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# Logo guidelines

**NowyStyl**

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# Introduction to *Logo guidelines*

## **Purpose of the *Logo guidelines***

The logo is the most important aspect of brand identity. It is also the point of departure for a system of rules for its application. The purpose of this document is to support our business partners, agencies and employees in the correct use of the Nowy Styl logo in their materials.

## **How to use the *Logo guidelines***

The best way to use the Logo Manual is the PDF file. The downloaded materials contain graphic files with the Nowy Styl logo that are compatible with both PCs and Macs.

# Brand story

As Nowy Styl, we have transformed from a chair manufacturer into an expert in fitting out office spaces and public areas over the recent years. We keep developing all the time, and we want the way we have come so far to be reflected in our strategy and our communication. That is why we have decided to rebrand.

**We want the change to show our strengths and highlight our character, without which we would not have achieved a leading position in Europe.** Nowy Styl Group is not there anymore. There is simply Nowy Styl, with a new logo. We have initiated a rebranding process which will continue gradually, and will take several months to complete. Our goal is to strengthen one globally recognisable brand.



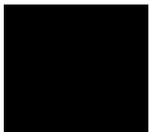
Nowy Styl means innovative thinking: every day, all the time. This name has defined us and it perfectly describes what we are.

**Adam Krzanowski,**  
President of the Board  
and co-founder of Nowy Styl

## Logo - black version

This is one of two basic, recommended versions of the Nowy Styl logo.

# NowyStyl



**BLACK**

sRGB	0/0/0
CMYK	0/0/0/100
HEX	000000
PANTONE	Black

## Logo – white version

This is one of two basic, recommended versions of the Nowy Styl logo. It is dedicated for use on black or dark backgrounds. For more information on the usage of logo against a background, see page 10.

**Note:** The Pantone Opaque White colour should only be used when overprinting the logo on media with a different colour than white (e.g. when printing the logo on through-coloured promotional mugs, or overprinting on non-white plastic carrier bags).

# NowyStyl

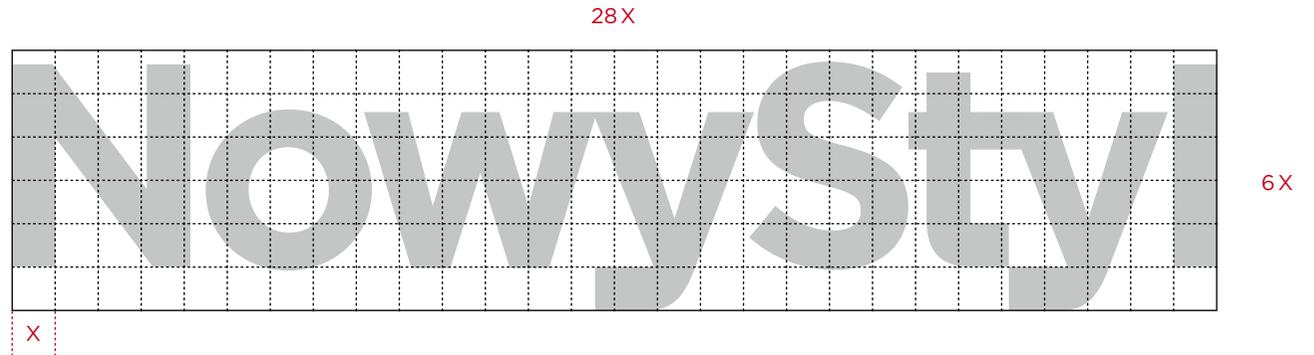


### WHITE

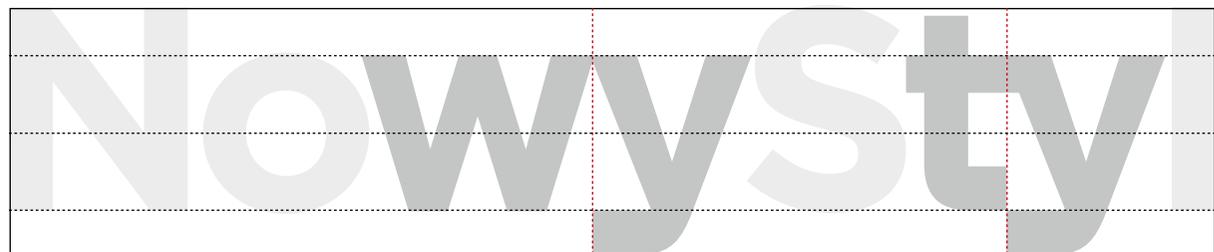
sRGB	255/255/255
CMYK	0/0/0/0
HEX	ffffff
PANTONE	Opaque White

## Construction of the logo

The Nowy Styl logo is based on a grid consisting of 28 horizontal modules and 6 vertical modules. The dimension of module X is the width of the vertical element in the letter N.



