nugent

brand guidelines

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1 - About these guidlines

This document is here to help, not to police.

Referring to these guidelines will lead to a quality and consistent – yet flexible – brand.

With these ingredients you should have enough to express yourself, your team and Nugent.

With your help, over time, the Nugent brand will evolve. This is its foundation.

2 - The standard logo

The standard logo can be used at a variety of sizes.

When space is limited, the single 'n' can carry the brand succinctly.

2.1 - Suggested uses

The following are safe background colours for the logo to sit over.

If a textured or photographic background is desired, try darkening it to allow for sufficient contrast between the background and the logo.

nugent

nugent

nugent

2.2 - Logo text colours

1. When using a contrastive background colour (such as white, dark grey, or black) you are safe to use the default logo that uses soft grey text.
2. With textured or coloured (less contrasting) backgrounds, make use of the logo that uses white text.

2.3 - Logo text colours

1. When using a contrastive background colour (such as white, dark grey, or black) you are safe to use the default logo that uses soft grey text.
2. With textured or coloured (less contrasting) backgrounds, make use of the logo that uses white text.

1

2

2.4 - Greyscale

When full-colour use of the logo isn't an option, the greyscale version can be used.

This version of the logo will work over light or dark brackgrounds.

2.5 - Single colour

When a situation demands it, due to a particular printing technique or application, a simplified single-colour version of the logo can be used.

3 - Logo alternatives

When there is space for more expression...

we are
nugent

together we are
nugent

4 - Logo sizing

Check available space and context to determine how you use the Nugent logo:

1. When space is limited, consider the use of the 'n' symbol in isolation.
2. The majority of the time you will want to use the standard logo. If in any doubt use the standard logo.
3. If more of space is on offer, consider the two logo alternatives.

5 - Logo spacing

For the logo to stand out and provide comfort and authority it needs to be given sufficient space.

Use the size of the 'n' symbol as guidance for the minimum amount of space required to surround the furthest edges of the logo.

6 - Incorrect logo use

To ensure legibility and quality, please do not stretch the logo. Maintain original proportions when adjusting adjusting size.

Do not add shadows or any other effects to the logo.

7 - Colour

The Nugent brand is made up of a family of colours.

The Nugent 'n' symbol itself demonstrates a variety of these colours.

Some colours can be used to specifically represent a type of service, a section of the website or simply for decoration.

7.1 - Main colours

These colours will be most identifiable with your brand and sub-brands.

Nugent Red

RGB
R = 245
G = 133
B = 95

HEX
#f5855f

CMYK
C0 M59 Y62 K0

Pantone
Pantone Solid Coated
2024 C

RAL
RAL 2003

Nugent Turquoise

RGB
R = 107
G = 200
B = 194

HEX
#6bc8c2

CMYK
C58 M0 Y30 K0

Pantone
Pantone Solid Coated
325 C

RAL
RAL 6027

Nugent Gold

RGB
R = 252
G = 182
B = 79

HEX
#fcb64f

CMYK
C0 M34 Y75 K0

Pantone
Pantone Solid Coated
143 C

RAL
RAL 1017

Nugent Purple

RGB
R = 152
G = 109
B = 171

HEX
#986dab

CMYK
C48 M63 Y1 K0

Pantone
Pantone Solid Coated
2080 C

RAL
RAL 4005

Nugent Blue

RGB
R = 92
G = 165
B = 219

HEX
#5ca5db

CMYK
C64 M23 Y0 K0

Pantone
Pantone Solid Coated
284 C

RAL
RAL 5024

7.2 - Secondary colours

These colours complement your main colours. They can also be used to represent other parts of your organisation.

