

NOVATO

BY NATURE

BRANDING GUIDELINES
2014

THE NOVATO BY NATURE LOGO

These guidelines describe the basic rules of how to design with and reproduce the Novato By Nature brand identity.

Our aim is to build the Novato brand in order to raise awareness, increase and maintain visitor numbers and encourage people to engage with Novato.

In order to do this, it is important to ensure that everyone involved is familiar with these guidelines and uses them consistently in every communication.

The logo features the word "NOVATO" in a large, bold, sans-serif font. The letters are a vibrant blue, with a subtle gradient from a darker shade on the left to a lighter shade on the right. Below "NOVATO", the words "BY NATURE" are written in a smaller, elegant, italicized serif font, also in the same blue color.

NOVATO
BY NATURE

USING THE LOGO

The logo can be used with or without 'BY NATURE'.

1. With 'BY NATURE'

NOVATO
BY NATURE

2. Without 'BY NATURE'

NOVATO

3. With Web Address

NOVATO
BY NATURE

VisitNovato.com

4. With Web & Telephone Number

NOVATO
BY NATURE

VisitNovato.com 800-897-1164

USING THE LOGO

EXCLUSION ZONE

Please use the logo with the correct exclusion zone.

The exclusion zone is an area surrounding the logo that must remain entirely clear of typography or any other graphic device. The minimum area for the exclusion zone is shown here.

The exclusion zone is proportional to the size of the logo. This diagram indicates how the zone should be calculated.

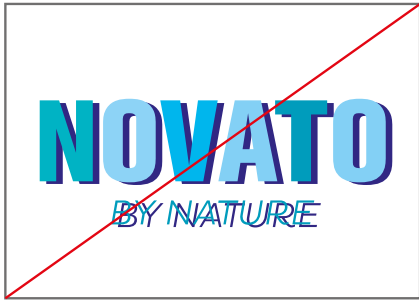


MINIMUM SIZE

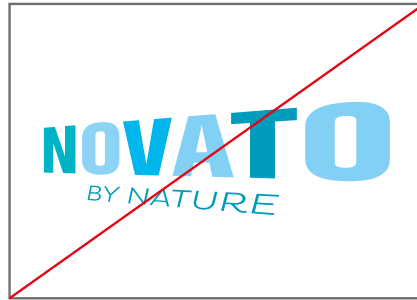
The logo should not be reproduced smaller than 0.5" in height.



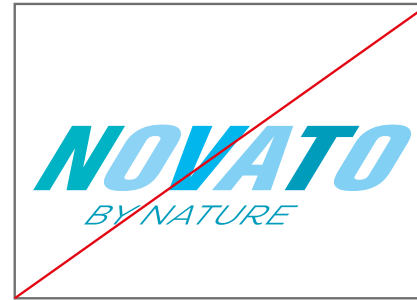
INCORRECT USAGE



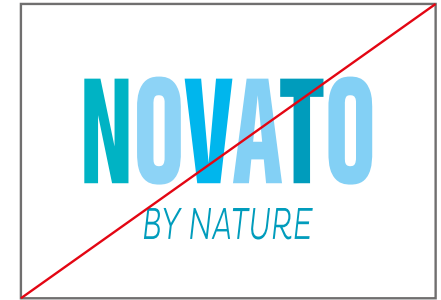
Never add effect to the logo, e.g. shading or outlines



Never alter the perspective of the logo



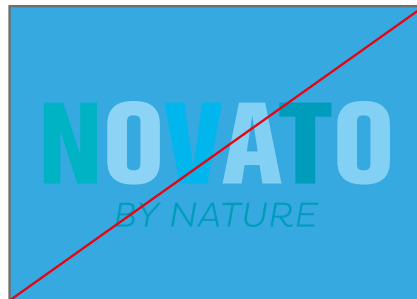
Never skew the logo



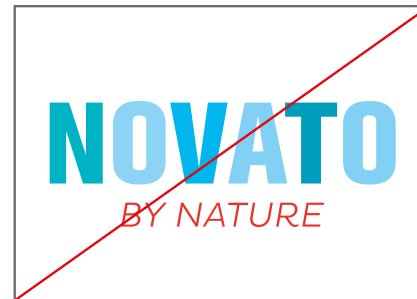
Never alter the proportions of the logo



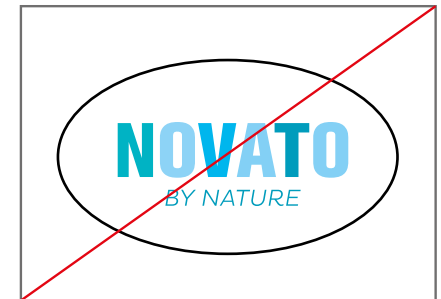
The logo must be appear in approved brand colors



