FFE266	C: 1 M: 8 Y: 72 K: 0
	R: 253 G: 172 B: 42	HEX #FDAC2A	C: 0 M: 37 Y: 94 K: 0
	R: 214 G: 144 B: 40	HEX #D69028	C: 15 M: 47 Y: 100 K: 1

GREYS

	R: 0 G: 0 B: 0	HEX #000000	C: 0 M: 0 Y: 0 K: 100
	R: 37 G: 37 B: 37	HEX #252525	C: 71 M: 65 Y: 64 K: 70
	R: 82 G: 81 B: 84	HEX #525154	C: 65 M: 58 Y: 54 K: 32
	R: 107 G: 108 B: 110	HEX #6B6C6E	C: 59 M: 50 Y: 48 K: 16
	R: 243 G: 241 B: 242	HEX #F3F1F2	for web only; use below for print
	R: 228 G: 229 B: 230	HEX #E4E5E6	C: 0 M: 0 Y: 0 K: 11

SECONDARY PALETTE CONTINUED

ORANGE

	R: 243 G: 111 B: 33	HEX #F36F21	C: 0 M: 70 Y: 98 K: 0
	R: 215 G: 97 B: 39	HEX #D76127	C: 11 M: 75 Y: 1000 K: 1
	R: 175 G: 63 B: 32	HEX #AF3F20	C: 22 M: 87 Y: 100 K: 13
	R: 140 G: 48 B: 18	HEX #8C3012	C: 29 M: 88 Y: 100 K: 30

GREEN

	R: 101 G: 193 B: 148	HEX #65C194	C: 60 M: 0 Y: 55 K: 0
	R: 69 G: 159 B: 120	HEX #459F78	C: 73 M: 16 Y: 66 K: 1
	R: 47 G: 119 B: 84	HEX #2F7754	C: 82 M: 31 Y: 78 K: 17
	R: 30 G: 92 B: 62	HEX #1E5C3E	C: 85 M: 39 Y: 83 K: 34

PURPLE

	R: 102 G: 102 B: 255	HEX #6666FF	C: 70 M: 64 Y: 0 K: 0
	R: 76 G: 82 B: 163	HEX #4B51A3	C: 82 M: 78 Y: 0 K: 0
	R: 40 G: 58 B: 151	HEX #273996	C: 100 M: 94 Y: 0 K: 0

TYPOGRAPHY: CORPORATE

Nulogy uses two typefaces for corporate marketing material.

Blender, a geometric and angular sans-serif typeface, is used for display text, quotes and cover pages:

BLENDER

**Display Text,
Quotes and
Cover Pages**

|||

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

JANE DOE - PRESIDENT

CLIENT COMPANY

|||

Rubik, a sans serif font family with slightly rounded corners, is used for body copy:

RUBIK

Body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

TYPOGRAPHY: ADMINISTRATIVE

Helvetica can be used in administrative documents used by all Nulogy employees, such as Google Docs/Slides, PowerPoint, Keynote, Word and Excel documents:

HELVETICA

Display Text, Quotes and Cover Pages

Body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

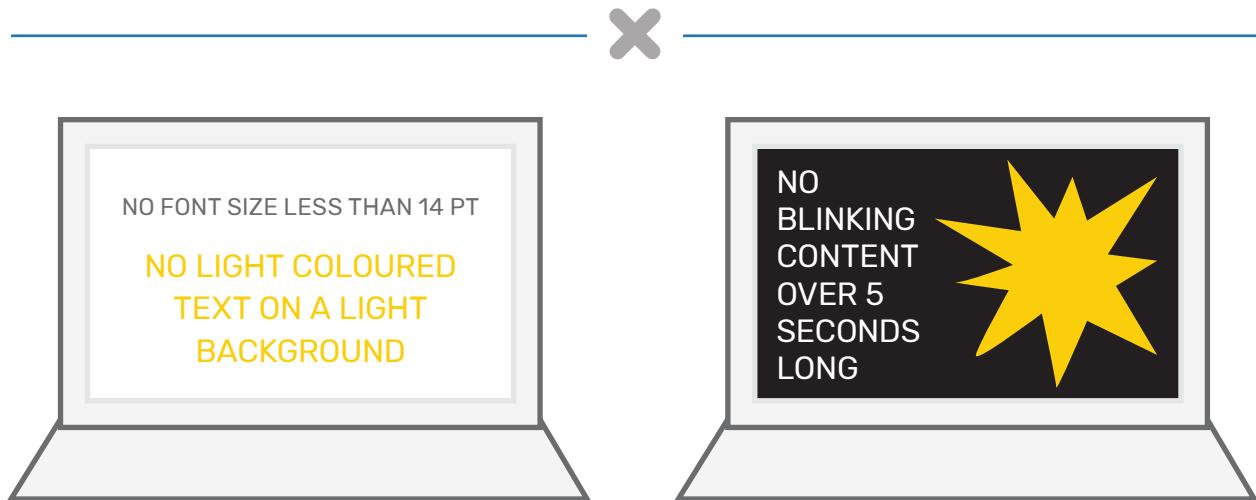
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.

WEB ACCESSIBILITY & UX BEST PRACTICES

At Nulogy, designing with accessibility in mind should be a top priority for UX design.

Meeting Web Content Accessibility Guidelines 2.0 (<https://www.w3.org/TR/UNDERSTANDING-WCAG20/>) include:

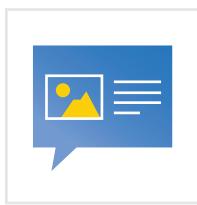
- ensuring that the font size is large enough for legibility (minimum 14–18 px) with a line height of minimum 1.25 ems
- making sure that there is sufficient colour contrast between elements for people with moderately low vision to read content easily. This requires a minimum contrast ratio of 4.5:1 (for instance, Nulogy's yellows should not be used as text colour on a white or light background, as it does not meet the minimum contrast ratio). There are online tools such as the Colour Contrast Check – http://www.snook.ca/technical/colour_contrast/colour.html – readily available to determine compliance to WCAG 2.0
- creating content that blinks for less than 5 seconds (i.e. animated gifs), to minimize the distraction caused by blinking content and enable users to re-focus on the other content on the page, and also ensuring that no component of the content flashes more than three times in any one-second period, to avoid flashing at rates that are known to cause seizures



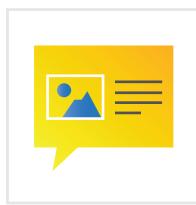
ICONOGRAPHY & ILLUSTRATIVE STYLE

Nulogy's icons and illustrations are kept clean and simple to match our brand's sense of modernity and sophistication.

ICONOGRAPHY



HERO
COLOUR



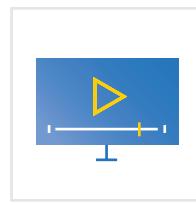
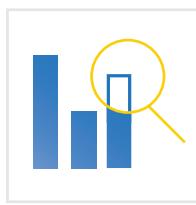
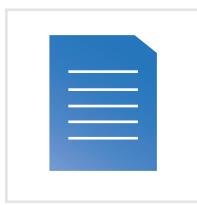
ALTERNATE
COLOUR



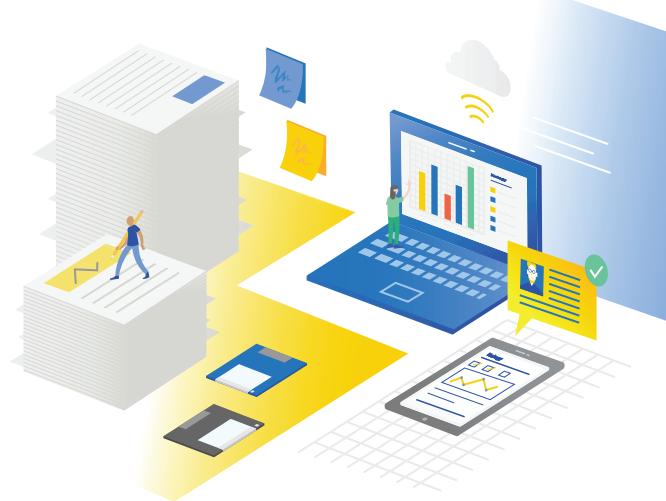
FLAT LIGHT
GREY



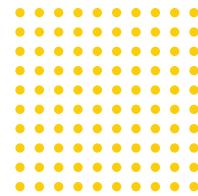
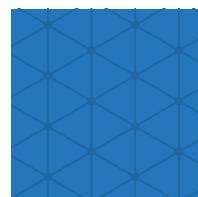
FLAT DARK
GREY



