

**BRAND  
IDENTITY  
GUIDE**

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**2023**



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# Brand Identity Guide

THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

## WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

## NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

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# NULogic's Story

NULogic is one of the leading digital transformation companies that combines software expertise and industry intelligence.

Founded in 2008 and headquartered in CA, USA, we are an IT consulting company operating from over seven countries. We are a global system integrator with over 15+ years of expertise in digital commerce. We work with some of the biggest international retailers in the US, EU, and LATAM markets!

From a largely bespoke, homegrown MACH-based commerce solution to a cloud-based, scalable and agile technology landscape, we have enabled our clients to connect to their customers seamlessly in an increasingly digital yet personalized way!

We provide consistent cutting-edge technology and are committed to forging long-term relationships with our clients.

**More like what we are—we are reliable, qualitative & supportive.**



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## THE GOLDEN RATIO IN LOGO DESIGN

The ratio is the relationship between 2 or more elements. The Golden ratio will form if the proportion is 1:1.618.

### How did we get the number 1.618?

The number takes its roots from the Fibonacci sequence: 0,1,1,3,5,8,13,21,34 .. The next number is a combination of the previous two.

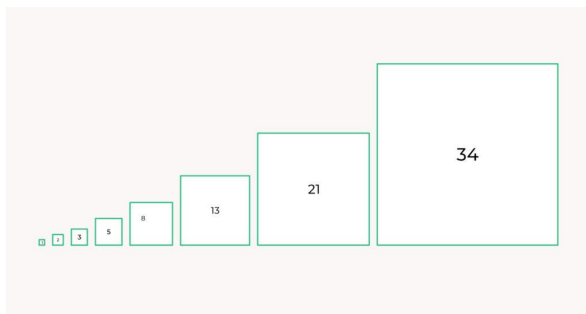
The sequence itself can be found all over nature, in the number of flower petals, spirals of a sunflower, or a pineapple. This sequence is the mathematical rule our world is built on.

### What does it have to do with the golden ratio?

The ratio of two consecutive numbers from the sequence gets closer and closer to the Golden Ratio, 1.618 the further we go.

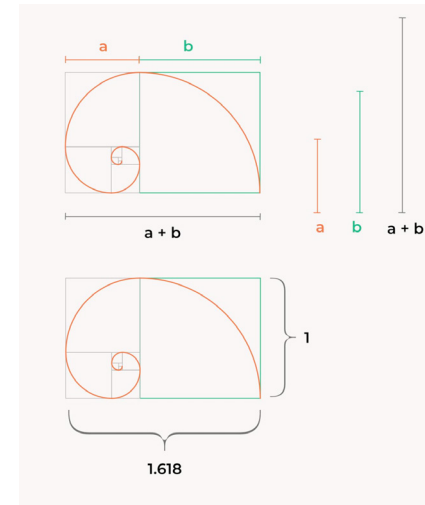
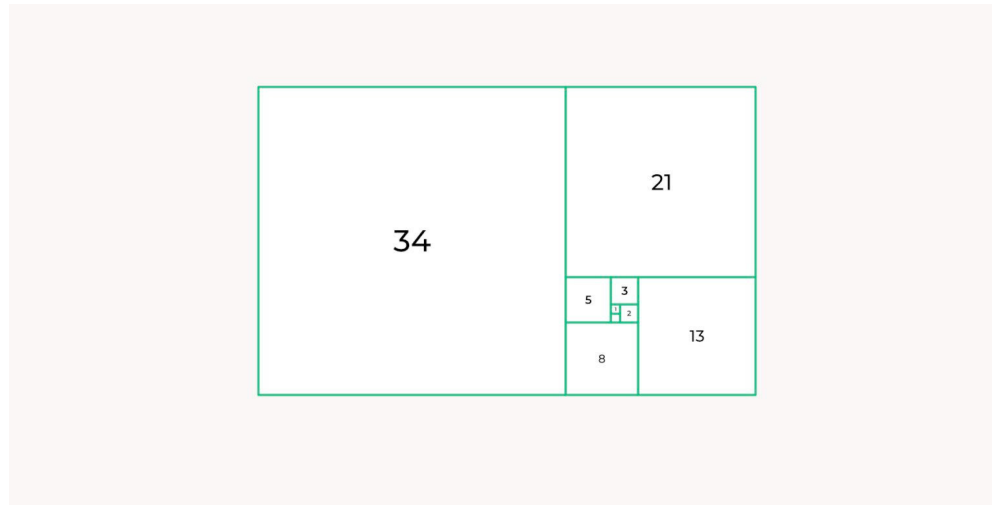
In its essence, the golden ratio is the relationship between two quantities where the ratio of the small quantity (a) to the large quantity (b) is the same as the ratio of the large (b) to the whole (a+b).

