

# Nuuviu Brand Guidelines

## Maintaining a Strong and Consistent Identity

Welcome to the official Nuuviu Brand Guidelines. This guide ensures our brand remains clear, consistent, and recognizable across all platforms.

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## Logo Usage

### Primary Logo Structure

The Nuuviu logo consists of two elements:

- **Logo Icon** – Color: #5E57C1 or #FFFFFF (monochrome)
- **Wordmark** – Color: #303030 (dark) or #FFFFFF (light)

When combined, they form the **Full Nuuviu Logo**.

### Background Adaptation

- **Light Backgrounds:** #5E57C1 (Icon) + #303030 (Wordmark)
- **Dark Backgrounds:** #5E57C1 (Icon) + #FFFFFF (Wordmark)
- **Monochrome Versions:** All White / All Black – ish
- **Nuuviu TV:** Uses the same rules as Nuuviu branding.

## Logo Sizing & Spacing

### Minimum Sizes

- **Digital Usage:**
  - Full Logo: Minimum width of **120px**
  - Logo Icon Alone: Minimum width of **40px**
- **Print Usage:**
  - Full Logo: Minimum width of **1.5 inches (38mm)**
  - Logo Icon Alone: Minimum width of **0.5 inches (12mm)**



## Clear Space

Maintain a **clear space** around the logo equal to the height of the logo icon. No other elements should encroach on this space. The space between the icon and the wordmark should be **20px** and wordmark's in-between letter spacing should be **13px**.



## Logo Misuse (What NOT to Do)

- Do not stretch or distort the logo.
- Do not change colors beyond the brand palette.
- Do not add effects like shadows, gradients, or outlines.
- Do not rotate, tilt, or flip the logo.

- ❑ Do not place on busy backgrounds without contrast.
- ❑ Do not use the Nuuviu TV logo as “**Subscribe to my Nuuviu TV channel**”.
- ❑ Do not misrepresent Nuuviu logo placement with Nuuviu TV logo placements or vice versa.

## Logo Proper Usage (Do’s)

- ✔ When directing users to subscribe to a channel, use the **Nuuviu logo**.
- ✔ When indicating content available for streaming, use either the **Nuuviu logo or Nuuviu TV logo**, depending on relevance.
- ✔ Ensure logos have the correct color variations depending on the background.
- ✔ Maintain appropriate sizing and clear space around the logo.
- ✔ Use the logo only for official Nuuviu-related content and partnerships.

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## Nuuviu TV Logo

The **Nuuviu TV** logos represents the brand’s streaming and live TV division, covering films, series, and live television content. It is used across **digital platforms, promotional materials, and advertisements** to ensure a strong and recognizable presence in the entertainment industry.

## Proper Usage & Differentiation from the Nuuviu Logo

While the **Nuuviu logo** represents the broader brand, the **Nuuviu TV logo** is strictly for streaming and live TV services. It follows the same **sizing and spacing guidelines** but differs in color usage – **Nuuviu TV only appears in dark (#303030) and light (#FFFFFF) versions**. It should not be used in the primary **Nuuviu Indigo (#5E57C1)** color. This distinction ensures clarity between the brand's core identity and its media division.

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## Color Palette

### Primary Colors

Color	HEX	RGB	CMYK
Nuuviu Indigo	#5E57C1	(94, 87, 193)	(51, 55, 0, 24)

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Dark Wordmark	#303030	(48, 48, 48)	(0, 0, 0, 81)
Light Wordmark	#FFFFFF	(255, 255, 255)	(0, 0, 0, 0)
Monochrome	All White / All Black	-	-

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## Typography

- **Primary Font:** Customized Quicksand (all lowercase, no secondary font)
  - Ensure brand text maintains a clean and modern look with appropriate spacing.
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## Partners & Advertisers

Nuuviu welcomes partnerships across various industries. Whether you are an advertiser, content creator, or corporate partner, maintaining brand consistency ensures a seamless collaboration. Contact us to learn how to integrate Nuuviu branding into your platform.

### Entertainment & Media

Nuuviu is committed to enhancing digital entertainment through collaborations with media partners, production companies, and streaming services. Proper usage of Nuuviu brand assets ensures uniform representation across all media.

### API & Device Partners

Developers and hardware partners incorporating Nuuviu branding into their platforms must follow these guidelines to maintain consistency. Reach out for specific brand integration support.

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### Stay Aligned with Nuuviu's Identity

Following these guidelines ensures brand integrity across all touch points. For more details, stay updated with our latest branding resources or contact-us.