

Logo variations

It is important that the appearance of the logo remain consistent.



Four colour logo
for use in most applications



Four colour logo
for use on dark surfaces



Black only
for use in black and white printing



Black only
for use in black and white printing on
dark surfaces



Black + PMS 485
for use in offset printing where it is
necessary to have precise colours



White + PMS 485
for use in offset printing on dark surfaces

Logo do's and don'ts

The logo should not be modified in any manner. It's orientation, colour and composition should remain as indicated in this document without exception. Some of the more likely mistakes are shown here.



YES Align any text to the letter N.
And give it space to breathe!



NO Do not change the colours of the logo.



NO Do not align text to the beginning of the logo.
Or too close to it!



NO Do not outline the logo.



NO Do not distort or warp the logo.



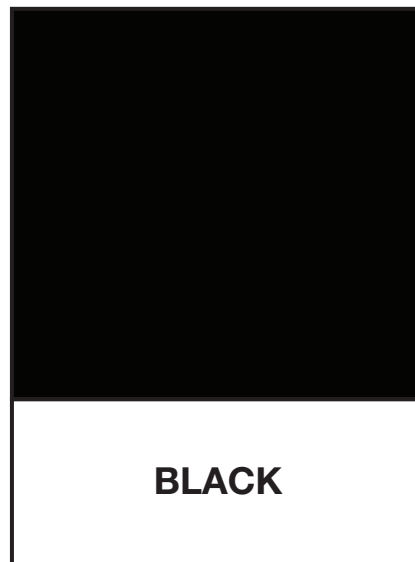
NO Do not apply a gradient to the logo.

Colour Palette

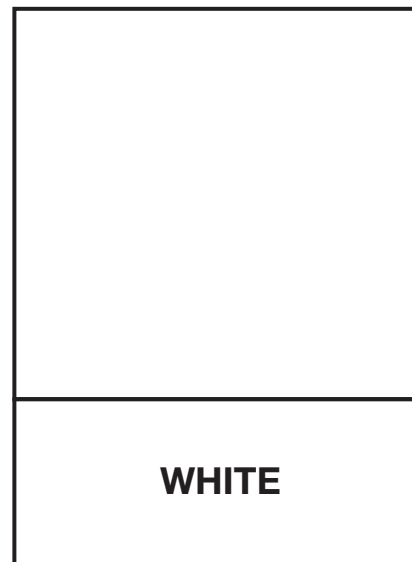
Continuity of our brand image is achieved by using the specific palette prescribed here. Always use these colours.



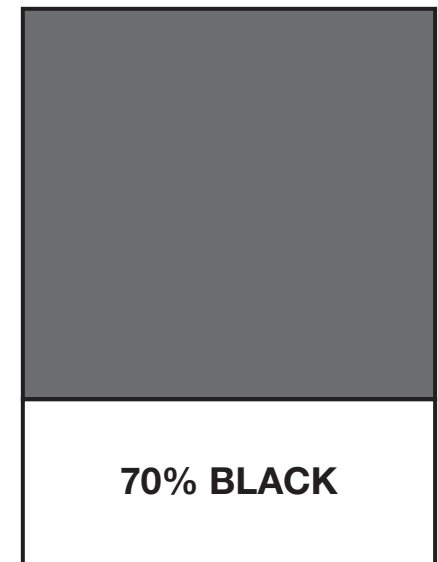
- PMS 485
- C 0%
M 95%
Y 100%
K 0%
- Hex E2231A



- PMS Black
- C 0%
M 0%
Y 0%
K 100%
- Hex 000000



- PMS White
- C 0%
M 0%
Y 0%
K 0%
- Hex FFFFFFFF



- Used only on black or white applications.

Typograhny

Web |

Roboto

Typeface

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Google describes the font as "modern, yet approachable" and "emotional"

Print |

Helvetica

Typeface

The Helvetica® typeface is one of the most famous and popular in the world. It's been used for every typographic project imaginable, not just because it is on virtually every computer. Helvetica is ubiquitous because it works so well. The design embodies the concept that a typeface should absolutely support the reading process – that clear communication is the primary goal of typograph.

Nanuk catalog and other printed material

Please do not cover up the NANUK logo or contact information on any of our printed material.



NO Do not cover up the NANUK logo or contact information.

Nanuk videos

Do not alter the original content of the video without the Headquarter's approval. In order to do so, write in at marketing@plasticase.com to add your logo at the end of video.