Background is too similar to logo colors



Never color the words differently



Do not enclose the logo within a shape

COLOR PALETTE

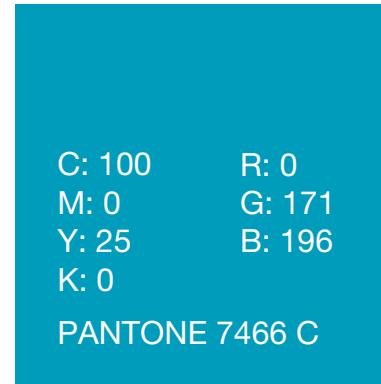
A palette of colors has been created to represent the Novato By Nature brand. These colors may be used as a solid background, in typography for headlines and subheads, in illustrations and as an accent color to highlight important information.

Please always ensure that text is clearly legible. Tints should not be used. It is essential that the right colors are used.

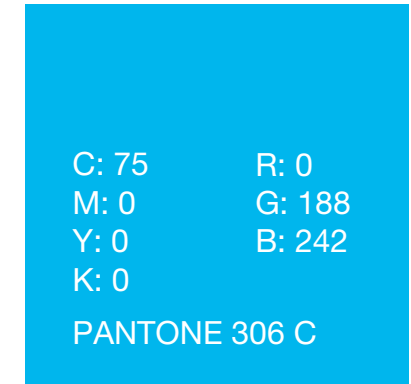
The preferred color for *By Nature* is **Blue 1**.

Please try and use this color where appropriate. If **Blue 1** doesn't work within the design then pick another color from the palette or use the black and white version.

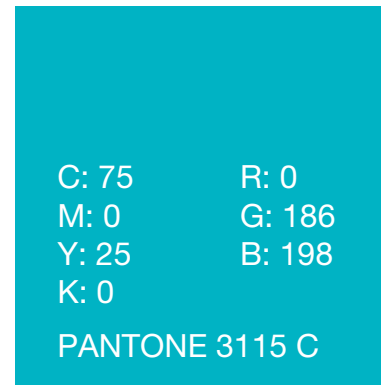
Blue 1



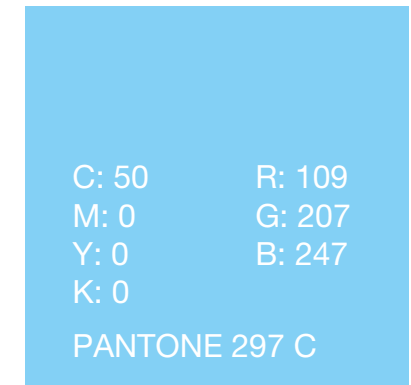
Blue 2



Blue 3



Blue 4



COLOR PALETTE



COLOR PALETTE

The logo can be used either positive or reversed out to ensure appropriate contrast depending on background.

POSITIVE COLOR VERSION



NOVATO
BY NATURE

The logo consists of the word "NOVATO" in a bold, sans-serif font. The letters are filled with a light blue color and have a darker blue gradient on the left side. Below "NOVATO" is the tagline "BY NATURE" in a smaller, italicized, sans-serif font, colored in a medium blue.

NEGATIVE COLOR VERSION



NOVATO
BY NATURE

The logo is presented as a negative space design. The word "NOVATO" and the tagline "BY NATURE" are rendered in white, set against a solid, vibrant blue rectangular background. The font styles are consistent with the positive color version.

COLOR PALETTE

The logo can be used either positive or reversed out to ensure appropriate contrast depending on background.

