neuliv

neuliv

Designed & Delivered

Introduction

Welcome to the official brand guidelines for *neuliv* brand & assets. As a dynamic & innovative design & fit-out platform, *neuliv* combines cutting-edge technology with personalized solutions, bringing together the resources of a large firm & the intimate touch of a small one.

We are committed to revolutionizing how spaces are created by seamlessly merging design aesthetics, streamlined processes, & the latest technological advancements. With *neuliv*, we will meet your spatial needs with unparalleled expertise, creativity, & attention to detail.

This document is intended to educate anyone responsible for creating internal or external communications using the *neuliv* logo & brand.

We must share a basic understanding of how & when to use our identity. These standards are intended to introduce you to the primary usage. We want to make it easy for you to integrate the *neuliv* brand in all media formats while respecting the brand & legal restrictions.

Mission

With *neuliv*, we redefine the boundaries of interior design & fit-out services, providing a one-stop solution that empowers individuals & businesses to bring their spatial dreams to life.

We strive to be the go-to destination for personalized, technology-driven solutions, enabling our clients to transform their spaces into inspiring environments that enhance productivity, well-being, & overall satisfaction.

Visual Identity

The *neuliv* visual identity embodies the perfect fusion of modernity & sophistication.

Our logo showcases clean lines & bold typography, iconizing our commitment to precision & professionalism.

The color palette, featuring a harmonious blend of vibrant hues & neutral tones, reflects our ability to balance innovation with timeless elegance.

Through our visual identity, we aim to convey a sense of trust, creativity, & the seamless integration of technology, highlighting our unique ability to provide personalized solutions that rival those of larger firms.

The Logo

Our Icon

The *neuliv* symbol is a monogram logo that combines the letters 'N' & 'U'. The icon marks a journey- the start of something new. It represents a unique, personal journey for every *neuliv* user. We want to give our users the possibility of more & better- a new way to live.

Our Wordmark

Our wordmark is clean, bold, & sleek to reflect our ambitions for innovation, elegance, & ease in our design & services.
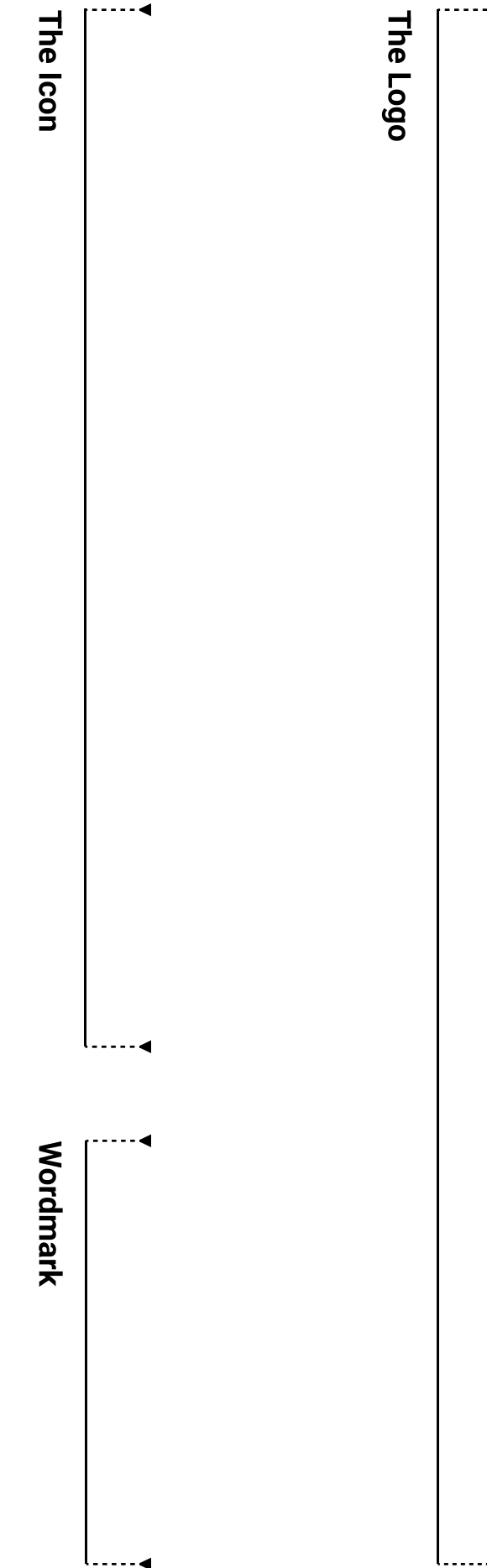
Our Logo

The logo represents the brand visually, like a signature, a stamp, or an emblem. We use it to endorse our services & executions at the bottom left or bottom right corner rather than lead with it. The journey & the client is the hero, with *neuliv* just providing a supporting role.

