



Brand guidelines

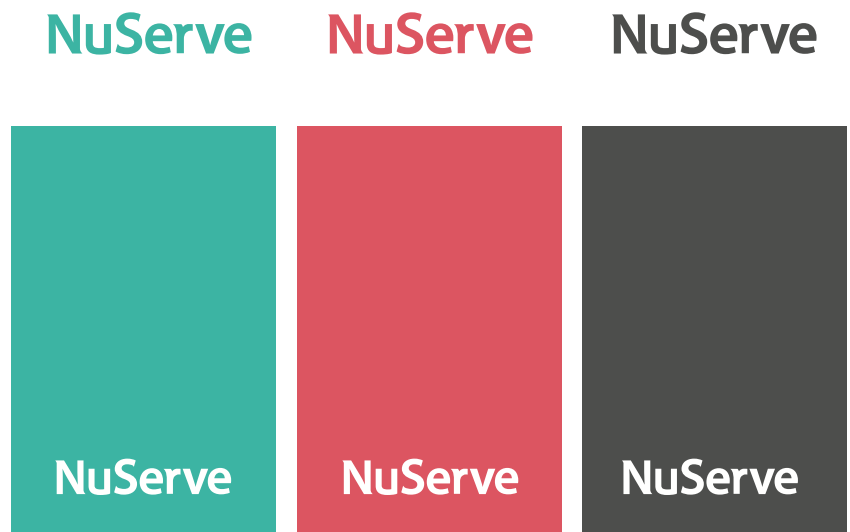


Logo usage

Small mark



Full mark



Where to find our logo files...

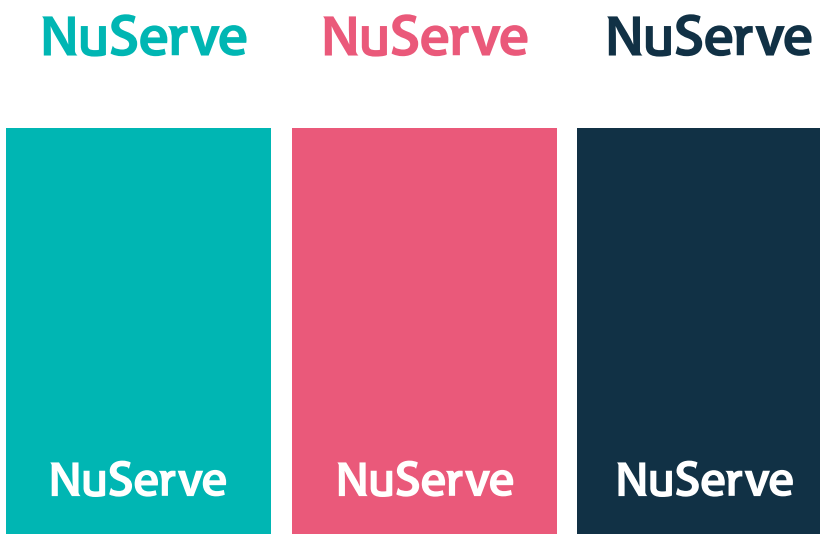
For these and other variations of our logo visit:
nuserve.co.uk/media

Digital Logo usage

Small mark



Full mark



Where to find our logo files...

For these and other variations of our logo visit:
nuserve.co.uk/media

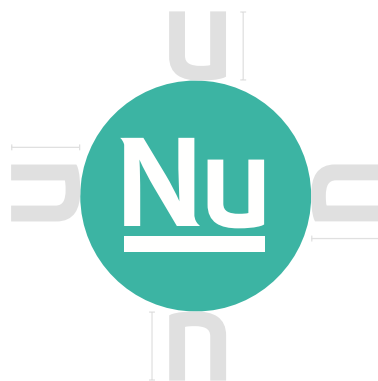
Logo spacing & positioning

Spacing



↑ Do not use directly next to full logo mark

Full mark



↑ Avoid placing the Nu symbol anywhere near words that could be used in conjunction.

DM Sans

Regular

Used for body text. Not to be used for headings/titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

To be used rarely for low priority headings and medium priority text (e.g testimonials text).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

Used for headings, titles any other high priority.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

How to access DM Sans

This font is available to download via Google Fonts. Just search for 'DM Sans' in your browser and look for the Google Fonts link.

