

numotion
Mobility starts here.

Brand Style Guide



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Logo



The Numotion logo is comprised of three parts; the “nu” icon in navy blue, “motion” in orange and the tagline below it in navy blue. The proportion and arrangement of the logo and tagline are specifically determined and should never be altered. Both the icon and tagline must be in the same color in whichever format used.

Color

Orange is the primary color for the Numotion logo. Navy blue is the accent color found in the “nu” icon at the beginning as well as the tagline below the logo. This basic color palette emphasizes the power this company has in the industry with the bold orange, while keeping a calm, comforting feel with the accent color of navy blue.

The word “motion” can be in either orange or white. The “nu” icon in the beginning and tagline below can be in navy blue, light blue and white. Both the icon and tagline need to be in the same color.

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COLOR	HEX	RGB	CMYK
NAVY BLUE	#102947	15,40,70	99,83,44,46
ORANGE	#f27533	242,117,51	0,67,89,0
WHITE	#ffffff	255,255,255	0,0,0,0
LIGHT BLUE	#29abe2	41,171,227	70,15,0,0

Color

Using the Numotion logo:

The navy blue and orange color combination is the most commonly used style with the Numotion logo. Use this wherever, whenever you can. There should always be a white background at least one X-height around all sides no matter the color of the background.

The Numotion logo consists of the word "numotion" in a lowercase, sans-serif font. The "nu" is navy blue, and "motion" is orange. Below it is the tagline "Mobility starts here." in a smaller, navy blue, sans-serif font.

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The Numotion logo is centered on a white rectangular background, which is itself centered within a larger blue rectangular border. The logo and tagline are in their standard colors: navy blue for "nu" and "Mobility starts here.", and orange for "motion".

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The Numotion logo is centered on a white rectangular background, which is itself centered within a larger dark navy blue rectangular border. The logo and tagline are in their standard colors: navy blue for "nu" and "Mobility starts here.", and orange for "motion".

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The Numotion logo is centered on a white rectangular background, which is itself centered within a larger black rectangular border. The logo and tagline are in their standard colors: navy blue for "nu" and "Mobility starts here.", and orange for "motion".

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Color

Background colors:

The white background behind the logo can change to the following colors. The word “motion” is most commonly white using “nu” and the tagline as the accent colors.

Background: #29abe2
motion: #ffffff
Accent color: #102947



Background: #000000
motion: #ffffff
Accent color: #29abe2



Background: #f27533
motion: #ffffff
Accent color: #102947



Color

Grey Scale:

For grey scale applications, please use the following formats:

A) (motion: White) (nu: 40% black) (tagline: 40% black) (background: black)

B) (motion: 40% black) (nu: black) (tagline: black) (background: white)

A



B



One Color:

For applications where only one color is allowed use white and black, reversing the text and background colors.



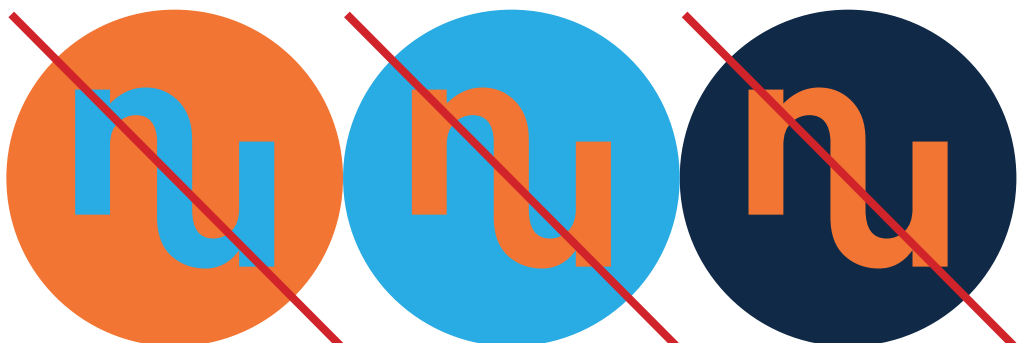
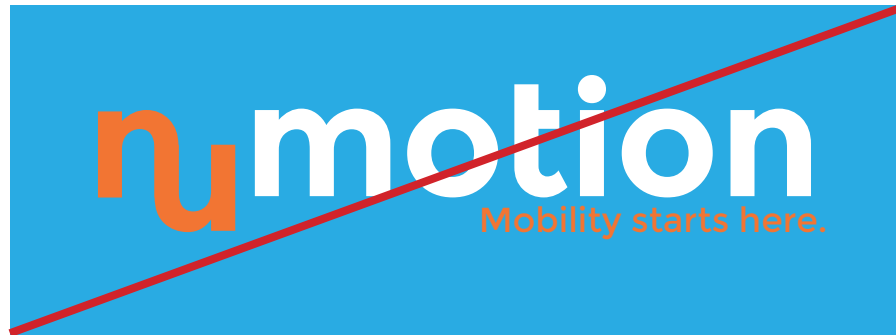
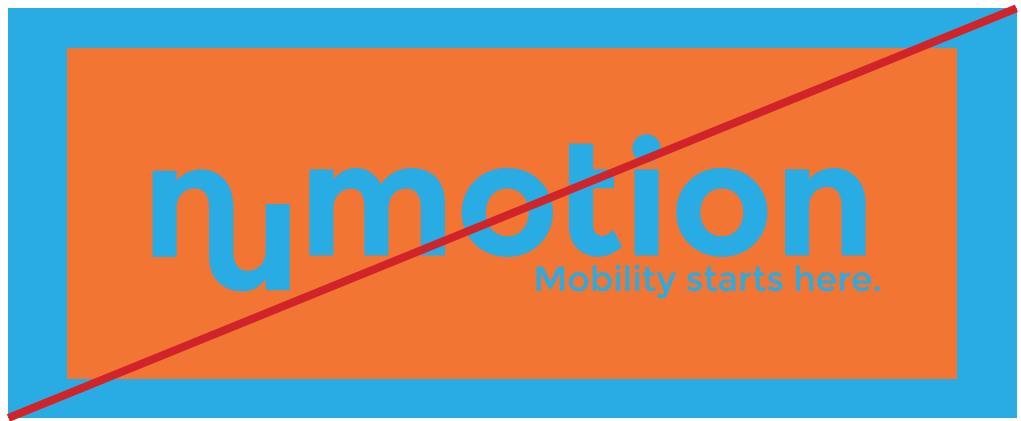
Color

Icon:

The Numotion Icon consists of the word “nu” typically white with a contrasting background. The colors can change as long as it stays within the Numotion color palette and is legible.



Color



Type

To help provide a consistent unified look in the Numotion logo, the Montserrat Alternates typeface should be used for the icon and the word “motion”. The tagline should be in the Montserrat type face. The Montserrat Alternates typeface is slightly different enough from the tagline’s Montserrat typeface to differentiate the two.

The recommended weight of the Montserrat Alternates typeface is bold while the Montserrat typeface can be regular. To use the Montserrat Alternates and Montserrat fonts you can obtain a copy of the font for free from:

<https://www.google.com/fonts>

Montserrat Alternates bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789\$%&()

nu motion

Montserrat regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789\$%&()

Mobility starts here

Together:

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Clear Space

For Maximum impact and instant recognition, the Numotion logo should not be crowded or bumping up against other elements. The logo doesn't need to be the only thing on the page, but adequate clear space should be left around the logo so its prominence is not compromised. The clear space is based off the x-height. The logo will have a minimum of one x-height clear space around it. The illustration below is a guide to providing the necessary clear space.