If we were to visualize Fibonacci's sequence, here's what it would look like:



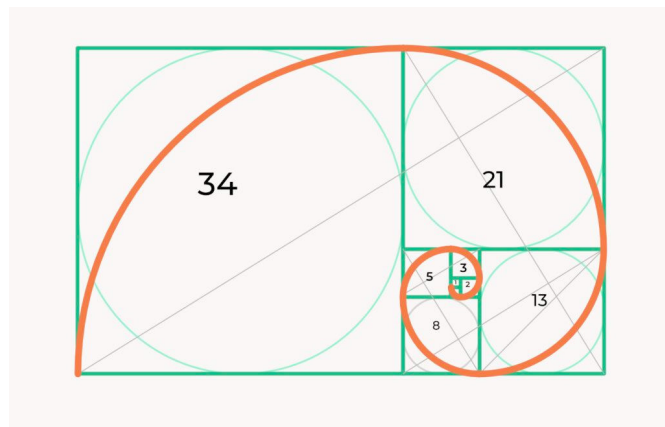
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The progression of numbers form a visual pattern:



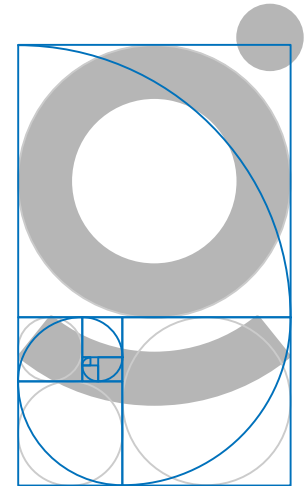
Notice the proportion of the formed rectangle's sides: 1:1,618 – exactly the Golden ratio.

If we go further, by connecting the angles you can form a Golden Spiral.



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## USING THE GOLDEN RATIO IN LOGO DESIGN



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## PRIMARY LOGO TYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the NULogic brand. It is essential that the logo is always applied with care and respect.



## ALTERNATIVE LOOKUPS

The NULogic brand also has a typographic-only mark (1) and an icon mark (2). These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The NULogic information lookup (3) should be standard when information needs to be listed on any type of form, email.





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## BLACK & WHITE VERSIONS

When using the NULogic logo on dark backgrounds, simply inverse the logo to a complete white. When color cannot be used, simplify the mark by using all black.

### BLACK VERSIONS



### WHITE VERSIONS



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## CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the half height of the “g” in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



## MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the NULogic logo. The minimum sizes for each configuration of the logo are listed below.

For print: 1" minimum  
For web: 100 pixel minimum



For print: 0.25" minimum  
For web: 30 pixel minimum



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## CORRECT LOGO USAGE

The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in color.



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## INCORRECT LOGO USAGE

The NULogic logo should not be adjusted or edited in any way. Here are some examples of what not to do:

- 1 Do not change the colors of the logo.
- 2 Do not place elements in the logo clear space.
- 3 Do not condense, expand, or distort the logo unproportionally.
- 4 Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
- 5 Do not adjust the placement of the logo icon.
- 6 Do not place the logo on top of an image with poor contrast and readability.
- 7 Do not resize any individual elements of the logo.
- 8 Do not rotate the logo.
- 9 Do not crop the logo.





*brand* TYPEFACE

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# Primary Typefaces

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface **Montserrat** was selected to complement the voice and tone of NULogic's brand. This typeface is a websafe font with flexibility built in — there are a range of styles within the font family. **Open Sans** is the supporting font, acting as the body copy or alternate subhead styles.

## MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

## OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789

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## SECONDARY TYPEFACE

Roboto is a good option when primary brand fonts, Montserrat and Open Sans, are unavailable and a standard font must be used.

## OPEN SANS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!@#\$\$%^&\*) 0123456789





# Brand Color Palette

## OVERVIEW

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary “Lapis blue”, but use supporting sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

### PRIMARY

PMS	Pantone 2747 C
CMYK	100   98   22   30
RGB	5   7   102
HEX	#050766

60%

#### RULE OF THUMB

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

At left is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.

### SECONDARY

CMYK	3   97   88   0	CMYK	56   90   0   0
RGB	230   42   50	RGB	137   57   161
HEX	#E62A32	HEX	#8939A1
CMYK	91   62   53   43	CMYK	3   2   2   0
RGB	19   62   73	RGB	244   245   246
HEX	#133E49	HEX	#F4F5F6

30%

### TERTIARY

#3E616A	#EE777C	#B17DC1	#61629D
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10%



*brand* VISUALS

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# Graphic Patterns

The NULogic icon pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



## NULogic GRADIENTS