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The Icon

The Logo

Wordmark

s

Typography

Technology is the heart of neuliv;
Aspiration & sophistication is the soul

1. **Design, Sophistication & Aspiration:** Poiret one is a sans-serif font that exudes elegance, sophistication, & a sense of curated design. Poiret One is inspired by the Art Deco movement, known for its glamour, sophistication, & timeless appeal.
2. **Global & Technology-Led:** By incorporating the font thicccboi, we aim to convey a sense of modernity, innovation, & a global perspective. The bold & clean lines of the sans-serif font exude a contemporary & forward-thinking vibe, indicating that the company stays at the forefront of industry advancements. Thicccboi's width & boldness lend it a strong presence, suggesting a confident & impactful approach to interior fit-outs.
3. **Modern:** Roboto has been chosen for the copy for its clean lines & rounded letterforms to convey the brand's modern, clean, & contemporary image.

By purposefully combining the Thicccboi & Poiret One font in the logo, we demonstrate how the company seamlessly blends global & technology-driven elements with a strong emphasis on design, sophistication, & trust.

Logo

Poiret One

Poiret One
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

neuliv

Tagline

Thicccboi

Thicccboi Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Copy

Roboto

Heading
Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sub-heading
Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body
Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Colours

When choosing colors for neuliv it was essential to consider the emotions & associations that different colors evoke. We wanted to give a sense of trust, a global identity while still maintaining that technology is at the heart of the brand:

For a **global, technology-focused company**, we wanted to incorporate shades of black that align with the digital world. We're tech-enabled, & so we will always use state-of-the-art technology to innovate & bring the users the best service possible constantly. Hence, our accent color is purple, the color of innovation, the original, & the new.

Aspiration & Sophistication: Purples are often associated with sophistication & refinement. We're using it as an accent with blacks & white to embrace an elegant aesthetic that implies culture beyond ostentatious displays of wealth.

Trust: Purple is the color of royalty, which we hint towards to evoke automatic trust from the user in our services. Darker shades of gray can also represent professionalism, security, & dependability.

Excitement: Purple is a dynamic & vibrant color that infuses excitement for the user. It combines the passionate & energetic qualities of red with the creativity & sophistication of purple. It creates a strong contrast with Blacks, whites, & beiges. Combining it with vibrant complementary hues of peach in the gradient enhances the sense of excitement. It reflects the company's bold & innovative approach to interior design.

Hex Code
#F1EFEC

Hex Code
#202020

Hex Code
#A4046E

Hex Code
#D86771

Spacing, Sizing & Proportions

Clear Space
Primary Logo: Always surround the logo with a clear space, that is equal to 'stem width (s)'.

Icon: The minimum & recommended clear space around the icon is 0.66 (2/3) *s* from the top, & 1.33 (3/4) *s* from the sides.

Secondary Logo: Always surround the logo with clear space equal to 2 x s (2 x stem width)

Minimum Print Size
To maintain readability of wordmark, the logo(s) must be printed with the following minimum heights:

Primary Logo: 4.4cm
Primary Logo, shortened: 1cm
Icon: 6mm
Secondary Logo: 1.25cm
Secondary Logo, Shortened: 7mm

Minimum On-Screen Size
To maintain readability of wordmark, the logo(s) must be printed with the following minimum heights:

