Brand Guidelines
Novagraaf

2025

INFO

Brand Guidelines

The Brand Guidelines is a document that gathers the rules for using the brand and applying its visual identity.

It is a practical tool with two main purposes: reference and control. It contains binding instructions for anyone, both inside and outside Novagraaf, who is responsible for applying the elements of the brand image.

This set of rules and guidelines prevents the misuse of the brand image and ensures consistent and recognizable communication across all media.

INDICE

01

Color logo version

The Novagraaf logo is presented exclusively in a horizontal version, with a typographic element on the right and a graphic element on the left.

The typographic element uses The Future, a contemporary version of the Futura typeface introduced in the previous rebranding. Its geometric structure and qualities of modernity and purity are emphasized.

The graphic element is derived from the distinctive design of the Brandstock logo, the company with which Novagraaf has merged. This element evokes the circle and its symbolism, but in its new position, it takes full advantage of the dynamism of the diagonal, giving the logo a sense of movement and modernity.

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02

Primary colors

The colors that make up the Novagraaf logo are those specified on this page.

The logo can be used in a monochrome version in white, black, and Novagraaf blue, as indicated in the "Monochrome logo" section.

GIALLO

PANTONE
130 C

CMYK
C 0 - M 30 - Y 100 - K 5

RGB
R 242 - G 169 - B 0

#F2A900

BLU

PANTONE
648 C

CMYK
C 83 - M 57 - Y 0 - K 64

RGB
R 16 - G 40 - B 93

#10285D

Secondary colors

GIALLO

PANTONE
130 C

CMYK
C 0 - M 30 - Y 100 - K 5

RGB
R 242 - G 169 - B 0

#F2A900

AZZURRO

PANTONE
298 C

CMYK
C 63 - M 1 - Y 2 - K 0

RGB
R 46 - G 202 - B 249

#2ECAF9

GRADIENT

The allowed secondary color is sky blue. In this slide, we see it paired with the primary color yellow to create a gradient.

This gradient opens up to a shade that includes tones of green, which enliven our communication but should not be used as solid colors.

YELLOW #F2A900

SKY BLUE #2ECAF9

Monochrome logo version

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The monochrome version is allowed when the background or its application does not allow for the harmonious use of the full-color logo.

It can be used in Novagraaf blue, or in black or white, depending on the background where it will be applied.

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Negative logo version

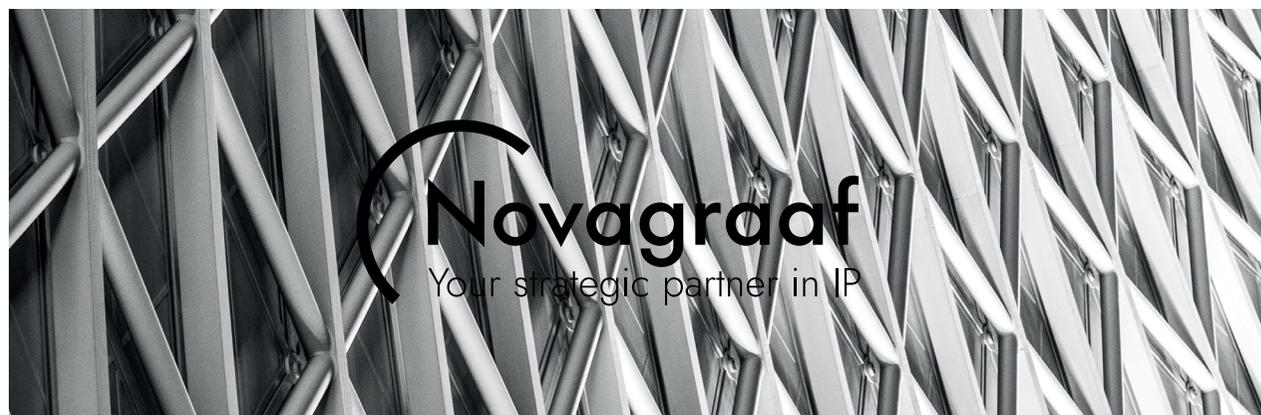The reversed logo is the preferred version for use on colored backgrounds.

Logo application on photographic backgrounds

For application on photographic backgrounds, the reversed version is preferred.

Avoid using the logo on photographs that compromise its readability. Here are two examples of correct and incorrect usage.

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Corporate character

The font used for the Novagraaf logo is *The Future* in the Medium version.

For accompanying text in presentations and brochures, it is recommended to use the *Jost* font from Google Fonts in its various weights, from Light to Extra Bold.

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

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

Jost Regular

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

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

Jost Bold

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

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

Jost Extra Bold

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

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

08

Clear space

The clear space is one of the fundamental elements to ensure impact and visibility. It defines the minimum distance allowed from any element within the publication (both analog and digital).

