



BRANDBOOK

NVZ Brand Guidelines

This guide is an overview of NVZ's brand identity, style, and communication approach.



nvz

food for thought

CREATIVE INTRODUCTION

Where culinary tradition meets rebellious flair, NVZ is staining the apron with creativity by bringing a refreshing dose of authenticity, blending rustic charm with a no-nonsense attitude. United by our excitement, innovation and passion for food, we've defied the glossy, polished norms of gourmet cuisine, embracing the gritty, raw textures of both ingredients and artistry.

NVZ's logo, colours and typography stir energy and excitement. From the first glance, the branding captures your attention. We're not playing it safe. To create maximum impact, we're opting to be as bold and daring as possible.

The following guide is designed to provide you with a comprehensive overview of all of NVZ's branding elements. Always adhere to the guidelines to ensure a cohesive brand identity across all channels.

LOGO IDENTITY & USAGE

First off, the logo. Just like the kitchen in the heart of the home, a logo is the heart of a brand's visual identity.

The bold letters and simplistic knife embodies NVZ perfectly. We're here to make an impact. Similar to the beautiful messiness of cooking, the design celebrates the satisfaction of a dish crafted with unapologetic passion.

Bold lettering is easy to read from various distances, increasing the logo's recognisability. The letters use a combination of smooth and sharp edges to show both the movement and refinement of grunge cuisine.

Yellow is often considered the brightest and most energising of the warm colours. Its association with happiness makes it the ideal choice for NVZ. The yellow is contrasted by either pristine white or crisp black letters to represent innovation and tradition in perfect harmony.

LOGO FINAL VERSION

Behold the ultimate representation of NVZ as a brand. Every element is designed with the intention to reflect the energy and zeal that drives us forward.



LOGO VARIATIONS

These are the acceptable logo variations to use on digital and print designs. Use the dark and black backgrounds as guidance to use the NVZ logo with precision and creativity.

PRIMARY LOGO



SIZING

To ensure the logo also presents clearly, refer to this spacing guide on how to position the logo in reference to other elements.



SECONDARY LOGO PATCH



BRAND COLOURS

The yellow feels fresh and exhilarating, with the darker tones providing balance. Strictly adhere to the hex codes and pantones provided to ensure brand consistency across all channels.



YELLOW EXHILARATION

HEX: ffb005

FOR WEB USE: R: 225 G: 176 B: 05

FOR PRINTING USE: C: 00 M: 35 Y: 100 K: 00



WHITE

HEX: ffffff

FOR WEB USE: R: 225 G: 225 B: 225

FOR PRINTING USE: C: 00 M: 00 Y: 00 K: 00



LIGHT GREY

HEX: efefef

FOR WEB USE: R: 239 G: 239 B: 239

FOR PRINTING USE: C: 07 M: 05 Y: 06 K: 00



GUN METAL

HEX: 282828

FOR WEB USE: R: 40 G: 40 B: 40

FOR PRINTING USE: C: 72 M: 63 Y: 58 K: 73



BLACK

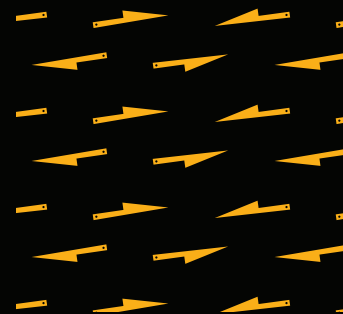
HEX: 000000

FOR WEB USE: R: 00 G: 00 B: 00

FOR PRINTING USE: C: 91 M: 79 Y: 62 K: 97

TYPOGRAPHY

Each of the selected brand fonts is widely recognised and familiar; fostering a strong brand connection with audiences. Montserrat feels modern and versatile.



LOGO FONT

MONTSERRAT ALTERNATES

ABCDEFGHIJKLMN^oPQRSTUVWXYz
abcdefghijklmno^pqrstuvwxyz

PRIMARY FONT

MONTSERRAT BLACK

ABCDEFGHIJKLMN^oPQRSTUVWXYz
abcdefghijklmno^pqrstuvwxyz
01234567890

SECONDARY FONT

MONTSERRAT

ABCDEFGHIJKLMN^oPQRSTUVWXYz
abcdefghijklmno^pqrstuvwxyz
01234567890

HIERACHY

A structured hierarchy not only looks neat but also aids the processing of text. Always refer to this sizing guide to ensure all text presents clearly and is easy to read.

Font Size 20 Pt

HEADING

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz.,“”“”

Font Size 12 Pt

Content

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz.,“”“”
123456789£\$?!<>{}[]#¢™®

DESIGN ICONOGRAPHY

Complete branding is about to creating a tangible energy. These curated icons will amplify our digital presence, by visually communicating our brand's flavour and flair.

Refer to these icons for appropriate use on all online spaces, from websites to social media campaigns and more.





BRAND PERSONALITY

Lastly, this is the cherry on top of NVZ's brand personality. These additional design elements interplay to further enhance the visual portrayal of our passion for food.

Every detail matters. The knife pattern creates a final imprint similar to garnish of a beautiful dish, whereas the singular knife icon shows our willingness to be bold. Together these elements symbolise our commitment to making a mark in culinary industry.

From print to digital, it's important to create a cohesive brand experience across all touchpoints.

MOSTLY USED
AT 25% OPACITY

KNIFE PATTERN



KNIFE ICON



CONTACT INFORMATION

Unit 3, Huguenot Park, Corner of Klein Drakenstein
and, Van Der Merwe, Cape Town, 7646

Tel: +27 83 452 4749

E-mail: info@nvz.co.za

www.nvz.co.za