Primary Logo: 196px
Primary Logo, shortened: 50px
Icon: 20px
Secondary Logo: 54px
Secondary Logo, Shortened: 24px
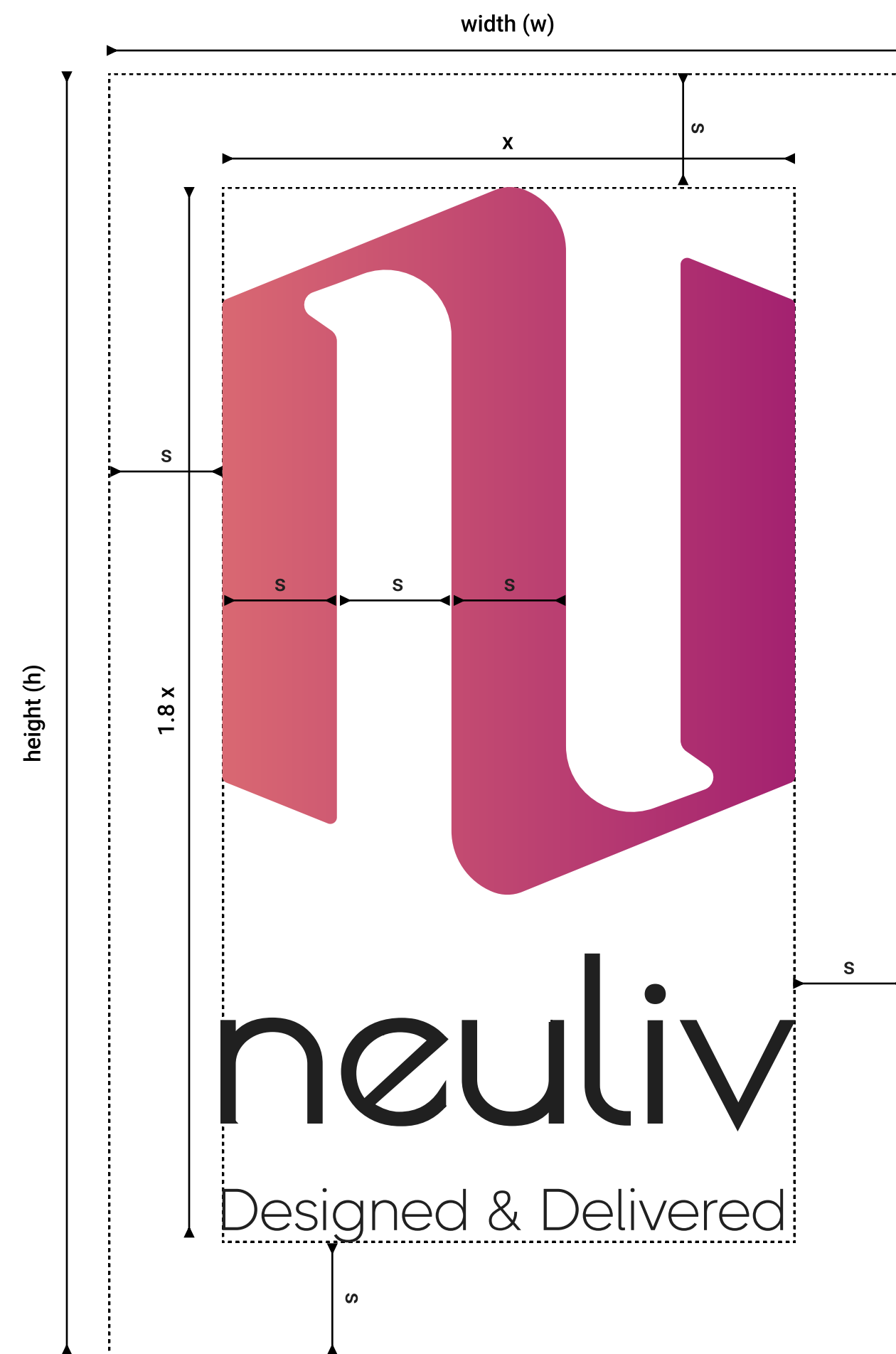
1/ Primary Logo
Clear Space around logo
s=clear space
Container height(*h*)/width (*w*)=1.618 (*Golden Ratio*)
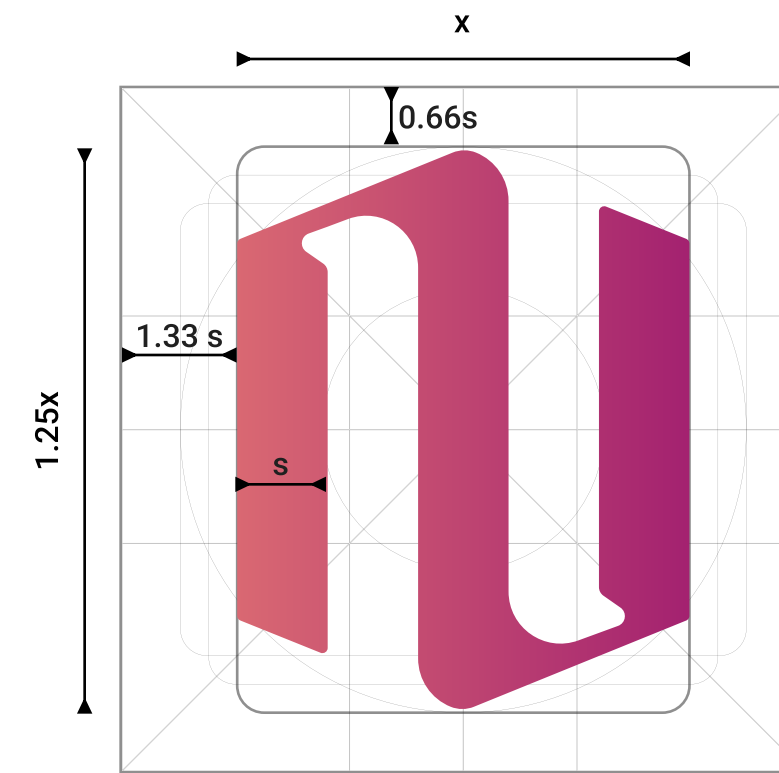
