

naya

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Brand Guidelines

This document provides detailed information about the elements, colors, and typography used in naya's logo. Think of your brand guidelines as a rulebook to build a consistent, authentic visual identity across channels.

Table of Contents

Logo

Primary logo	3
Logo elements	4
Secondary logo options	5

Colors

Color options	7
Primary color palette	8
Secondary color palette	9

Typography

Fonts	11
Typeface families	12

Typeface usage	13
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Usage

Grid	15
Logo clear space	16
Usage on background	17
Unacceptable usage	18

Mockups

Mockups with Primary Logo	20
Mockups with Symbol	26
Mockups with Wordmark	32

1. Logo

In this section, you'll learn about the elements that make up your logo and the different ways you can use it.

Primary Logo

This is your primary logo, which contains all your logo elements. It should be used most frequently and take priority over secondary logo options.

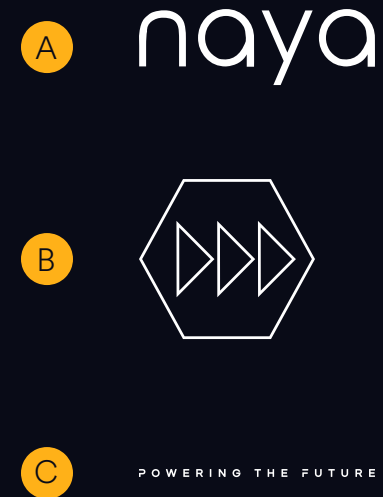




Logo Elements

Your logo consists of different elements, such as a wordmark and a symbol. Together, these elements make up your primary (or “full”) logo, but you can also use some elements on their own, depending on the application.

- A. Wordmark
- B. Symbol
- C. Slogan



Secondary Logo Options

Your logo also has secondary options for usage. naya's secondary logos can be used in replacement of the primary logo when needed, but should never be used directly next to the primary logo.

Symbol - A secondary logo option is using naya's symbol by itself. The symbol can be used in many different sizes, depending on the application (e.g. website favicon, social media profile, mobile app icon).

Wordmark - A secondary logo option is using naya's symbol by itself. The wordmark can be used in many different sizes, depending on the application (e.g. website logo, banner image, T-shirt).

*Note: Our **Social Media Kit add-on** includes logo options for use on different social channels, including symbol-only or monogram versions of your logo. [Learn more here](#)*

A. Symbol

B. Wordmark



2. Colors

In this section, you'll learn about your logo color options and color palettes.

Logo Colour Options

Your logo has four different color options for use on different backgrounds and applications. The four options are: Coloured with background, white on transparent, white on black, black on white.



Primary Colour Palette

These are the primary colors used in your logo. Refer to these color codes when communicating with designers or printers, or choosing font and background colors for branded assets.

WHITE

HSL

0, 0%, 100%

HEX

#FFFFFF

CMYK

0%, 0%, 0%, 0%

RGB

255, 255,
255

BLACK ROCK

HSL

254, 91%, 8%

HEX

#0B0229

CMYK

73%, 95%, 0%,
84%

RGB

11, 2, 41

Secondary Colour Palette

This is your secondary color palette, which complements the primary colors used in your logo. Refer to these color codes when communicating with designers or printers, or choosing font and background colors for branded assets.

DEEP BLUE	BLACK
HSL 254, 90%, 28%	HEX #25078A
CMYK 73%, 95%, 0%, 46%	RGB 37, 7, 138
HSL 0, 0%, 0%	HEX #000000
CMYK 0%, 0%, 0%, 100%	RGB 0, 0, 0
MINE SHAFT	WHITE
HSL 0, 0%, 13%	HEX #222222
CMYK 0%, 0%, 0%, 87%	RGB 34, 34, 34
HSL 0, 0%, 100%	HEX #FFFFFF
CMYK 0%, 0%, 0%, 0%	RGB 255, 255, 255

3. Typography

In this section, you'll learn about the typography used in your logo and tips for applying it.

Typography

Your logo uses two typefaces. Your company name typeface is Rounded Elegance, and your slogan name typeface is Gael.

A note on font pairs: A font pair is a set of two complementary fonts that gives you options when it comes to designing branded assets. These can be in the same style as the typography in your logo, or a complementary style. To learn how to download and use your free font pair, [see this article](#).

