BRAND IDENTITY GUIDELINES

NEWLOOK
TILES & BATHROOMS
EXPERIENCE LUXURY | EXPERIENCE NEWLOOK

VERSION 2023

COMPANY LOGO

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).
The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Newlook logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

INCORRECT USAGE

The logo must be used as is and not be altered in any way. This means that you MUST NOT:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

COLOR PALETTE

Our company colours are professional and modern, expressing who we are.
Dark Olive Green is the main colour of the Newlook Tiles & Bathroom identity so it has the strongest presence on our brand.
Netural Black C complements the green colour, creating balance and making the palette more distinctive and sophisticated.
Pantone Cool Gray balances the other colours and gives space to the elements.

PANTONE 576 C
DARK OLIVE GREEN
C27 - M0 - Y58 - K35
R120 - G165 - B70
HEX #78a546

NEUTRAL BLACK C
CARBON COLOR
C0 - M0- Y0 - K80
R20 - G20 - B20
HEX #333333

PANTONE COOL GRAY 1 C
WHITESMOKE
C0 - M0 - Y0 - K4
R96.1 - G96.1 - B96.1
HEX #F5F5F5

TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.
Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

Headings

Aa

JOST FONT FAMILY

regular medium semibold bold extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrsutvwxyz

0123456789 !"$%&/()=?

Paragraphs

Aa

POPPINS FONT FAMILY

light regular medium semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrsutvwxyz

0123456789 !"$%&/()=?

Script Typeface

Accountant Signature

NOTE: To be used sparingly as a highlight, accent, texture or graphic element. Not for use as full headers.

