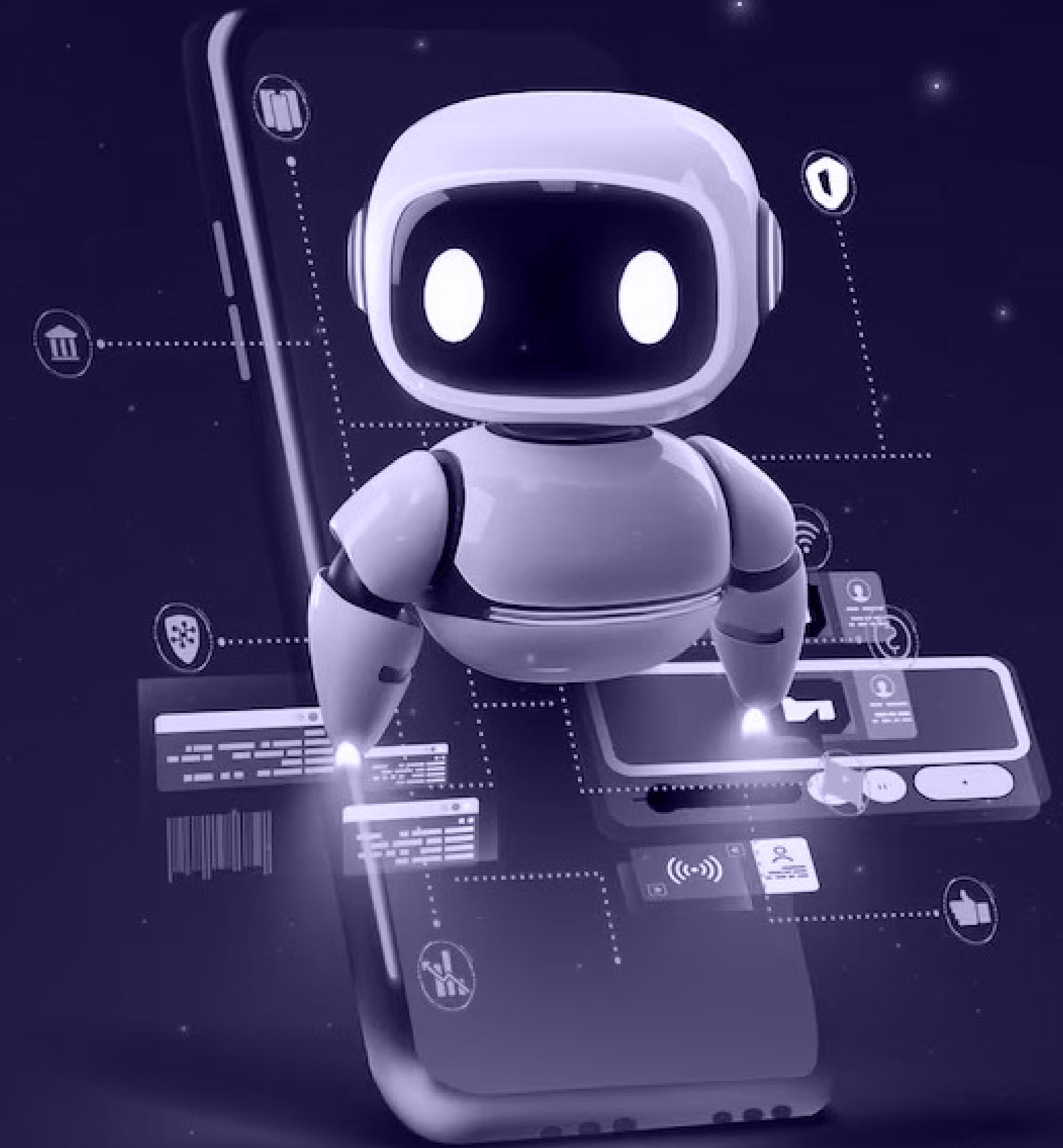




Complete Brand guidelines Of Notiqoo



# Brand Guidelines

# Welcome To The Notiqoo Brand Guidelines

Your gateway to presenting our brand in a manner that's not just differentiated but undeniably stylish. This brand guide isn't just a rulebook, it's a manifesto of creativity, a blueprint for distinction. By embracing the principles within, we don't just maintain consistency we amplify it. We don't just assert the strength of the cloth care brand, we fortify it. So, let's embark on this journey together, where every page turned is a step toward a brand that's not just noticed, but revered.

# Logo

## 01 THE NOTIQOO LOGO

The Notiqoo logo consists of two elements; the icon and the wordmark. It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and wordmark together. In no way should the logo be modified, distorted, or redrawn

## 02 THE SMALL NOTIQOO LOGO

For smaller sizes we have optimized the kerning to increase legibility. This would be used for placement below 100px x 30px (100pt x 30pt). The Small notiqoo logo can be found in the logopack.

## 01 THE NOTIQOO LOGO



WORDMARK

ICON

## 02 THE SMALL NOTIQOO LOGO



# Logo Clear Space

To ensure the right amount of breathing space around the Notiqoo logo the following process should be applied:

Step 1

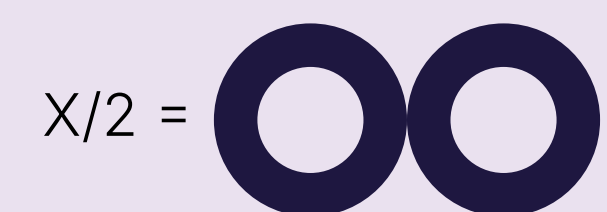
Pick the letter 'o'

Step 2

Rotate it 90 degrees

Step 2

Duplicate it





# The Icon: Message

We use Message as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

Message should be used as the reduced form of our logo in tight spaces. Using it associated with Dark slate blue, our primary brand color, should always be the favourite option. For any other use cases, a monochrome version is allowed too.