WORDMARK

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Font Name: Rounded Elegance

SLOGAN

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Font Name: Gael

Typeface Families

These are your two typeface families used in your logo.

ROUNDED ELEGANCE

abcdefghijklmnopqrstuv

wxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890!?!&

GAOEL

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890!@?#\$&

Unacceptable Typography Usage

Below are some examples of correct typography usage, as well as common errors. Use this as a guide when using typography on branded assets like your website or brochures.

- A. The default letter spacing works best which is usually around 0 and the line height should be 1.5x your font-size.
- B. This example has poor letter spacing. Makes the content look cramped and hard to read.



- A. Your character and line spacing should be easy on the eyes. It should not be too tight or loose. There should be a good amount of room between each character and line. This is a great example of what good character spacing and line height looks like use this as a guide when spacing your typefaces across all of your channels and applications



- B. Your character and line spacing should be easy on the eyes. It should not be too tight or loose. There should be a good amount of room between each character and line. This is a great example of what good character spacing and line height looks like use this as a guide when spacing your typefaces across all of your channels and applications

4. Logo Usage

In this section, you'll learn more about the dos and don'ts of using your logo.

Grid

This is the grid used to design your logo.



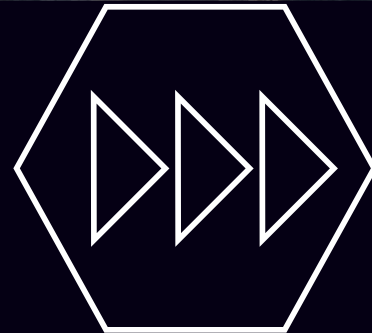
Logo Clear Space

Clear space is the smallest distance allowed between your logo and other graphic elements or text. Wherever your logo is used, it should be surrounded by a consistent amount of clear space to ensure visibility and impact. The clear space is developed from 10% of the total width of your logo. Nothing should invade this zone!



Logo Clear Space

When using your logo on an image background, add a black layer on top with 60% transparency to create contrast.
(Note: You'll need a design program like Photoshop to do this.)



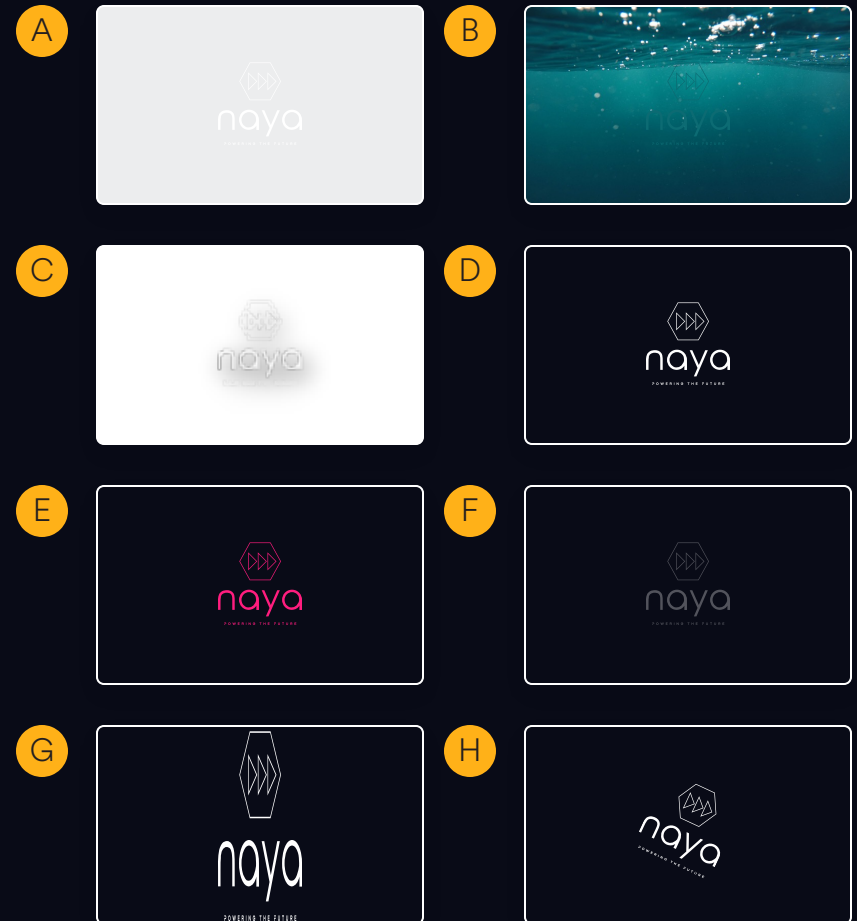
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Unacceptable Logo Usage

Changing any element of your logo weakens your brand. This page shows a few examples of unacceptable ways to display your logo.

