NULS

DESIGN AND BRAND GUIDELINES

OVERVIEW

These guidelines describe the visual guidelines that represent NULS corporate identity. This includes our name, logo and other elements such as color, type and graphics.

We want to send a strong and consistent message of who we are with bold and bright design, presenting a string unified image of our company.

These guidelines reflect NULS commitment to quality, consistency and style.

LOGO GUIDE

Logo overview	3
Logo spacing	4
Color	5
Color versions	6
Mono versions	7
Logo versions - with slogan	8
Incorrect usage	9
Social media	10
Fonts	11

VERSION 1.0

04.2021

WE’VE UPGRADED

LOGO OVERVIEW

We began our journey back in 2017 with the goal of making blockchain simple and easy. Over the years we have developed and adapted to changing market conditions, we’ve grown as a company and as a community.

To reflect this maturity and growth we’ve upgraded and refreshed our brand.

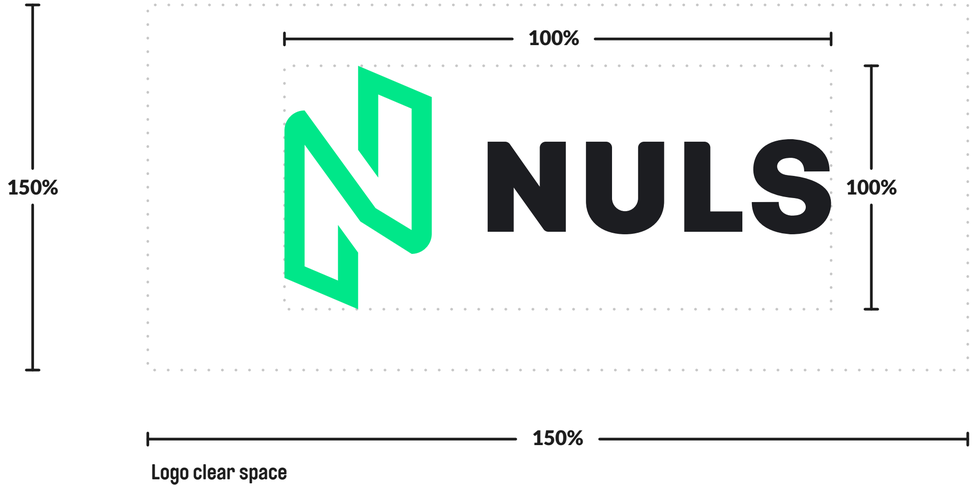
Our logo is the key building block of our identity, the primary symbol you will see across platforms, it represents us as a group of bold and passionate people.

2021 BRANDING

GIVE IT SPACE

LOGO SPACING

Let our logo breathe, make sure to allow enough spacing around the logo for clear visibility and recognition.



COLOR

NERO
CMYK = C75 M68 Y62 K74
RGB = R28 G29 B33
#1C1D21

WHITE
CMYK = C0 M0 Y0 K0
RGB = R255 G255 B255
#FFFFFF

MEDIUM SPRING GREEN
CMYK = C64 M0 Y69 K0
RGB = R0 G231 B137
#00E789

JADE
CMYK = C78 M0 Y70 K0
RGB = R0 G180 B125
#00B47D

SPRING GREEN
CMYK = C60 M0 Y94 K0
RGB = R0 G255 B102
#00FF66

LOOKING GOOD IN COLOR

COLOR VERSION

The primary way to display the NULS logo is with color and Ideally with a BLACK background.

The logo can be displayed over a plain white background and alternatively a color gradient background using the NULS color pallet.

BLACK AND WHITE ALSO

MONO VERSION

If a mono tone version of the logo is required. Both horizontal and vertical logos can be used in the following ways.

NOTHING IS EASIER

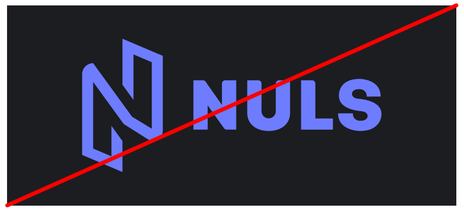
SLOGAN DESIGN

Only used for events, videos or large scale print where you have time and can clearly read the slogan.