## Usage hierarchy

1. Lavender Icon on a Dark slate blue background (Preferred option)
2. Dark slate blue Icon on a white background  
To be used when option one is not working out
3. White Icon on a black background

Whenever incorporating Dark slate blue is not an option, our preferred option is a white version of Icon on a black background

4. Black Icon on a white background  
Used when a white version of Icon is not working.

01



02



03



04



# Placement Logo

When it comes to logo placement, we have a few options listed on this page. Whenever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it

## Portrait

Our default option would be to place our logo in center-bottom of the layout

## Logo animated

When working with animated and masked compositions, we prefer to combine our tagline and logo in the centre to give them maximum visibility

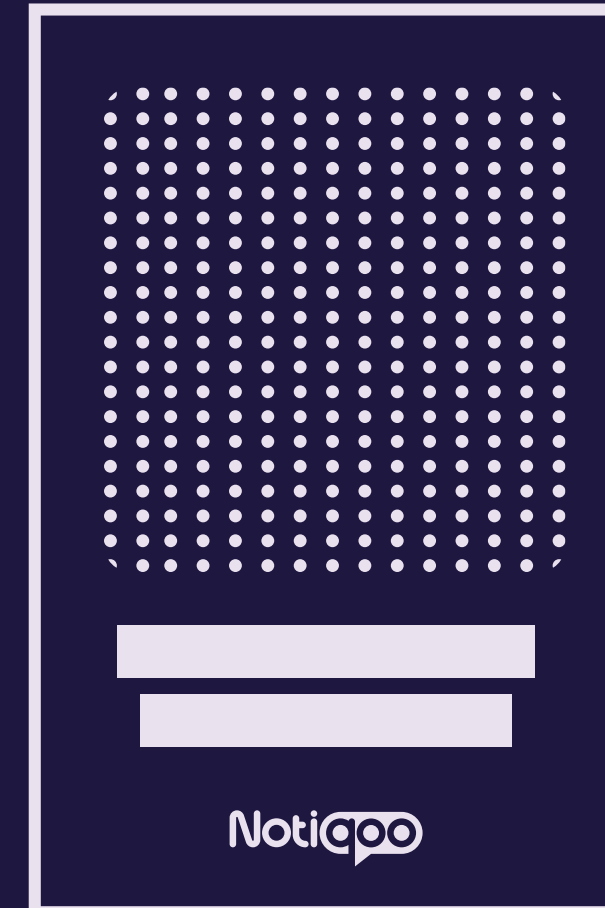
## Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom right corner of the layout

## Landscape wide

When working with extra wide landscape layouts, we prefer to place our logo to the right, vertically centered.

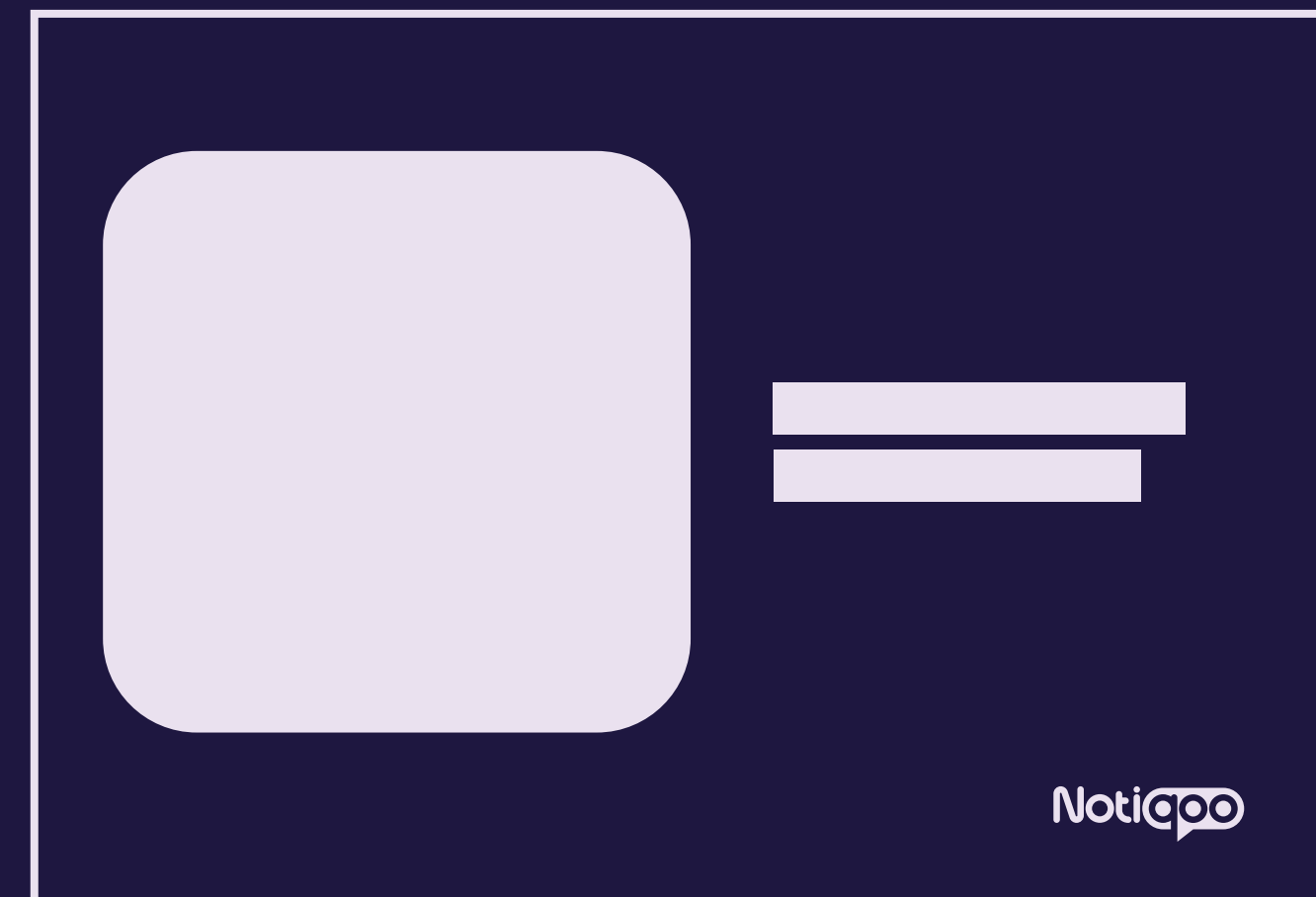
01



02



03



04



# Usage Color Combinations

The default version of the Discord logo uses our primary brand color blurple. However, the logo can live with different colors.

