




# Brand Identity Guidelines

Spring 2019

The background features a dark gray field with a series of thin, light gray concentric circles that create a ripple effect from the top left. In the upper right corner, there is a faint, light gray silhouette of a city skyline with several buildings of varying heights.

We empower cities to  
become more walkable,  
responsive, and equitable.

with data to  
able, bikeable,  
table.

## Logo

Our logo represents our understanding of patterns and behaviors in a city's physical space.

Here are a few ways we can show display our logo. Below is In-line or Horizontal logo display.



in-line logo

## Logo

You may also stack or vertically align the logo. Additionally, our logomark may be used on its own.



stacked logo

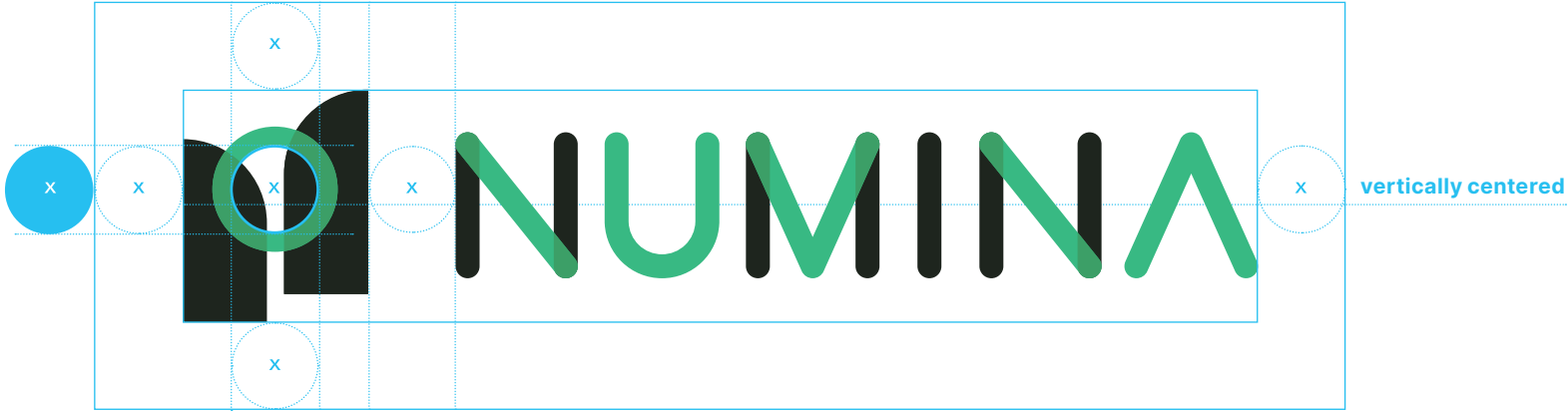


Logomark

# Logo Clearspace

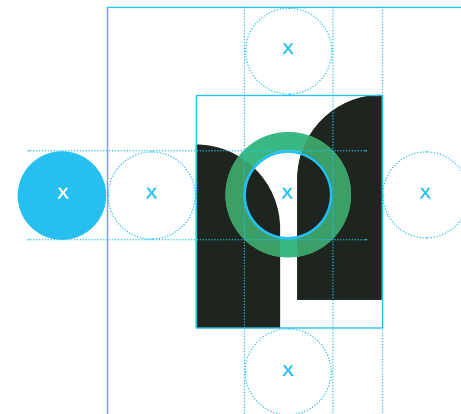
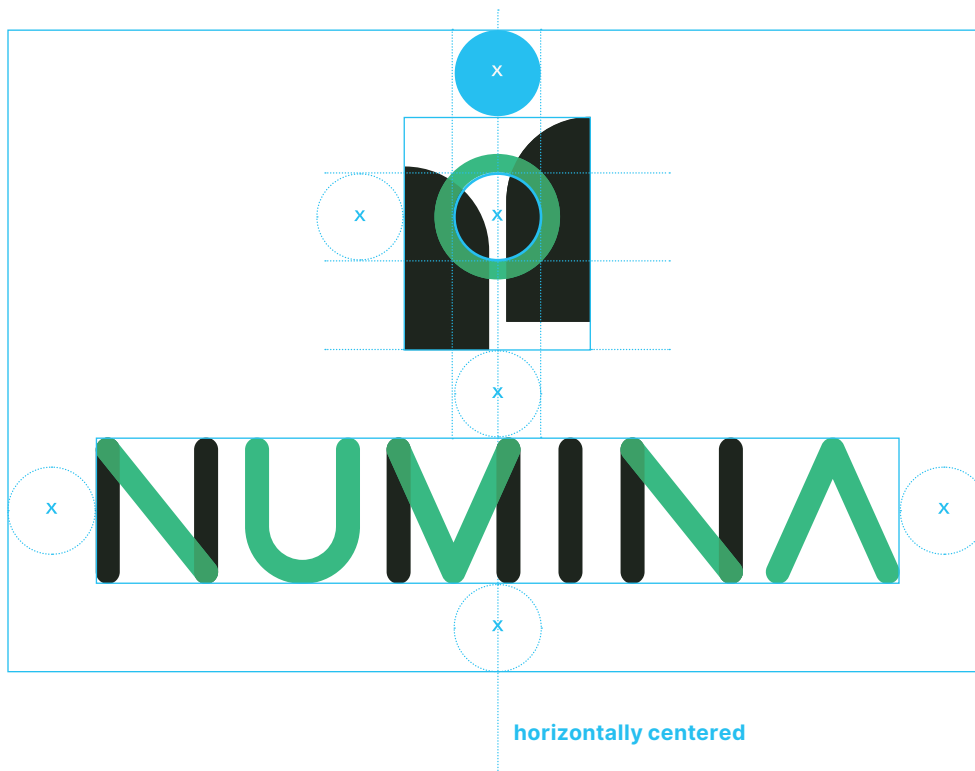
A minimum area of clearspace must always surround the Numina logo. This area of isolation allows them to stand out by ensuring that headlines, text,

additional identities, or other visual elements are kept clear. The clear space is indicated as “x” on the following diagrams.



## Logo Clearspace

The same clearspace rule applies to our stacked/vertical logo and logomark as seen below.



