



ResoNova

BRAND STANDARDS



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MISSION STATEMENT

"We empower and launch new ventures and equip established businesses with the competitive advantages of emerging technology. Several key emerging technologies possess many competitive advantages for both small startups and large corporations. We are accelerating adoption of these technologies by making them accessible, applicable, and understandable."





LOGO

PRIMARY LOGO

The ResoNova logo consists of both the resonating square elements and chateau green "ResoNova" text.

The ResoNova logo should only be used on a white or mine shaft gray background.

LIGHT BACKGROUNDS



DARK BACKGROUNDS



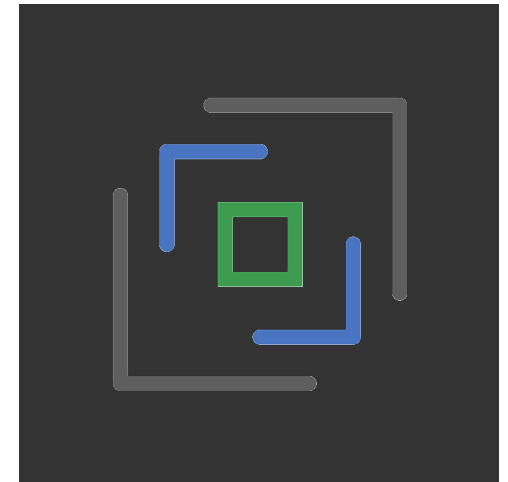
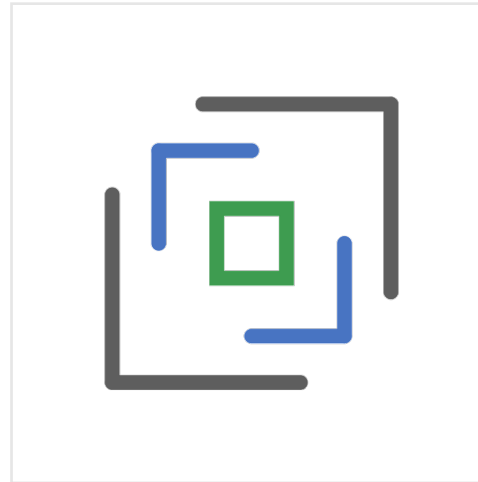


LOGO

SECONDARY LOGOS

The ResoNova can be represented by just the stand-alone resonating square elements.

When the "ResoNova" text would be more aesthetically pleasing if placed under the resonating square, instead of on the right, this is also an acceptable logo arrangement.





LOGO

DISPLAY RULES

SPACE AROUND LOGO

Space around the logo consists of clear space that is equivalent to the length of the blue corner element. Graphic elements are strictly prohibited within this clear space.

MINIMUM DISPLAY

To ensure the clear legibility of the logo, the logo should adhere to the minimum display restrictions.

SPACE AROUND LOGO



MINIMUM DISPLAY





LOGO

INCORRECT USAGE

The consistent application of the ResoNova logo is essential to the building and maintaining of brand recognition. The examples on this page illustrates a few unacceptable uses of the ResoNova logo.

DO NOT ROTATE LOGO



DO NOT CHANGE THE BACKGROUND



DO NOT CHANGE THE COLORS OF THE LOGO





COLOR PALETTE

PRIMARY COLORS

The primary ResoNova colors are Chateau Green, Indigo and Mine Shaft.

Chateau green symbolizes growth and imbues trust. Indigo symbolizes trust, confidence, and intelligence.

Mine Shaft is used for backgrounds and text to give the brand a darker theme.



Chateau Green

rgb(62,156,80)

#3e9c50



Indigo

rgb(72,116,194)

#4874c2



Mine Shaft

rgb(51,51,51)

#333333



COLOR PALETTE

SECONDARY COLORS

The secondary ResoNova colors are Fruit Salad, Danube and Gray.

These colors are used for hover effects, overlays, or as accents to the primary colors.



Fruit Salad

rgb(80,175,99)

#50af63



Danube

rgb(97,136,202)

#6188ca



Gray

rgb(136,136,136)

#888888



PRIMARY TYPOGRAPHY

COMPANY FONTS

TITLE (Ubuntu 29 pt)

Subtitle (Lato 14 pt)

HEADING 1 (Ubuntu 19 pt)

Heading 2 (Lato Bold 16 pt)

HEADING 3 (Lato Bold 12 pt)

Normal Text (Open Sans 11 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_

FOOTER (Open Sans 9 pt)



BRAND PERSONALITY

ResoNova is an intelligent maverick in the consulting industry - always thinking outside the box and pushing conventional boundaries. Fringe technology requires innovative ideation, creative problem solving, and calculated risk-taking.

ResoNova isolates problems and creates solutions that are creative implementations of ultra-advanced technology. This is successfully accomplished through leveraging proven and theoretical data analysis. Solutions are implemented with professional authority in ways that empower individual freedom and transcendence.

To embody these concepts sufficiently, the graphics used to portray the ResoNova brand personality should capture post-modern sci-fi-like imagery. This often includes backdrop images that contain content that is either a professional environment, urban grunge or a combination of both.

