



NODA
GUIDELINES 2018 v1.0

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NODA

BRAND USAGE

01 GOAL STRATEGY

GOAL & STRATEGY

NODA

BRAND USAGE

A new era begins. NODA Energy Drink, the well-known product with the one-of-a-kind taste now has an entirely new look. With these guidelines we present an outstanding redesign of NODA and its complete product range. Come with us and enter the new and exciting world of NODA. Enjoy good taste!

The first order of business in brand stewardship is realizing that it's not about business at all...

We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.

A brand is built brick by brick, day by day, cup by cup by the people who experience our drink.

It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people of NODA Treat the logo how you would treat those people – with care, respect and intentionality.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through harnessing our internal energy.



GOAL & STRATEGY

NODA

BRAND USAGE



02 BRAND USAGE

NODA

BRAND USAGE

BRAND USAGE

NODA

BRAND USAGE

Signature color

Color with Gradient

Color is a powerful means of identification. Consistent use of our new Scout Signature colors will help build visibility and recognition for Scout and will set us apart from our competitors.

Across applications, every effort should be made to use the full-color Scout Signature with Gradient, on a white or black background.

The descriptions below apply to both the vertical and horizontal Signature formats.

Spot Color with Gradient The spot color Signature uses Pantone 123 overprinted Pantone 109 for the Symbol and a gradient screen of Pantone Cool Gray 8 for the Wordmark.

4-Color Process with Gradient When it is not feasible or cost-effective to print the spot color Signature, use the 4-color process Signature.

RGB with Gradient This version is used for all desktop and on-screen applications.

Spot Color without Gradient (Flat) Use this version for simple spot color applications where gradations are not possible (such as appliquéd flags and embroidery).

with color



NODA
medium gray

light yellow
dark yellow

with grayscale



light gray
dark gray



subdivisions usage

An additional logo lockup has been developed to delineate sub-divisions within the NODA product line. The examples demonstrate how the NODA identity can be adapted for vertical product groups, with copy size and color being consistent across each instance. The system creates a unified design language that is closely aligned with the NODA masterbrand. Its simple typographic lock-up can easily apply to additional or future verticals (not listed here).



BRAND USAGE

NODA

BRAND USAGE

Signature misuse



Do not add or change typeface of logo type.



Do not alter color from accepted standards.



Do not alter size or proportions of the logo in relation to the logotype.



Do not fill shapes with patterns or add special effects.



Do not place the logo within a line of text.



Do not rotate the logo to any degree.



Do not screen the logo.



Do not skew or scale the width or height.

03 COLOR SYSTEM

NODA

BRAND GUIDELINE

COLOR SYSTEM

PRIMARY COLOR SYSTEM

Color is a primary means of visual identification that we use to create a powerful emotional response. Our colors were chosen with care to convey that we are a vibrant, forward-looking brand. The consistent use of a limited number of colors will build strong external recognition and memorability for Scout.

Primary Palette Our primary color, Scout Yellow, is intended to be the main signifying color for the brand. It should be used for all solid fill secondary graphics and yellow typography used on black backgrounds. In terms of brightness, it is roughly an average of the Light and Dark Yellows.

Light and Dark Yellows are to be used exclusively in creating the gradients within the Scout Symbol, Stripe and backgrounds. Neither Light nor Dark Yellow should be used alone as a solid fill in secondary graphics or typography.

Black, white and grays round out our Primary Palette and provide a foundation for Scout Yellow to stand out.

NODA

BRAND GUIDELINE



noda yellow
pantone 123 c
CMYK 0000 0000
0100 0000
RGB 255 242 0
fff100



light grey
pantone 123 c
CMYK 0000 0000
0100 0000
RGB 255 242 0
fff100



white
CMYK 0000 0000
0000 0000
RGB 255 255 255
ffffff



light yellow
pantone 123 c
CMYK 0000 0000
0100 0000
RGB 255 242 0
fff100



orange
pantone 165 c
CMYK 0000 0073
0092 0002
RGB 242 105 44
f2692b

TO BE USED FOR GRADIENT



medium grey
pantone 121 c
CMYK 0066 0052
0044 0017
RGB 093 103 113
5c6771



dark grey
pantone 126 c
CMYK 0069 0067
0063 0070
RGB 040 036 037
272324



black
CMYK 0000 0000
0000 0100 RGB 0
0 0
000000

Mood boards

description:

A strong mighty feeling with fire and fury that can overcome all the challenge to conquer and domination. but in those masculines feeling it still hidden some feminines hidden behind the screen created an balance force.



VERTICAL GRADIENT

The Noda Gradients from a blend of light and dark color. This gradient adds a sense of depth and texture in Noda symbol. In terms of creating using gradient, there should be the feel of color transition across a page or graphic.

The Noda Gradient will be a feature of communication materials such as brochures, stationery, newsletters and presentations.



light yellow
pantone 123 c
CMYK 0000 0000
0100 0000
RGB 255 242 0
fff100

dark yellow
pantone 165 c
CMYK 0000 0073
0092 0002
RGB 242 105 44
f2692b

04 TYPOGRAPHY

NODA

BRAND GUIDELINE

TYPOGRAPHY

NODA

BRAND GUIDELINE

Gotham Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

Noda's primary typeface is Gotham. Modern, flexible and easy to read, Gotham is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use

Use Gotham for all Noda communications where possible. Use Gotham in rendered form for online and electronic applications. When use of Gotham is not possible, use the Arial font family. The weights shown for Gotham are approved for use.

Gotham Subhead

**A B C 1 2 3
1 2 3 4 5 6 7 8 9 0**

*Em sa nis dolupta tessitem eosam es sint
liata corumquam volorrovid eum volorem
ut quatem conseque num recestrumqui
dolupta speliberibus erum quatur aut pa*

Gotham Book

**A B C 1 2 3
1 2 3 4 5 6 7 8 9 0**

*Em sa nis dolupta tessitem eosam es sint
liata corumquam volorrovid eum volorem ut
quatem conseque num recestrumqui dolup-
ta speliberibus erum quatur aut pa*

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Scout communications.

On White Background

Header
Gotham Black — 40/42 pt
Sub-Head
Gotham Bold — 15/18 pt
Body Copy
Gotham Book — 12/15 pt

LOREM IPSUM IS SIMPLY DUMMY TEXT.

Lorem Ipsum Is Not Simply Random Text.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

On White Background

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05 BRAND APPLICATION

BRAND APPLICATION

BRAND APPLICATION



BRAND APPLICATION



BRAND APPLICATION



BRAND APPLICATION





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