Nugent Green

RGB
R = 178
G = 209
B = 123

HEX
#b3d17b

CMYK
C38 M1 Y64 K0

Pantone
Pantone Solid Coated
2284 C

RAL
RAL 6019

Nugent Pink

RGB
R = 219
G = 140
B = 165

HEX
#db8ca5

CMYK
C13 M55 Y18 K0

Pantone
Pantone Solid Coated
507 C

RAL
RAL 3015

Nugent Yellow

RGB
R = 255
G = 213
B = 119

HEX
#ffd577

CMYK
C0 M18 Y61 K0

Pantone
Pantone Solid Coated
1215 C

RAL
RAL 1018

Nugent Burgundy

RGB
R = 204
G = 105
B = 105

HEX
#cc6969

CMYK
C16 M68 Y50 K5

Pantone
Pantone Solid Coated
2340 C

RAL
RAL 3014

7.3 - Base/neutral colours

These colours are useful for background colours, subtle division of content or extra visual emphasis.

Nugent Black

RGB
R = 51
G = 51
B = 51

HEX
#333333

CMYK
C69 M63 Y62 K58

Pantone
Pantone Solid ted Black
7 C

RAL
RAL 7021

Nugent Grey

RGB
R = 221
G = 221
B = 221

HEX
#dddddd

CMYK
C12 M9 Y10 K0

Pantone
Pantone Solid Coated Cool
Gray 1 C

RAL
RAL 9003

Nugent Pale Grey

RGB
R = 239
G = 239
B = 239

HEX
#efefef

CMYK
C5 M3 Y3 K0

Pantone
Pantone Solid Coated
663 C

RAL
RAL 9003

Nugent White

RGB
R = 255
G = 255
B = 255

HEX
#ffffff

CMYK
C0 M0 Y0 K0

8 - Typography

The Nugent brand is made up of two typefaces. Used for different purposes, but working well together, both exude the "Nugent" values.

8.1 - Brand font

Used for the brand logo and for large, feature headings.

1. Hiruko Pro - Light
2. Hiruko Pro - Extra Light

Note

Always use lower-case letters with these fonts. Do not use upper-case letters.

License

Mashbo have purchased licenses for web and print use of these two fonts. For web purposes this covers use on the Nugent website. For print purposes you are permitted to install and use these files on two Nugent computers only.

Source

Further licenses can be purchased from https://www.hypefortype.com/hiruko-pro.html.

① nugent brand

② feature heading

8.2 - Headlines and paragraphs

Used for normal headings and body/paragraph text.

1. Open Sans - Bold
2. Open Sans - Regular

Note

Use upper-case and lower-case letters with these fonts.

License

The typeface is open-source. This means you are free to use it commercially for web and print use.