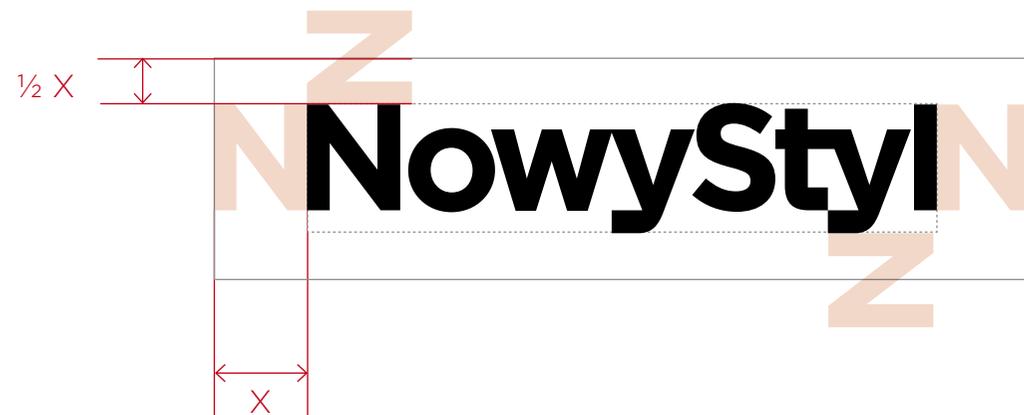
To emphasise the character and strengthen the visual message, the letters "wy" in the Nowy Styl logo touch each other in a characteristic way, and there is a distinctive ligature between the letters "ty".



## Logo protection zone

Logo protection zone is an essential area around the logo where no graphical elements or text can appear. Consistently adhering to the logo protection zone guarantees the logo will remain legible. In the figure opposite, the protection zone is shown as a rectangle drawn with a dashed line. The size of the logo protection zone is determined by the width of the letter N in the word Nowy Styl, as shown in the figure. The logo protection zone also determines the smallest recommended distance of the logo from the edge of media (e.g. the edge of a magazine page, for a press advertisement).

**Note:** In exceptional circumstances (e.g. when you need to place the logo over a narrow or small area), it is acceptable to reduce the height of the logo protection zone, in which case it may never be smaller than half the width of the letter N.



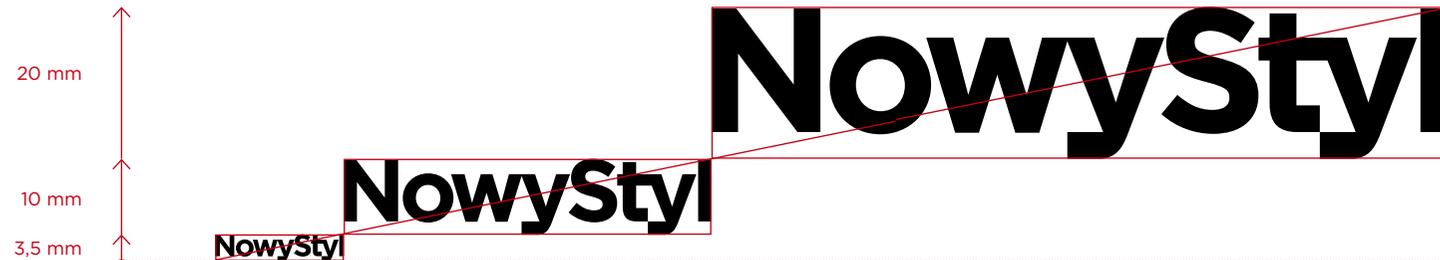
## Minimum size of the logo

The minimum value is the smallest acceptable size for traditional printing techniques. When placing the logo on a small area, the minimum size of the logo and the logo protection zone should be kept in mind. For printing

techniques which do not guarantee good reproduction of the logo, it is recommended to increase the size proportionally to achieve good readability.