ILLUSTRATION



PATTERNS



PHOTOGRAPHY

Nulogy typically uses natural, clear photos with warm tones and simple angles. Steer clear of stereotypically cold, corporate stock photography as this does not reflect the brand well.



TREATED PHOTOGRAPHY



LETTERHEAD

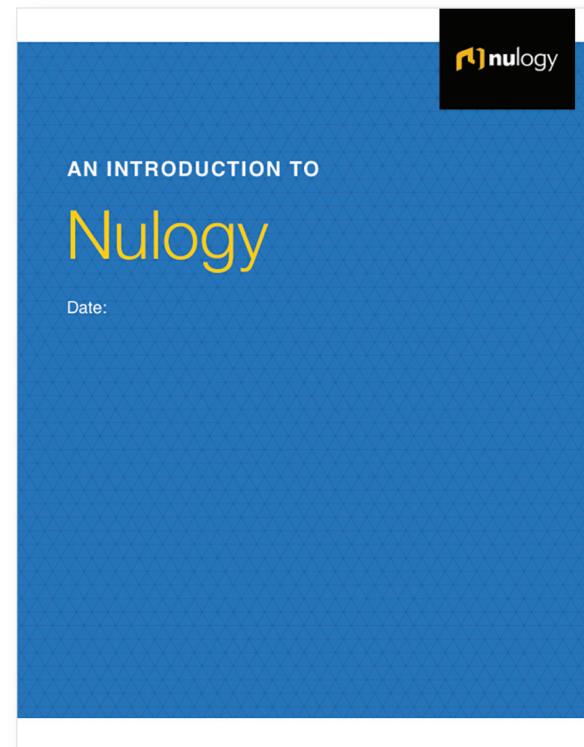
The Nulogy letterhead is available in the Nulogy Marketing folder in Google Drive, in Word and Google Docs formats:

https://drive.google.com/drive/u/1/folders/0B_KAXp2KkFWbZ2d5eEVmS0VY2M

Helvetica is used in all Nulogy letterheads.



Regular letterhead



Letterhead with cover

BUSINESS CARDS

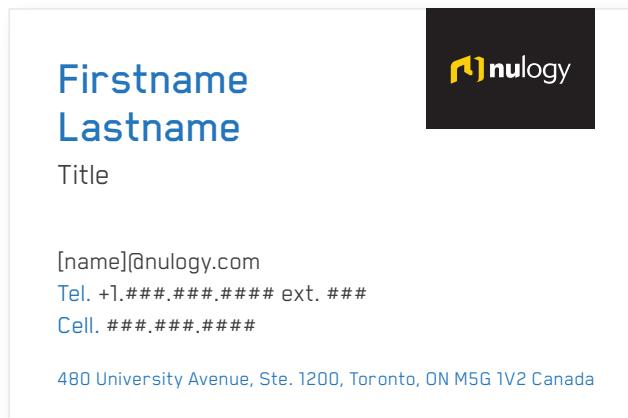
Nulogy business cards are produced through [Moo.com](https://www.moo.com). To order business cards, fill out the form here: <https://docs.google.com/forms/d/1ts7ts2kqnzlrx1WutdLDL8BKvHWgLFfI06s9wz-dxq8/edit>

Size: 3.3" x 2.16"

Corners: Square

Paper: 19 pt weight, soft touch

Finish: Gold Foil (where the design below appears yellow)

