

**NEVO  
KONCEPTI**

# NEVO KONCEPTI

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**Brand Guidelines**

**2021**

- Logo Design
- Print Design
- Digital Design

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**LOGO**



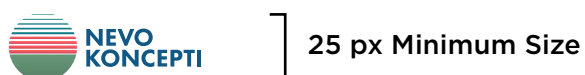


## Scalability

Our logo is designed to work well at any size, but for the most part it's used as a sign off and kept relatively small.

## Minimum Size

Not too small, though. For legability, the Nevo Koncepti logo should never be reproduced less than 25px tall.



## Clearspace

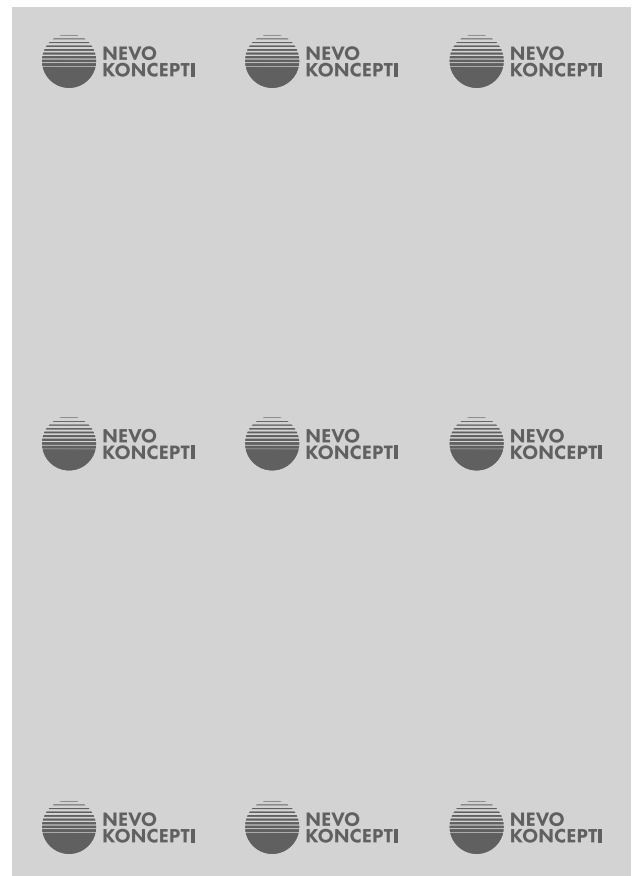
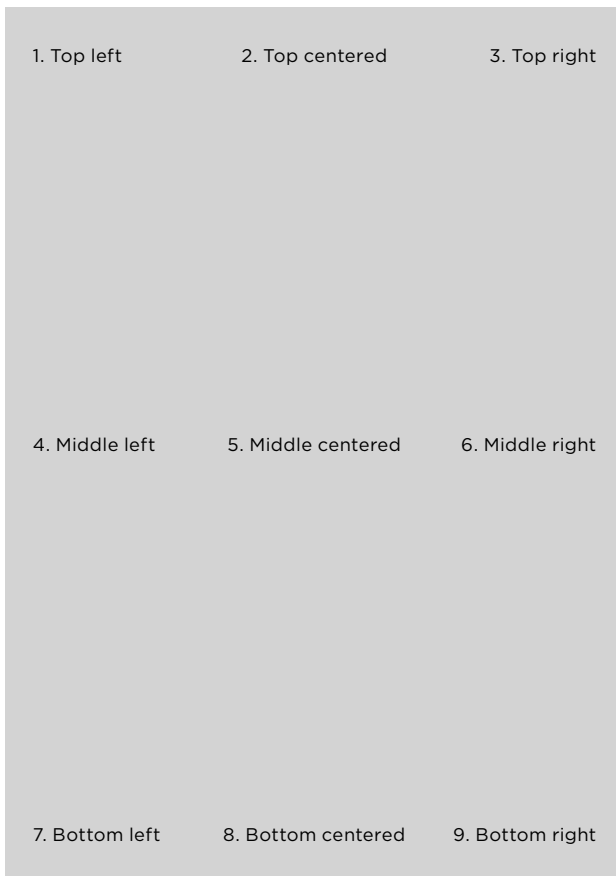
The minimum space between the logo and surrounding artwork is equal to the width of the Circle form and is measured from the baseline, extending out from the logo in right and left, and half circle extending out from the logo on top and bottom.

This is the minimum size for spacing, not a fixed amount. You can have a larger margin if needed.



## Positioning

We avoid placing our logo at random places on the canvas.



## Dont's

1. Do not distort the logo.
2. Do not put the logo against background that creates not contrast.
3. Do not change letter spacing of the wordmark.
4. Do not replace the original colour with an outline.
5. Do not add drop-shadow to the logo.
6. Do not add any kind of gradient colour that isn't part of the logo colours palette.

