

HOW WE LOOK & SOUND

# Brand Guidelines



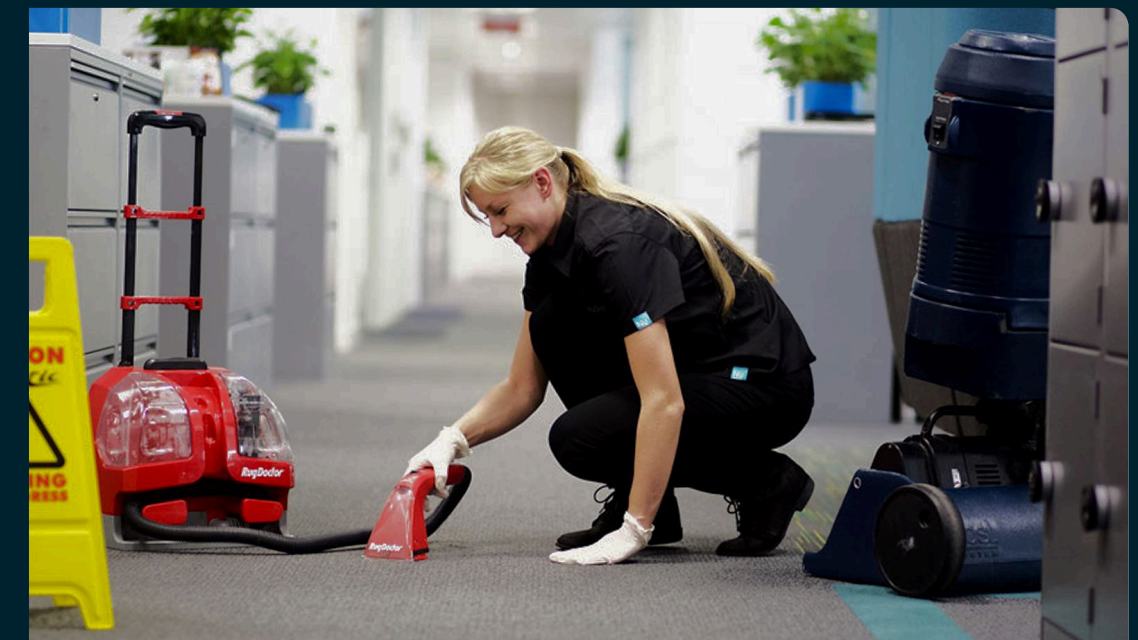
Act with  
integrity.



NuServe



Purpose  
driven



# Why use brand guidelines



## Ensure consistency

Brand guidelines help maintain visual and messaging consistency across all platforms and materials, no matter who is creating them.



## Improve efficiency

Clear rules save time by reducing back-and-forth over design choices, keeping teams aligned and focused.



## Support collaboration

They serve as a reference point for designers, writers and partners, enabling smoother collaboration and better results.



## Build recognition

A consistent brand experience strengthens recognition and helps your audience remember and trust you.



## Protect brand integrity

Guidelines prevent misuse of your brand assets, ensuring the identity remains professional and cohesive.