The X measure is the space occupied by the letter N in the logo. To calculate the clear space, this unit of measure is used.
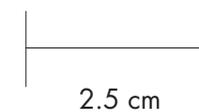
X

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Minimum size

It is recommended to use the logo at sizes no smaller than 2.5 cm.

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2.5 cm

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Improper uses of the logo

On this page, some examples of incorrect logo usage.

It is not allowed to alter the proportions of the logo in any way.

It is not allowed to modify the arrangement of the elements that make up the logo.

It is not allowed to use the individual elements of the logo separately.

It is not allowed to use an outline on the logo.

It is not allowed to use colors other than those specified in this manual.

It is not allowed to tilt or rotate the logo.

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Icon

The logo can also be used in its abbreviated form, which is particularly suitable for social media, favicons, or in any context where the use of the full version would be redundant within a layout.

A gradient version is also available: in this case, the icon should be used in its negative form to preserve the sense of visual lightness. The other permitted variations are those shown on this page.
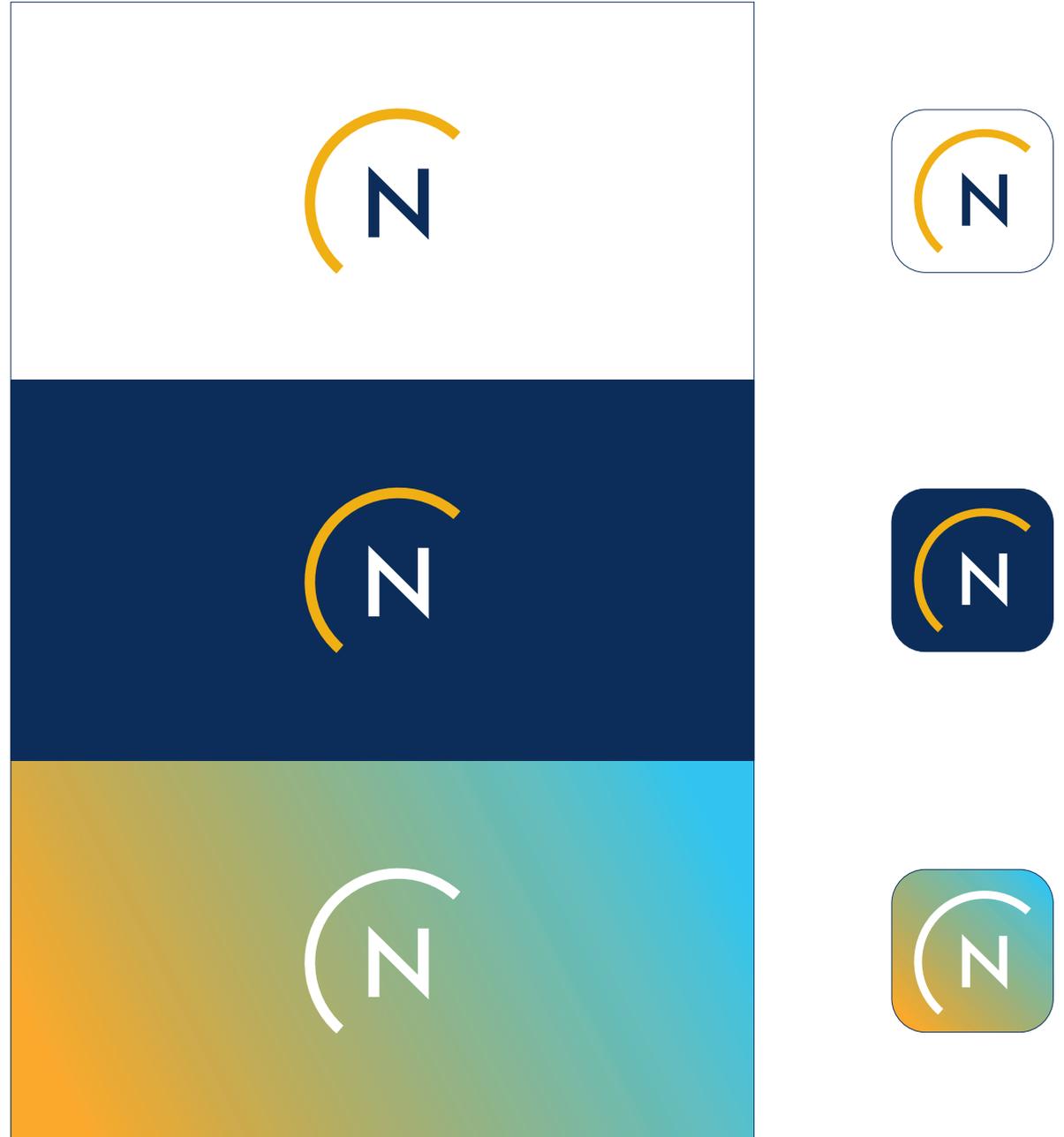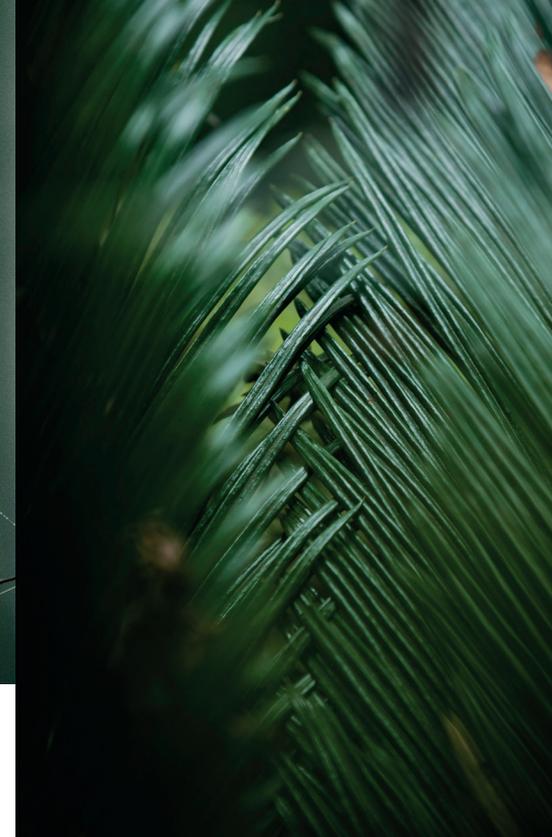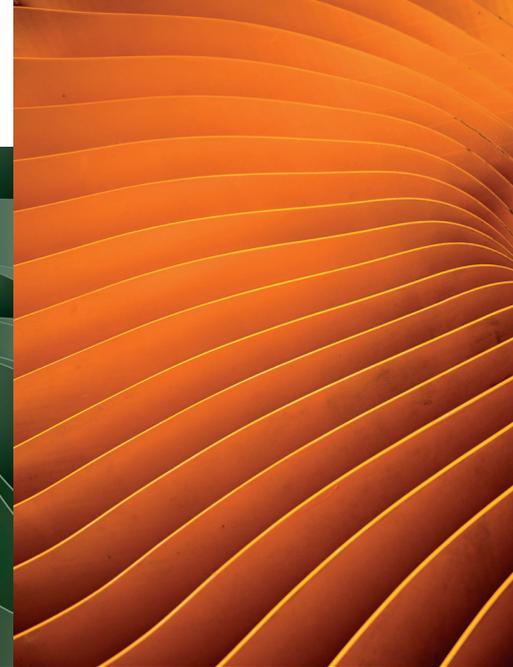
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Imagery