Source

https://www.google.com/fonts/specimen/Open+Sans

1 **Large heading**

1 **Secondary heading**

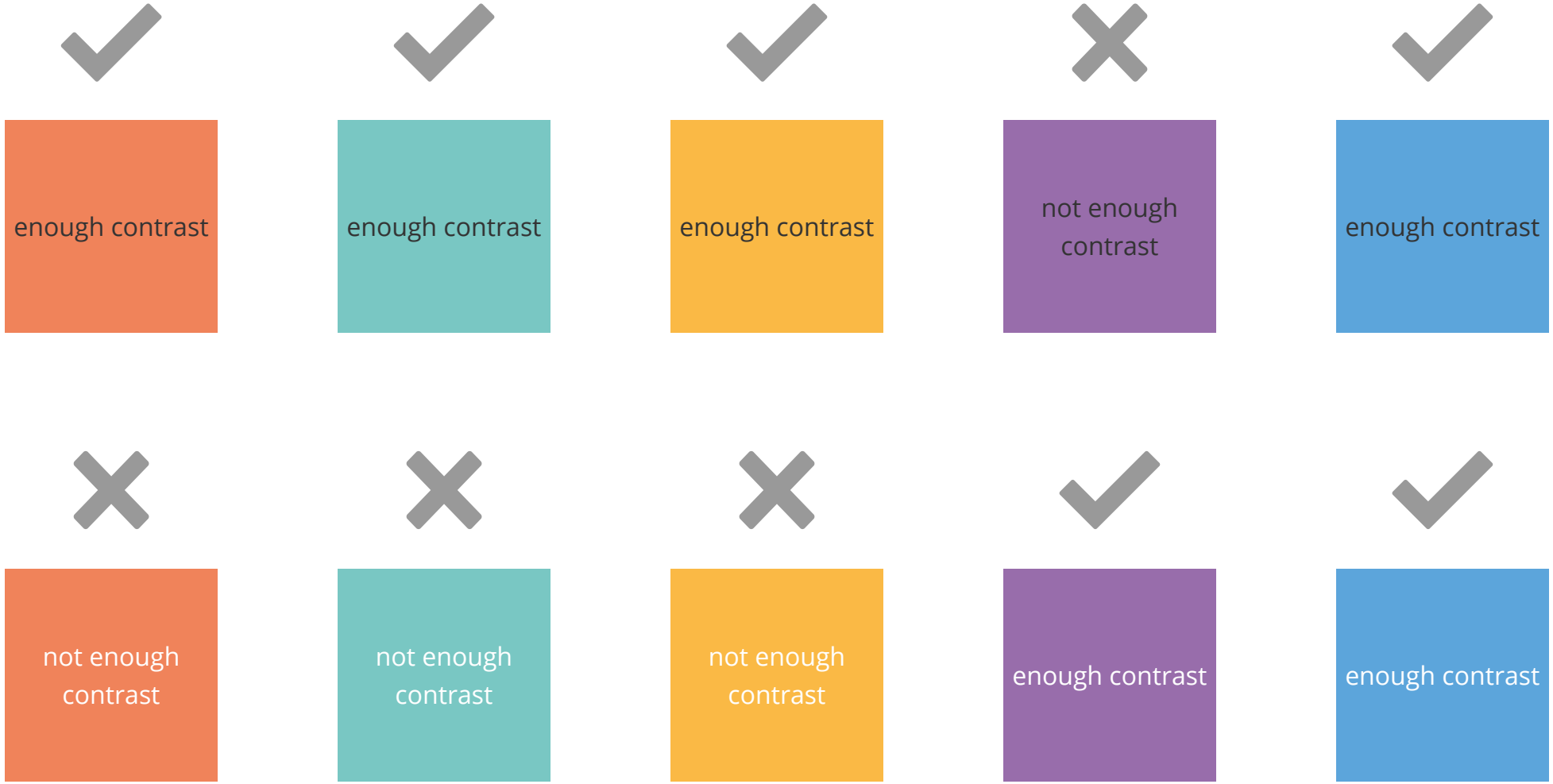
1 **Tertiary heading**

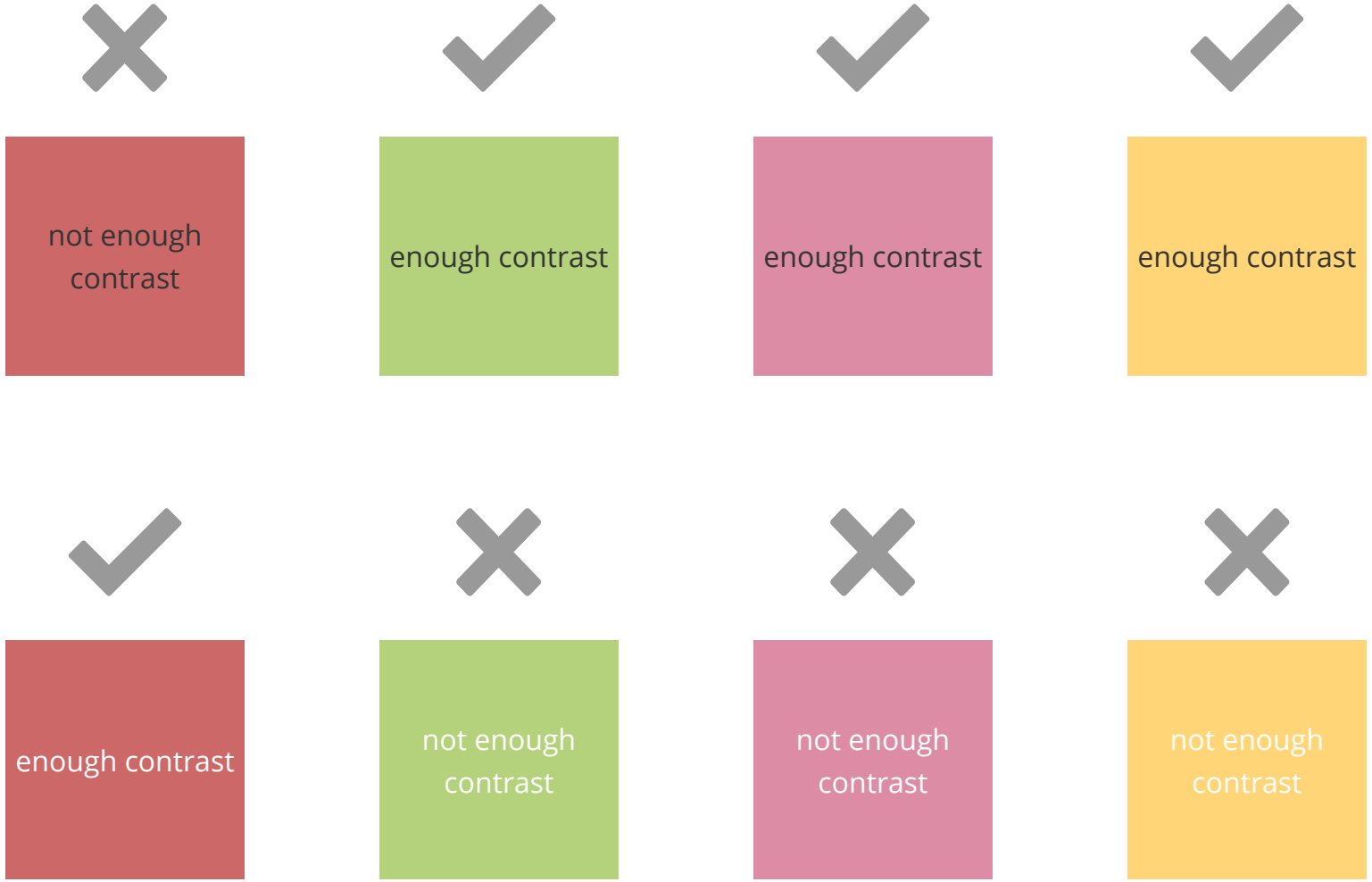
2 Body/paragraph text

9 - Text/background contrast

For small text or typical body/paragraph text it's important to carefully pair text and background colours. Too little contrast between the two means legibility can suffer.

Oversized text and very large titles are easier to see and read by their nature, so can handle less contrast if absolutely necessary.


enough contrast
enough contrast
enough contrast
not enough contrast
enough contrast
not enough contrast
not enough contrast
not enough contrast
enough contrast
enough contrast