POSITIVE MONO VERSION

NOVATO
BY NATURE

NEGATIVE MONO VERSION

NOVATO
BY NATURE

BRAND TYPEFACE

The Pluto typeface should be used for all communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pluto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Pluto Bold

BRAND TYPEFACE

If the Pluto typeface is not available,
Helvetica can be used as an alternative.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

WEBSITE TYPEFACE - HEADINGS

Large headings on the website use the Oswald typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oswald Bold

WEBSITE TYPEFACE - CONTENT

All content on the website besides large headings uses the Lato typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Regular

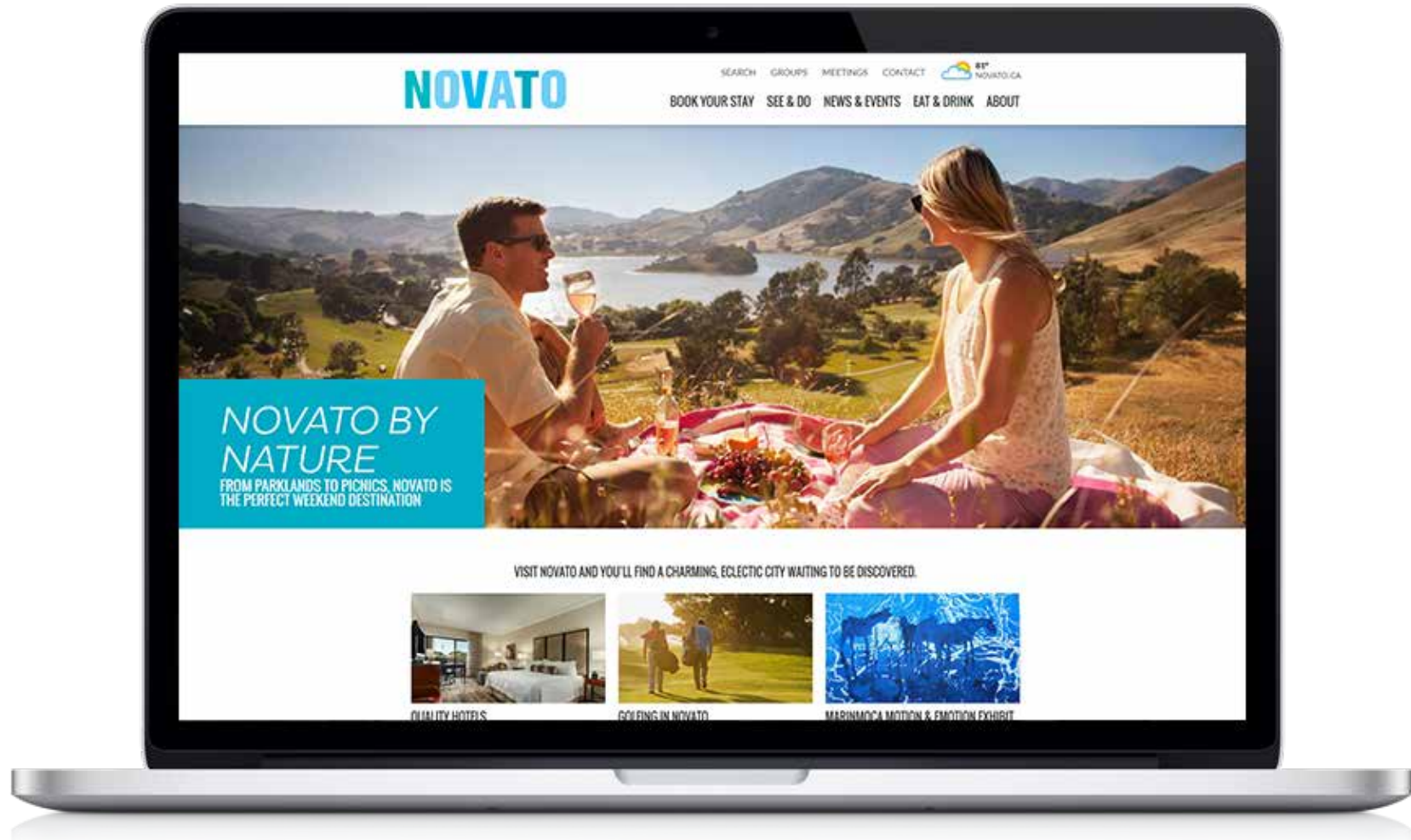
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold

EXAMPLE USAGE



EXAMPLE USAGE



MORE INFORMATION

For further assistance, please contact:

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