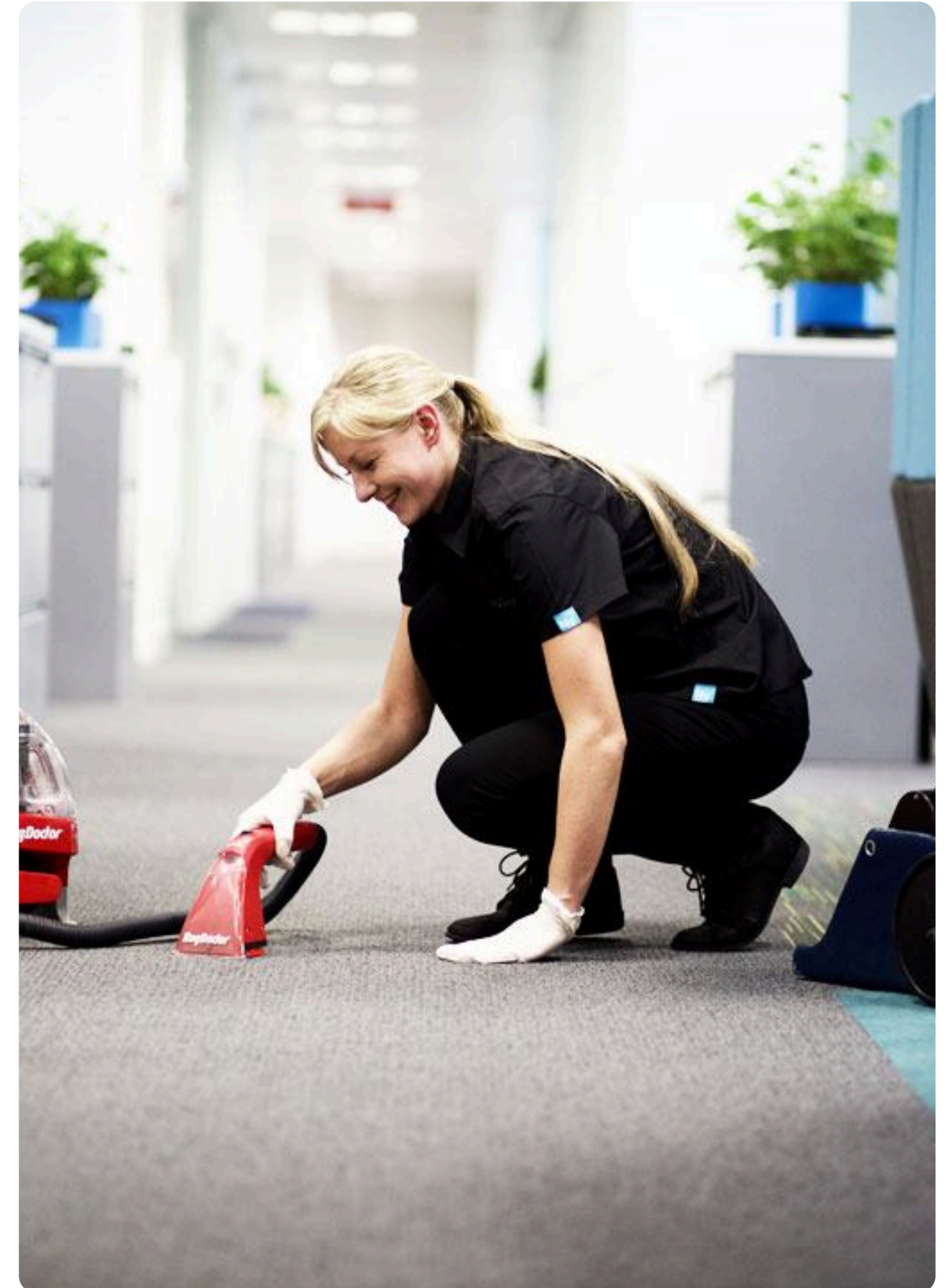


## Adapt with confidence

When applied correctly, guidelines allow flexibility without sacrificing the core brand identity.

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# Logo

Ensuring the logo remains consistent, recognisable and legible across all platforms by specifying logo types, colour combinations, sizing, clear space, alignment and placement.

The word "Nusery" is displayed in a large, bold, light blue sans-serif font. It is centered horizontally and overlaid on a dark blue background that features a grid of lighter blue lines. The grid consists of 10 vertical columns and 4 horizontal rows. The letters of "Nusery" span across several columns: 'N' is in the first two, 'u' in the next two, 's' in the next two, 'e' in the next two, and 'r' in the last two. The text is positioned between the second and third horizontal grid lines from the top.

Nusery



# Logo types

## WORDMARK

The wordmark logo for NuServe, featuring the brand name in a teal, sans-serif typeface.

The full NuServe wordmark should be used when introducing the brand for the first time or when clear and direct brand recognition is required. It is ideal for larger spaces such as website headers, printed materials, or formal communications where the full name reinforces identity.

## BRANDMARK

The brandmark logo, consisting of the letters 'Nu' in a teal, sans-serif font, with a horizontal teal line positioned directly beneath the 'u'.

The Nu brandmark is a more compact option, suited for use where space is limited but brand presence still needs to be maintained.

## BRANDMARK FILLED



The filled brandmark is designed for impact. Use it when the brand needs to be bold and recognisable while fitting into compact spaces.

# Clear space

To ensure our logo remains clear and legible, it must always be surrounded by a minimum amount of space. This clear space acts as a buffer protecting the logo from visual clutter. The required space is defined by the height and width of the "Nu" in the logo, and should be maintained on all sides.