Here, you will find an overview of possible color combinations.



# Usage Successful Logo Examples

Here are some recommended examples of how the Notiqoo logo should be integrated

## 01. Use the preferred logo

Our preferred logo consists of our symbol and wordmark associated to blurple, the core brand color, and with the right amount of whitespace

## 02. Use the icon by itself and the smaller version of the logo in tight places

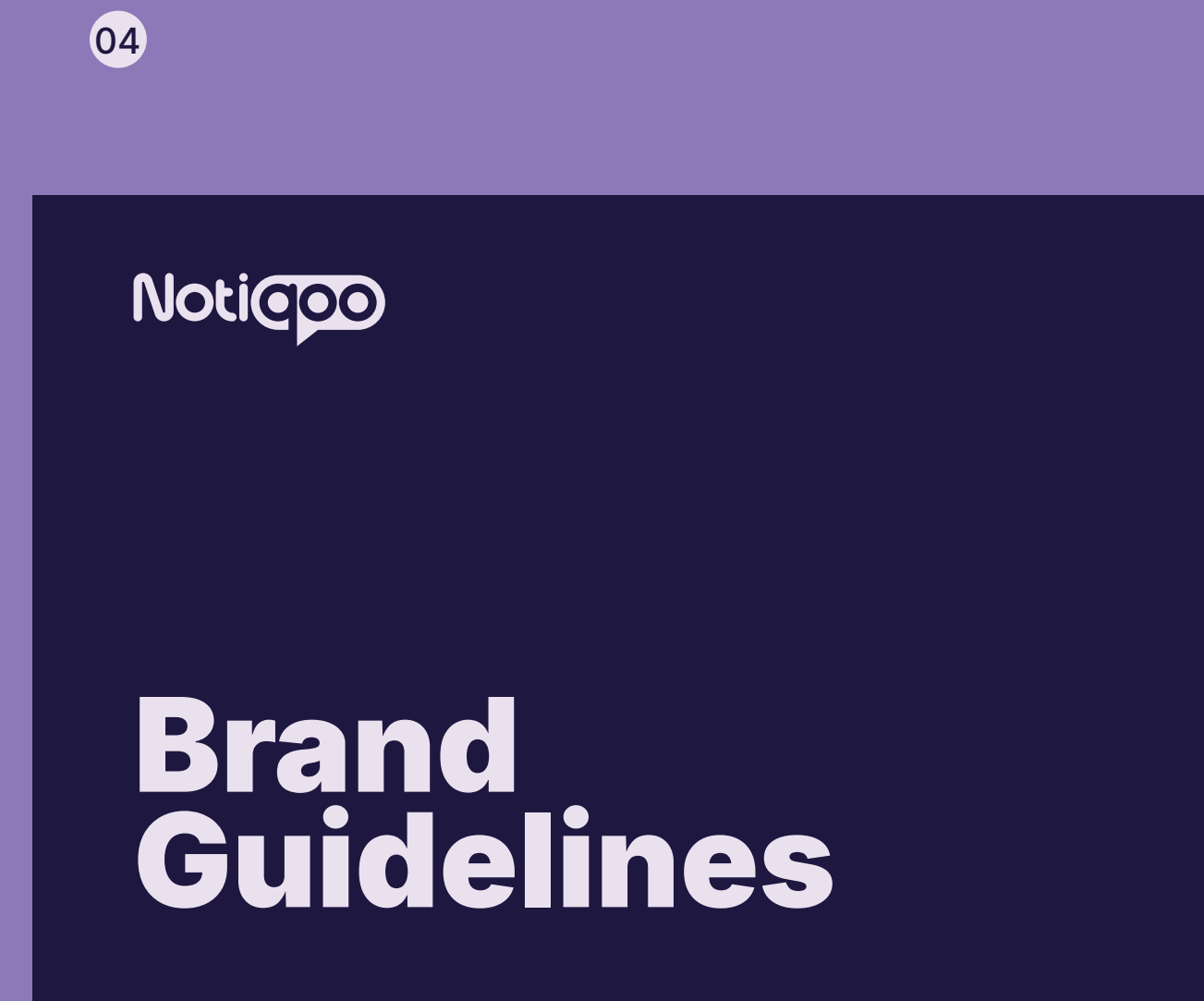
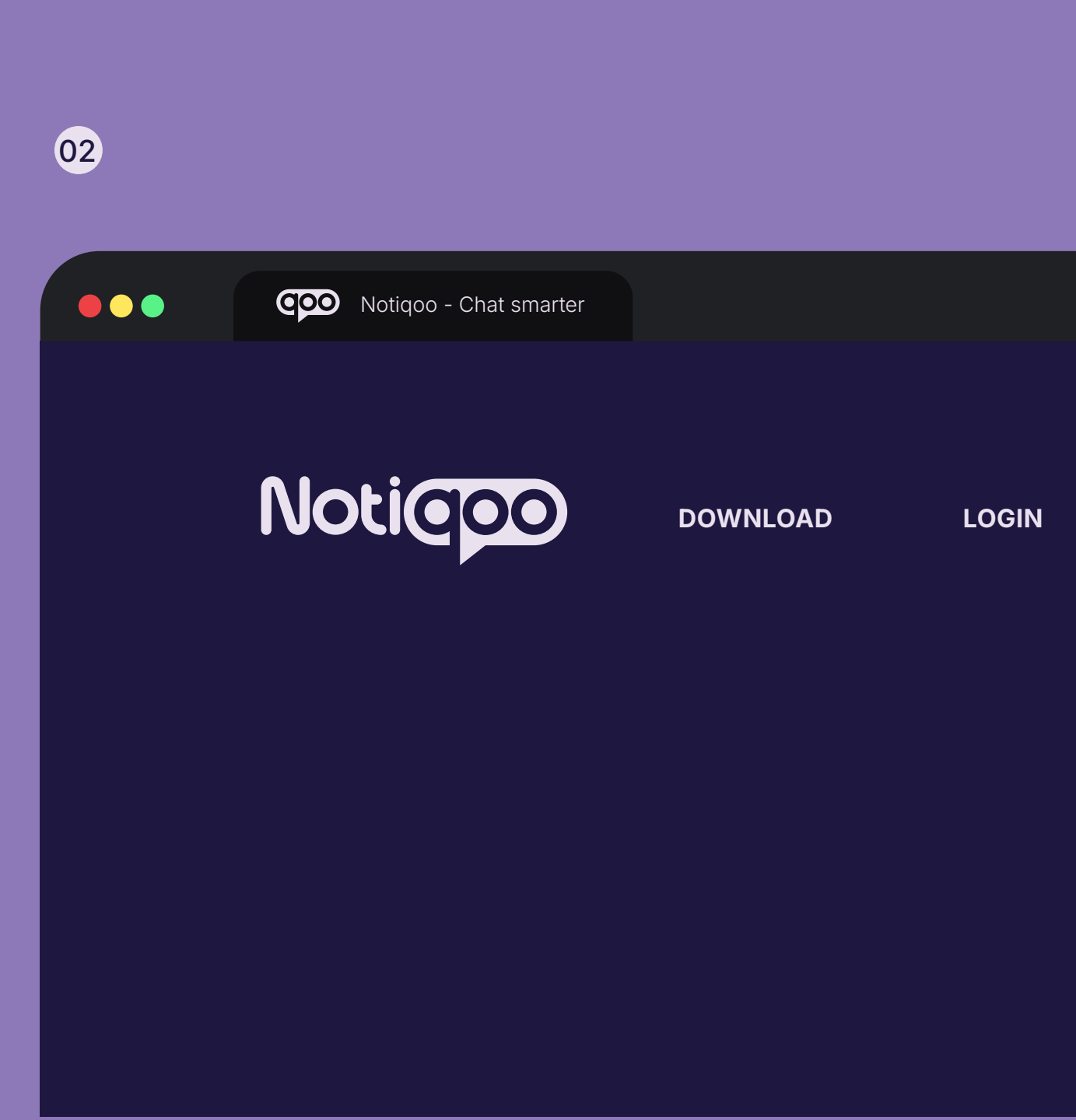
