NOVATORE
SOLUTIONS

Brand Guidelines

Brand Guidelines

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THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, infl uential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.
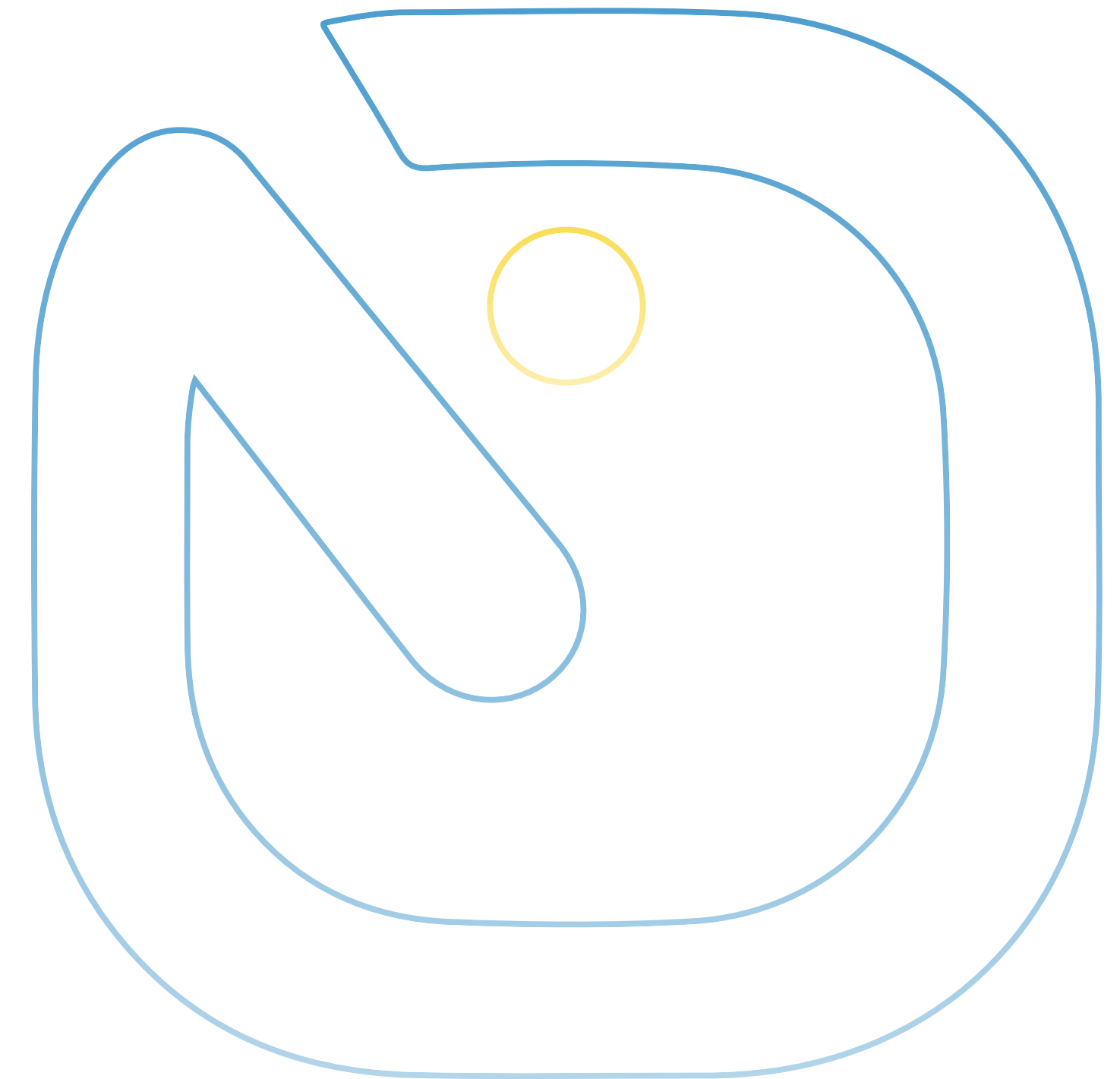
Table Of Content.

Table Of Content.