WORDMARK CLEAR SPACE



BRANDMARK



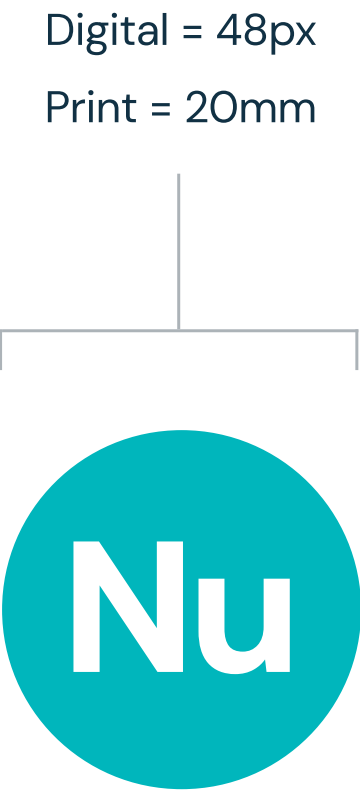
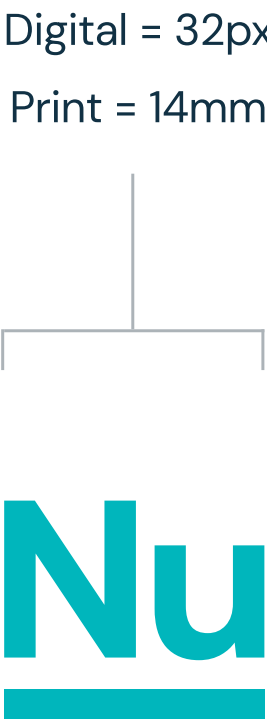
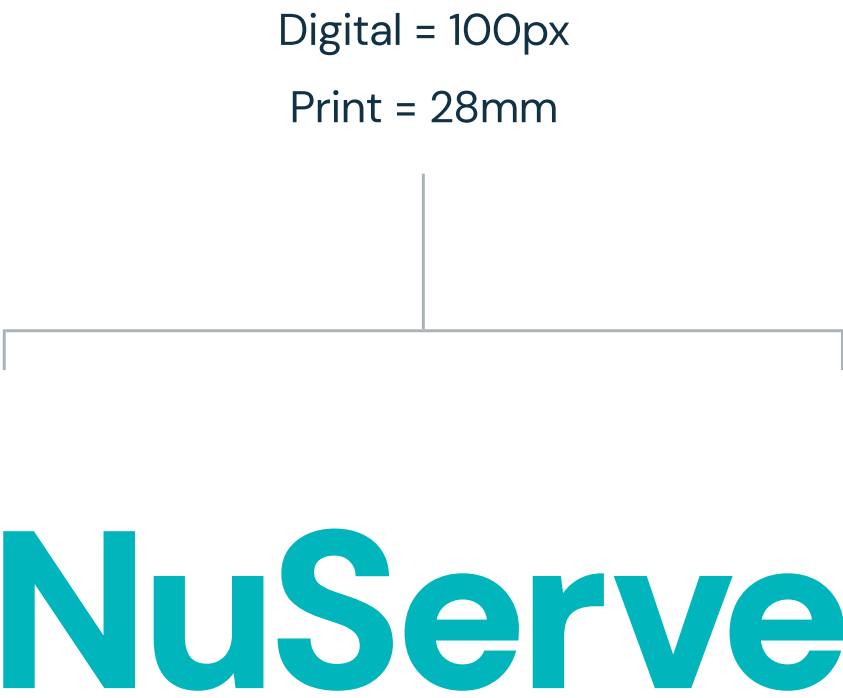
BRANDMARK FILLED



# Minimum sizing rules

To maintain clarity and legibility across all applications, the NuServe logos must never appear below the minimum sizes shown here. These guidelines ensure the brand remains recognisable and effective, whether used in print or digital formats

## MINIMUM SIZES



# Logo colour options

To maintain consistency and legibility across all backgrounds, each version of the NuServe logo has approved colour combinations. Use the variations shown here to ensure the logo stands out clearly, whether on light, dark or coloured backgrounds.

White backgrounds  
logo/on/white-bg/...

WORDMARK

NuServe

FILLED BM

Nu

BRANDMARK

Nu

WORDMARK

NuServe

FILLED BM

Nu

BRANDMARK

Nu

Teal backgrounds  
logo/on/teal-bg/...

WORDMARK

NuServe

FILLED BM

Nu

BRANDMARK

Nu

Navy backgrounds  
logo/on/navy-bg/...

WORDMARK

NuServe

FILLED BM

Nu

BRANDMARK

Nu

Pink backgrounds  
logo/on/pink-bg/...

WORDMARK

NuServe

FILLED BM

Nu

BRANDMARK

Nu



# Placement & alignment



## Align logos with key design elements

Position the logo to align with surrounding content. This creates a unified, visually coherent design that supports brand recognition.



## Avoid centre alignment where possible

Centrally aligned logos can interrupt visual flow and create unnecessary tension. Use edge-based placement to achieve a more natural visual hierarchy.



