

Novacut
Brand
Identity
Guidelines

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Designed by Izo

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• Brand Overview •

Brand Overview

What Is A Brand?

A brand is not just the logo.

A brand is not just the name.

Though these are important components, a brand is *so much more*.

Long gone are the days when a company's "brand" was essentially just their logo printed on a variety of their products and promotional materials. What constitutes a modern-day brand is *User Experience*.

When we think of Apple, what we largely think of is the *experience* that using an Apple product or visiting an Apple store gives: we're aware that we're experiencing quality, refinement, precision, minimalism and sleek, clean design. And this *experience* is consistent. We are left with an indelible impression that we're experiencing a quality brand.

A quality brand that lasts.

Building A Timeless Brand

Ultimately, the greatest brands in the world are *timeless*, a quality that is very hard to achieve. The Coca-Cola brand hasn't changed since 1887. The iconic Nike 'swoosh' remains unchanged since 1971. The shape of the McDonald's arches is untouched since 1968.

These are global, hugely successful brands that a large chunk of the global population recognise *instantly*. And truly, these are timeless brands. They have avoided the temptations of redesigns, rebrands and more.

A brand is a kind of shorthand representation of everything a company is about and stands for... and these ideas can only penetrate the mass consciousness through a clear, concise, targeted and, mostly importantly, *consistent* visual identity system.

The Key Is Consistency

Achieving the goal of an *enduring* brand requires a conscious, coordinated and *consistent* approach to communications and behaviour. This is achieved through the understanding that every choice and decision communicates something to someone about the Novacut brand.

When the brand is used adhoc, with no focus or clear direction, no lasting impression is left and scarce marketing capital is lost.

However, when an *experience* is delivered *consistently*, and reinforces the brand's reputation and personality, awareness is boosted and brand recognition is heightened considerably.

Novacut Brand Personality

Brands, like people, have *personalities*. The most successful brands understand that a unique personality can not only make a brand promise more believable, it can also make a brand more memorable, enhancing its stature and building customer loyalty.

We can sum up the Novacut personality in three words...

Sharing
Collaborative
Inclusive

A photograph of a group of people in a social setting, likely a party or event. In the foreground, a man in a black and white striped shirt is embracing a woman in a red and gold sequined outfit. Other people are visible in the background, some wearing black shirts and glasses. The lighting is warm and dim, creating a festive atmosphere.

Novacut Brand Mission

All good brands need a mission, a kind of company goal or ideal that should be at the core of the business' brand and in every day decisions and actions. It's what *defines* the company's personality, culture and, therefore, their brand.

Novacut's mission is simple but powerful and lies at the core of everything that Novacut is about.

To be the platform that enables as many artists as possible to live from their art, enables fans to enjoy the entertainment they want and to support the artists they love.





The Logo

Logo Introduction

If the visual identity of a brand is its crown, then the logo is the jewel. It serves as the cornerstone of the identity, the mark that immediately and clearly identifies to people the qualities of Novacut.

As mentioned before, the key to higher recognition is, therefore, consistency.

This document outlines the anatomy of the logo, what it symbolises, what colour systems are available for it and how it should, and should not, be used.



LOGO

Full Logo



fig 1. The full Novacut logo



fig 2. The full Novacut logo in monochrome

The Novacut logo consists of mainly the customised logotype and a custom-designed landmark—the Novacut symbol.

The preferred version is the full Novacut logo, with Novacut Pink and black text.



fig 3. The full Novacut logo reversed out



fig 4. The full Novacut logo reversed out in monochrome

An alternative reversed out version is provided for use on darker backgrounds. The Novacut logo is unique; the proportion and arrangement of the Novacut symbol with the wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilutes the impact of the brand.

Solo Brandmark



fig 1. Full colour Novacut solo brandmark

The Novacut brandmark was designed with use as an application launcher icon in mind. As such, there may be possible circumstances where only the solo brandmark is required.



fig 2. Monochrome Novacut solo brandmark

The preferred brandmark to use is the full colour Novacut solo brandmark.

In situations where colour is not to be used, such as in black and white printing, there are also two monochrome versions of the brandmark: one white on black and the other reversed out for darker backgrounds.