not enough contrast
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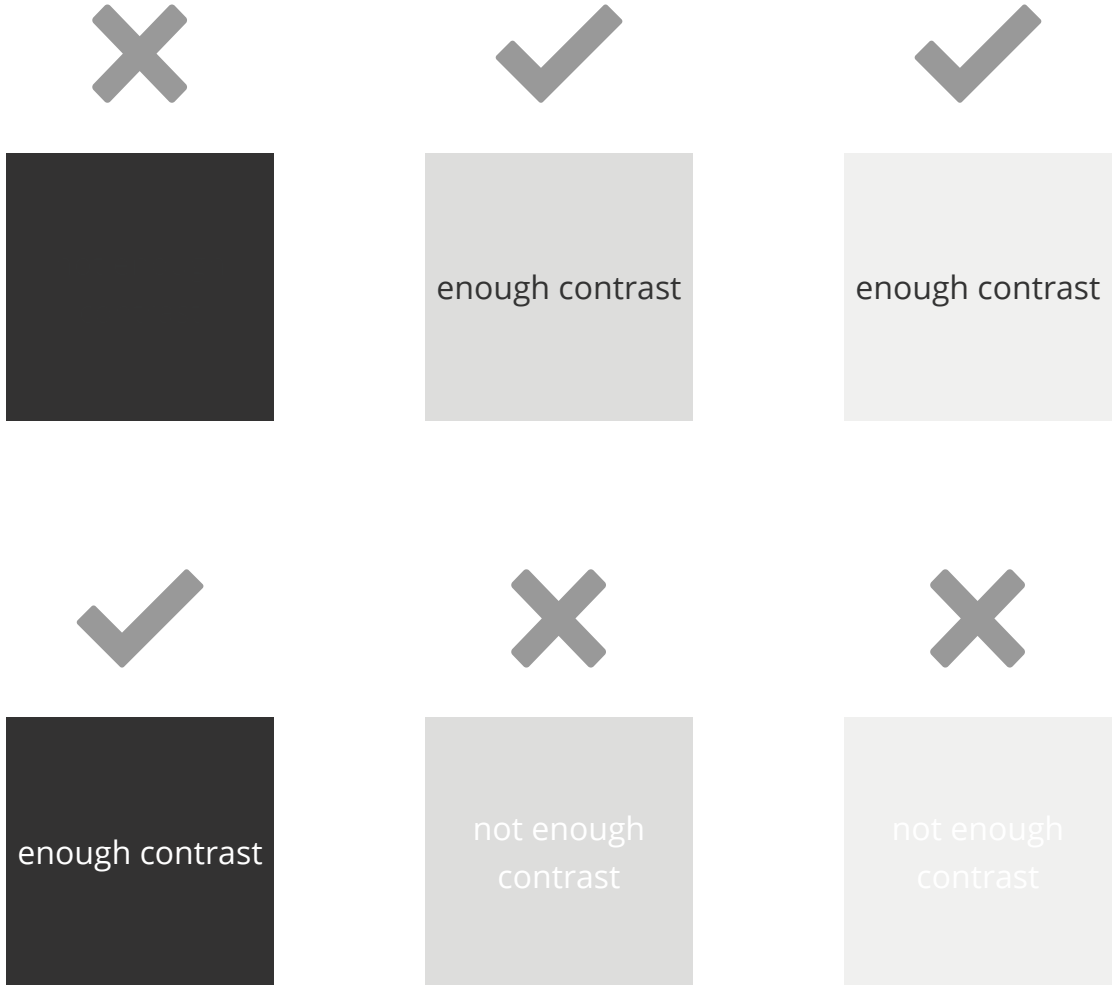
not enough contrast


enough contrast
enough contrast
enough contrast
not enough contrast
not enough contrast

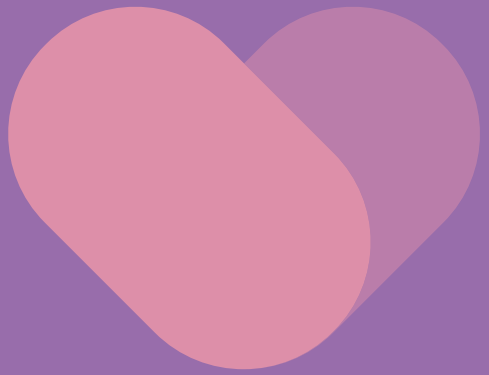
10 - Sub-brands

Service categories based on our brand foundation of colour and typography...

education

residential

community



family

support

10.1 - Sub-brand tiles

A succinct way to refer to a service sub-brand in isolation.

Note

The various shapes of sub-brand logos generally make use of 100% and 50% opacity settings. There is also a single use of 75% (the circle used for the Education symbol).

11 - The 'n' device

11.1 - The 'n' device

Large scale versions of the 'n' symbol can hint at the brand or create dramatic and attractive decorative shapes.