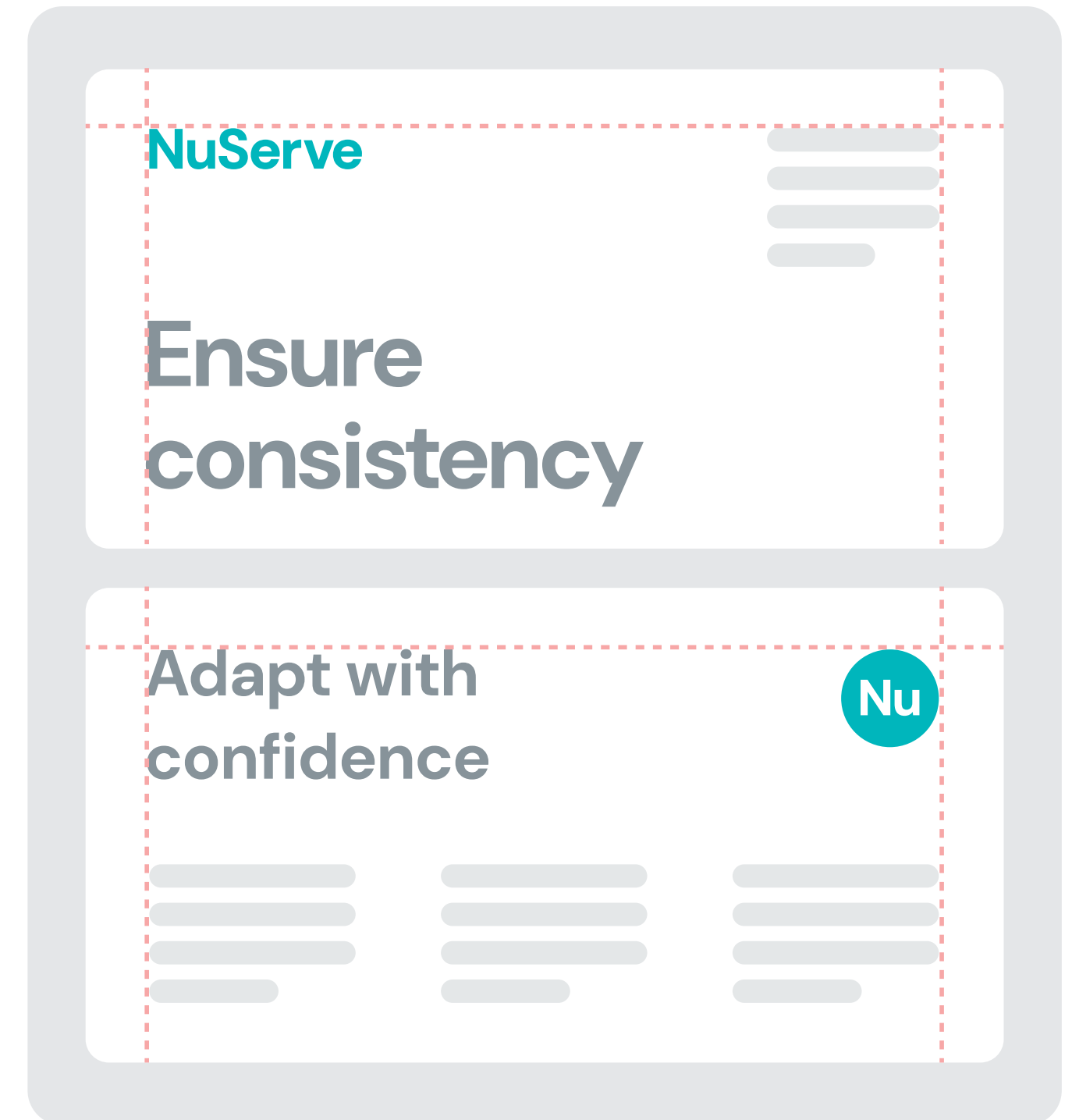
## Place logos in corners for a clean composition

Corner placement allows the logo to feel intentional and unobtrusive. It also helps maintain a balanced structure across varied screen sizes or formats.



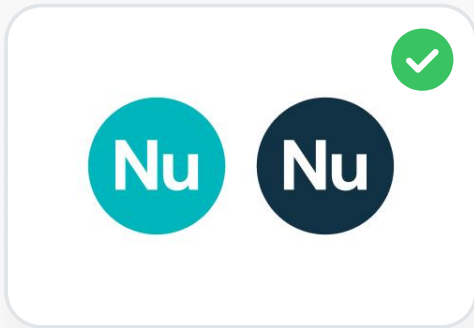
## Respect clear space guidance around the logo

Always maintain the designated clear space around the logo to prevent visual crowding. This ensures maximum legibility and preserves brand impact.