Do not:

- A. Put your logo on a similar or low-contrast background color
- B. Put your logo on images with low contrast; add a black layer with 60% transparency if needed
- C. Effects: Don't add effects like drop-shadows or outlines to your logo
- D. Violate your logo's "clear space" with text or graphics
- E. Change the color of any of your logo elements
- F. Make your logo semi-transparent or hard to view
- G. Stretch or distort your logo when scaling it
- H. Rotate your logo or display it on an angle



5. Mockups

In this section, you'll see how your logo looks on real-life applications.

Mockups with Primary Logo

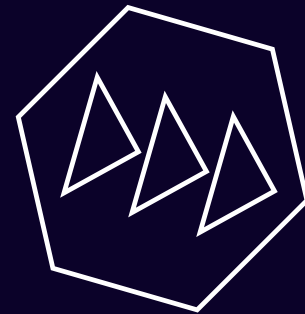
Get inspired! Here are a few examples of how your primary logo could be used.

naya

Founder & CEO

400-116 Spadina Avenue
Toronto, ON

555-949-8352
naya@naya.com



naya

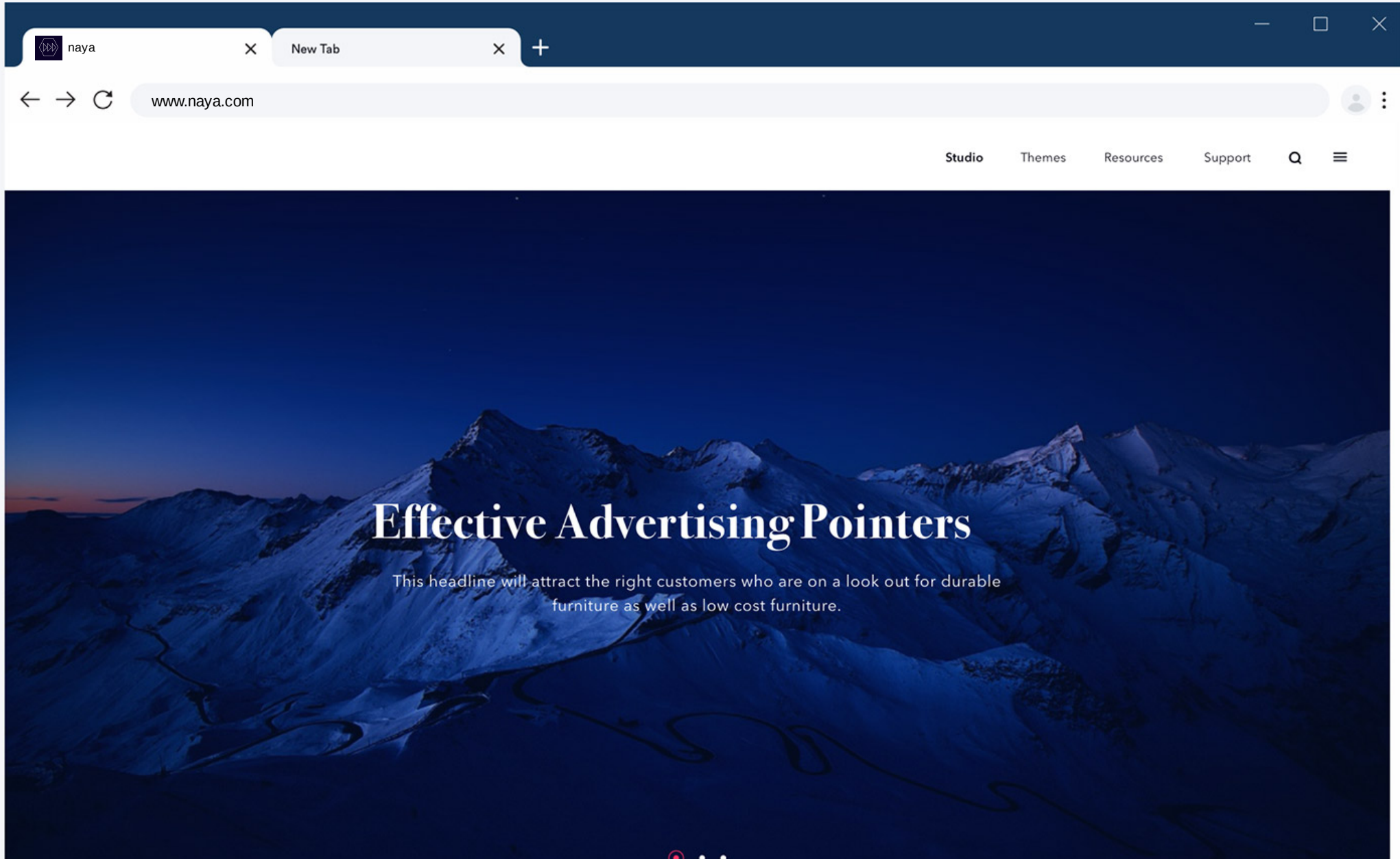
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Mockups with Symbol