The Concept of connection in nature

In this photo series, we explore the concept of connection within the natural world. These images allow us to reflect on certain themes without confining them to an artificial or abstract dimension.
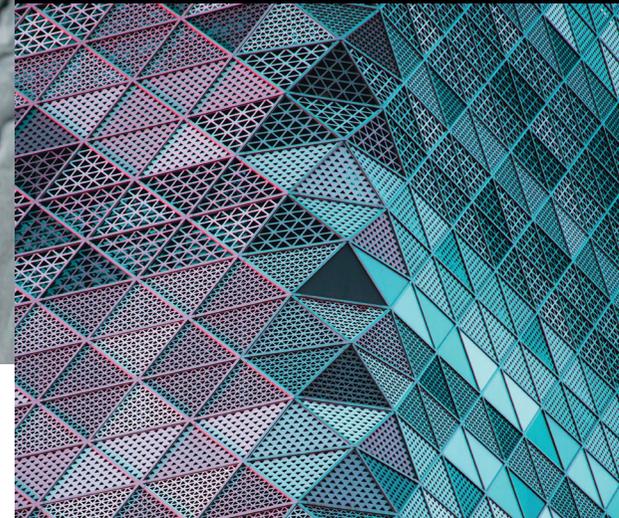
Imagery

Patterns or Textures

In this photo series, we explore the use of patterns as a way to communicate a variety of concepts without delving into a specific subject, instead evoking the desired feeling or atmosphere.

Imagery

People

Including photographs of people helps enhance the company's credibility and fosters a sense of trust and authenticity. Black-and-white portraits are particularly effective for institutional communication, offering a cohesive and professional aesthetic. For more conceptual or emotional messaging, color photography can be used to create a stronger visual impact and emotional connection.

Backlit images that capture people in natural, unposed moments can also communicate context and atmosphere without relying on overly descriptive visuals.

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Business Card

The business card has a horizontal format measuring 8.5x5.5 cm. The front features the logo in its negative version on a gradient background, while the back contains the contact information.

Novagraaf

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