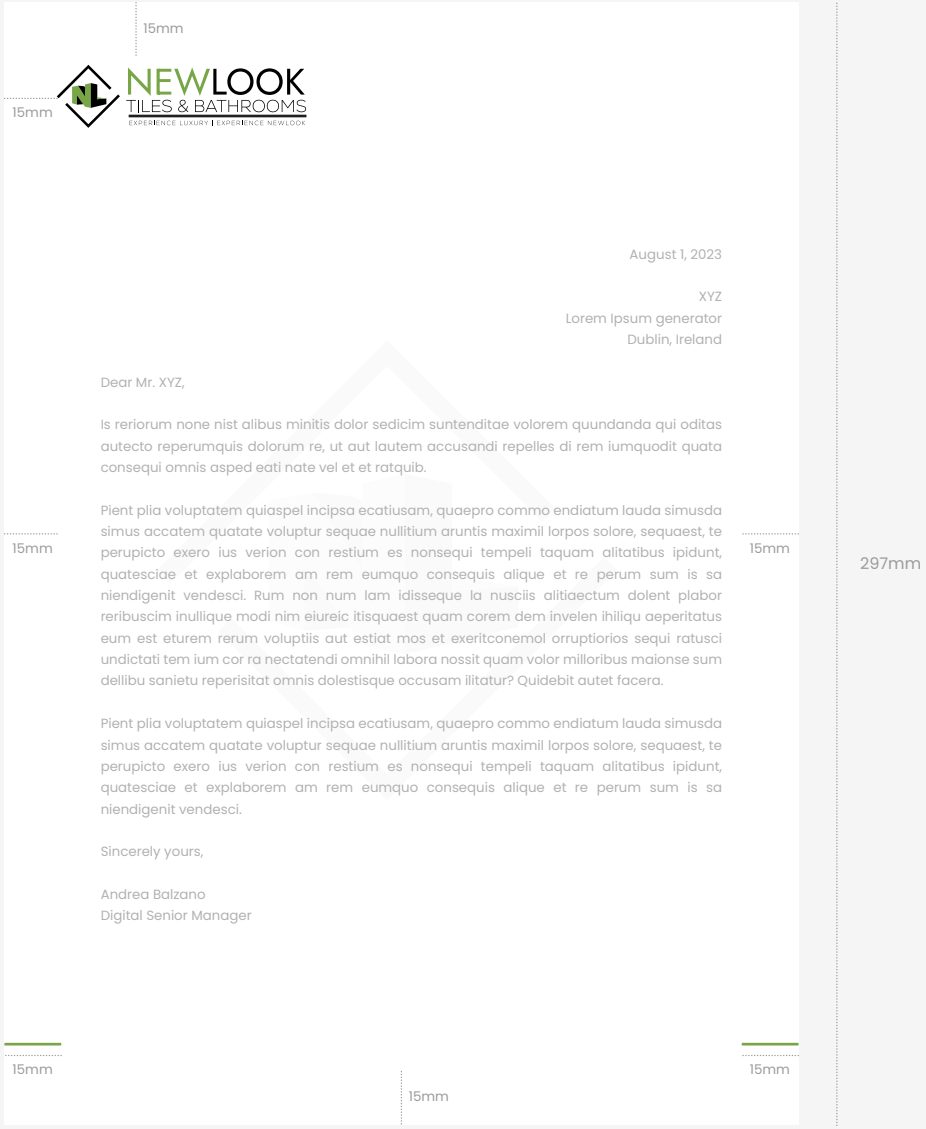
ICONS

Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.

LETTERHEAD

Paper:
A4

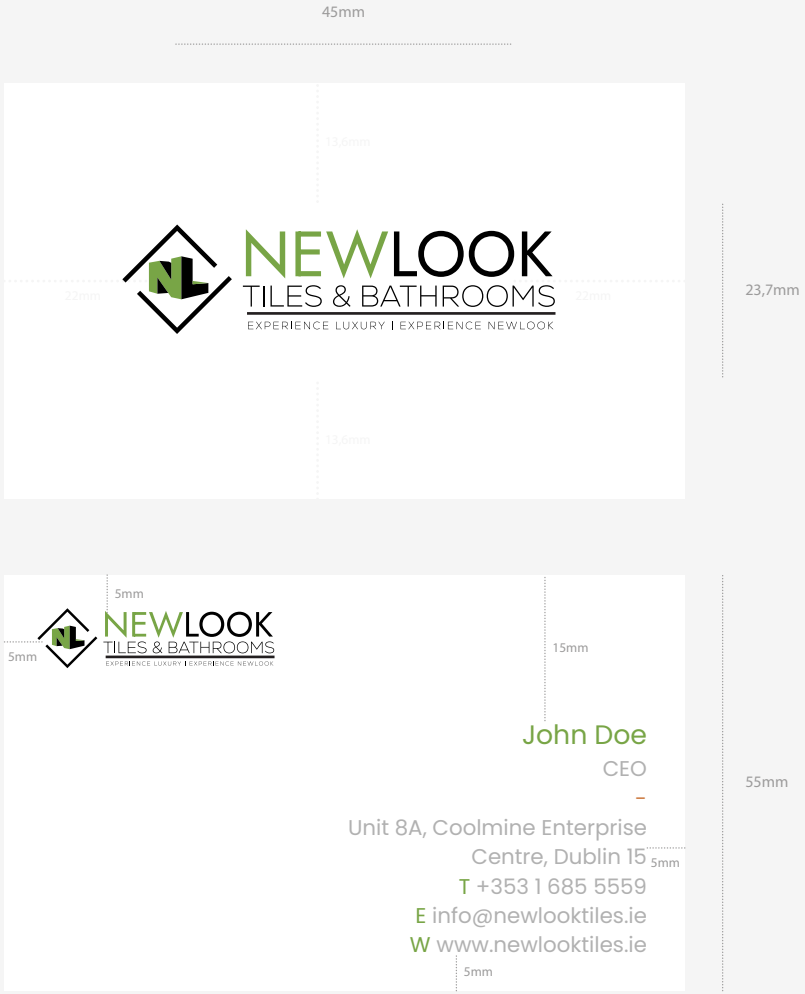
These are examples for printing or documentation match with brand identity



BUSINESS CARD

Paper:
90x55 mm / 3.5x2 inches

These are examples for printing or documentation match with brand identity



EMAIL SIGNATURE

For a strong corporate image, all e-mail messages should identify the sender in a standard and clear manner. Please follow the example shown. It is possible to create a default e-mail signature through your e-mail program. As in the example, you can set up the program to automatically add your signature to the end of every e-mail you send. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.

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