# Do's & don'ts – Part 1

## Colours

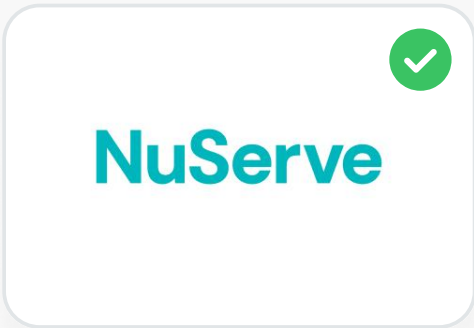


**Do** use the official logo colours exactly as provided

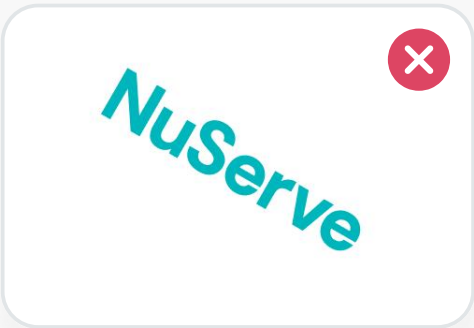


**Don't** change or customise the logo colours

## Orientation

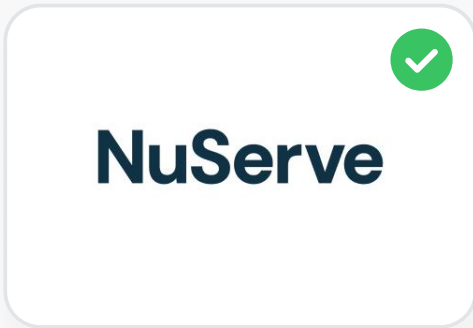


**Do** keep the logo upright and in its original orientation

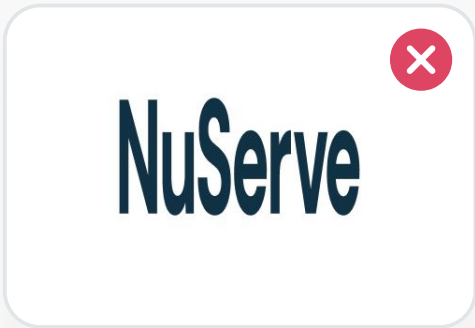


**Don't** rotate, flip or skew the logo

## Proportions

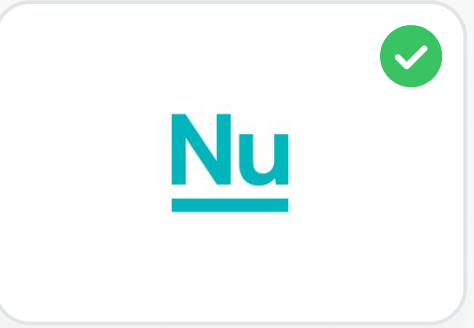


**Do** preserve the logo's proportions



**Don't** stretch, compress or distort the logo shape

## Typeface

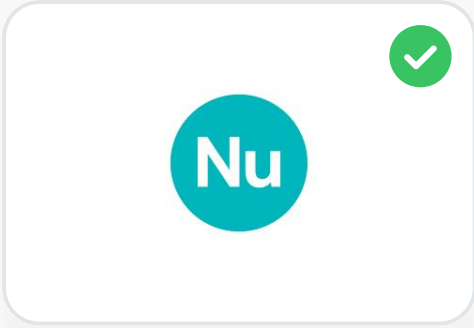


**Do** use the logo with its original font

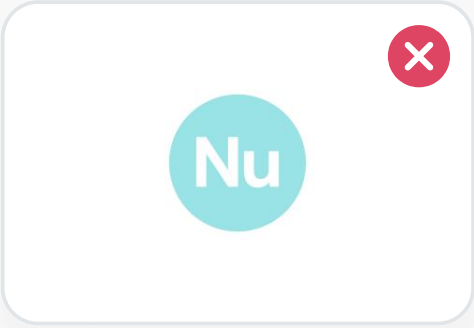


**Don't** change or replace the typeface in the logo

## Transparency

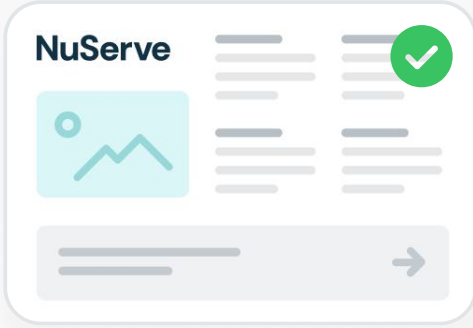


**Do** use the logo at full opacity

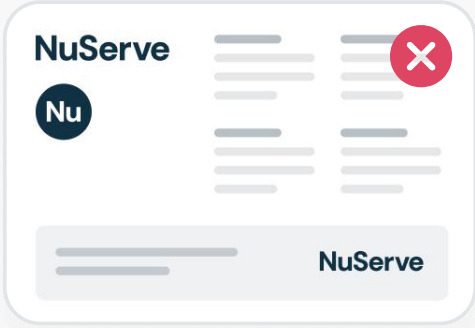


**Don't** apply transparency or reduce the logo's visibility

## Duplication



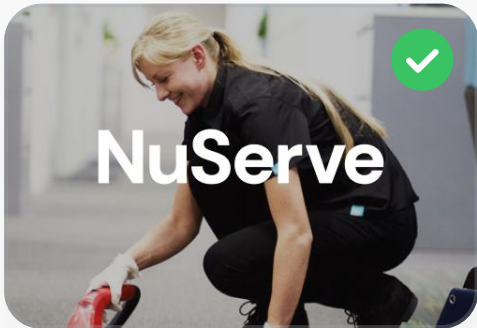
**Do** use one logo per design or layout



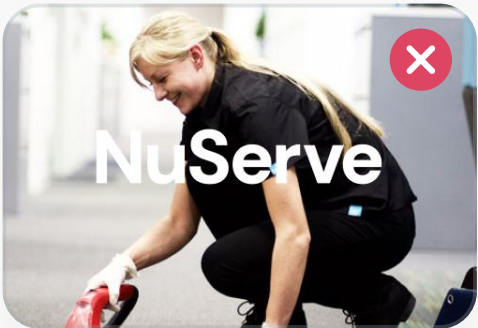
**Don't** place multiple copies of the logo in the x1 layout