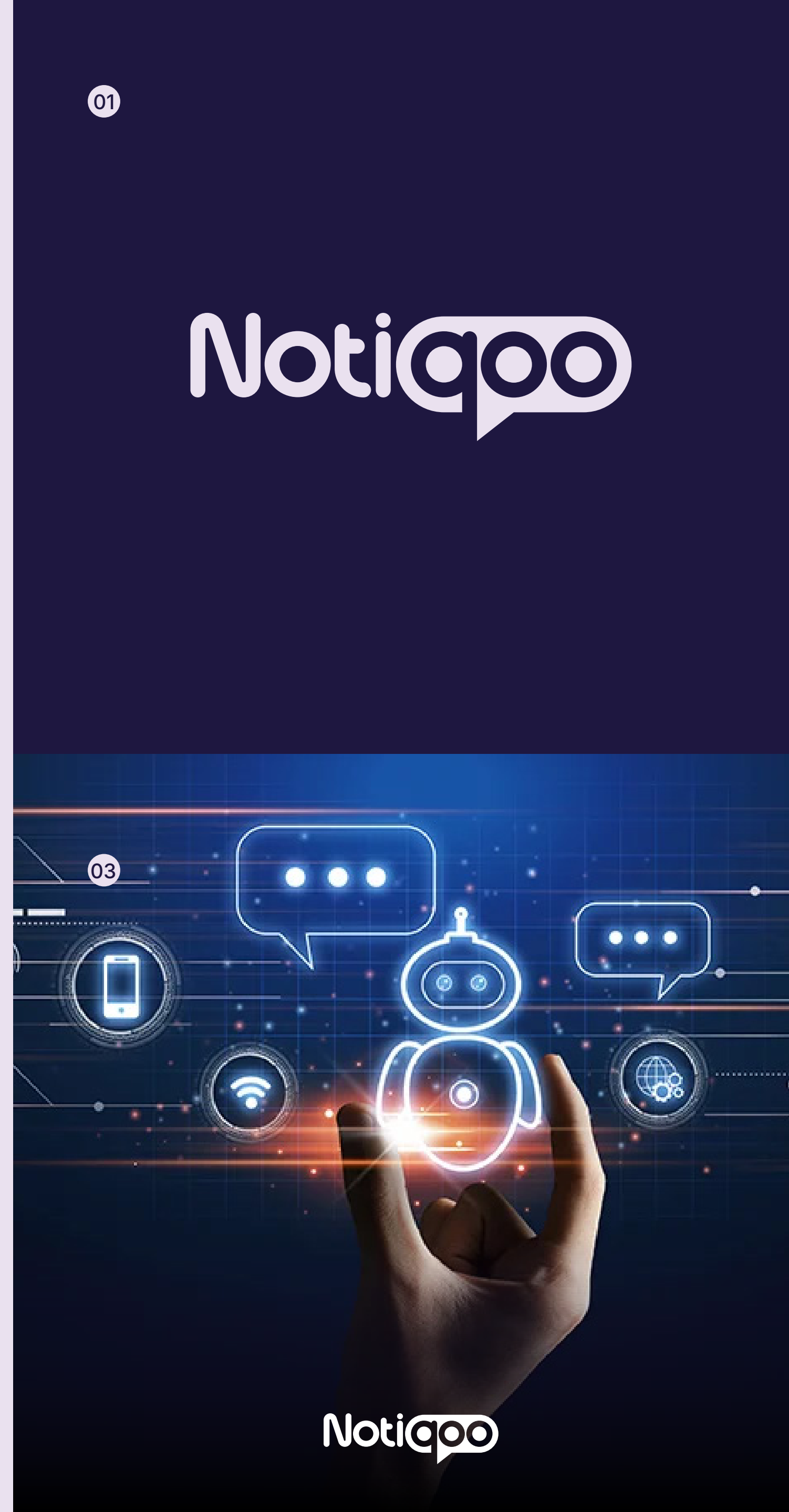
In formats with limited space, use the smaller version of our logo to improve legibility. For favicons we prefer to use our symbol only

## 03. Use the Notiqoo logo on top of key visuals

Only place the logo on-top of key visuals when the space allows it and when it's legible

## 04. Use the Notiqoo logo when first introducing the brand

For example on covers.



# Usage Successful Logo examples

Avoid the examples mentioned below at all times.