2/Icon
256px x 256px container
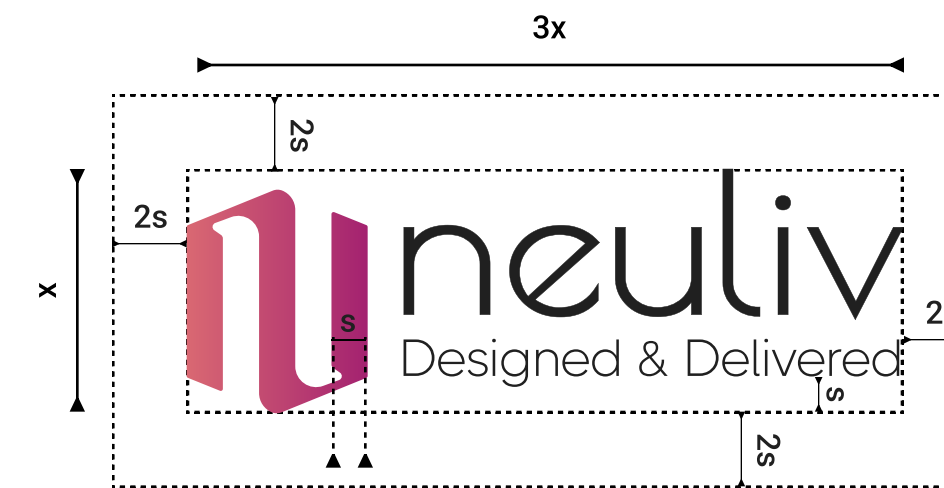
3/Secondary Logo
Clear Space around logo= 2s (2 x stem width)
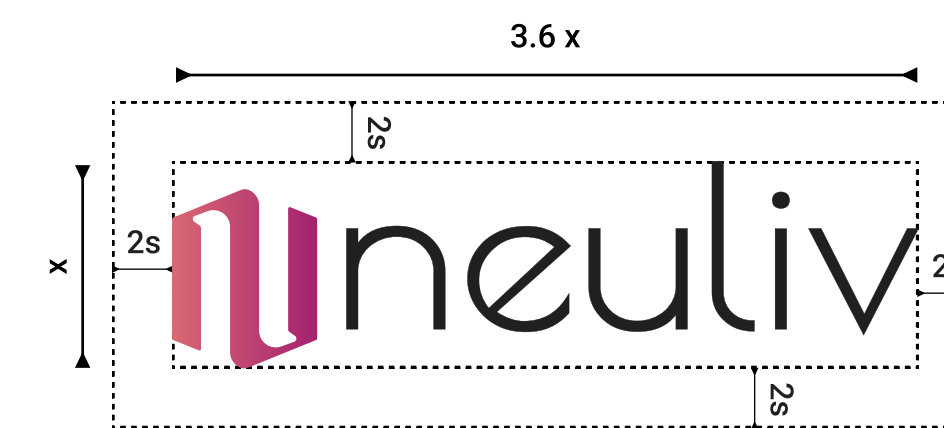
4/Secondary Logo- Shortened
Clear Space around logo= 2s (2 x stem width)
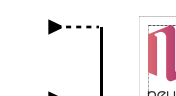
Print

