Vertical logo

A vertical logo is ideal for customers whose space is limited in width but provide better height such as roll-up banners, mobile apps, or social media profile pictures. It works well in designs where a stacked format complements the layout better than a horizontal arrangement, offering a balanced and cohesive visual presence.

NOVANET

Horizontal logo

A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like business cards and letterheads.

It's ideal when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.
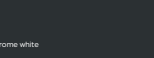
Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a clean, elongated format helps maintain readability and strong visual impact.

NOVANET

Standard   **Invert**
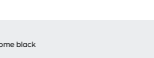
NOVANET   **NOVANET**

Monochrome black   **Monochrome white**

NOVANET   **NOVANET**

Social media icons

Always use the primary brand colours for social media profile pictures, as it creates more recognition and brand presence across platforms.

Icon spacing

Ensure details space around the logo icon when using it as a social profile picture, so it remains distinct, and avoids congested logos at smaller sizes.

NOVANET   **NOVANET**

Vertical spacing

When placing the logo, set the margins according to the 'N'. This ensures enough space around the logo to keep it visually distinct and clutter-free.

The clear space around the logo isn't reserved for other elements, like text, images, or graphics, allowing it to stand out clearly.

The minimum clear space should be equal to the height of the 'N' letter, ensuring enough clearance on all sides.

By respecting this buffer, you preserve the logo's power, and make sure it always looks recognizable and legible in any layout.

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Horizontal spacing

When placing the logo, set the margins according to the 'N'. This ensures enough space around the logo to keep it visually distinct and clutter-free.

The clear space around the logo isn't reserved for other elements, like text, images, or graphics, allowing it to stand out clearly.

The minimum clear space should be equal to the height of the 'N' letter, ensuring enough clearance on all sides.

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Logo Application

Header placement

For narrow placements, the horizontal logo should be used to enhance visibility. If no additional information accompanies the logo, it should be positioned at the center.

NOVANET
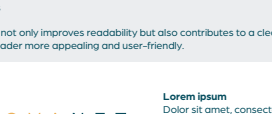
Header placement with text

When designing a header bar, it's recommended to place the logo on the left side and the accompanying text on the right. This placement aligns with common reading patterns and enhances visual flow, allowing users to easily recognize the brand before they proceed to the text.

Applying spacing rules (previously specified) is essential to ensure both the logo and text elements are legible and balanced. The logo should have enough padding around it to prevent it from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements.

Consistent spacing not only improves readability but also contributes to a clean and professional look, making the header more appealing and user-friendly.

NOVANET

Lorem ipsum
Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Logo placement on images/designs

When placing the logo on an image, it must maintain consistent spacing on all sides equal to the width and height of the logo's stamp. The logo can be positioned in various locations, including the top corner, bottom center, bottom-left, and bottom-right, depending on what best complements the overall design. Ensuring this spacing not only preserves the logo's visibility but also upholds brand consistency and clarity across different applications.
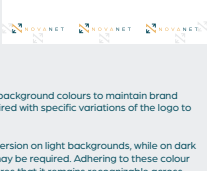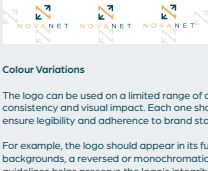
Colour Variations

The logo can be used on a limited range of approved background colours to maintain brand consistency and visual impact. Each one should be paired with specific variations of the logo to ensure legibility and adherence to brand standards.

For example, the logo should appear in its full-colour version on light backgrounds, while on dark backgrounds, a reverted or monochromatic version may be required. Adhering to these colour guidelines helps preserve the logo's integrity and ensures that it remains recognizable across all platforms and materials.

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NOVANET

NOVANET
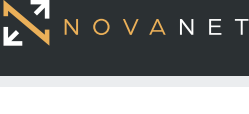
Primary type face

Poppins

Ab

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Type rules
Heading
Poppins semibold

Subheading
Poppins medium

Body
Poppins light

No caption text within paragraphs.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Typing margins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Poppins light

Ab

Poppins medium

Ab

Poppins semibold

Ab

Primary colours

RGB 251 210 98	RGB 2 76 91
CMYK 1% 20% 72% 0%	CMYK 95% 49% 47% 32%
HEX FDD209	HEX 024A5B

Secondary colours
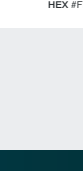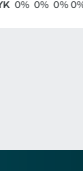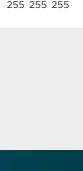
RGB 45 45 51	RGB 96% 94% 60% 60%	RGB 255 255 255
CMYK 74% 64% 60%	HEX 2D2D33	CMYK 0% 0% 0% 0%
HEX 2D2D33		HEX #FFFFFF

Gradient

Direction
Left to right

#024A5B   #03323a