**Note:** Logo height scale factor has a large impact on its final size.

**PRINT**  
3,5 mm height – ∞



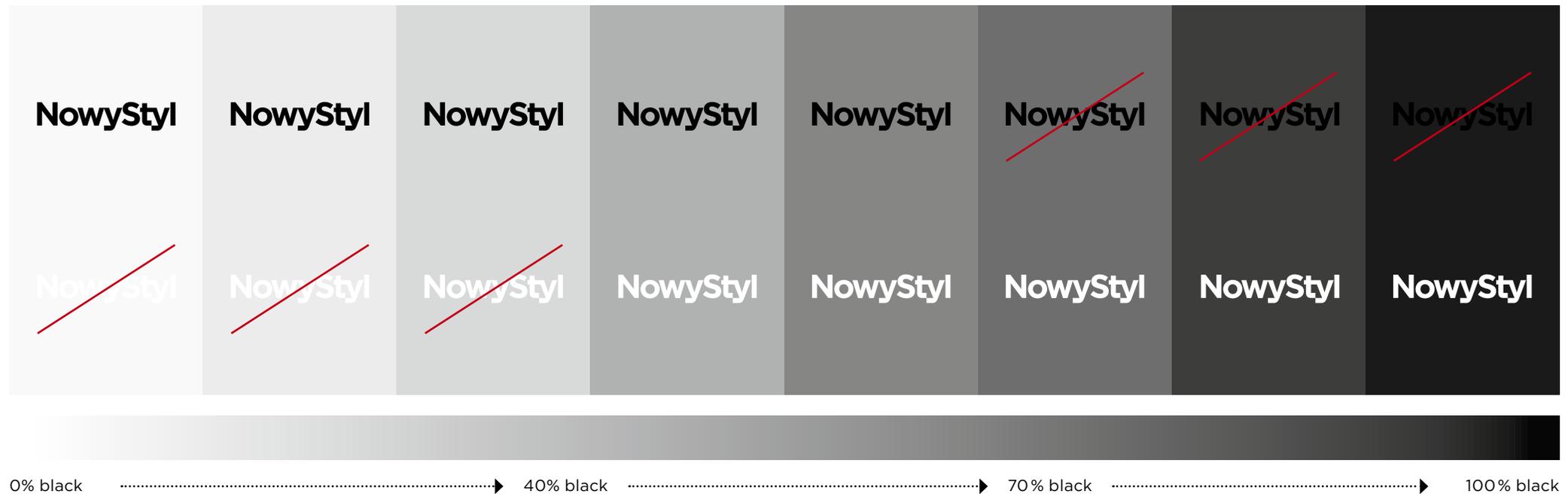
**DIGITAL**  
20 px height – ∞



## Logo against a background

The black version of the logo is the preferred version for use in materials. The logo can be placed against a background as long as it remains legible.

The following example shows how the logo should be used against a background correctly, taking into consideration the contrast of both elements.



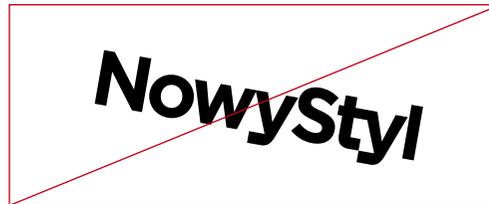
## Incorrect use of the logo

Please note that correct use of the logo ensures the consistency and identity of the brand for both the internal and external audience. To avoid incorrect use, please always use the official image files provided in this document.

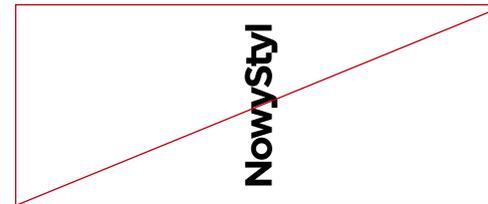
### Examples of incorrect use of the logo:



deformation of the logo



logo is rotated



logo used vertically



a raster version of the logo used in print



logo reproduced in a similar typeface



shadows applied under the logo



logo placed on a rectangle



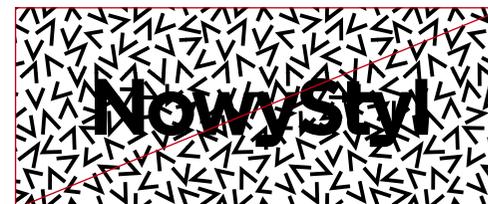
gradients are used



logo used in colours different than black and white



logo against a background with a reduced contrast



logo placed on a patterned background



logo with an outline

## Writing the Nowy Styl name correctly

Because the combination of words 'Nowy Styl' is also a generic phrase in Polish, it is important that the company name in titles, headings and other texts is used correctly.

Use of the name Nowy Styl in a sentence.

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The company name written **correctly**

Use of the name ~~NOWY STYL~~ in a sentence.

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The company name written **incorrectly**

Use of the name ~~NowyStyl~~ in a sentence.

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The company name written **incorrectly**

Use of the name ~~NOWYSTYL~~ in a sentence.

---

The company name written **incorrectly**

Use of the logo ~~NowyStyl~~ in a sentence.

---

**Incorrect** use of the logo

## Nowy Styl Group

We do not use the name "Nowy Styl Group".

Use of the name ~~Nowy Styl Group~~ in a sentence.

## Abbreviation

We do not use the abbreviation "NS".

Use of the name ~~NS~~ in a sentence.

Do you have any questions?

Contact us:

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