Alternatively go to:

fonts.google.com/specimen/DM+Sans

Important note for designers

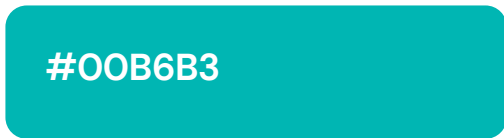
Treat this font with **negative letter spacing** where possible. Use a range of **-0.1% to -1.5%**, the lower end of this range should be used for smaller font sizes and the upper end for larger font sizes.

Web colours

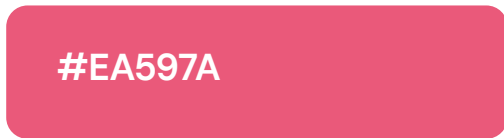
Primary



NuServe Blue



NuServe Pink



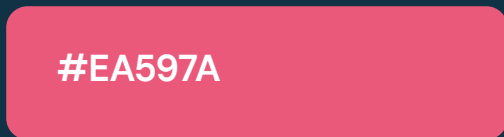
Primary on dark



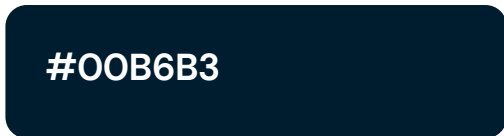
NuServe Light Blue



NuServe Pink



Backgrounds



Print Colours

Primary



Mint

Uncoated
?Pantone 3258U

Coated
?Pantone 7465C

C69 M0 Y38 K0

3EB7AE

Grapefruit

Uncoated
?Pantone 199U

Coated
?Pantone 4058C

C2 M80 Y48 K0

E75163

Secondary



Meadow



U:? C:?
C39 M0 Y76 K0
#BOCE5D

Forest