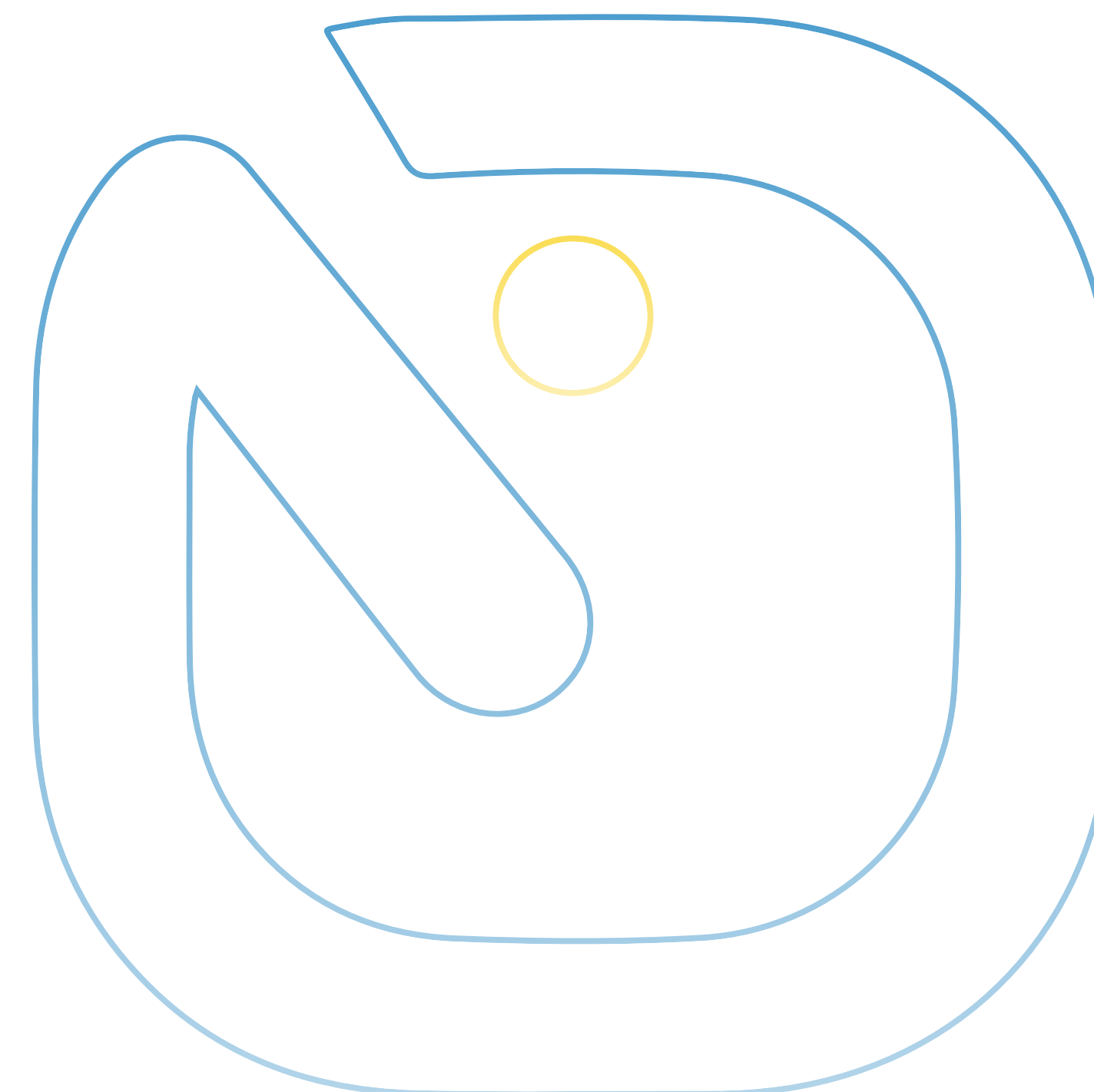**NOVATORE SOLUTIONS**

https://novatoresols.com/

Brand Story

NOVATORE SOLUTIONS

Brand Story

Novatore Solutions was founded in 2013 by Ameer Haider, a seasoned World Bank Consultant, with a vision to uplift the tech ecosystem within US and across the globe by building a talented team of technology experts from diverse backgrounds.

At Novatore Solutions, we transform tech ideas into market-leading solutions by ensuring every web and mobile product is engineered for real-world effectiveness and profitability. We leverage a suite of sophisticated IT services—from Cloud Solutions like IaaS, PaaS, and SaaS, to cutting-edge Artificial Intelligence and Blockchain technologies—to create systems that not only meet but exceed the dynamic of market.

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Brand Typeface

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Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Novatore Solutions. This typeface is a websafe font with fl exibility built in — there are a range of styles within the font family. Omnes is the supporting font, acting as the body copy or alternate subhead styles.

BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

SAMI BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

MEDIUM.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

REGULAR.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

GELLIX

GELLIX

Aa

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Brand Typeface

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LATO

LATO

Aa

Secondary Typeface.

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Novatore Solutions.

BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

SAMI BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

MEDIUM.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#$%^&*) 0123456789

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Brand Color Palette

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OVERVIEW.

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary orange, but use supporting sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

Primary Color.

#0274BA

Secondary Colors.

#F9D00D

#5C5C5C

#FFFFF

Text Colors.

#0274BA

#F9D00D

#000000

#5C5C5C

#FFFFF

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These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Novatore Solutions. It is essential that the logo is always applied with care and respect.

® Registration Number: 5,716,244

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Clear Space

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To ensure the prominence and legibility of the logo, always surround it with a fi eld of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the capital S in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.

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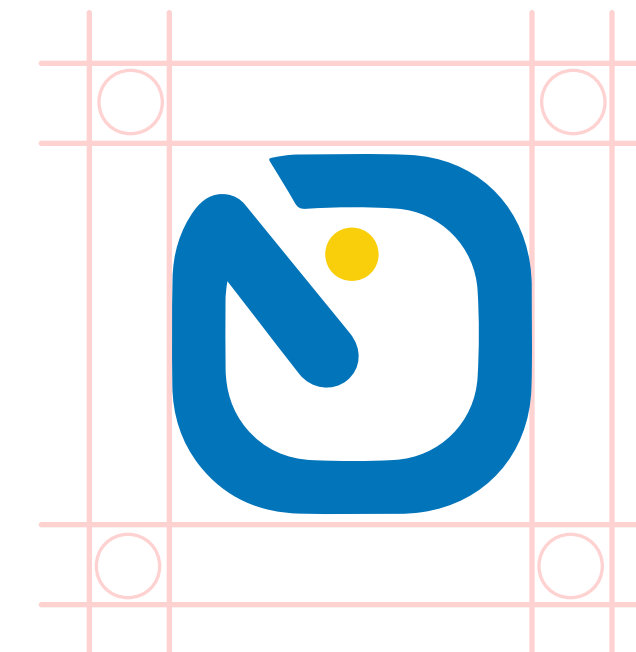
The logo can be placed on a background with one of the colors from the primary or secondary color palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery. except when the background is bright enough for the type to be rendered in color.

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The Novatore Solutions logo should not be adjusted or edited in any way. Here are some examples of what not to do.

1- Do not change the colors of the logo.

2- Do not place elements in the logo clear space.

3- Do not condense, expand, or distort the logo unproportionally.

4- Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.

5- Do not adjust the placement of the logo icon.

6- Do not place the logo on top of an image with poor contrast and readability.

7- Do not resize any individual elements of the logo.

8- Do not rotate the logo.

9- Do not crop the logo.

10- Do not remove the background from the fl ower icon mark.

Graphic Patterns
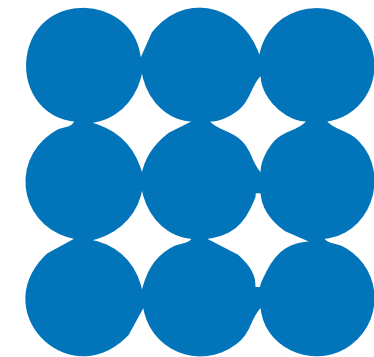
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The Novatore Solutions icon pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.

Shape
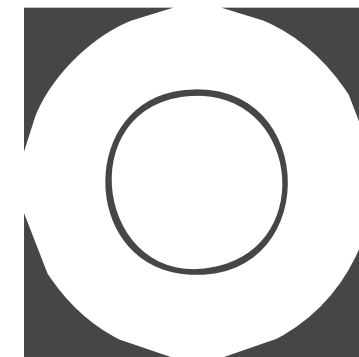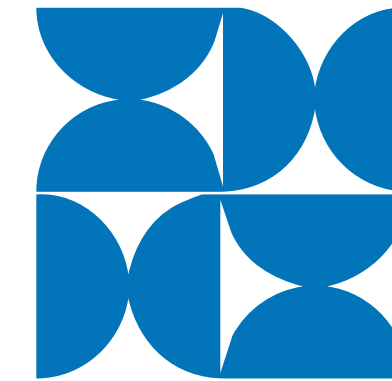## Design Language