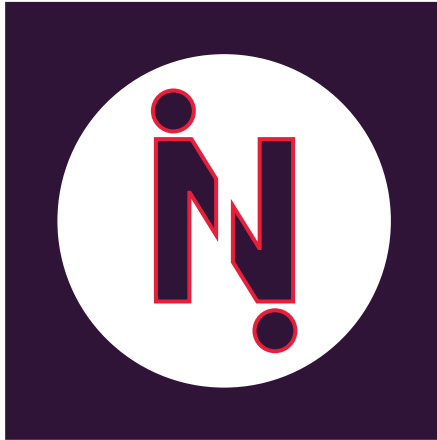
The solo brandmark has been meticulously designed to visually conceptualise various meanings, symbols, qualities and attributes accurately.

In order to enhance the visibility and recognition of this brandmark, it's important to keep all dimensions, scales and colours as described.



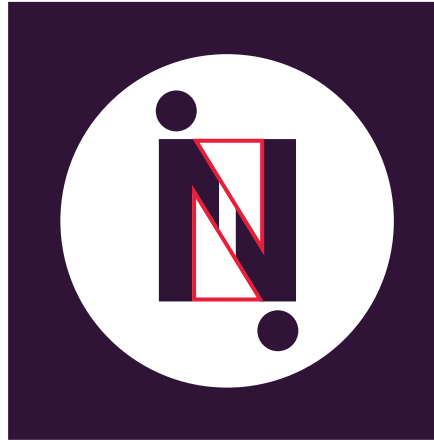
fig 3. Monochrome Novacut solo brandmark reversed out

Logo Symbolism & Meaning



Sharing & Collaboration

The shape of modified 'N' symbolises sharing and collaboration; it represents two people on opposite ends of the earth, sharing content, giving and receiving, working in collaboration.



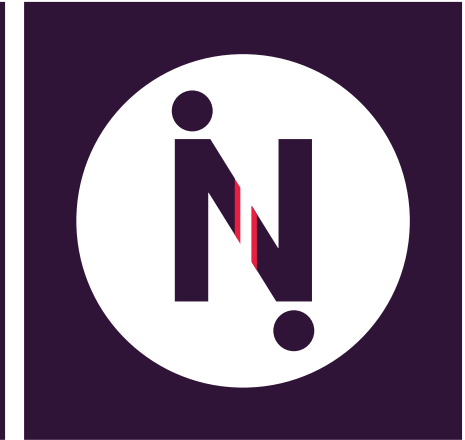
Networking & Play

The inverted space left by the 'N' hints at the common up/down arrows that represent the sending and receiving of data, or networking. They also subtly suggest the Play button metaphor, a powerful symbol, suggesting direction, movement and progress.



Global Inclusion

The roundel around the logo signifies the world and the sense of a greater community.