Minimum Size:
4.4cm

Minimum Size:
6mm

Minimum Size:
1.25cm

Minimum Size:
7mm

Minimum Size:
1cm

Digital

Minimum Size:
196px

Minimum Size:
20px

Minimum Size:
54px

Minimum Size:
24px

Minimum Size:
50px

Choosing the Right Logo

By Default, our logo consists of our icon with the gradient & the wordmark in black or white (depending on the background in line with accessibility guidelines). We use the Purple Gradient Logo only when it doesn't clash with its contextual elements. We never use it alongside the same purple from the color pallet (or any purple) to ensure our Purple Gradient is being respected. This elevates the brand purple gradient from the rest of the pallet, ensuring it's not confused, nor is its power diluted. The logo also should never be used with duotone photography.

Sometimes, we use the same purple gradient icon logo with our wordmark in purple & grey. Depending on the device settings, this ensures visibility when we view it in dark & light modes.

For restricted use cases, such as to avoid clash with the color pallet of its context (purples, duotone photography), or restrictions in print, we may also use the logo as black on a white background or white on a black background.

/1
Gradient & Black on a light background

/3
Gradient, Purple & Grey for responsive screens (light & dark mode)

/2
Gradient & White on a dark background

/4
Black on a light background

/4
White on a dark background

Choosing the Right Logo

We want our logo to be responsive in terms of scalability & proportions- to adapt & accommodate wherever we place it seamlessly.

Hence, we have two families of logo & two levels of complexity, respectively: Horizontal & Vertical Layout, & with *neuliv* with tagline & just *neuliv*.

We've also shown the use of just the wordmark, which we should only use for restricted use cases.

We've demonstrated our logos only in the primary Purple Gradient Variation on this page. However, in terms of color variation, the same rules also apply to all these variations.

/1: Primary Logo
Vertical Layout with Full Wordmark

Should be the primary logo used for maximum use cases.

/1: Primary Logo- Shortened
Vertical Layout with just *neuliv*

Should be used in vertical formats where space is restricted, & maximum impact is required

/2: Secondary Logo
Horizontal Layout with full wordmark

For use-cases where the horizontal layout works better such as strips and packaging

/2: Secondary Logo- Shortened
Horizontal Layout with just *neuliv*

For use-cases where the horizontal layout works better such as strips & packaging, & space is limited, with maximum impact required.

/3: Full Wordmark

Restricted Use only: in cases such as where Icon is already present on the screen, the wordmark may be used in isolation. However, it is advised to restrict this use case to maintain the sanctity of the logo. The wordmark should never be used inline.

/3: Shortened Wordmark

Restricted Use only: in cases as Navbar of website, the 'neuliv' may be used in isolations. However, it is advised to restrict this use case to maintain the sanctity of the logo. The wordmark should never be used inline

The Icon

The *neuliv* icon should only be used as the official Favicon in the original gradient.