12 - Iconography

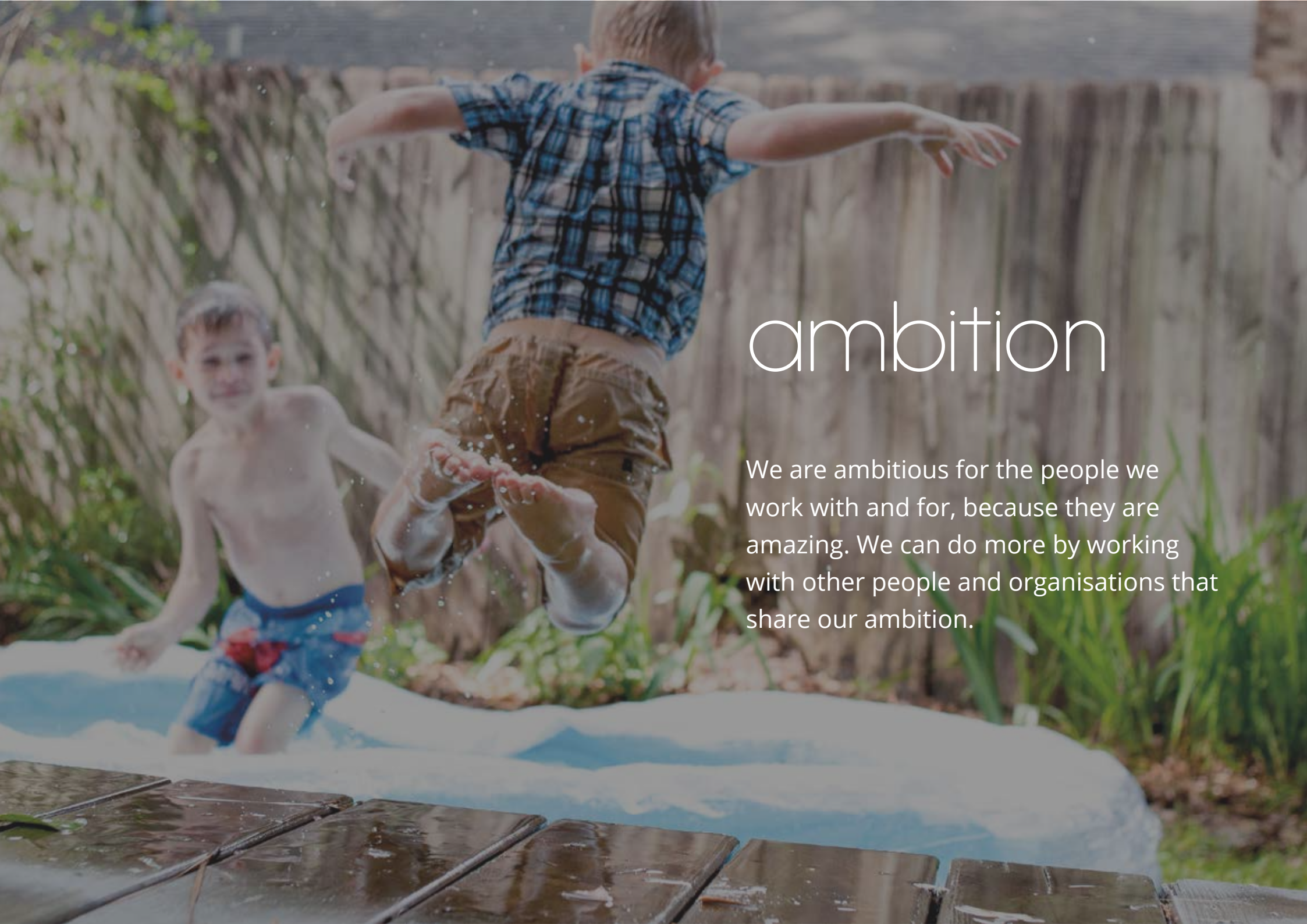
Helpful icons to suggest direction, function or positivity in online and offline situations. Particularly useful online, implying action when reading and clicking.

13 - Values

We can now put our brand toolkit to use,
using the new IACCORD value statements...

innovation

We are strong. The way we work is open, honest and transparent. This helps us to create a fairer and more equal society for everyone.



