

Visual guidelines



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NEVOMO into the future

Mission:

Building a world of frictionless mobility.

Vision:

Creating the bridge of higher efficiency & interoperability between the railway industry and the nascent 21st-century vacuum rail industry.

Basic version of the logo



Background

▼

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Logo

▼

C0 M0 Y0 K100
R0 G0 B0
#000000

Background

▼

C0 M0 Y0 K100
R0 G0 B0
#000000

Logo

▼

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Background

▼

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Logo

▼

C0 M74 Y95 K0
R253 G92 B1
#fd5c01
PANTONE Orange 021C

Versions on a colored background



Background

▼

C0 M74 Y95 K0
R253 G92 B1
#fd5c01
PANTONE Orange 021C

Logo

▼

C0 M0 Y0 K100
R0 G0 B0
#000000



Background

▼

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Logo

▼

C0 M74 Y95 K0
R253 G92 B1
#fd5c01
PANTONE Orange 021C

Versions on a colored background



Background

▼

C0 M40 Y95 K0
R247 G167 B11
#f7a70b
PANTONE 130C

Logo

▼

C0 M0 Y0 K100
R0 G0 B0
#000000



Background

▼

C0 M40 Y95 K0
R247 G167 B11
#f7a70b
PANTONE 130C

Logo

▼

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Versions on a colored background



Background

Logo

▼

▼

C0 M0 Y0 K30
R98 G98 B98
#c6c6c6
PANTONE 421C

C0 M0 Y0 K100
R0 G0 B0
#000000



Background

Logo

▼

▼

C0 M0 Y0 K30
R98 G98 B98
#c6c6c6
PANTONE 421 C

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Exclusion zones



Scaling & minimum size



minimum print size



Logo misuse

Disproportionate scaling



Signet repositioning

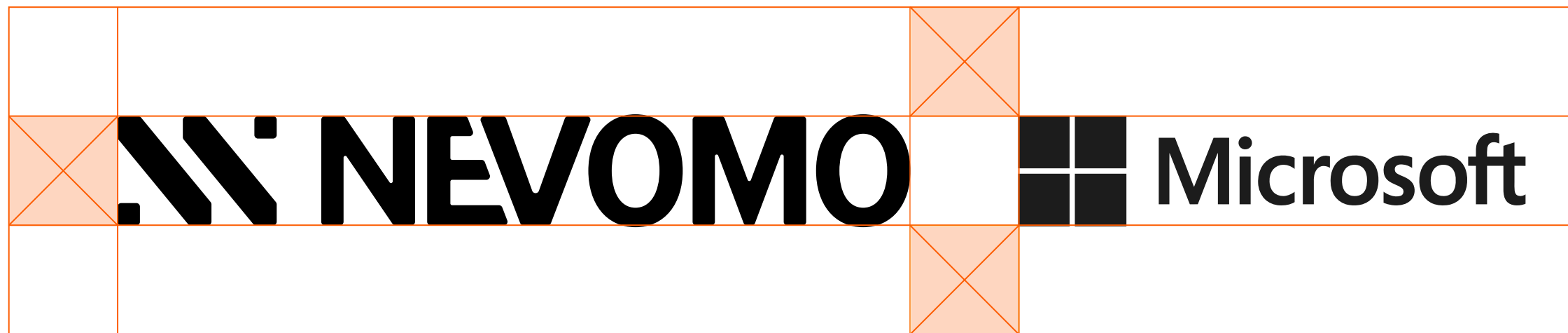


Rotating/diagonal placing



Partnerships

Aligning partnership logos
should follow clearspace rules.



Brand colors – basic color palette

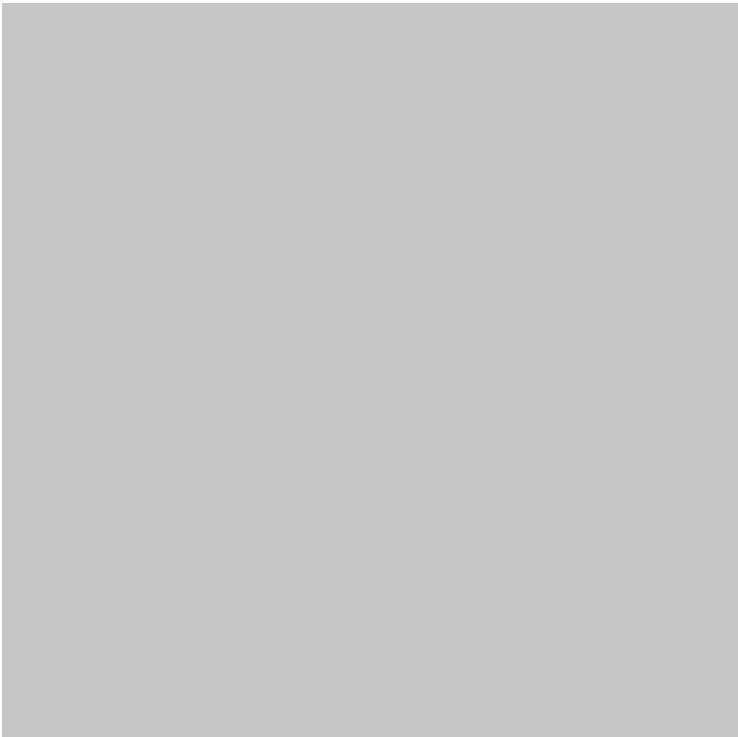
We have adopted a strict color palette which is restricted to the colors below.