We may only use the Black & White versions for Socials Display Picture for User or Company WhatsApp, LinkedIn, Instagram, Twitter, Facebook etc., as well as use cases already mentioned in the previous pages.
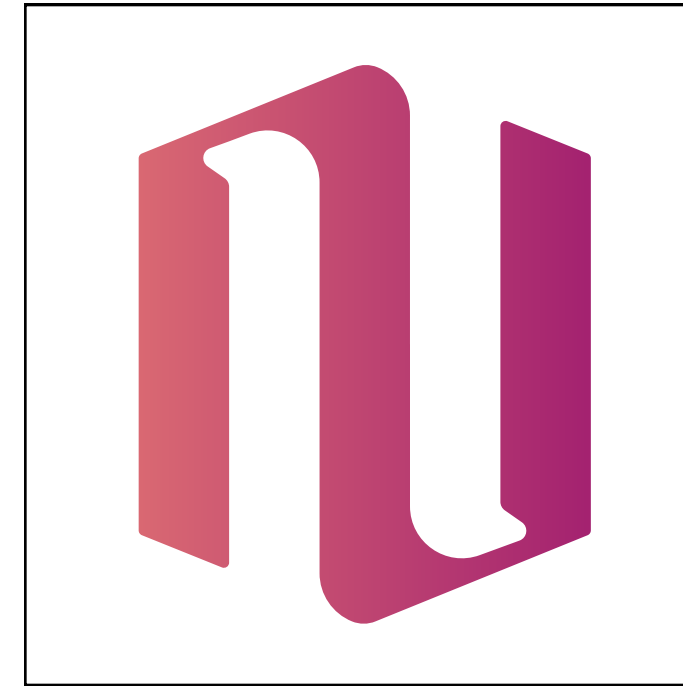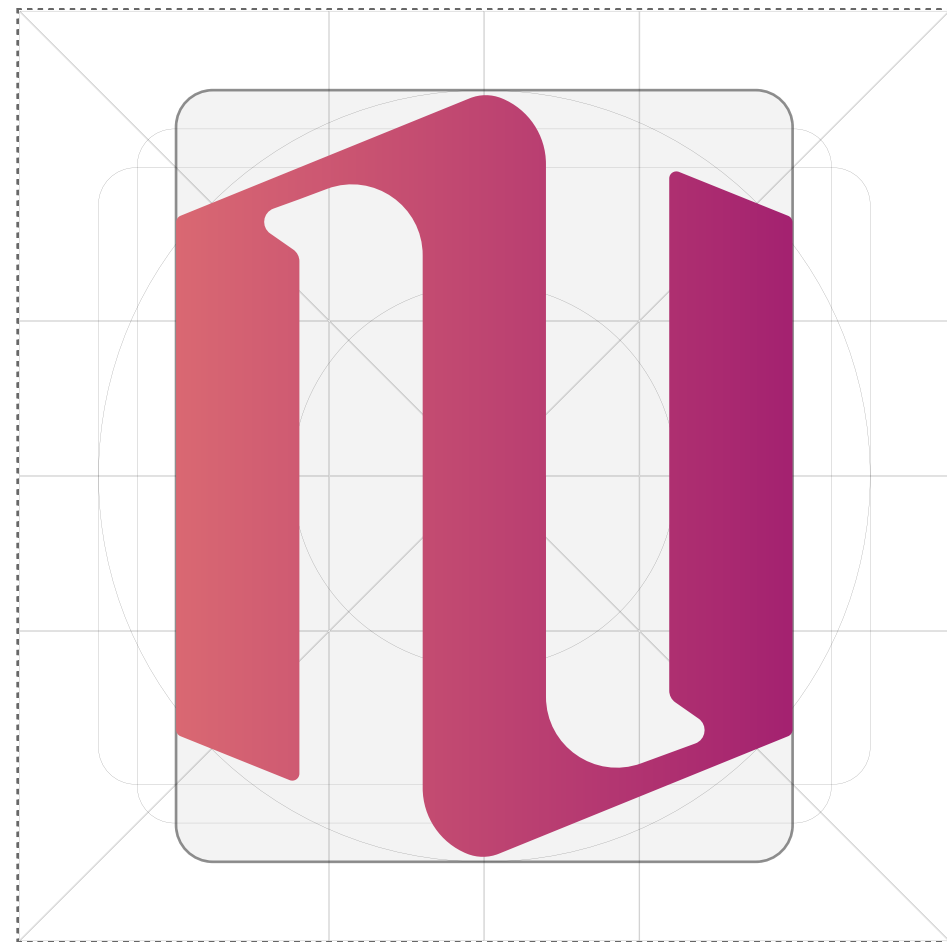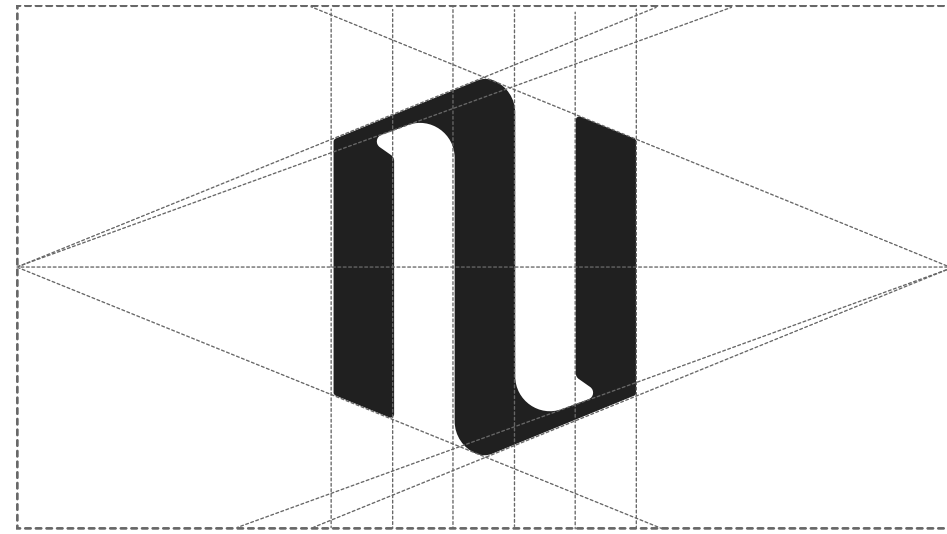
Icon
256px x 256px container