U:? C:?
C49 M20 Y80 K4
#8EC156

Sage



U:? C:?
C83 M32 Y56 K20
#1F736A

Aqua



U:638 C:7702
C69 M10 Y8 K0
#3AAFDA

Lavender



U:272 C:7446
C54 M56 Y0 K0
#8A78B6

Sunlower



U:128 C:141
C0 M20 Y74 K0
#FECF56

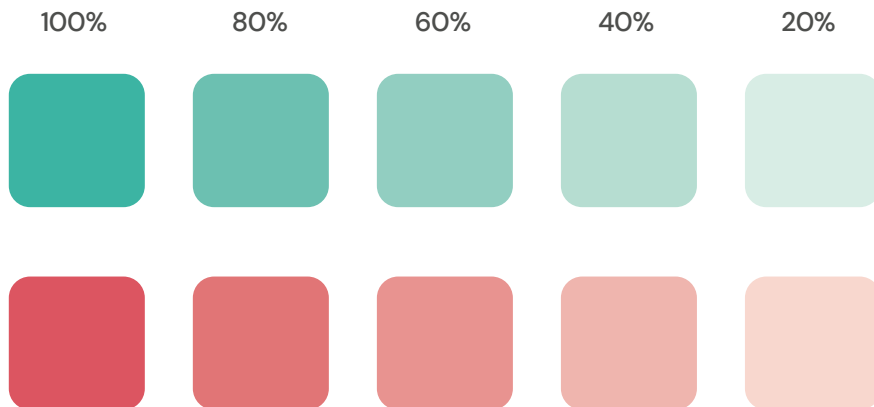
Ash



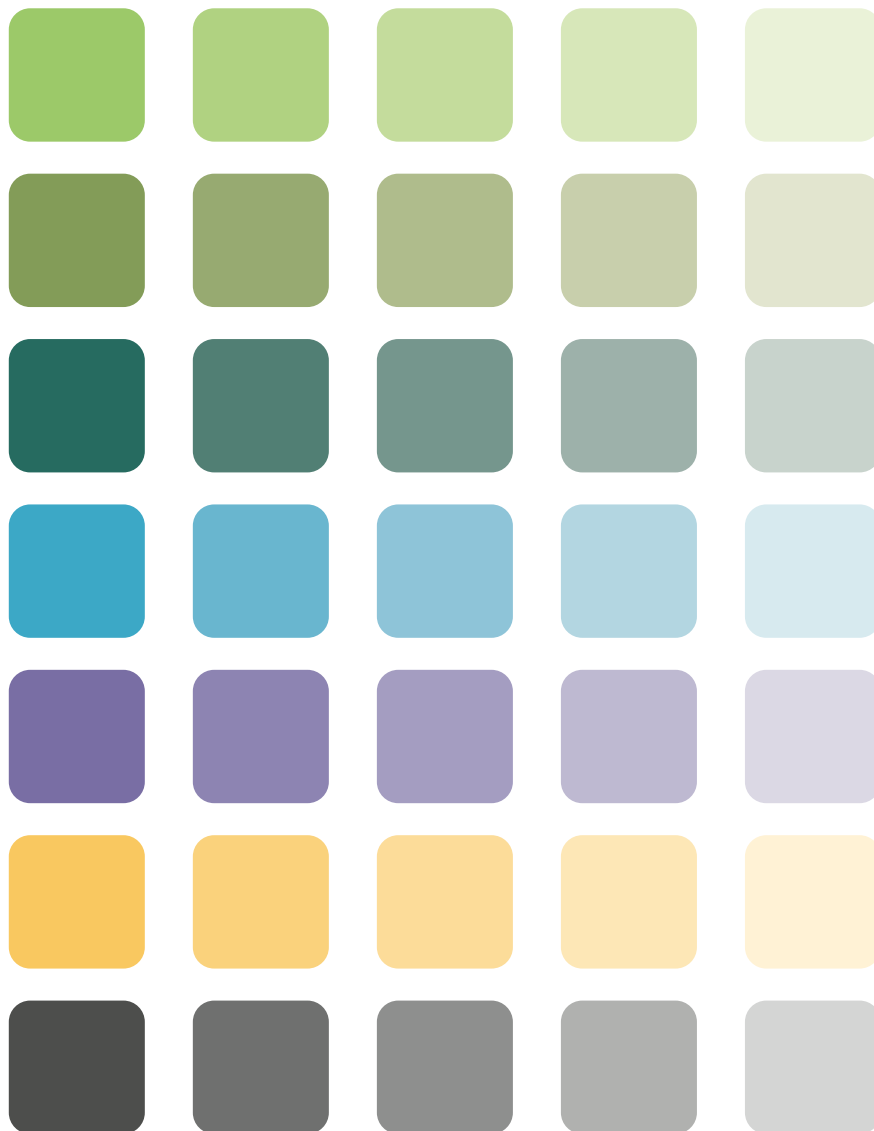
C0 M0 Y0 K80
#575756

Print Tints

Primary



Secondary



Photography

Workforce

→

Focus on people. Avoid people looking directly at the camera, but rather create authentic situations.

When possible use depth of field to help frame and add personality to the shot.

Edit with cool tones. Light and airy feel.



Tips for web

→

Keep subject(s) centrally aligned within the photo.

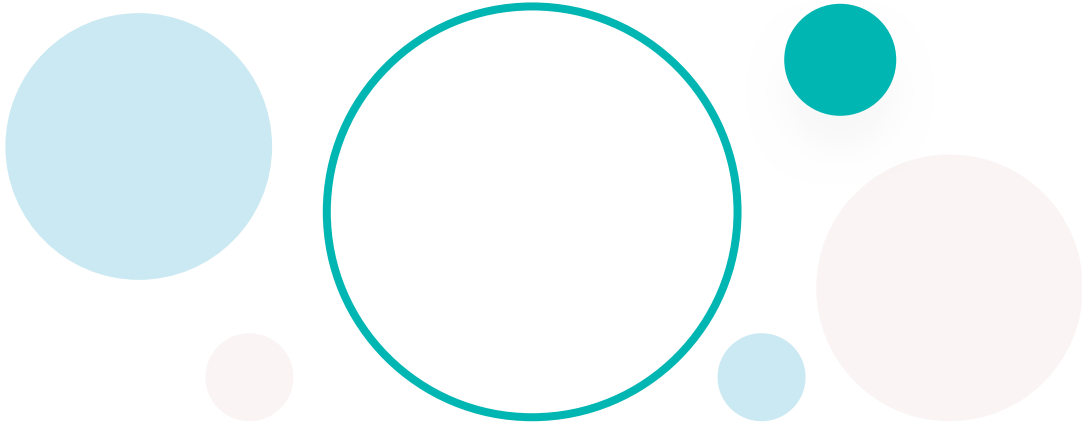
Make sure shots are not over exposed otherwise they will be at risk of merging with white backgrounds.

