

nodD 

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Coming ...



Bienvenue dans l'univers NodOn®.

Nous croyons à une maison connectée accessible à tous, évolutive et simple. C'est pourquoi l'ensemble de nos produits fonctionnent selon des standards de la domotique sans fil, et nécessitent moins de 1min pour être installés dans votre maison, appartement, résidence secondaire, etc...

Que ce soit pour assurer votre confort, votre sécurité, ou réduire le montant de votre facture d'électricité, vous trouverez un périphérique NodOn® répondant à votre besoin.

Le design et l'innovation sont l'ADN de NodOn®.

INTRODUCTION

Welcome in NodOn®'s world.

We believe in a intelligible, upgradable and plug and play connected home. That's why all our product are compliant with Home Automation standards, and need less than 1min to be installed in your house, appartement, second home, etc...

To improve your comfort, your security, or simply reduce your electricity bill amount, you'll find a suitable NodOn® device.

Design and innovation are NodOn®.



LOGOTYPE

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The NodOn logotype is the most important element of the brand's visual identity. It is the visual embodiment of the brand that people will instantly come to recognise and associate with all product's we made.

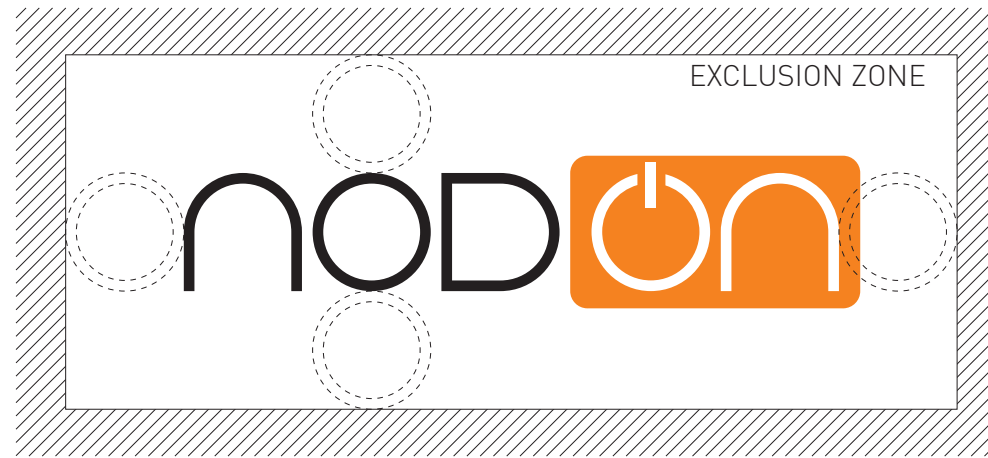
The following pages outline a few simple rules about our logotype. Please take your time to understand how

it is applied so that it will always appear in a clear and consistent way.

The logotype has been specially created for the brand, so please don't alter it in any way. It must always be reproduced from master artwork. Different artworks have been created for different applications; these can be Provide by the company ID-RF.



OTHER GRAPHIC ELEMENT AREA

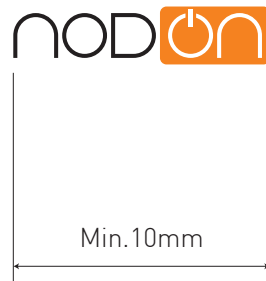


EXCLUSION ZONE
The exclusion zone stops other graphic elements interfering with the logotype.

LOGOTYPE

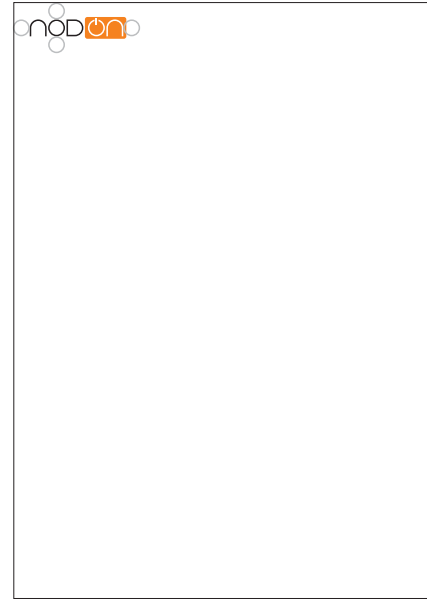
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nOD on
Scale 1:1
(for A4 print)

MINIMUM SIZE
The logotype should never be too small to read. We've set a minimum size of 10mm.



Example A4 align right



Example A4 align center



Example visit card



Packaging

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Example packaging

Always follow the exclusion zone rule when positioning the logotype around the edges of a page or when you are combining it with other graphic elements.

The logo does not have to live in corners or along edges in every instance, but care must be taken to create well balanced and considered compositions.



LOGOTYPE

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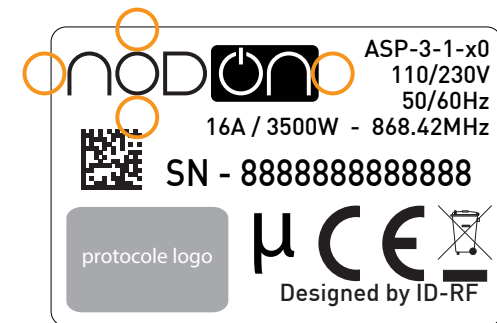
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Some scenarios could affect the exclusion zone. In those cases, it's possible to reduce it to keep the logo NodOn big enough to be seen.

On product sticker for example, due to the tiny available surface, we allow to reduce the space around the logo.



Color for conventional usage and communication of the brand



PANTONE 151C
CMYB: 0/60/100/0
RGB: 245/130/32
WEB: #F5821F

Color per product protocol



PANTONE 534C
CMYB: 95/74/7/44
RGB: 27/54/93
WEB: #1B365D



PANTONE 376U
CMYB: 50/0/100/0
RGB: 151/191/13
WEB: #97BF0D

Monochromatic usage



PANTONE 151C
CMYB: 0/0/0/100
RGB: 0/0/0
WEB: #000



CMYB: 0/0/0/0
RGB: 255/255/255
WEB: #FFF

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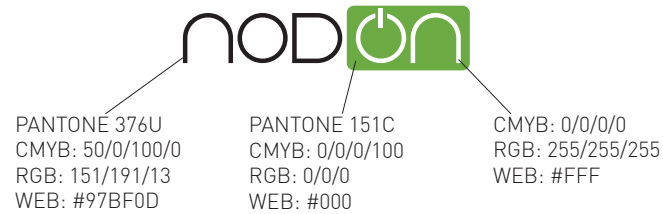
We have created a palette of colours for:

- Conventional usage
- Differents protocols
- One-color usage

Please select the most appropriate colour for your communication.



For common usage try to keep the three colors of the logo.



If the color of the back ground is the same than the color of the logotype please add a white strocke around the colored part of the logo.



Or use the black or white color for all the logo except the colored part.



For really dark or black background, using white color is allowed to have a proper contrast.



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If for some reasons (Price, etc...) you couldn't, you can manage like this:



For light background prefer to remove the white color for background color.



For dark background prefer to change the white color for black color to increase the contrast.

The chose of removing or changing the white color has also to be appreciated by the designer who use the logo.



Normal use case on light background



Monochromatic use case on light background



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Normal use case on dark background



Monochromatic use case on dark background





Don't change color of the logo



Don't interfere with product or other element



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Don't put black logo on black background and vice versa

