

BRAND **GUIDELINES**

YOUR RECORDING YOUR WAY



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Welcome to the Numonix Brand Guidelines! This comprehensive guide is crafted to empower our valued partners, press, and customers with essential tools and insights needed to showcase the distinctiveness of our products and services in a competitive environment.

By embracing these guidelines and consistently applying their principles, you become a champion of the Numonix brand, reinforcing our position as a trusted leader in the industry. Let's embark on this journey together and unlock the full potential of our brand!

01 Introduction



02 Logos



2.1 Company Logo

2.2 Company Logo Variations

2.3 Clear Space

2.4 Icon



Official Logo



Icons



Technical Documentation

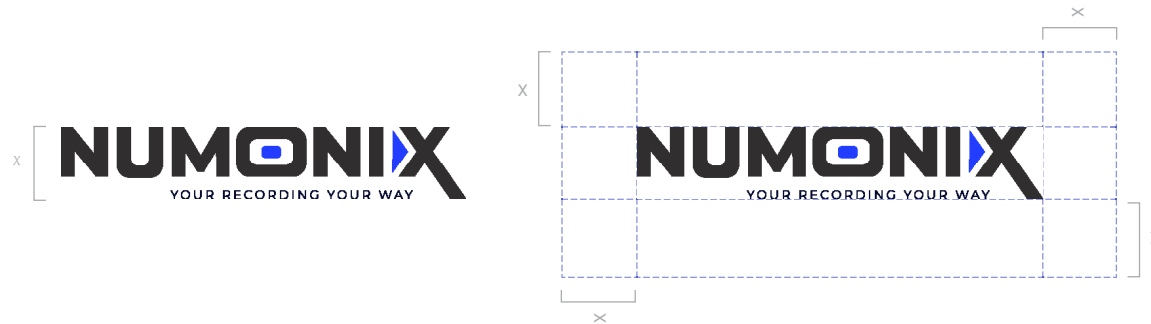


Support Colors



Clear Space

There should always be enough negative space around the logo for optimal legibility. Space must be visually balanced on all 4 sides.



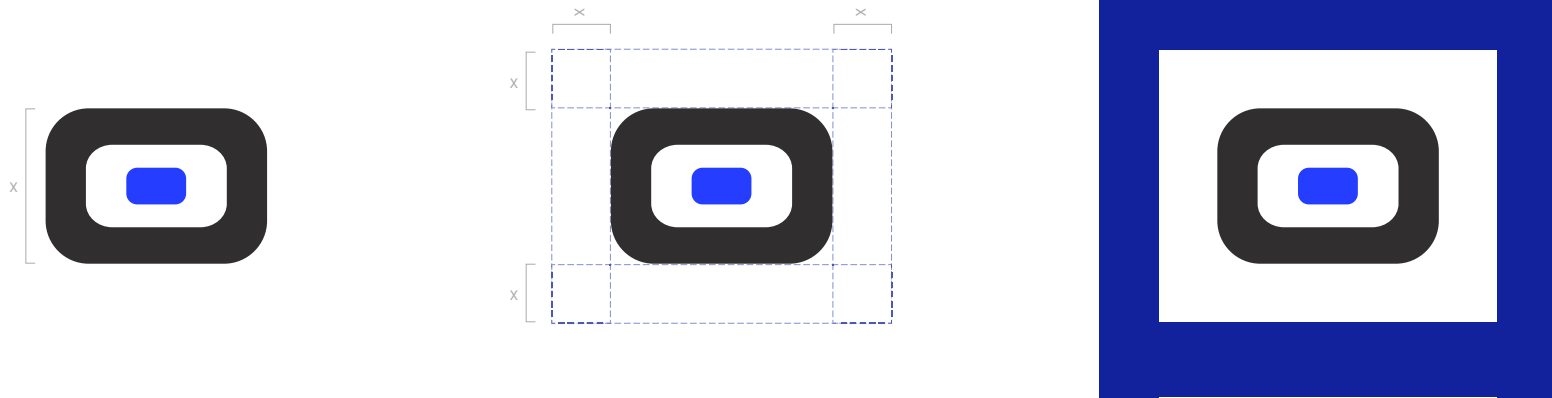
Don't

Never have surrounding graphics touch the logos at the edge, which would impair legibility and create a claustrophobic feeling. Follow negative space direction above.