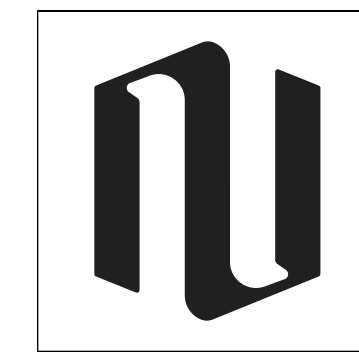**Icon: Square**
White Negative with
Gradient as background

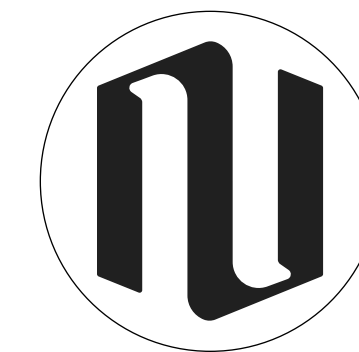**Icon: Circle**
White Negative with
Gradient as background

Icon: Square
White Negative with
Dark background

Icon : Circle
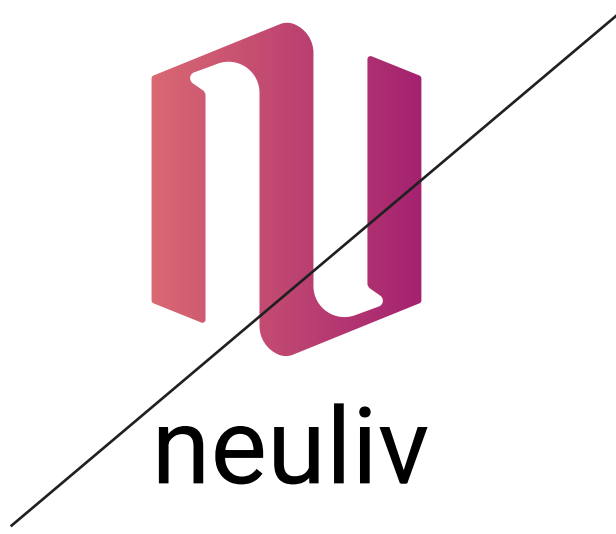White Negative with Dark
background

Icon: Square
Dark Negative with
White background

Icon : Circle
Dark Negative with White
background

Gallery of do-nots

Do not distort or alter the proportions of the logo

Do not make the logo bolder

Do not change elements respective to each other

Do not modify colours (exceptions provided)

Do not add contours to the logo

Do not add a drop shadow

Do not rotate the logo at any angle

Do not alter fonts & letter casing

Conclusion

As *neuliv* continues to evolve & grow, it is essential to view the brand identity & guidelines as living documents, adaptable to changing market dynamics & emerging trends. Regular evaluation & refinement will ensure that *neuliv* remains at the forefront of the industry, delivering exceptional design solutions that captivate & inspire.

In summary, *neuliv*'s brand identity & guidelines provide a strong foundation upon which the company can build its reputation, engage customers, & foster long-term success. By embracing the essence of the brand & implementing the guidelines consistently, *neuliv* will forge lasting connections & secure its place as a preferred choice for interior design & fit-out projects.