## 01. Don't go crazy with your color mix

For more guidance around which colors are allowed, see page 32.

## 02. Don't apply effects

Glowing edges, drop shadows and gradients are forbidden.

## 03. Don't twist and turn the Notiqoo logo around

Use it within the provided ratios.

## 04. Don't stack the elements of the Notiqoo logo

Also no other color combinations are allowed besides the ones provided in these guidelines.

01

The Notiqoo logo is shown in white text with a pink speech bubble icon. A red diagonal line is drawn across the logo, indicating it is an incorrect usage.

02

The Notiqoo logo is shown in yellow text with a yellow glow effect. A red diagonal line is drawn across the logo, indicating it is an incorrect usage.

03

The Notiqoo logo is shown rotated 45 degrees clockwise. A red diagonal line is drawn across the logo, indicating it is an incorrect usage.

04

The Notiqoo logo is shown with yellow text and a pink speech bubble icon. A red diagonal line is drawn across the logo, indicating it is an incorrect usage.

# Notiqoo

## Dark Slate Blue

Dark Slate Blue is the core color of Notiqoo, it's the one color that holds most brand equity and which current users associate with the brand.



### Dark Slate Blue

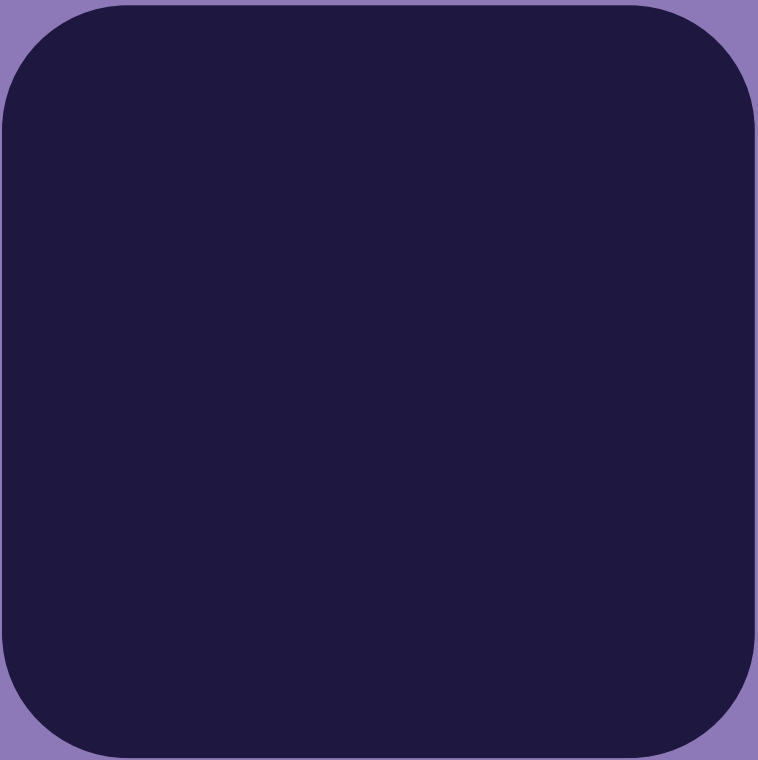
HEX : #1E1740

RGB : 30,23,64

CMYK : 96, 96, 42, 49

# BRAND COLOR PALETTE

Dark Slate Blue is the core color of Notiqoo, it's the one color that holds most brand equity and which current users associate with the brand.



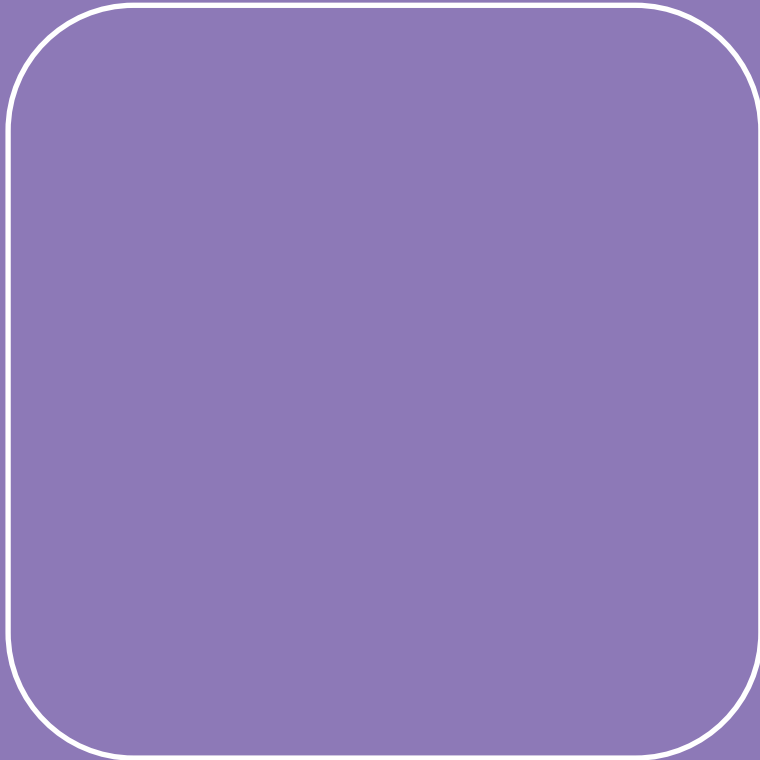
**Dark Slate Blue**

HEX : #1E1740  
RGB : 30,23,64  
CMYK : 96, 96, 42, 49



**Lavender**

HEX : #EAE1EF  
RGB : 234, 225, 239  
CMYK : 6, 11, 0, 0



**Lavender Purple**

HEX : #8D79B7  
RGB : 141, 121, 183  
CMYK : 48, 56, 0, 0



**Black**

HEX : #23272A  
RGB : 35, 39, 42  
CMYK : 35, 0, 0, 100



**White**

HEX : #FFFFFF  
RGB : 255, 255, 255  
CMYK : 0, 0, 0, 0



# Usage Applying Colors

Pairing colors is a tricky task, and there are colors that work better together than others.



