



Brand Book

Rules for using the Numonis logo, colors and gradients. Prepared for partners.

Variants

The logo comes in four variants. The choice depends on the background only — the files are never modified.



Horizontal — primary

Light backgrounds. logo-primary-horizontal.svg



Horizontal — inverted

Dark backgrounds. logo-primary-horizontal-white.svg



Mark

Favicon, avatar. logo-mark-color.svg



Mark — inverted

Dark backgrounds. logo-mark-white.svg

Do not change the logo's colors, proportions or shape. No rotation, shadows, outlines or redrawing of the mark.

Clear space and minimum size

Clear space on every side equals the height of the mark (1×). No text, graphics or trim edges enter this area.



Minimum width 120 px

Print: 32 mm. Below this size, use the mark only.



Mark from 24 px

Favicons, avatars, very tight formats.

Palette

Green is the brand color, sand builds calm surfaces, grays carry text and rules.

Green — primary



Primary 900
#0C3627



Primary 700
#1A412D



Primary 500
#294E3B



Primary 300
#488161

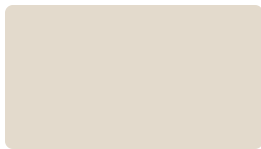


Primary 100
#96BFA5

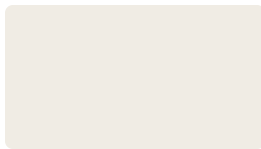
Sand — secondary



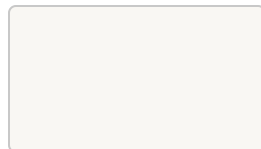
Secondary 900
#9C755A



Secondary 500
#E3DACC



Secondary 300
#F0ECE4



Secondary 100
#F9F7F3

Grays — text and rules



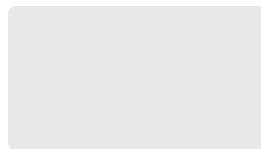
Neutral 900
#040404 · text



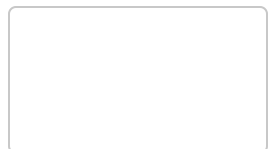
Neutral 500
#5D5D5D · captions



Neutral 300
#C8C8C8 · rules



Neutral 100
#E8E8E8 · surfaces



Neutral 0
#FFFFFF

Text contrast against its background is minimum 4.5:1. Green 500 and darker is safe for white text.

Brand gradients

The linear gradient is used on buttons and panels. Mesh gradients work as large backgrounds — covers, opening sections, social posts.



Brand linear gradient

`linear-gradient(116.565deg, #488161, #0C3627)`



Mesh — base
gradient-mesh.png



Mesh — version 1
gradient-mesh-version1.png



Mesh — version 2
gradient-mesh-version2.png



On gradients and photography, only the white logo is used. Photos carry a green overlay of `rgba(41,78,59,.16)` or `.32`, to unify the material.

Mono and grayscale

For single-color print, fax and black-and-white materials, use the gray or black version. The geometry of the mark stays unchanged — only the fill differs.



Grayscale — gray 500

#5D5D5D. logo-primary-horizontal-grayscale.svg



Mono — black

#040404. logo-primary-horizontal-black.svg



Mark grayscale

logo-mark-grayscale.svg



Mark mono

logo-mark-black.svg



Mark on black

logo-mark-white.svg

The gray and black versions are substitutes — wherever the print or medium allows color, the brand-green logo takes precedence. Do not mix grays and green in one layout.

What is in the package

All source files in SVG and PNG. The logos are used without modification.

assets/logo/

logo-primary-horizontal.svg · logo-primary-horizontal-white.svg · logo-mark-color.svg · logo-mark-white.svg

logo-primary-horizontal-grayscale.svg · logo-primary-horizontal-black.svg · logo-mark-grayscale.svg · logo-mark-black.svg

assets/gradients/

gradient-mesh.png · gradient-mesh-version1.png · gradient-mesh-version2.png

Typography

Funnel Display — headings · Inter — body text (Google Fonts)