The 'Cut' & Editing

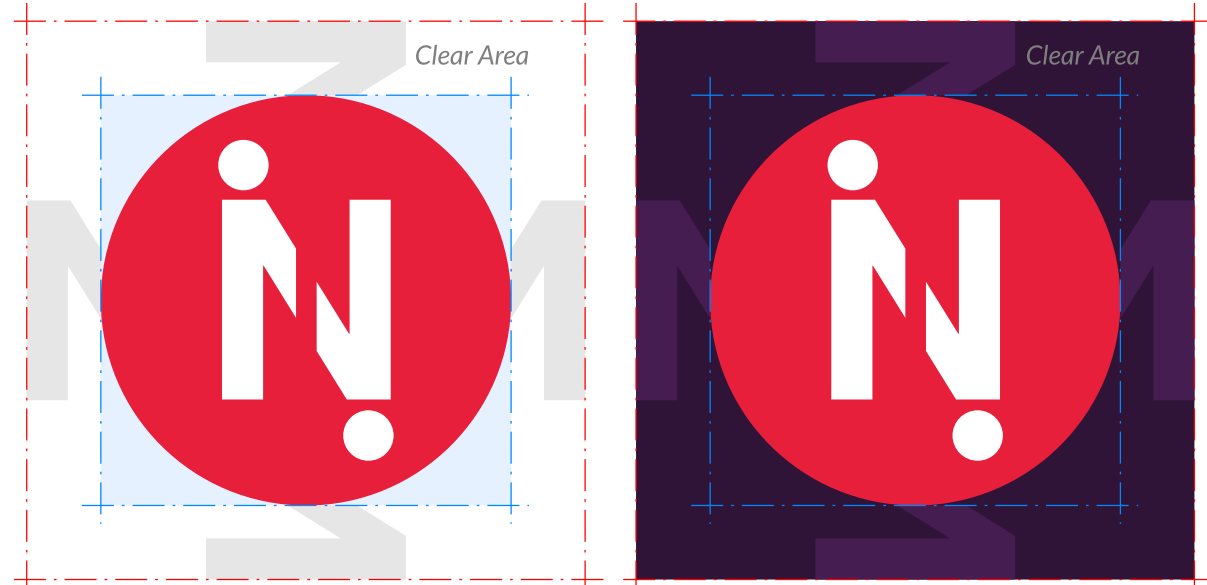
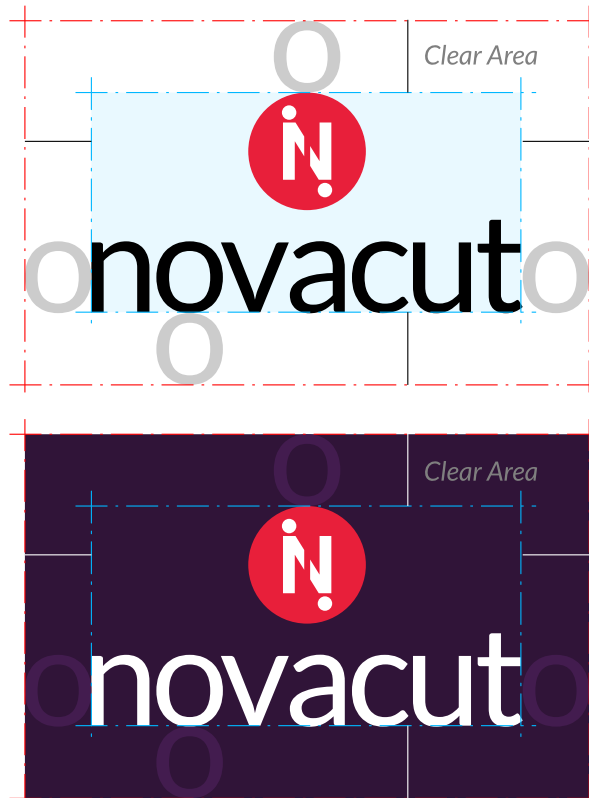
And finally, there's the little 'cut' in. This is a more obvious symbol, pointing at Novacut's name (a cut in the 'N') as well as the action of 'cutting' in video editing.

Clear Space

It's important to give the logo room to breathe. Cluttering the area around the logo with other elements lessens its impact. We use the height of the 'o' of 'Novacut' as a guide to clearing some breathing room for the logo. No other object, such as other graphic elements or copy, must enter the logo's clear area.

This minimum clearing space should be maintained as the logo is proportionally enlarged or reduced in size. The branded artwork provided is already cropped with the correct clearing space.

The solo landmark uses one half of the modified 'N' as a clearing space. No other graphical elements or copy must enter this clear area.

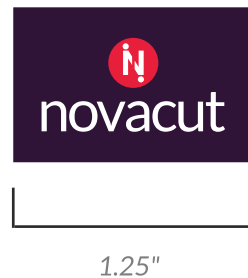
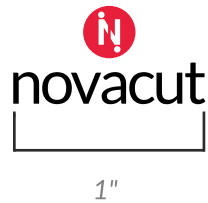


Minimum Size

The new Novacut logo retains its impact and power at all sizes. It has been designed with scalability in mind. However, when the logo is reproduced too small in print or on the web, the impact is significantly diminished.

With this in mind, to maintain legibility and impact, the width of the preferred full Novacut logo should not fall below 1", whilst the width of the reversed out Novacut logo, due to the white logotype appearing bigger than darker logotype at the same size, should not be smaller than 1.25".

For the solo brandmark, sustaining maximum clarity of the symbol means that for all printed matter, the brandmark size should not fall below 0.5". With the dark background, the total size should not fall below 0.75".



Colour Variations

Where possible, the colour scheme of the preferred logo, as demonstrated previously, should be used on light backgrounds. For specific colour values, please refer to the Colour Palette later in the guide.

White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour and elements.

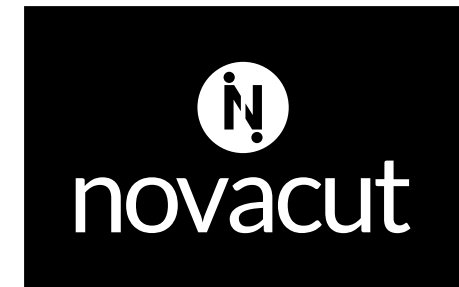
If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a colour background.