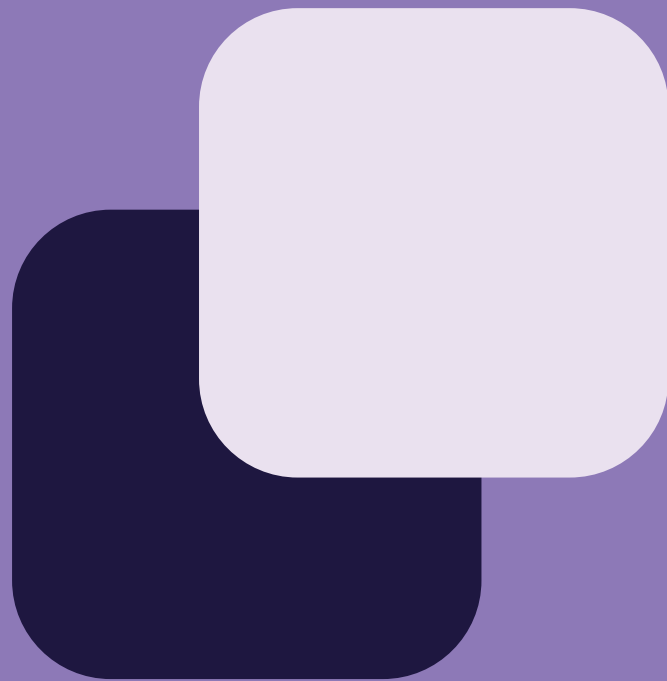


# Usage Suggested Color Pairings

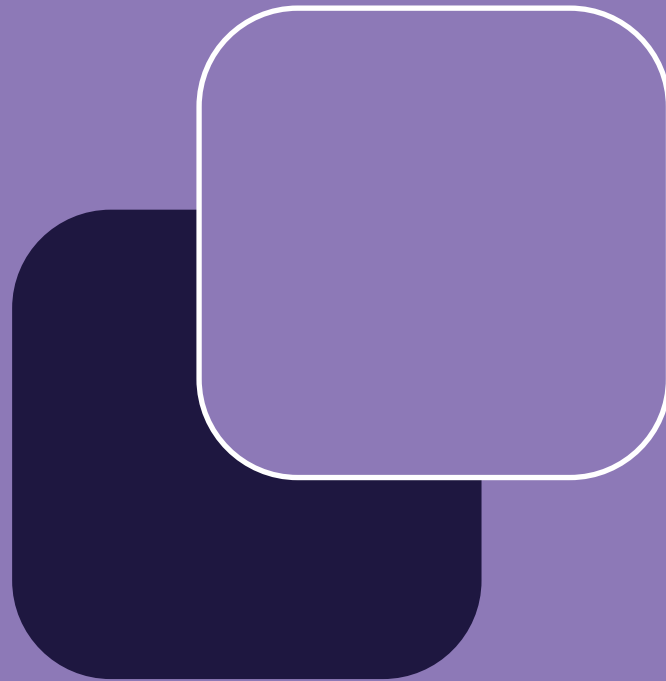
Pairing colors is a tricky task, and there are colors that work better together than others.



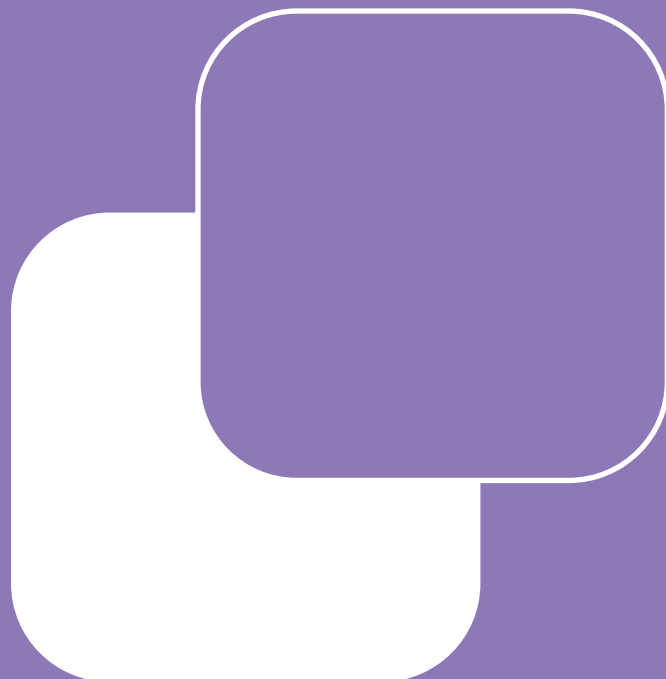
Dark slate blue / White



Dark slate blue / Lavender



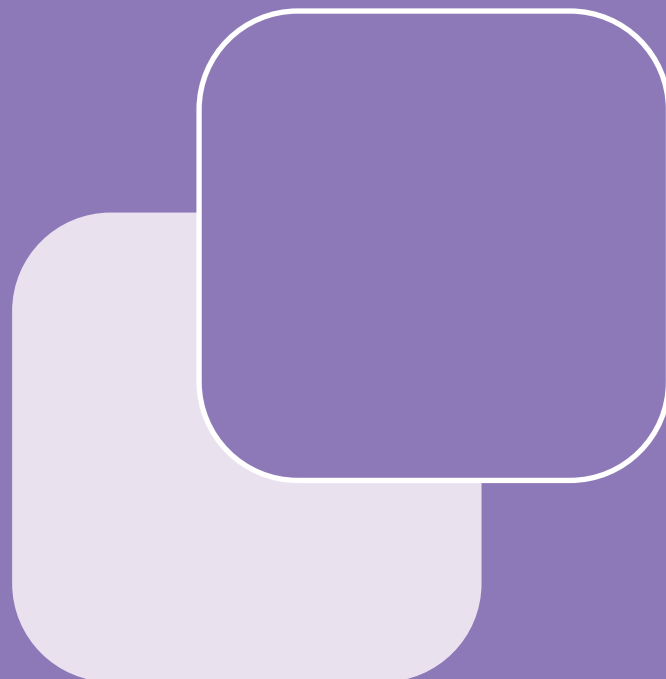
Dark slate blue / Purple



White / Purple



White / Black



Lavender / Purple



Purple / Black



Black / Lavender

# Typestyles

Our typestyles consists of headlines styles & a paragraph style. Our typography consists of two font families, Inter Variable and Montserrat

## Headlines

We always use Inter Variable for our headline style, since it's our primary typeface. Headlines are always written in uppercase, and could be applied as Black, Primary or Secondary titles.