## Logo variations

We should show the logo with its full colors whenever possible. Our logo can be shown on white, light gray or darker grays as long as it's still legible.

Black and white versions of our logo are available. Feel free to use them against white, gray, black, or Numina color backgrounds.



Color logo on white



Color logo on gray 10



Black logo on white



Color logo on gray 30



Color logo on gradients



White logo on black



## Dos and don'ts

The Numina logo must remain consistent in all forms of communication. The following are some of the many ways the logo **should not** be displayed.

**Do not** skew or angle the logo

**Do not** place the logo over busy patterns

**Do not** place color logo over color

**Do not** outline logo

**Do not** use a strong drop shadow

**Do not** alter the mark from the type

**Do not** mix color and black/white logos

**Do not** use foreign colors on our logo

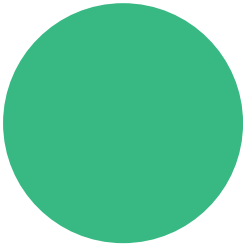
**Do not** place elements over logo



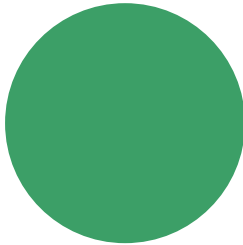
# Primary Colors

Our primary colors were selected to represent Numina as a reliable and high-end technology in the chaos of the physical world.

Our accent colors should be used sparingly to emphasize messages and calls to action, or used to show paths and behavior on videos.