Crop at an aspect ratio of either 16:9, 4:3 or 1:1.



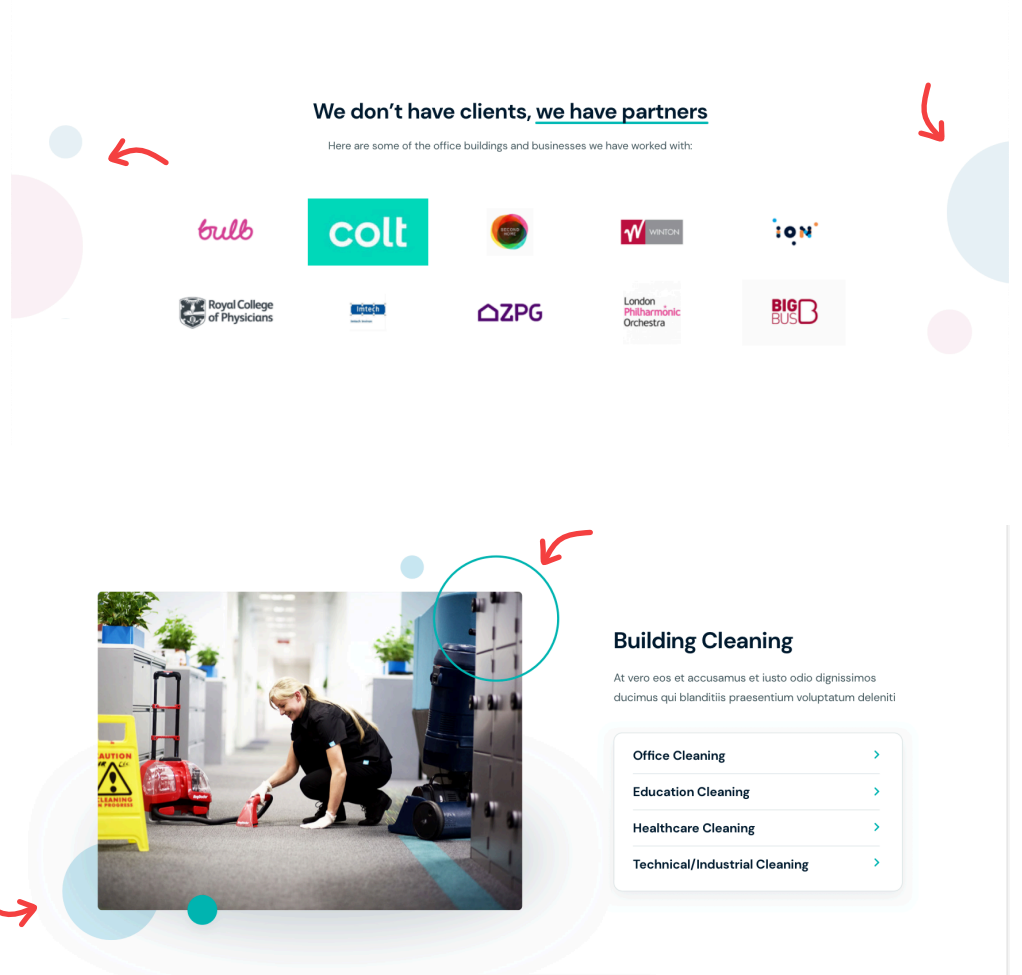
Decorative asset: Rings

Rings



↑ Arrange the above decorative assets around images or in the background of a design.

Examples



Decorative asset: Underlines

Rules for underlines

→

- Use a max of 2 underlines per heading.
- Do not use the same type of underlines to style body copy or any text that is not bold.
- Follow the colour ordering as stated below:

Heading underline on light

→

Follow the colour order of blue first, pink second.



What are the benefits of working with NuServe?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Heading underline on dark

→

When headings are on a dark background the colour order becomes pink then blue.



