



NUWCO

BRAND BOOK

ISSUE 1



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NUWc



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EXCLUSION ZONE

| MINIMUM SIZE





DO NOT ROTATE LOGO

| DO NOT CHANGE LOGO COLOUR



DO NOT REMOVE ELEMENTS FROM LOGO

| DO NOT STRETCH LOGO





NUW DARK BLUE

C 100 • M 73 • Y 0 • K 65
R 1 • G 33 • B 77
PANTONE 281 C



NUW LIGHT BLUE

C 100 • M 80 • Y 0 • K 0
R 22 • G 65 • B 148
PANTONE 293 C



NUW PURPLE

C 56 • M 100 • Y 0 • K 42
R 96 • G 16 • B 89
PANTONE 261 C



NUW GREY

C 46 • M 36 • Y 36 • K 2
R 153 • G 154 • B 154
PANTONE COOL GRAY 7 C



Gotham
G O T H A M

GOTHAM LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM BOOK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GOTHAM BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

GOTHAM BLACK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789



HEADLINE TO GO HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ut tellus dignissim, placerat ligula condimentum, eleifend ipsum. Vivamus sed eros odio. Integer et orci volutpat, euismod leo a, luctus massa. Sed pharetra eros ac ultricies lobortis. Integer convallis eleifend pretium. Pellentesque malesuada nisi eu varius tempus. Duis gravida orci quis lobortis porttitor. Nulla luctus augue at mollis volutpat. Etiam faucibus lobortis ligula, at aliquam dolor convallis at. Etiam lobortis mollis ex, ut ultrices mi vulputate at. Suspendisse elementum placerat dictum. Ut tempus interdum eros vitae sagittis. Maecenas fermentum rutrum dapibus. Ut nulla nulla, tempor non diam mollis, convallis luctus felis. Nullam nec odio vel lacus interdum malesuada ut interdum est.

HEADLINE / TITLE TEXT

Tracked out +170

Leading to be the same point size as the font size, ie/ Font size 28pt - Leading 28pt

BODY COPY

Tracked out +20

Leading to be +4 on the value of the font size, ie/ Font size 8pt - Leading 12pt







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THANK
YOU

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