

Logo

The logo can be a word mark, a shape mark or a combination of both. The word mark represents a fixed text notation and typography. In addition to print and internet use you should also consider the usability of the logo for other media like promotional gifts or product marking. In that case the use of logo variations is recommended. Such as a black or white logo, a diapositive version (reversed colors) and usage in full-color or separate PANTONE® colors.





Color palette

The consistent use of a limited number of colors contributes to brand awareness. Subconsciously, every person attributes psychological characteristics to a specific color. The color palette as shown underneath is based upon those characteristics. The characteristics remain unchanged, even when using shades of the original color.

Novatug. Zwart

#000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

PMS Process Black

RAL 9005

AVERY 901 Black

Novatug. Wit

#ffffff

RGB 255, 255, 255

CMYK 0, 0, 0, 0

PMS 802U

RAL 9003

AVERY 900 White

Novatug. Blue

#009cdd

RGB 0, 156, 221

CMYK 100, 0, 0, 0

PMS Process Cyan

SIKKENS R5.52.49

AVERY Pantone 2925 C

Novatug. Sea blue

#5391b4

RGB 0, 156, 221

CMYK 70, 0, 0, 30

PMS Pantone 7459 C

SIKKENS R0.40.40

AVERY Pantone 308 C

Novatug. Light Grey

#b1b1b1

RGB 177, 177, 177

CMYK 0, 0, 0, 40

PMS Cool grey 5 C

SIKKENS ON.00.60

AVERY Cool grey 7 C

Novatug. Dark Grey

#5a5a5a

RGB 90, 90, 90

CMYK 0, 0, 0, 80

PMS 425 C

SIKKENS G0.50.80

AVERY Pantone 446 C

Typography

A consistent use of a limited number of font types helps organizations to communicate unambiguously. The primary font **Avenir** is often used in printed matter such as brochures, leaflets and posters. Usually this font type is not freely available but can be purchased under licence. The secondary open font type **Arial** (freely available) is mostly used for office-related documents such as correspondence, e-mail traffic and presentations.

Aa Bb

Avenir Book

Aa Bb

Avenir Black

Aa Bb

Futura Medium

Aa Bb

Arial