Full colour RGB logo, for use on white or light backgrounds



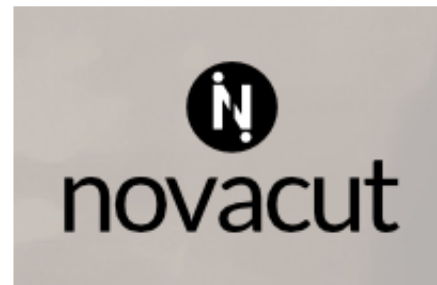
Black logo, for when colour reproduction is not an option.



Full-reverse monochrome logo, for when full colour reproduction is not an option on darker backgrounds



Full colour RGB logo, light background



Black logo on grey background, no colour reproduction



Full-reverse logo on dark background

Logo Misuse

Incorrect use of the Novacut logo compromises its integrity, effectiveness and reduces the consistency of the brand. The examples below are far from exhaustive; they are only a few examples of the ways to mistreat the logo.

To ensure correct, accurate and consistent reproduction of the Novacut logo, always use the artwork provided and never attempt to recreate it yourself.



Do not typeset the logo



Do not use a pattern within the logo



Do not combine the logo with other text



Do not change the colours of the logo



Do not change the shape of the background



Do not stretch or rotate the logo



Colour Palette

A solid and consistent colour palette lays the foundation to Novacut's visual language.

It has been specifically designed to complement the Ubuntu branding whilst also retaining its own distinct identity and personality.

Greater brand recognition is achieved through a consistent use of the colour palette.

COLOUR PALETTE



Primary Colours

Ensuring a consistent use of the designated colour palette further reinforces the brand. In terms of aiding memory and brand recognition, audiences remember visuals first by shape, then by colour, so clearly our choice is colours is important.

All provided artwork utilise the colour palette in the correct way. To ensure brand consistency, do not mix and match colours from the palette in non-designated ways. Use only the artwork that's been provided.

For 4-colour process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

Novacut Pink

Print C0 M1 Y0.79 K0.02

RGB R232 G31 B59

Hex #E81F3B



Novacut Purple

Print C0.66 M0.93 Y0.02 K0.72

RGB R48 G20 B56

Hex #301438

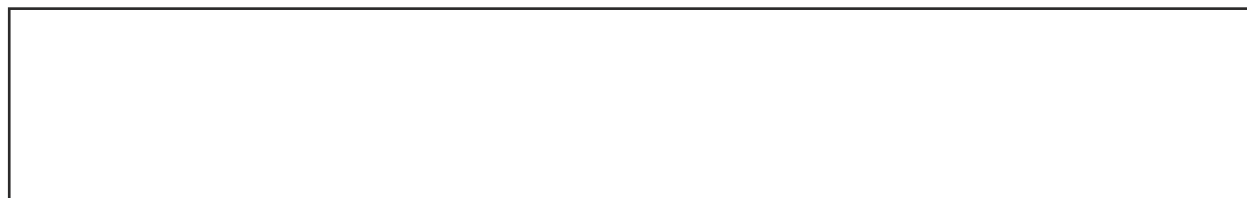


White

Print C0 M0 Y0 K0

RGB R255 G255 B255

Hex #FFFFFF

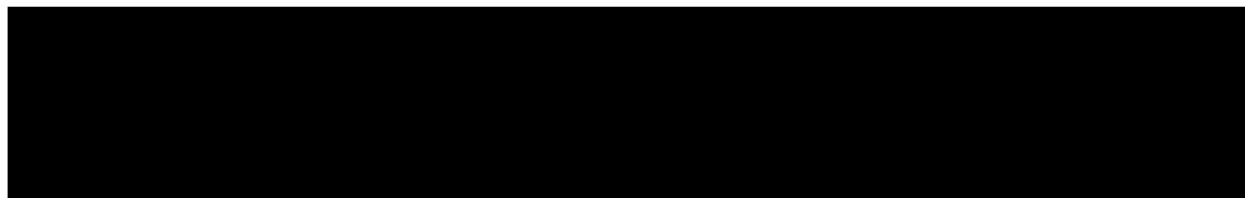


Black

Print C0.7 M0.5 Y0.2 K1

RGB R0 G0 B0

Hex #000000



A solid red background with a white circle of dots surrounding the word 'Typography'. The dots are arranged in a circular pattern, with one dot at the top and bottom, and two dots on each of the four sides. The word 'Typography' is centered in a white, sans-serif font.