### Black Headline

Typeface: Inter Variable  
Font-weight: Black  
To be used for short and large headlines as for instance tagline.

### Primary Headline

Typeface: Inter Variable  
Font-weight: **SemiBold**  
To be used for all headlines

### Secondary Headline

Typeface: **Montserrat**  
Font-weight: Bold, Extra Bold To be used in combination with the primary headline.

### Paragraphs

For our paragraph style we always use Montserrat to achieve thebest legibility. This applies to all supporting text as well.

INTER  
VARIABLE

Ultra Headline | Example: 90pt / Line-height 80% with some copy, 95% with a bit more copy / Letter-spacing 0%

INTER VARIABLE  
[ ] ( ) { } × : & ? ● ◆ → ↘ ↓ ↗  
0123456789

Primary Headline | Example: 50pt / Line-height: 90% with some copy, 110% with a bit more copy / Letter-spacing 0%

INTER VARIABLE  
[ ] ( ) { } × : & ? ● ◆ → ↘ ↓ ↗ 0123456789

Secondary Headline | Example: 24pt/ Line-height 90% / Letter-spacing 0%

Montsserat Regular, Light, ExtraLight, **Medium, SemiBold, Bold, ExtraBold, Black.**  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Paragraph Text | Example: 15pt / Line-height: 130% / Letter-spacing 0%

**Mockup**







# QUICK, EASY AND DIGITAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

GET IT NOW



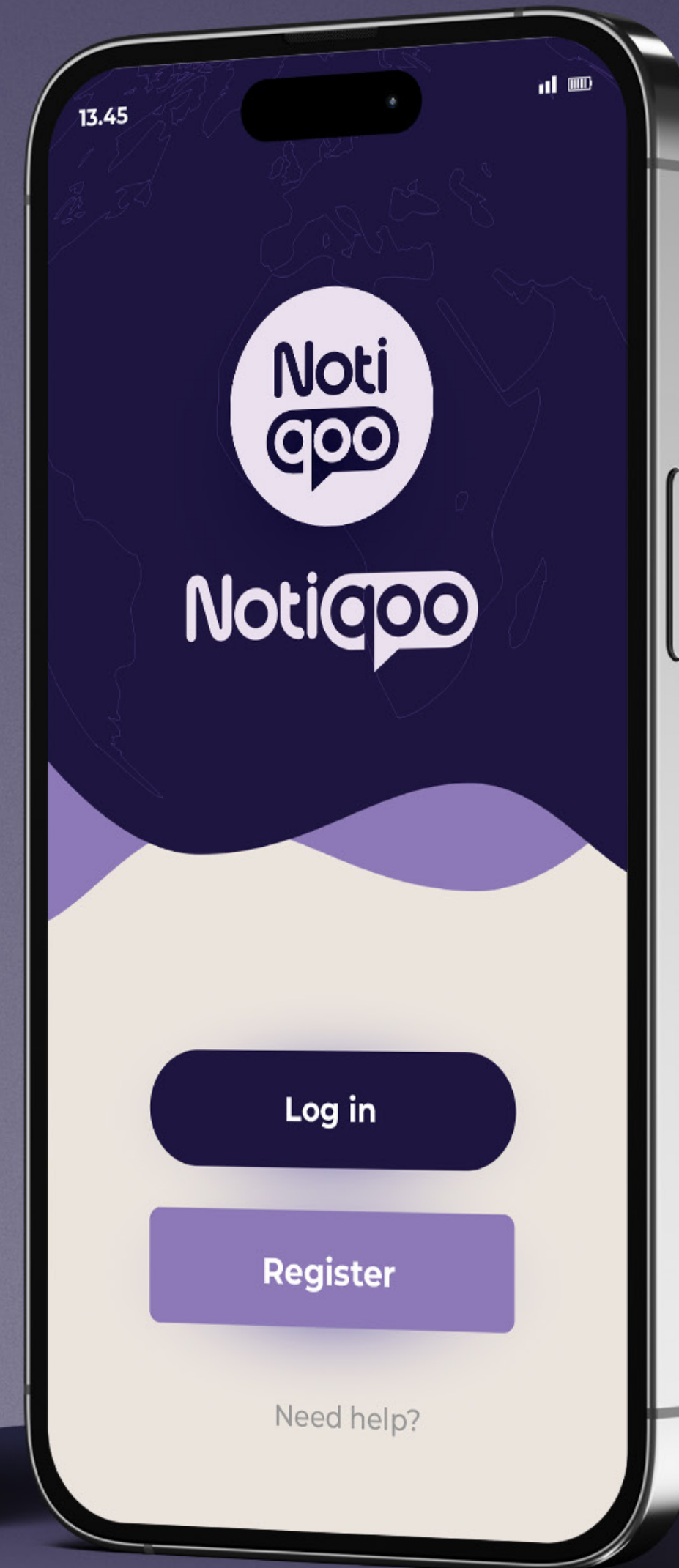
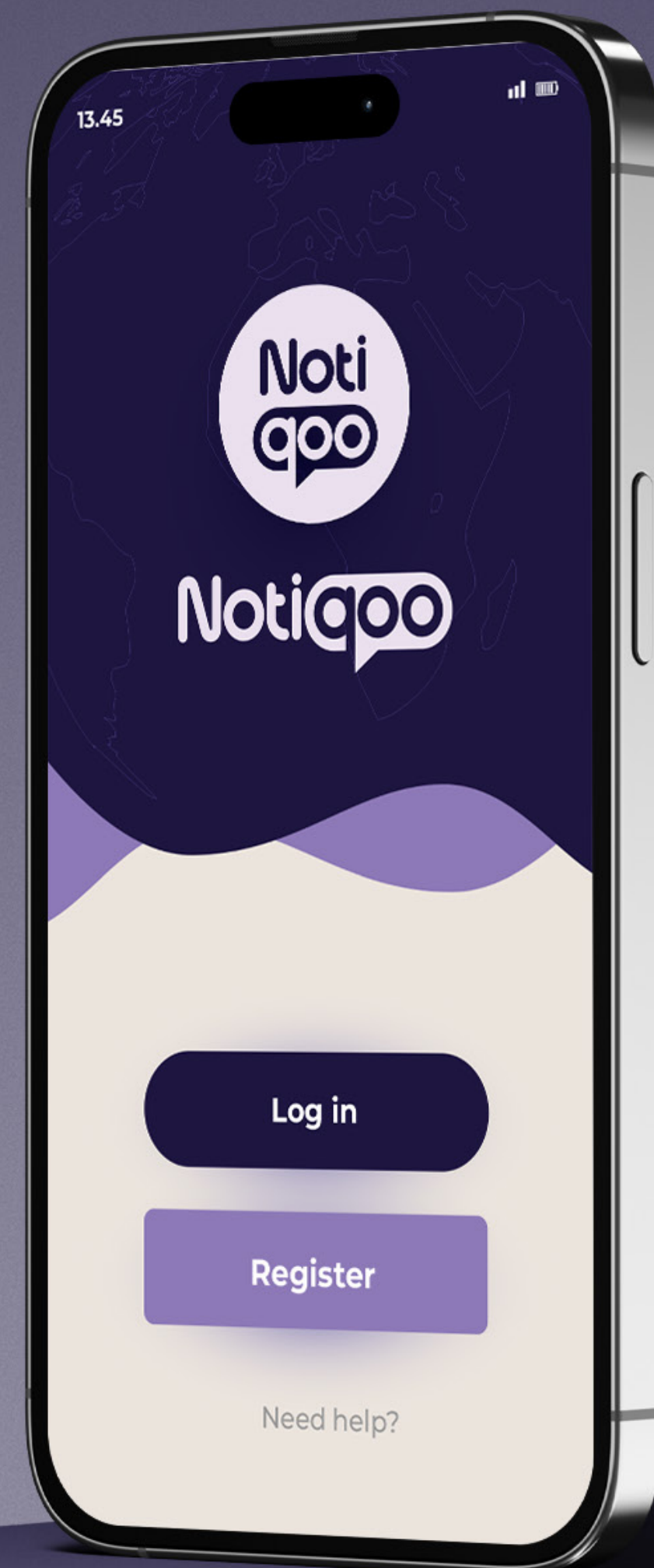
