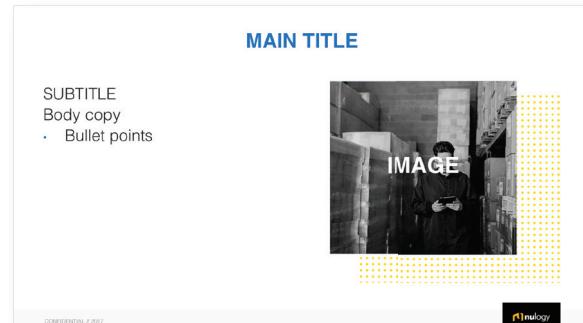
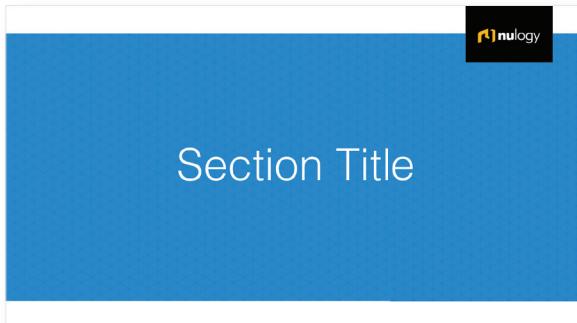


SLIDE PRESENTATIONS

The Nulogy PowerPoint and Google slides templates are available in the Nulogy Marketing folder in Google Drive: https://drive.google.com/open?id=0B_KAXp2KkFWbaHNiNkFZeGFG0WM

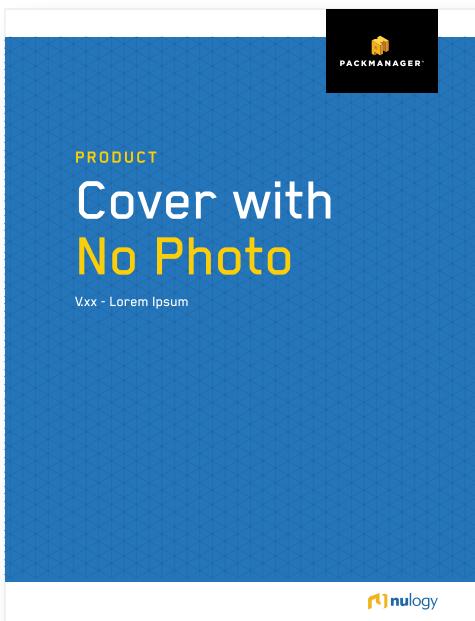
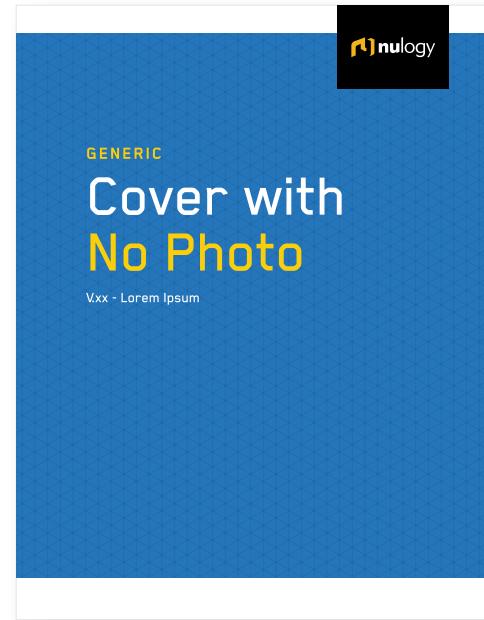
Helvetica is used in all Nulogy slide decks.

The goal of a presentation is to communicate powerful bite-size chunks of content that resonate; they should be visual and contain minimum text that support the speaker's verbal story, as per [Garr Reynolds' Presentation Zen](#) design principles.



COLLATERAL

Nulogy collateral such as sell sheets, white papers, case studies and product sheets should always be 8.5" x 11" in portrait format, not landscape. There are versions of the cover with and without a photo, but they must include the Nulogy logo and any relevant product logos.



WEBSITE

Nulogy's website is modern, clean, simple and easy to use. To learn more about the company's offerings, visit www.nulogy.com

