

# Nworld Brand Identity Guidelines



## Logos

### NWORLD



⬇ White Logo

⬇ Blue Logo



⬇ Mark

### NWORLD SUBSIDIARY SPECIALIST BRANDS



⬇ White Logo

⬇ Blue Logo



⬇ White Logo

⬇ Blue Logo



⬇ White Logo

⬇ Blue Logo

## Corporate Colors

### PRIMARY COLOR

Navy blue



HEX

#110841

### SECONDARY COLORS

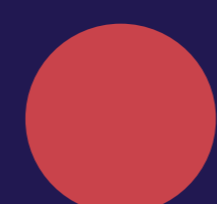
Cadmium Orange



HEX

#E28033

English Red



HEX

#C5384C

Carolina Blue

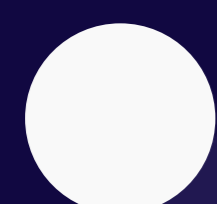


HEX

#439CD9

### NEUTRAL COLORS

Grey 10%



HEX

#F9F9F9

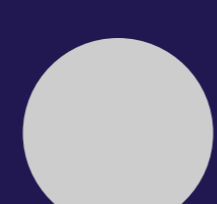
Grey 25%



HEX

#F6F6F6

Grey 40%



HEX

#CDCDCD

Grey 80%



HEX

#3B3B3B

## Corporate Typography

Ubuntu Light

Ubuntu Medium

Ubuntu Regular

Ubuntu Bold

⬇ Ubuntu Family