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.

Logo Usage

Primary Logo Structure

The Nuuviu logo consists of two elements:

- **Logo Icon** Color: #5E57C1 or 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

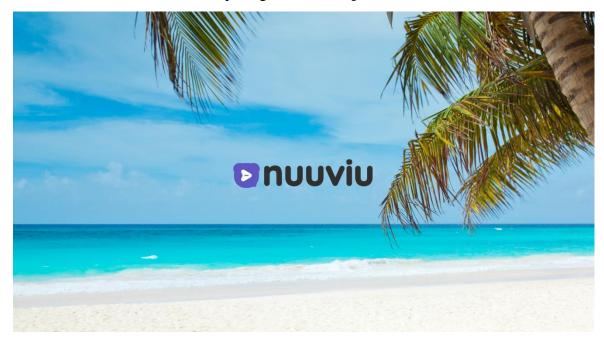
Minimum Sizes

- Digital Usage:
 - o Full Logo: Minimum width of **120px**
 - o Logo Icon Alone: Minimum width of **40px**
- Print Usage:
 - o 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.

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.

Color Palette

Primary Colors

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

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

Typography

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

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.

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.