**Numina Green**  
PMS 2414 C  
C 70 M 0 Y 65 K 0  
R 86 G 187 B 128  
#56bb80



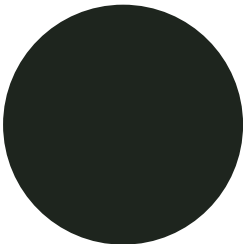
**Dark Green**  
PMS 7730 C  
C 68 M 0 Y 71 K 18  
R 74 G 146 B 104  
#4A9268



**White**  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
#ffffff

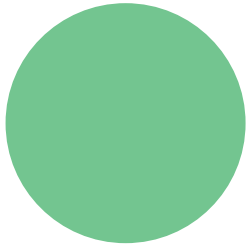


**Gray 10**  
PMS Cool Gray 1 C  
C 3 M 2 Y 2 K 0  
R 244 G 244 B 244  
#f4f4f4



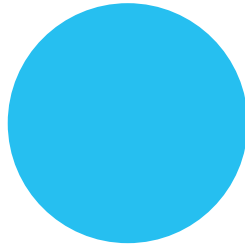
**Numina Black**  
PMS BLACK 3 C  
C 73 M 61 Y 70 K 71  
R 33 G 39 B 33  
#272727

## Accent Colors



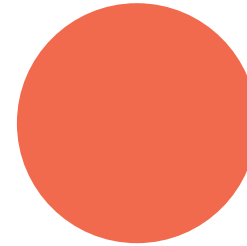
### Minty

PMS 7478 C  
C 55 M 0 Y 57 K 0  
R 118 G 197 B 146  
#68d696



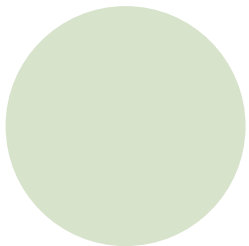
### Blue

PMS 298 C  
C 67 M 2 Y 0 K 0  
R 21 G 190 B 240  
#3bbfef



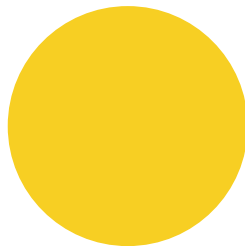
### Persimmon

PMS 178 C  
C 0 M 73 Y 72 K 0  
R 242 G 106 B 78  
#f76a4d



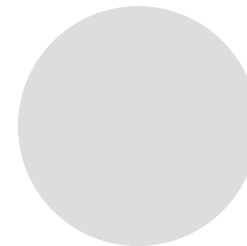
### Greenish

PMS 2260 C  