Get inspired! Here are a few examples of how your symbol-only logo could be used.

Symbol

Your icon can be used as a favicon for your website.



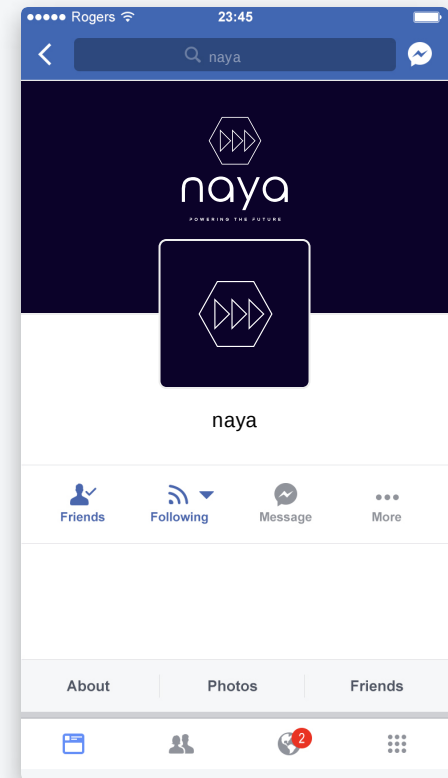
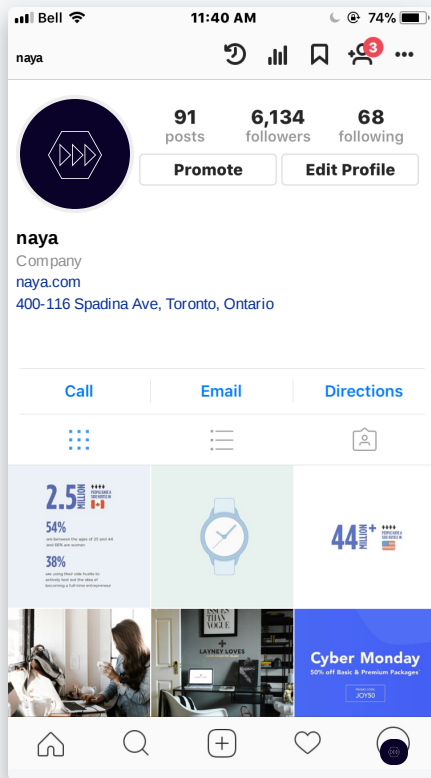
Symbol

Your icon can be used for business cards.



Symbol

Your icon can be used as a profile image for social media platforms.



Symbol

Your symbol can be used for a mobile app icon.



152 iPad



120 iPhone



76 iPad

Mockups with Wordmark

Get inspired! Here are a few examples of how your wordmark-only logo could be used.

Wordmark

Your wordmark can be used for a website logo.



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[Studio](#) [Themes](#) [Resources](#) [Support](#)



Effective Advertising Pointers

This headline will attract the right customers who are on a look out for

Wordmark

Your wordmark can be used for business cards.



Wordmark

Your wordmark can be used for a t-shirt graphic.

A photograph of a person's torso wearing a black t-shirt. The wordmark 'naya' is printed in a white, lowercase, sans-serif font on the chest. The background is a solid dark blue color.

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