Typography

To aid in a consistent, unified look in Novacut's branded typography, the Lato typeface should be used in all communications for Novacut.

This professional, free and open-source typeface beautifully complements the logo, lending a professional and modern feel to the Novacut brand.

Novacut also makes use of the free, Open Font Licensed typeface Vollkorn to add contrast and elegance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?\$&@%
abcdefghijklmnopqrstuvwxyz

Lato Light, 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?\$&@%
abcdefghijklmnopqrstuvwxyz

Lato Regular, 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?\$&@%
abcdefghijklmnopqrstuvwxyz

Lato Bold, 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?\$&@%
abcdefghijklmnopqrstuvwxyz

Lato Heavy, 12pt

Heavy is used for extremely large headers

Light is used as a primary
header

Vollkorn Italic is used as a secondary header

Regular is used for all body copy

Italic is used for captions and smaller bodies of copy



• **Graphic System** •

Graphic System Introduction

Ultimately, Novacut is about enabling people to share ideas and collaborate together in order to help tell a better story through TV and video editing.

The graphic system and language of Novacut, therefore, is designed with the idea of stories at its heart.

Novacut is the hub, the core around which all other elements of the project—the editor, the cloud, the streaming service etc.—revolve.





Statistics relating to Novacut can be displayed using Novacut's primary colours inside a circle. The circle itself is then outlined by "satellites", with the stat circle serving as a "hub".

For smaller hub circles, the satellites should be separated in 30° steps. In bigger hub circles, the satellites should be separated in 45° steps.

It is also possible to add a glowing effect to the satellites as well, so that they appear to connect with each other and reach out towards the hub.

We can expand on the concept of the satellites as demonstrated in the print design here.

Each individual satellite can be used to visually represent a particular aspect of the Novacut project—be it the CC-licensed content, the video editor, Ubuntu integration and more.

The flexibility of the graphic system, bound at the core by a few very simple principles, means that a dynamic and fluid identity can be achieved.



The Novacut graphic system is flexible. In marketing collateral, for example, the hub circle can be replaced with other elements.

In this example, we're using typography as the hub. This further interpolates the idea of storytelling; the typography 'speaks' about Novacut and the satellites gather around it, listening in.

The Novacut Voice

A brand's 'voice' is an essential component of its entire personality. It is one of the purest ways of communicating a brand's identity to its audience.

Like with the visual language previously described, the core of the Novacut graphic system is about people, stories and storytelling.

Furthermore, the software being developed by Novacut, along with its unique distributed-model design, means that Novacut is blazing the trail in the world of video consumption, creation and sharing.

We're telling a new story.

Our primary slogan, this short phrase neatly encapsulates Novacut's storytelling core and design goals as well as conveying the idea of bleeding edge, something totally fresh and new.

It takes a thousand voices to tell a single story.

A Native American proverb, this phrase beautifully describes Novacut's storytelling core with the greater sense of global community and collaboration that Novacut loves.