Let's elevate your
building cleaning together

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident

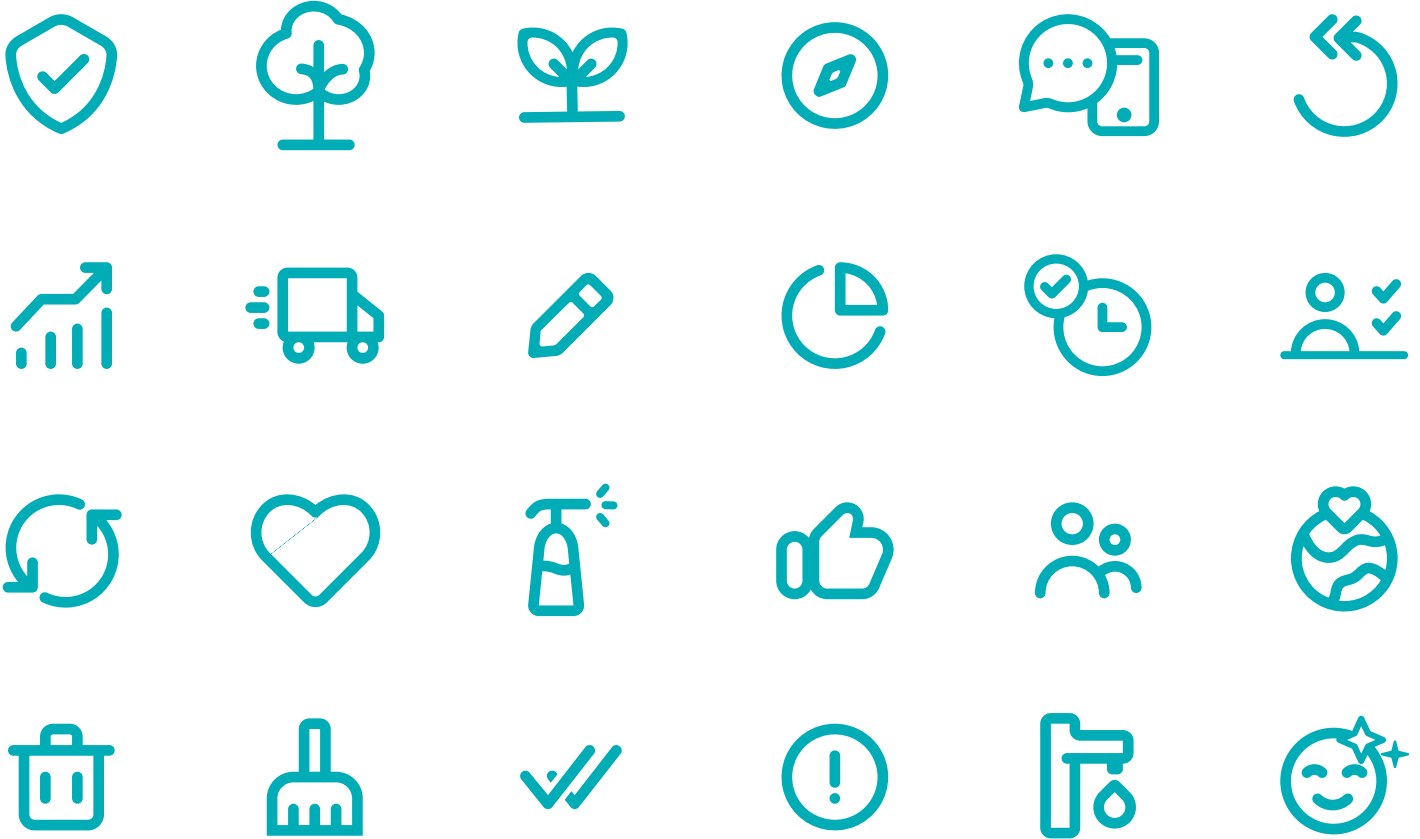
Get A Quote

It's quick & easy

Iconography

Website iconography

→



Guide to creating new iconography

→

- Use outlines rather than solid fills
- Use rounded corners where possible, unless a hard edge is necessary to convey a particular symbol
- Maintain simplicity aiming to use as few lines as possible to convey your message.