# Do's & don'ts – Part 2

## Background images

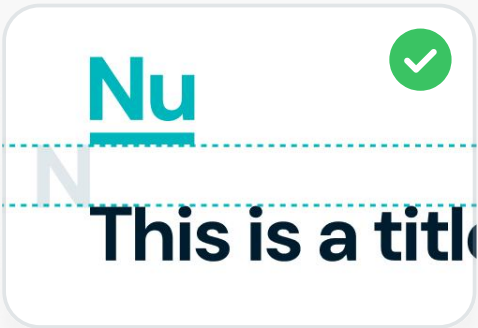


**Do** place the logo on clear, contrasting backgrounds

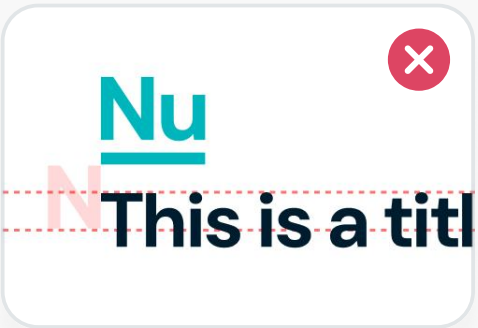


**Don't** use the logo on busy, patterned or low-contrast backgrounds

## Clear space

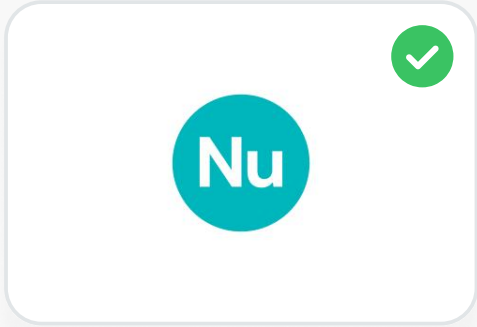


**Do** leave enough clear space around the logo

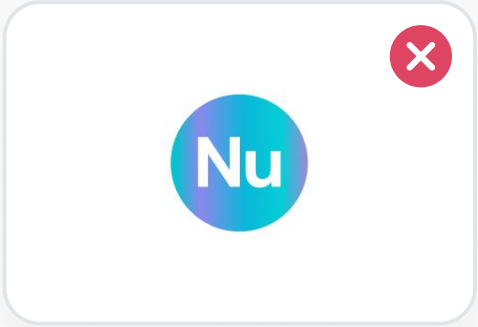


**Don't** crowd the logo with text or other elements

## Effects

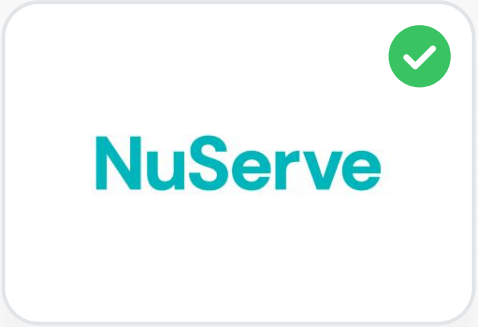


**Do** keep the logo free from effects

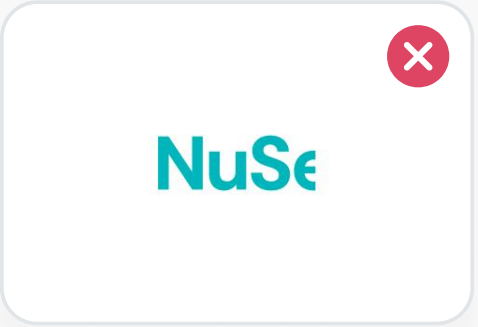


**Don't** add shadows, gradients, outlines or other visual effects

## Cropping



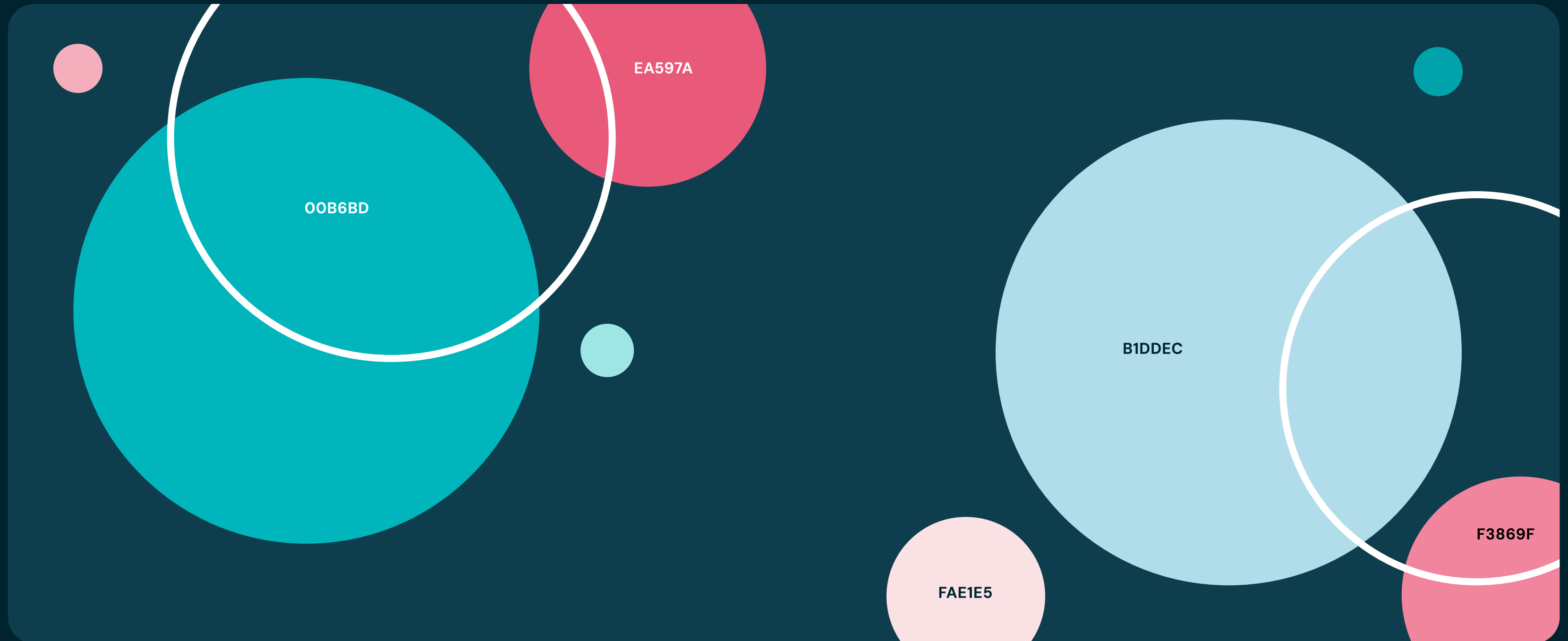
**Do** use the logo in full and without alteration



**Don't** crop or partially display the logo

# Colours

Our palette reflects the clarity, professionalism, and integrity at the heart of our brand. This section defines how our colour palette should be applied to create a cohesive and confident brand presence.






# Primary colour


NuServe Blue is our primary accent colour, its purpose is to act as a distinctive highlight rather than a dominant block colour. This allows it to draw attention to key elements and provide visual interest without overwhelming the overall aesthetic.

### ACCESSIBILITY


We have crossed out text types that do not meet WCAG AA standards when displayed in this colour, on both light and dark backgrounds.