ambition

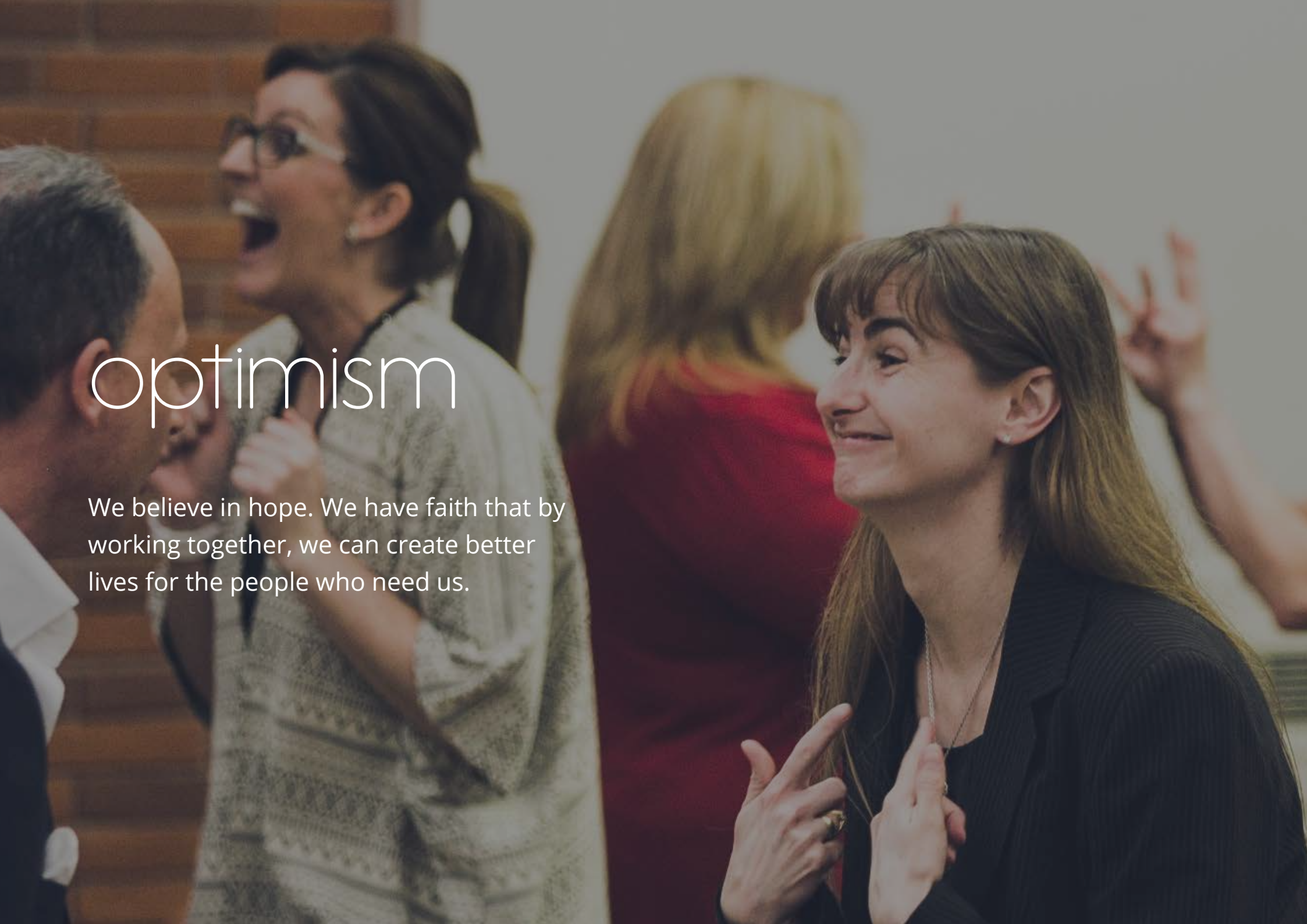
We are ambitious for the people we work with and for, because they are amazing. We can do more by working with other people and organisations that share our ambition.

courage

We are brave. We encourage the people we work with and for to be brave. We are the voice of the voiceless.

compassion

We care. We have always cared. Our caring is limitless and helps us reach as many people as possible.


optimism
We believe in hope. We have faith that by working together, we can create better lives for the people who need us.

respect

We respect people because of their humanity. By respecting people and their individual needs, we build better services that create positive change.

dignity

We embrace equality and diversity. We treat people with dignity – helping them to grow and thrive. Dignity is our change agent.

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For help or more information please contact your Marketing and Communications Manager.

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