1.



2.



3.



4.



5.



6.



**COLOUR**

## Palette

Our core colors are our natural state of being, it's how we talk about us in the most direct, earthy way possible.



RGB: 108, 186, 127

CMYK: 67, 0, 66, 0

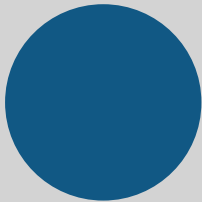
HEX: 6CBA7F



RGB: 255, 96, 96

CMYK: 0, 79, 52, 0

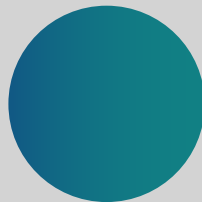
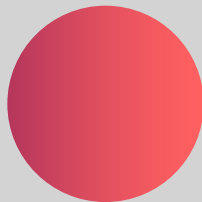
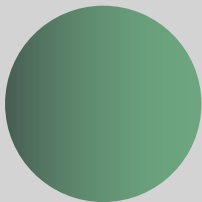
HEX: FF6060



RGB: 17, 88, 153

CMYK: 98, 63, 8, 0

HEX: 115899



GRADIENTS

# TYPOGRAPHY

## Typefaces

### Druk

For large prints (e.g. billboard, megaboard, citylight, etc.)

### Open Sans

For headlines.

### Book Antiqua

Secondary body font variable.

### Times New Roman

For internal documents, word docs, project dossiers, etc.

**Large Prints**  
**Druk Medium**

**Headlines**

**Open Sans Semibold**

**Body**

**Open Sans Regular**

**Body (Variable 2)**

**Book Antiqua**

**Docs**

**Times New Roman Regular**



## General Rules

When setting typography within our identity system the rules illustrated at the bottom should always be followed as a general principle.

**#1 Type is set left aligned or centered**

**#2 Do not hyphenate text**

**#3 Use sentence case**

**#4 Use tight leading on headlines**

**#5 Use Druk type for headlines only**

**#6 Center align only for short text (e.g. 1,2 lines)**

# PRINT DESIGN

## Business Cards

5x8cm  
Coated Paper  
300gr





## Badges


9x6cm  
Solid Paper  
230gr



# A4 Letterhead

Standard  
Copy Paper

## Version 1



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Dear Sir,

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Str: "Saban Pampang" no. 143, Kecamatan 402 20000, Pekanbaru  
+382 (0) 44 265 741

Registration no. 5171292-D  
Voced no. 001188700  
Bank Account: 1502050001588700 - AllJember Bank

www.nevokoncepti.org  
info@nevokoncepti.org

## Version 2



To: **YOUR NAME HERE**  
Designation Here

**P** +123 456 789 000  
**E:** your email name here  
**A** Street: Name City Area State

Dear Sir,

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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+123 456 789 000  
+123 456 789 000

your website link goes here  
your email name goes here

00/0 Street Name City Area  
Avenue, State Code-0000

**YOUR NAME HERE**  
Designation Here



**Vehicle Wrapping**

Color Foil Wrap  
Partial Cut





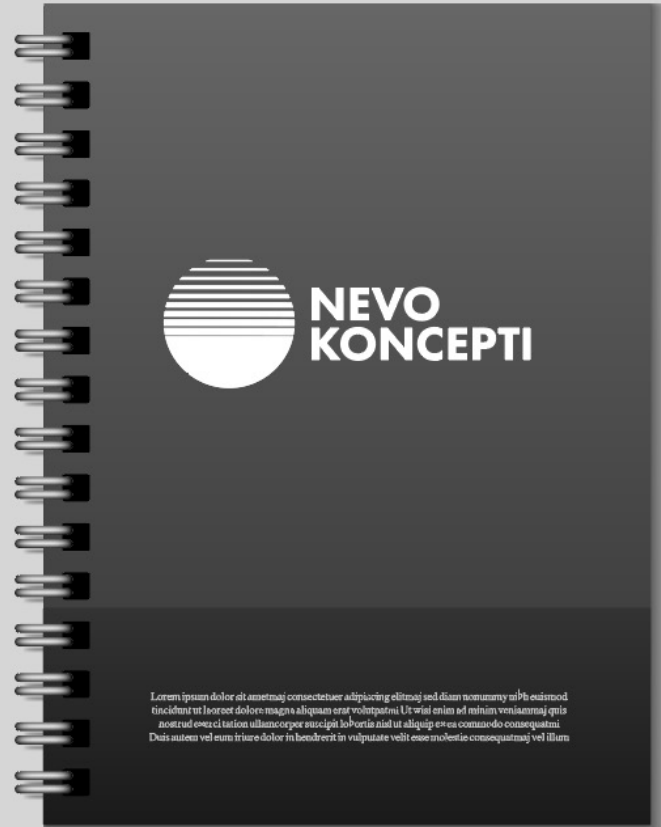
**Signage**

Two-sided Plexiglass  
Illuminated (Daylight)



