



NEWFORMA

Brand Styleguide

for Partners – 2023

Table of Contents

Logos Usage

Independent Logo Mark

Logo Scaling and Clearance

Logo Overview Landscape and Portrait

All PNG Logos can be found [HERE](#) to be downloaded.

For vector logo files, please contact marketing@newforma.com



Logo

The logo should always command a high level of visual distinction when used on a background. The background should never compete with the logo. This preserves the integrity of the logo and ensures legibility.

When the background is a color other than white or light grey, the logo shall be changed to a reversed variant (all white).

Feature backgrounds that are too light or too dark, do not provide sufficient contrast to maintain the logo's visibility and should not be used.

Logos should never be placed on "busy" photographic or patterned backgrounds that compromises its visibility.

Logos should never be reconstructed or skewed disproportionately.



When using the Newforma visual identity, there are different variations to choose from.

1. Main Logo
2. One Color Logo
3. Independent Logo Mark

Important Rules:

- **NEVER** alter logo forms type, or colors in any way.
- **NEVER** add or subtract elements to the logo.
- **NEVER** alter the sizing of any part of the logo disproportionately to other elements in the logo. Logos may only be scaled as a single unit.
- **NEVER** scale logos without preserving the X to Y axis ratios (i.e. do not widen or lengthen the logo).
- **NEVER** use the logo at less than 100% opacity.
- **NEVER** use the logo as a repeated pattern.

ONE COLOR LOGO

When full color is unavailable, use black or white.

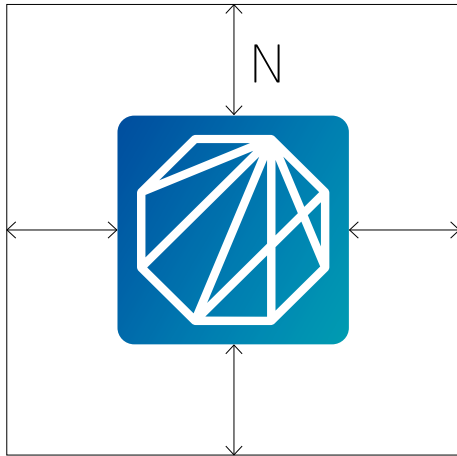


Independent Logo Mark

When using the independent logo mark, always reserve a cushion of open space around the identity. Half of the height of the logo is approximately the minimum amount of clearance to provide.

1. N = half the height of the logo clearance perimeter.
2. Clear zone applied around logo.

NEVER SCALE ANY LOGO DISPROPORTIONATELY.



Independent Logo Mark



Logo Icon

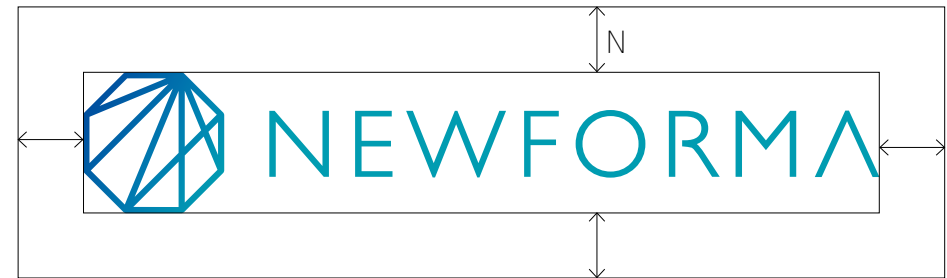
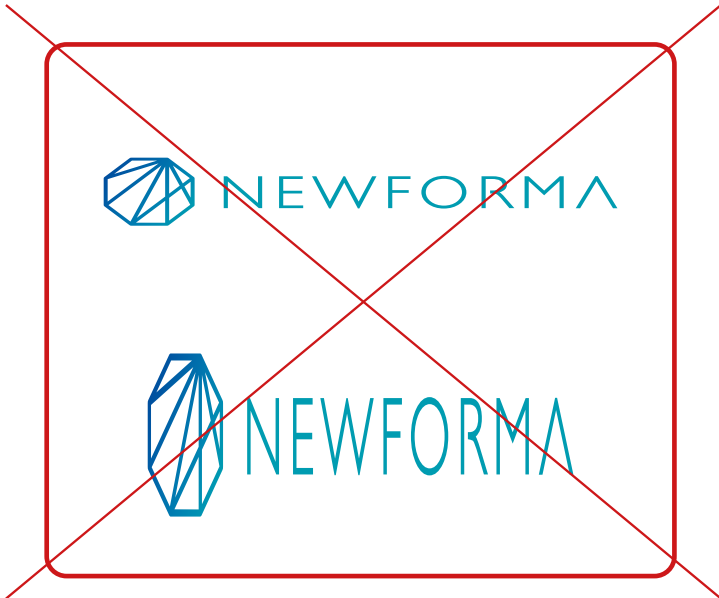


Logo Scaling and Clearance

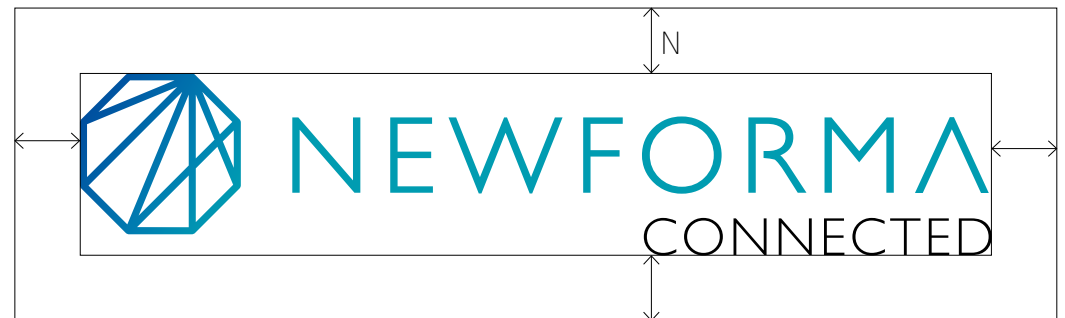
When using the logo, always reserve a cushion of open space around the identity. Half of the height of the logo is approximately the minimum amount of clearance to provide.

1. N = half the height of the logo clearance perimeter.
2. Clear zone applied around logo.

NEVER SCALE ANY LOGO DISPROPORTIONATELY.



Newforma Connected Clearance



Logo Overview - Landscape



Logo Overview - Portrait



NEWFORMA



NEWFORMA
CONNECTED



NEWFORMA
KONEKT



NEWFORMA
PROJECT
CENTER



NEWFORMA
CONSTRUCTEX