C 15 M 4 Y 22 K 0  
R 217 G 226 B 203  
#d9e2cb



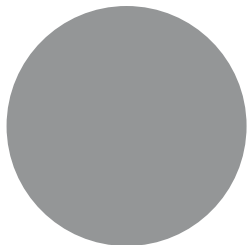
### Sunny

PMS 134 C  
C 3 M 16 Y 95 K 0  
R 248 G 208 B 34  
#f8d022



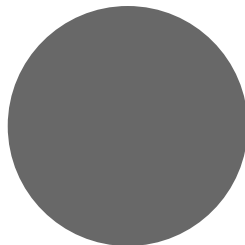
### Gray 30

PMS Cool Gray 3 C  
C 12 M 9 Y 10 K 0  
R 220 G 220 B 220  
#dcdcdc



### Gray 50

Cool Gray 6 C  
C 45 M 36 Y 36 K 1  
R 148 G 149 B 151  
#949597

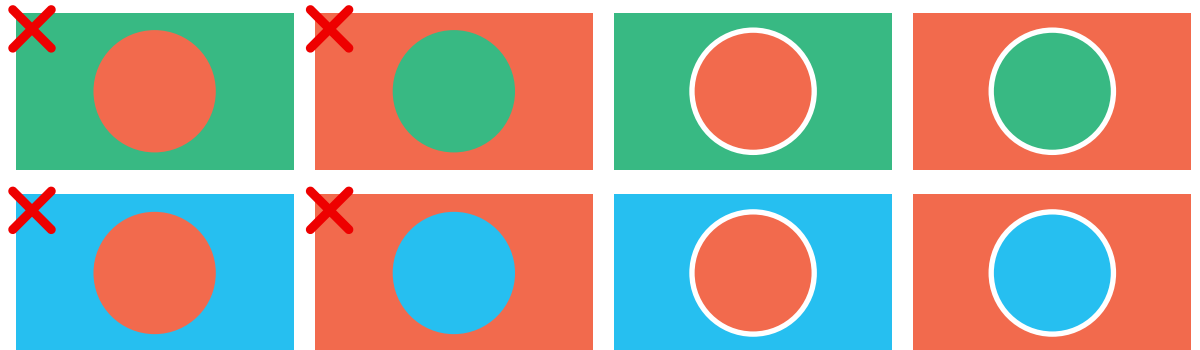


### Gray 60

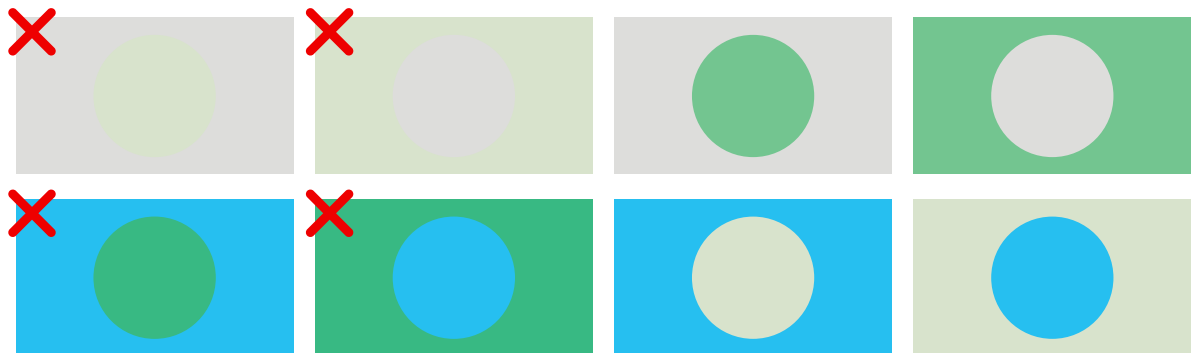
PMS Cool Gray 8 C  
C 59 M 51 Y 50 K 19  
R 104 G 104 B 104  
#686868

## Color Vibrancy and

Some colors can vibrate on digital media and print media. To mediate color vibration, simply change the colors being used or apply a stroke or a darker value or a neutral color such as white.



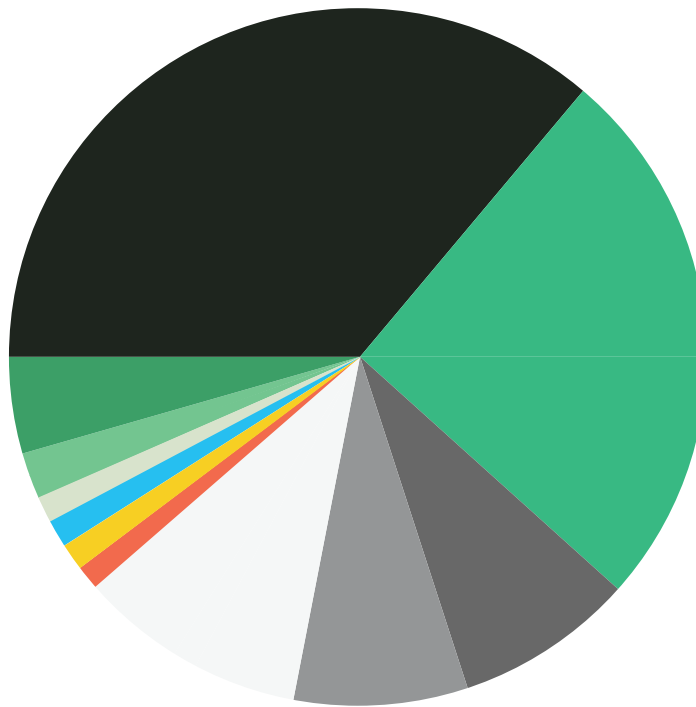
Some of colors have similar values and when placed together can lose definition. To increase definition use colors with different values.