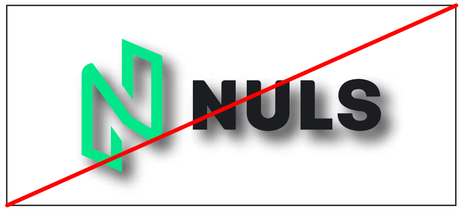
DON’T DO THIS

SERIOUSLY, DON’T

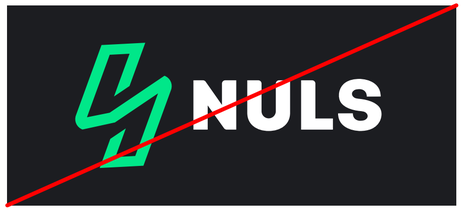
Our designers have worked hard to make the NULS brand be the best it can be, don’t get creative with the logo, it’s perfect the way it is.



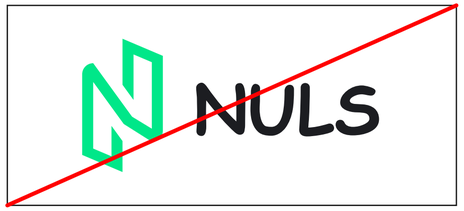
DO NOT USE NON-BRAND COLORS



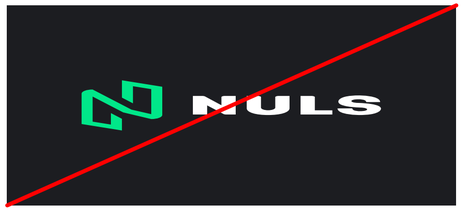
DO NOT ADD DROP SHADOWS



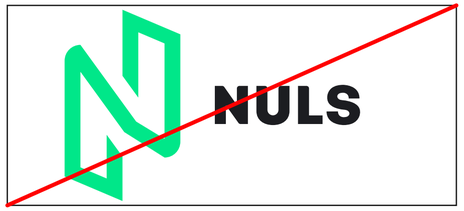
DO NOT ROTATE OR FLIP ORIENTATION



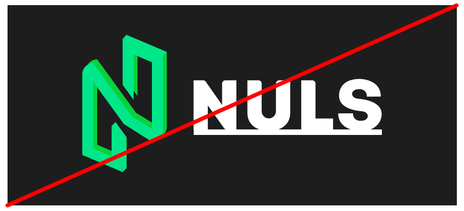
DO NOT CHANGE THE TYPEFACE



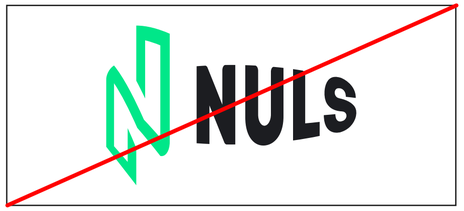
DO NOT SKEW OR STRETCH



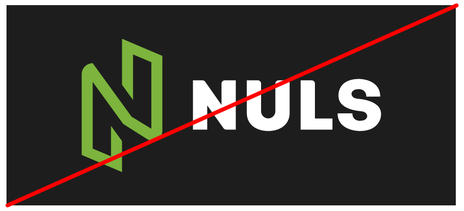
DO NOT ALTER PROPORTIONS



DO NOT ADD EXTRA ELEMENTS



DO NOT ADD SPECIAL EFFECTS



DO NOT USE OLD COLOR

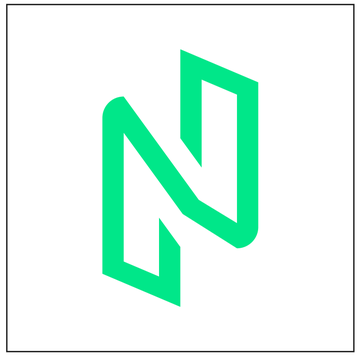
WE’RE SOCIAL

YOU MAY SEE US AROUND

When it comes to being social, we like to be consistent. Our primary look is with our color logo on a black background.

Depending on the platform we may opt for an alternative look.

PRIMARY



SECONDARY

ALTERNATIVE

HOW WE COMMUNICATE

OUR FONT

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NULS
MAKING IT EASIER TO INNOVATE