NUX Labs

Brand Kit

The Operating Layer for Digital Assets

Logo, colour, type and social templates

Colour

Three brand colours carry every surface. Paper is the ground, navy speaks, olive marks the data.

Paper

Ground for slides, documents and posts

#F7F2EB

RGB 247 242 235

Navy

Logo, headlines, dark fields

#273869

RGB 39 56 105

Olive

Charts, highlights, the mark on navy

#8B9A6E

RGB 139 154 110

Sand #EAE2D6

Secondary areas

Mist #EEEEEE

Tracks, neutral fills

Ink #1F2019

Body text

Olive deep #555D44

Olive under paper text

Navy deep #1A2547

Large dark fields

Colour Pairs

Text and logo pairings that hold AA contrast. Olive never carries text on paper.



Navy on paper
10.2 : 1



Paper on navy
10.2 : 1



Olive on navy deep
5.0 : 1



Ink on sand
12.8 : 1



Paper on olive deep
6.2 : 1



Navy deep on olive
5.0 : 1

Logo

Three lockups. Horizontal first, stacked for square formats, the mark alone where the name is already present.



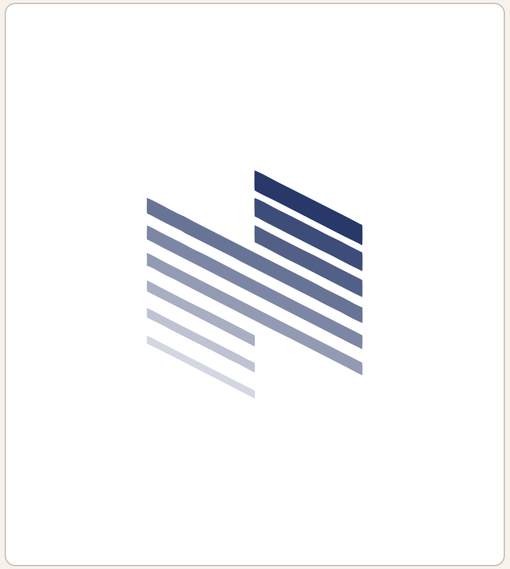
Horizontal

Decks, documents, website header, banners



Stacked

Covers, square posts, merchandise



Mark

Profile pictures, favicon, app icon

Files in logo/horizontal, logo/stacked and logo/mark, each in navy, olive, ink, paper and white. SVG for screens, PNG in png/.

Logo on Colour



On photographs and gradients use white or paper.

Clear Space and Size



Keep clear space of x on every side, x being the height of the capitals in the name.

Minimum size

NUX Labs — 24 px high

NUX Labs — 56 px

16 px

In print: horizontal 25 mm wide, stacked 15 mm.

Typography

Aa Helvetica Neue

Everything we write: 400, 500, 700

Fredoka lives only inside the logo, as outlines. Never type the name.

Logo Misuse



Do not stretch



Do not recolour off palette



No olive logo on paper



No effects or rotation

The mark as a graphic

The mark may be cropped and enlarged as a background graphic in white over paper, in sand, or in navy deep over navy, always behind a complete logo, never in place of it.