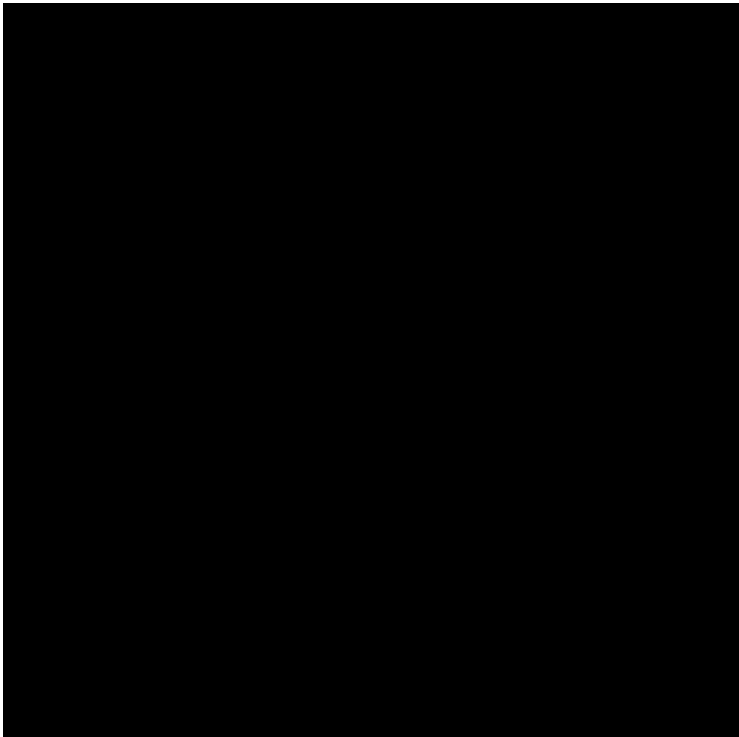
C0 M74 Y95 K0
R253 G92 B1
#fd5c01
PANTONE Orange 021C



C0 M40 Y95 K0
R247 G167 B11
#f7a70b
PANTONE 130C



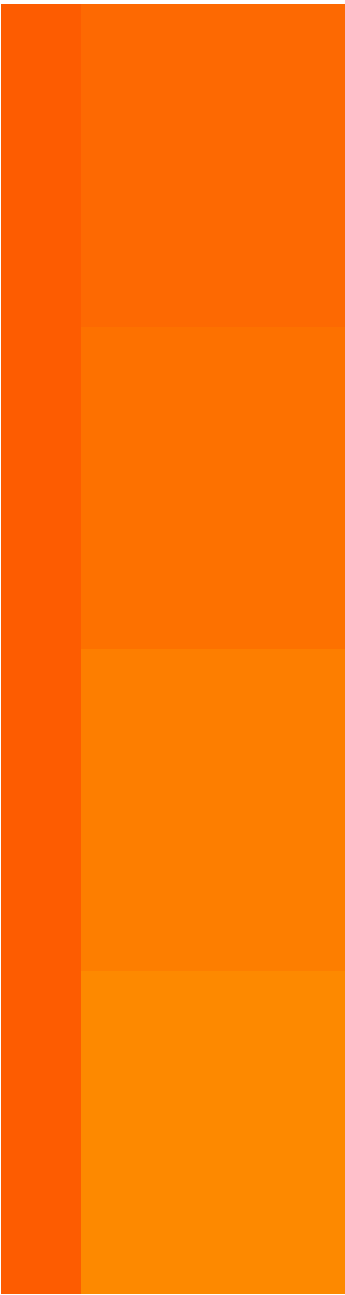
C0 M0 Y0 K30
R98 G98 B98
#c6c6c6
PANTONE 421 C



C0 M0 Y0 K100
R0 G0 B0
#000000

Brand colors – complementary color palette

These colors are never to be used as tints or shades.
Only use the colors shown below in the exact mixes
(Pantone, CMYK, RGB, HEX) depending on your medium.