Clear Space

There should always be enough negative space around the icon for optimal legibility. Space must be visually balanced on all 4 sides.



Don't

Never have surrounding graphics touch the icon at the edge, which would impair legibility and create a claustrophobic feeling. Follow negative space direction above.

03 Colors



3.1 Colors

3.2 Other Colors

3.3 Legibility

Primary Colors

Hex #233DFF
RGB 35, 61, 255
CMYK 84, 72, 0, 0

Hex #050A30
RGB 5, 10, 48
CMYK 94, 88, 48, 64

Secondary Colors

Transparency 100%
HEX #12229D

Transparency 50%
HEX #8991CE

Transparency 25%
HEX #C4C8E7

Transparency 100%
HEX #00AFF0

Transparency 50%
HEX #78D3EF

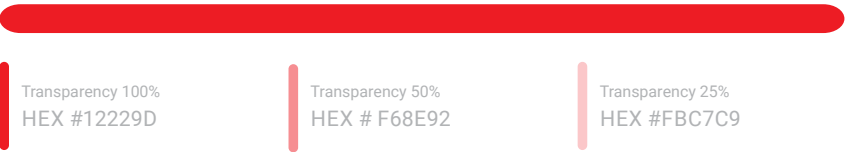
Transparency 25%
HEX #BFE4EF

Transparency 100%
HEX #CAE8FF

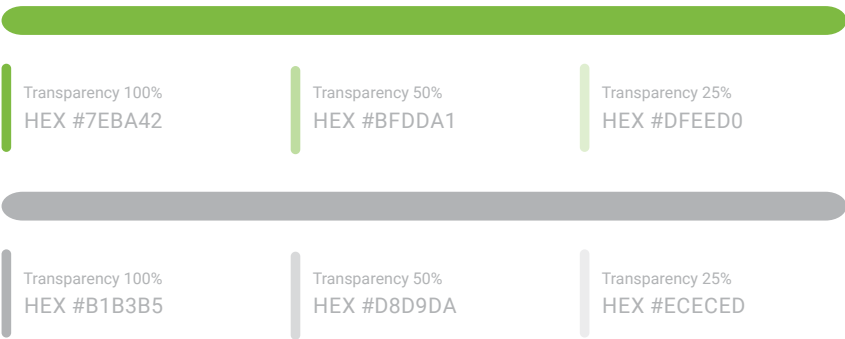
Transparency 50%
HEX #E6F5FF

Transparency 25%
HEX #F3FAFF

Technical Documentation Color



Support Colors



Grey Scale



Full Color Logo

Full color logo can be used against a plain white background.



Solid Color Logo

For optimum legibility, use one color logo over colored backgrounds and backgrounds using photography.



Solid Color Logo

For optimum legibility, use one color logo over colored backgrounds and backgrounds using photography.



4.1 Header Font

4.2 Body Font

04 **Typography**



Header Font

Use Montserrat for all headers and titles.

Aa

Montserrat

<https://fonts.google.com/specimen/Montserrat>

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

Body Font

Use Roboto for all body and paragraphs.

Aa

Roboto

<https://fonts.google.com/specimen/Roboto>

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 1234567890

5.1 Guidelines

5.2 Geometric Backgrounds

5.3 Photography Examples

05 Photography



STREAMLINED
BOLD
CONFIDENT
SIMPLE
TIMELESS

Photography & graphics alike should look & feel high end, expensive, and uncluttered, as to convey the appearance of success.

Geometric shape graphics should take precedence over lifestyle images, or those including actual persons.

Layout and cropping should allow for plenty of negative space, for optimum legibility of copy/text.

A consistent grid system should be observed, so that content and graphics feel organized and well structured





6.1 Standard Icons

6.2 Industry Icons

06 Iconography



Standard Icons



Industry Icons



7.1 Product Logos

07 Products





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08 Contact Us