## Notebooks

A5 Paper Size  
Spiral Joint  
2 Variables





## Pen

Black & White  
Color  
Plastic Material  
2 Variables



## T-Shirt

Black & White

Color

Digital Print





## Hoodie

Color  
Digital Print  
On White



## Flag

Vertical  
Color Print  
On White



## Banner

200x80cm  
Digital Print  
Vinyl





## Cup

4 Variables  
Digital Print



**Stickers**

6x6 Circle

7x7 Square (Round Corners)

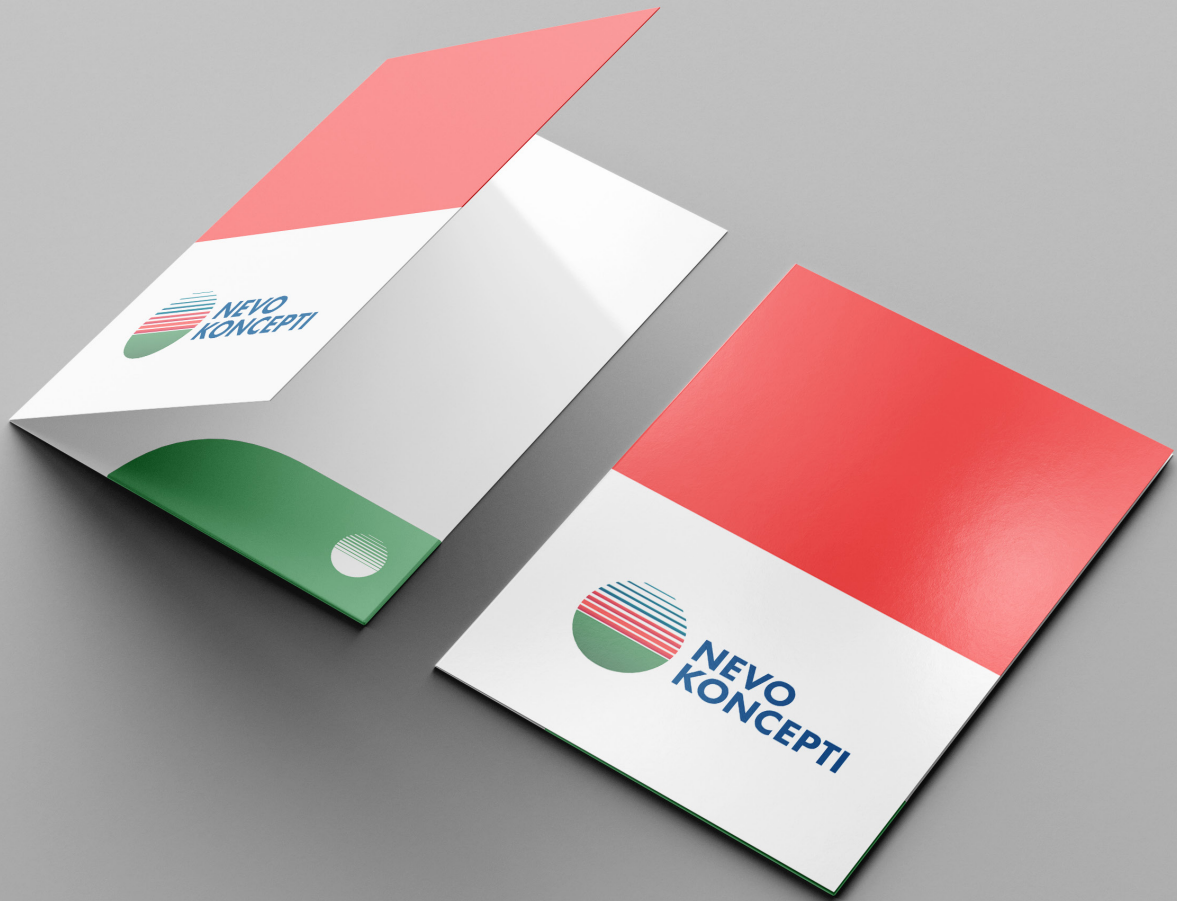
Digital UV Print





## Folder

A4 Size  
Offset Print  
Gloss





CD

Digital Print



# DIGITAL DESIGN



**Post & Story**

1080x1080px 72dpi

1080x1920px 72dpi



**E-mail Signature**

Jpeg / Png  
72dpi

Name Surname

Position

---

info@nevokoncepti.org

012 345 678



www.nevokoncepti.org

098 765 432





Web Banners

Resizable Pdf  
Png



Simple & Modern

# Web Banner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse

📞 000 123 456 789

🌐 [www.nevokoncepti.org](http://www.nevokoncepti.org)





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KONCEPTI**