## Color Chart

Layouts should be based in white space and in general we do not want to use too many colors in a layout. Numina Green, black and dark grays should be the predominant colors.

Accent colors blues and accent colors should be used sparingly and never overpower the layout. Use them emphasize design elements.



## Typography

We use Nanum Myeonjo for Titles and Subtitles for messaging and communication.

We use Inter UI for body text and general content (preferred usage on UI design)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyz 1234567  
890!@#\$%^&\*()\_+-[]₩;’,./?”

Nanum Myeongjo bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZabcdefghijklmnopqrstuvwxyz 123  
4567890!@#\$%^&\*()\_+-[]₩;’,./?”

Aa Regular

Aa Bold

# Typography

## Inter UI - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123  
4567890!@#\$%^&\*()\_+~[]\|';./?"

Aa Regular

## Inter UI - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234  
567890!@#\$%^&\*()\_+~[]\|';./?"

Aa Medium

## Inter UI - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345  
67890!@#\$%^&\*()\_+~[]\|';./?"

Aa Bold

# Type Hierarchy

Here is a helpful guide to our type hierarchy.

## **Eyebrow**

Body - 2 pts

OUR MISSION (14)

**Nanum Myeongjo Bold**

## **Title**

Body + 24 pts

Make cities more responsive,  
so they are safer and healthier  
for people living in them (36)

**Nanum Myeongjo Bold**  
line height: 1.3x

## **Body**

Set the hierarchy by  
deciding on the size of  
the body

Smart cities are responsive ones — ones that can adapt to the needs of citizens and the evolving conditions of streets, neighborhoods, governance. Numina enables this vision by providing real-time data to better inform city planning and to trigger city services where needed, when needed (12)

