NURL LOGO STANDARDS

BRAND

Nurl is a dynamic, collaborative brand whose mission is to connect and empower. Because we are exacting in our product standards, it’s fitting that our brand standards follow suit.

When you build on our brand standards, keep it cool, stylish, inspiring, and by all means never let it be ordinary.

And also, please run it by us so we can approve whatever you are doing.

Thanks!

LOGO BASE 1

Clean & contemporary is the Nurl standard. Our base logo features a stylized D20 die mark, hovering over the Nurl typography.

Our base colors are black type and 4X blue when presented on a white background.

When on a dark background, the D20 colors can vary within our color palette, while the typography changes to white.

Stick to our standards and we'll be cool.

Now go forth, adventurers!

LOGO BASE 1 : D20 MARK

Please do not edit, change, distort, recolor, or reconfigure the Nurl logo.

LOGO BASE 1: VARIATIONS

LOGO BASE 1: BLACK TYPE : 4X BLUE D20

LOGO BASE 1 IN 100% BLACK

LOGO BASE 1 IN 100% 4X BLUE

LOGO BASE 1 IN 100% SANDBOX YELLOW

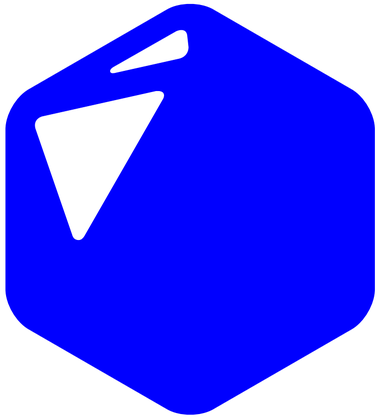
LOGO BASE 1: BLACK TYPE : 4X BLUE D20

LOGO BASE 1: BLACK TYPE : SANDBOX GOLD D20

LOGO BASE 1: BLACK TYPE : RAGEQUIT RED D20

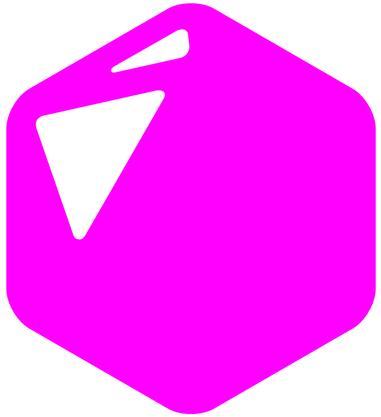
LOGO BASE 1: BLACK TYPE : 1-UP PINK D20

NURL D20 BASE 1: COLOR SUITE

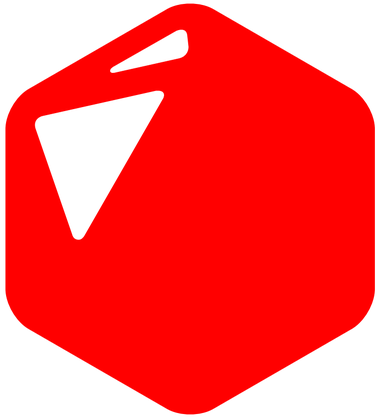


4X BLUE
#0000ff
0 : 0 : 88 : 77

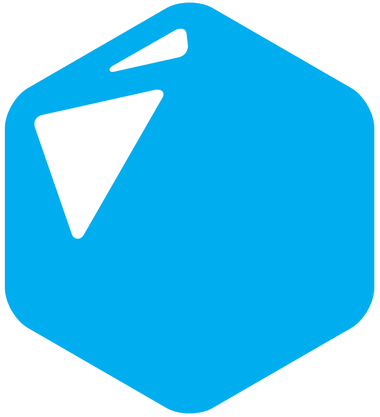
SANDBOX GOLD
#ffb533
0 : 33 : 91 : 0



1-UP PINK
#ff00ff
27 : 82 : 0 : 0

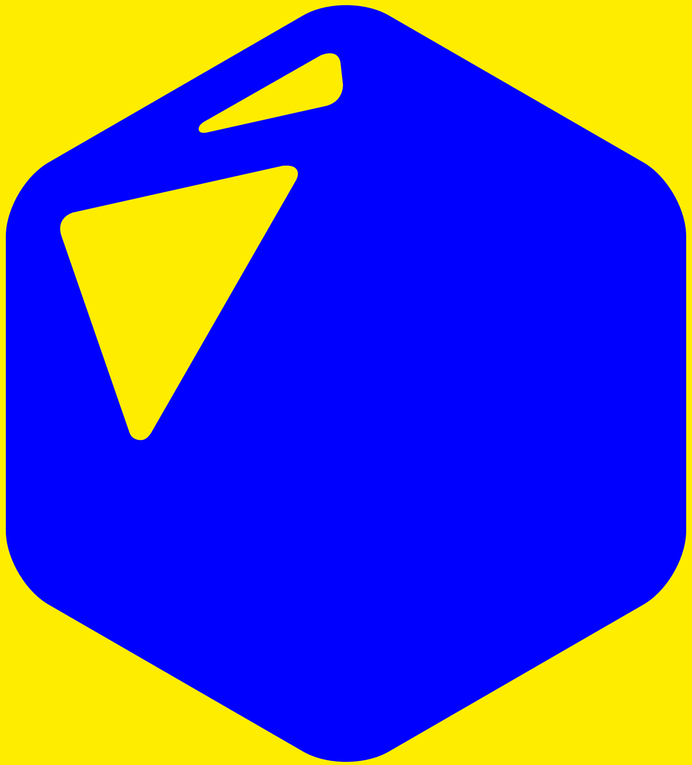


RAGEQUIT RED
#ff0000
0 : 99 : 100 : 0



MANA BLUE
#00aeef
100 : 0 : 0 : 0

NEWB YELLOW
#ffed00
3 : 1 : 97 : 0



BASE MARK : D20

ADVENTURE MARK

Nurl offers alternative logo treatments to mirror the ever-changing nature of role playing games.

The Adventure Mark is our D20 die presented in experiential form. Enjoy.

LOGO BASE 2 : ADVENTURE MARK

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RETROGAME MARK

Our Retrogame mark provides yet another vehicle for player, GM, user, developer expression.

Perhaps you’re feeling old school and you want a logo that expresses that?

We gotcha. Old school typography paired with our Adventure Mark = SUBLIME.

LOGO BASE 3 : RETROGAME MARK

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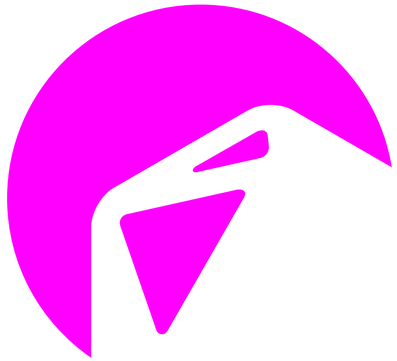
NURL ADVENTURE BASE 1: COLOR SUITE

4X BLUE
#0000ff
0 : 0 : 88 : 77

SANDBOX GOLD
#ffb533
0 : 33 : 91 : 0



1-UP PINK
#ff00ff
27 : 82 : 0 : 0

RAGEQUIT RED
#ff0000
0 : 99 : 100 : 0

MANA BLUE
#00aeef
100 : 0 : 0 : 0

NEWB YELLOW
#ffed00
3 : 1 : 97 : 0

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