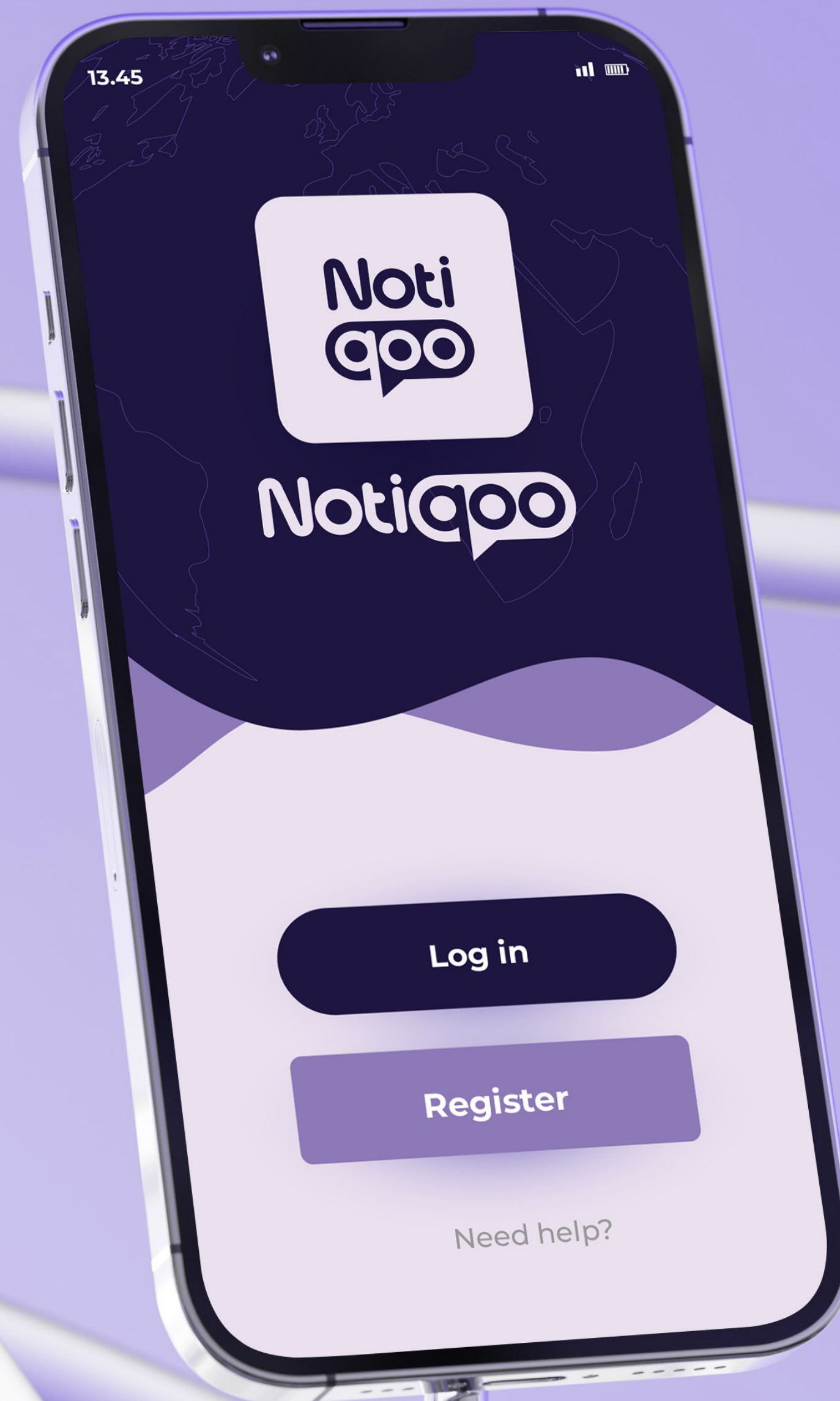
# QUICK, EASY AND DIGITAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

GET IT NOW







Notiqoo