**Inter UI Regular**  
line height: 1.5x

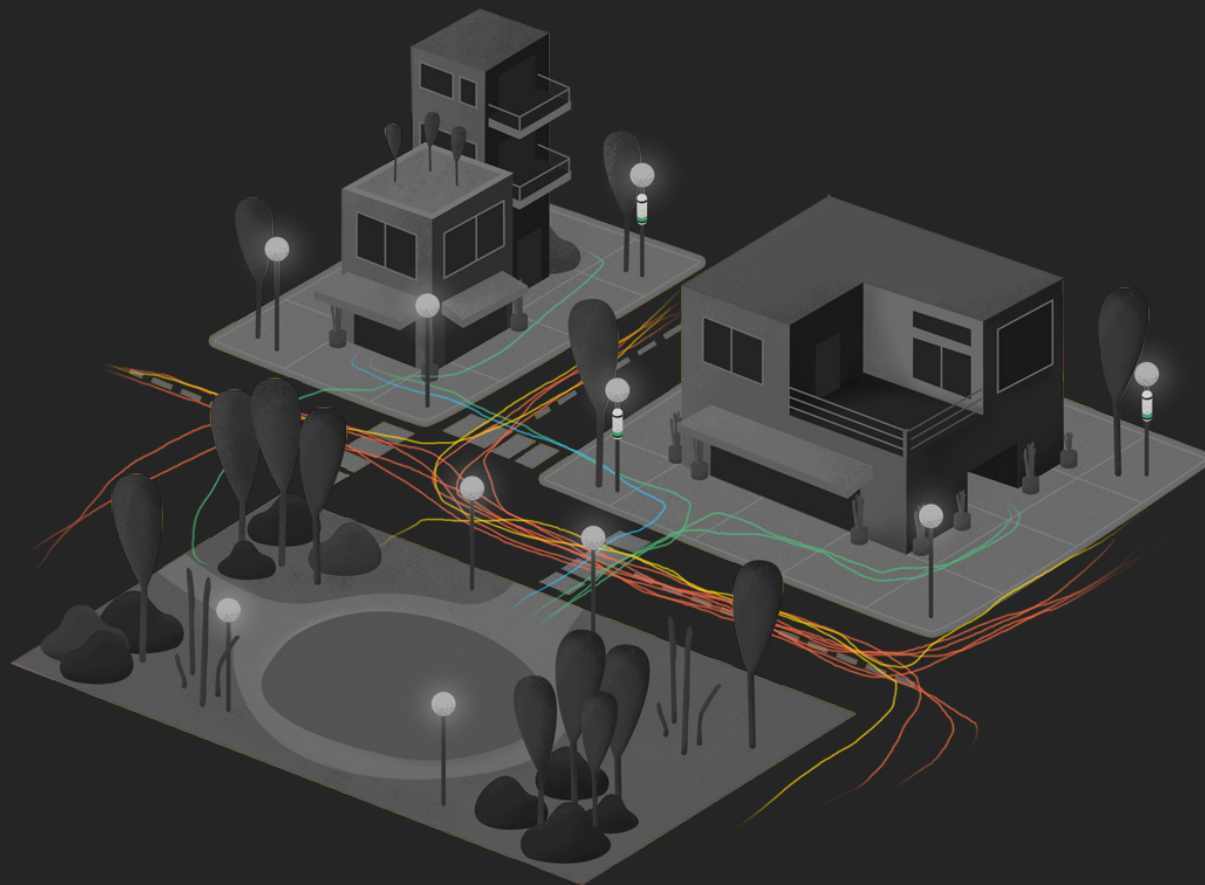


## Type Hierarchy

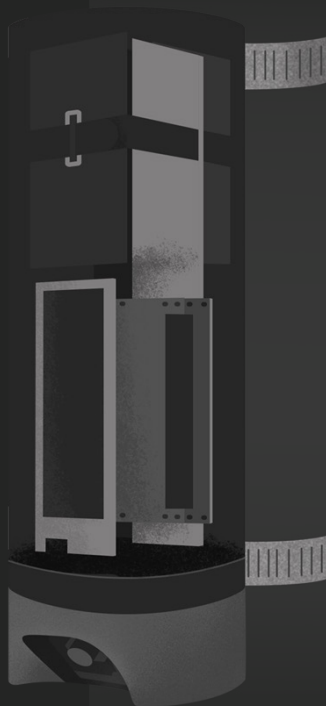
<b>Title</b> Body + 40 pts	Large headline	Nanum Myeongjo Bold line height: 1.3x
<b>Body</b>	Numina measures all kinds of activity in streets for urban planners and mobility companies.	Inter UI Regular line height: 1.5x
<b>Subtitle</b> Body + 12 pts	Good size subtitle	Nanum Myeongjo Bold line height: 1.3x
<b>Body</b>	Numina measures all kinds of activity in streets for urban planners.	Inter UI Regular line height: 1.5x
<b>Subtitle</b> Body + 4 pts	Smaller bullet point subtitle	Nanum Myeongjo Bold line height: 1.3x
<b>Body</b>	Numina measures all kinds of activity in streets for urban planners.	Inter UI Regular line height: 1.5x

Always remember you can play with color  
emphasize words, titles and subtitles.

# Illustrations



Illustrations



## Patterns

Path pulse is a pattern we use to frame content or as a background. Paths start at the center and pulse out.

Every two strokes the paths get thinner by 0.25pt and the opacity drops by 20%.



Think about layers when you think of cities. Our brand is light, floaty, and layered.

Even when we use our dark colors we want to give our viewers a feeling of lightness and layered components. We create this look by using gradients, drop shadows that visually look like are in different layers.

Layer 2: Pattern

Layer 1: Gradient background

Layer 4: Logo and Text



# Numina is amazing new urban data platform.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Layer 3: Image

