NOIBU

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Brand Style Guides

Mission Statement

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Build the best monitoring solution for eCommerce to help drive clarity on the issues that matter.

Logomark

A logomark is an identifying mark or symbol that doesn't cont name, like a drawing or image that represents the business.

Logo Construction

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The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

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WORDMARK   **LOGOMARK**

Mono Color Logo

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Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

Logo on Alternative Backgrounds

Alternative color combinations

Main Colours

The main colour palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

PRIMARY COLOURS

Noibu Green

CMYK   47 - 0 - 15 - 25
RGB   71 - 191 - 151
HEX   #47BF97

Midnight

CMYK   7 - 8 - 0 - 74
RGB   48 - 46 - 66
HEX   #302E42

White

CMYK   0 - 0 - 0 - 0
RGB   255 - 255 - 255
HEX   #FFFFFF

ACCENT COLOURS

Blurple

CMYK   59 - 65 - 0 - 9
RGB   81 - 65 - 231
HEX   #5141E7

Light Blurple

CMYK   11 - 13 - 0 - 0
RGB   228 - 223 - 255
HEX   #E4DFFF

Nunito Sans

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[Nunito](#) is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

Nunito Sans Black

Nunito Sans Bold

Nunito Sans Regular

Nunito Sans Extra Light