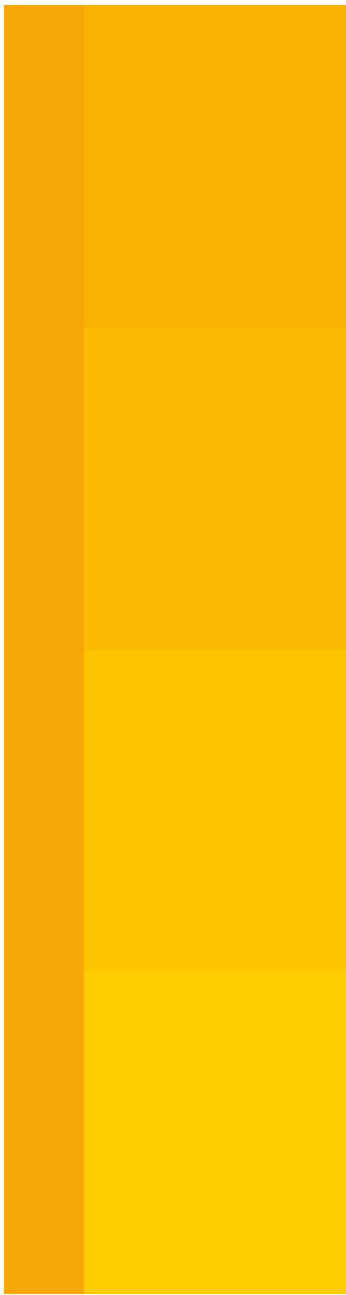


C0 M69 Y94 K0
R253 G105 B2
#fd6902
PANTONE 165C

C0 M65 Y95 K0
R253 G113 B0
#fd7100
PANTONE 2018C

C0 M60 Y95 K0
R253 G126 0
#fd7e00
PANTONE 151C

C0 M55 Y95 K100
R253 G137 B0
#fd8900
PANTONE 1495C



C0 M35 Y95 K0
R249 G177 B4
#f9b104
PANTONE 130C

C0 M30 Y95 K0
R251 G186 B0
#fbba00
PANTONE 1235C

C0 M25 Y95 K0
R253 G196 B0
#fdc400
PANTONE 123C

C0 M20 Y95 K0
R255 G205 B0
#ffcd00
PANTONE 116C



C0 M0 Y0 K25
R208 G208 B208
#d0d0d0
PANTONE 428C

C0 M0 Y0 K20
R218 G218 B218
#dadada
PANTONE Cool Gray 3C

C0 M0 Y0 K15
R227 G227 B227
#e3e3e3
PANTONE 427C

C0 M0 Y0 K10
R237 G237 B237
#f7a70b

**HYPER
POLAND
BECOMES**



NEVOMO

<div data-bbox="373 353 737 548">Aa</div>	<div data-bbox="1047 324 1366 387">Poppins Bold</div> <div data-bbox="1047 423 2746 566">AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwXxYyZz 0123456789 +-'/[]() \!@#%&* _.</div>
<div data-bbox="373 652 737 846">Aa</div>	<div data-bbox="1047 632 1487 695">Poppins Semibold</div> <div data-bbox="1047 731 2711 874">AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwXxYyZz 0123456789 +-'/[]() \!@#%&* _.</div>
<div data-bbox="373 954 737 1149">Aa</div>	<div data-bbox="1047 934 1452 997">Poppins Medium</div> <div data-bbox="1047 1033 2676 1176">AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwXxYyZz 0123456789 +-'/[]() \!@#%&* _.</div>
<div data-bbox="373 1256 737 1451">Aa</div>	<div data-bbox="1047 1236 1436 1300">Poppins Regular</div> <div data-bbox="1047 1335 2651 1479">AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwXxYyZz 0123456789 +-'/[]() \!@#%&* _.</div>
<div data-bbox="373 1558 737 1753">Aa</div>	<div data-bbox="1047 1538 1363 1602">Poppins Light</div> <div data-bbox="1047 1638 2626 1781">AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwXxYyZz 0123456789 +-'/[]() \!@#%&* _.</div>

Stationery – business cards & letterhead



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Pozdrawiam, _____

Przemysław Paczek _____
ceo & co-founder
+48 793 217 337

NEVOMO _____

ul.Mińska 63A lok.245
03-828 Warszawa

www | facebook | instagram | linkedin

Poppins Regular 12

Poppins Regular 12
Poppins Bold 12

Logo high 16px
Poppins Regular 11

Digital – temporary mail signature

Szanowny Panie Marcinie,

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Pozdrawiam, _____

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www | facebook | instagram | linkedin

Poppins Regular 12

Poppins Regular 12
Poppins Bold 12

Logo high 16px
Poppins Regular 11

Social media – 01



If you want to use only a photo we use the logo in the left upper corner
color depending on the photo: white, black, or basic orange



If you want to put information based on a slogan
We use a darkened photo with a black band + white frame + large Poppins Bold typography



If you want to put a photo with a lot of text
We use the logo in the corner + orange band for text + typography (Poppins bold + regular)

Promotional Material





Vehicle visualization



Contact

If you have any queries about applying these identity guidelines, please contact:

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CBO

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