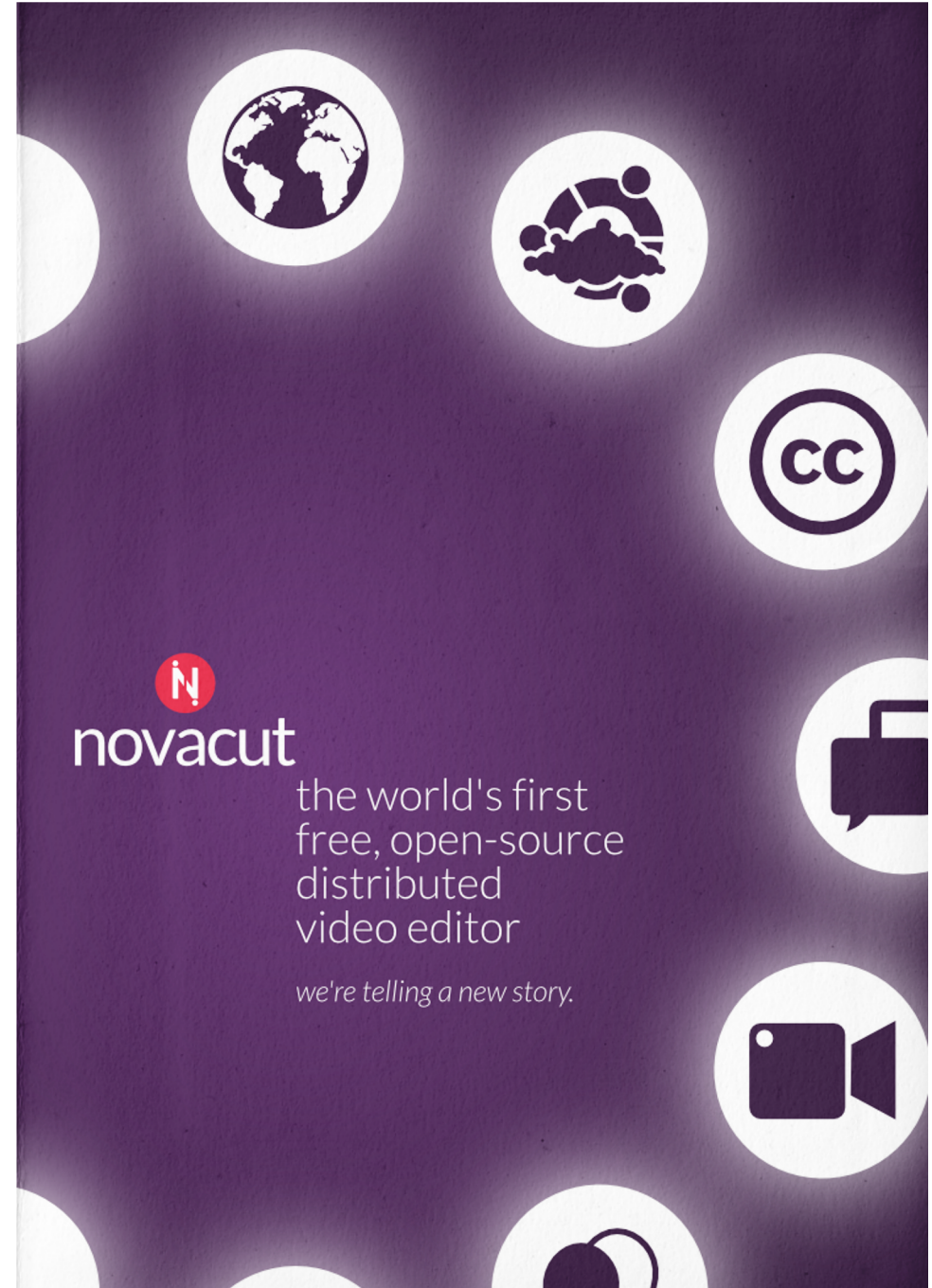


to tell a single It takes a thousand voices

story.



novacut
we're telling a new story



novacut

the world's first
free, open-source
distributed
video editor

we're telling a new story.

123 Somesuch St.
Anybody's Location,
A City,
A County/State,
(A Country)
ZIP/Post Code



We're Telling A New Story

Date: 18.04.2011

Ref: 123h4e56

Location: California

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse laoreet velit sit amet metus pretium pharetra. Proin sem ante, blandit ut laoreet non, ullamcorper id quam. Donec venenatis elit ultricies tortor sodales malesuada. Curabitur vel odio augue, nec euismod tortor. Ut interdum condimentum vehicula. Aenean mauris erat, rutrum hendrerit hendrerit eget, vulputate at nibh. Aenean euismod dapibus nunc, et suscipit libero porttitor ut. Donec quam tellus, aliquam eget vehicula ac, ornare at leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec sed felis nec nunc accumsan facilisis eu et risus.

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In hac habitasse platea dictumst. Suspendisse potenti. Phasellus sed leo ut nibh mollis gravida. Donec aliquam luctus sapien sit amet tincidunt. Duis neque erat, tincidunt in viverra in, malesuada ut sapien. Aenean mollis lacinia erat, non auctor nisi imperdiet vel. In hac habitasse platea dictumst. Integer at ipsum sed tortor accumsan convallis. Mauris sapien turpis, hendrerit nec ultricies et, commodo at nulla. Sed suscipit rutrum blandit.

Regards,

The Novacut Team.





Stationery

As Novacut is primarily a web-oriented endeavour, an extensive set of branded stationery is not required, so the basic stationery has been designed, consisting of branded letterheads and branded business card designs.



novacut