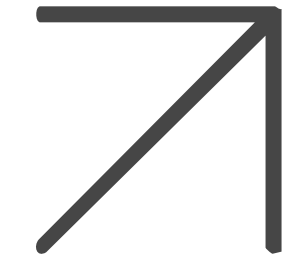**NOVATORE SOLUTIONS**
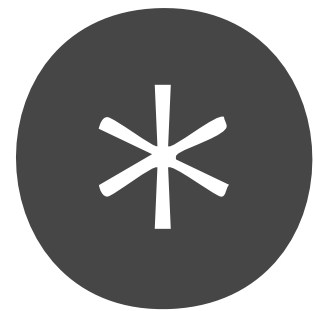
Shape Present Quality Of
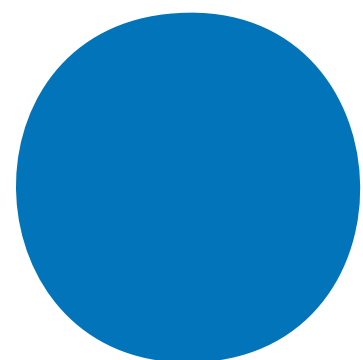Being Honest

Shape Present
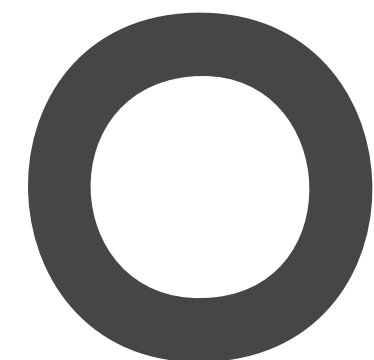Team Work

Shape Present
Customer Focus

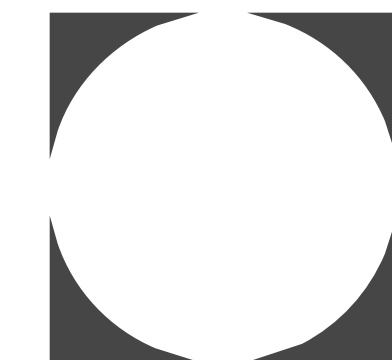Shape Present
Support

Shape Present Growth Of
Your Business

Shape Present
Our People

Shape Present
Encouraging Talents

Shape Present
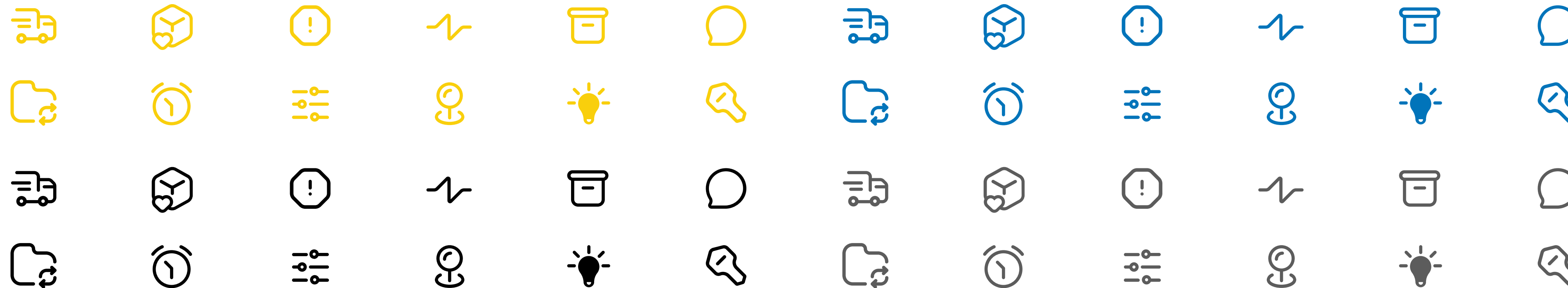Synergy

Shape Present Quality Of
Being Honest

Shape Present
Core

Iconography

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Various sets of icons were created to represent menu items within the Novatoresols.com. These icons may never substitute the main logo but may be used across the entire brand. Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible. Switcher icons are made with light line strokes and are most often created in any brand color other than black.

Create an icon in a 0.4 square-inch space with a 1-pt stroke weight. Some icons may be taller or wider, but the scale should feel comparable. Once made, the strokes should be outlined before scaling up or down in size.

Note: Do not edit any individual element of the icons.

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Thank You

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