Headings




Large Text



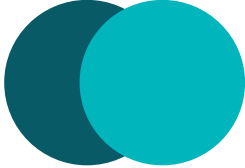
Small Text

### COLOUR PAIRINGS


Colours that pair well when used in direct interaction with this colour.



grey 900, teal 500



teal 800, teal 500



teal 500, blue 100

## NuServe Teal

Teal 500

Hex  
00B6BD

RGB  
0, 182, 189



CMYK  
100, 4, 0, 26

# Secondary colour



NuServe Pink serves as our versatile secondary colour, providing a complementary yet distinct element to our visual identity. This hue is designed to be used in conjunction with NuServe Blue, offering balance and depth to our designs.

**ACCESSIBILITY**



We have crossed out text types that do not meet WCAG AA standards when displayed in this colour, on both light and dark backgrounds.



Headings



Large Text



Small Text

**COLOUR PAIRINGS**

Colours that pair well when used in direct interaction with this colour.



grey 900, pink 600



pink 600, pink 300



pink 600, grey 100

## Nuserve Pink

Pink 600

Hex

EA597A

RGB

234, 89, 122

CMYK

0, 62, 48, 8

# Core dark colour

Midnight Navy serves as our foundational core dark colour, providing a strong and sophisticated base for all our design applications. This deep, rich hue is essential for establishing hierarchy and legibility across our branding.

**ACCESSIBILITY**

We have crossed out text types that do not meet WCAG AA standards when displayed in this colour, on both light and dark backgrounds.

Aa

Aa

Headings

Aa

Aa

Large Text

Aa

Aa

Small Text

**COLOUR PAIRINGS**

Colours that pair well when used in direct interaction with this colour.

grey 900, teal 500

grey 900, pink 600

grey 900, blue 100

**Midnight Navy**

Grey 900

**Hex**

113145

**RGB**

17, 49, 69

**CMYK**

75, 29, 0, 73

# Background colours

We recommend 3 background colours, white, light and dark. Using these 3 shades will ensure consistency across all your communications. We recommend avoiding bright colours, to avoid distracting from your written content, and ensure legibility and accessibility.

White Background

White

Hex	RGB	CMYK
FFFFFF	255, 255, 255	0, 0, 0, 0

Light Background

Blue 100

Hex	RGB	CMYK
E8F3F6	232, 243, 246	6, 1, 0, 4

Dark Background (Midnight Navy)

Grey 900

Hex	RGB	CMYK
113145	17, 49, 69	75, 29, 0, 73



# Contextual colours

Our contextual colours have individual purposes within our design system. Following these ensures a clear and consistent user experience on all communications

BLUE 100

Background blue

Use this shade for backgrounds and decorative elements

Hex	RGB	CMYK
E8F3F6	232, 243, 246	6, 1, 0, 4

GREY 600

Description grey

Use this shade for body copy and descriptions

Hex	RGB	CMYK
687A83	104, 122, 131	21, 7, 0, 49

GREY 200

Functional grey

Use this shade for borders, divider lines and functional design elements

Hex	RGB	CMYK
DfE6E8	223, 230, 232	4, 1, 0, 9

BLUE 300

Decorative blue

Use this shade for decorative elements

Hex	RGB	CMYK
B1DDEC	177, 221, 236	25, 6, 0, 7

PINK 300

Decorative pink

Use this shade for decorative elements

Hex	RGB	CMYK
F6C9D1	246, 201, 209	0, 18, 15, 4

PINK 100

Decorative light pink

Use this shade for decorative elements

Hex	RGB	CMYK
FCEFF1	252, 239, 241	0, 5, 4, 1

TEAL 500

Iconography teal

Use this shade for all custom and sourced iconography

Hex	RGB	CMYK
00B6BD	0, 182, 189	100, 4, 0, 26

TEAL 300

Text label teal

This shade should be used for highlighted text on dark backgrounds

Hex	RGB	CMYK
9FE7E5	159, 231, 229	31, 0, 1, 9

# All brand shades

This extended palette builds on NuServe’s core brand colours: NuServe Blue, NuServe Pink and Grey. Each colour is provided in a full 100 to 900 tonal range, offering a clear structure for light through to dark variations.

These shades are particularly useful in digital design, where a wide spectrum of tones is often needed for elements such as backgrounds, buttons and borders.

They are equally suitable for print, providing depth and variety for layout design, infographics and branded materials. Whether you're working on-screen or in print, this extended set makes it easier to design consistently and creatively within the NuServe brand.

**Designers should always prioritise the use of the core brand colours. These extended shades are provided as a helpful resource but should only be used when necessary to support clarity, accessibility or specific design needs.**

TEAL	PINK	GREY	BLUE	
0E3E4E	N/A	113145	N/A	900
095B66	N/A	2E4653	N/A	800
02979D	N/A	4B5F69	N/A	700
00A4AA	EA597A	687A83	N/A	600
00B6BD	F3869F	84949E	N/A	500
84DFE3	F4AEBC	B9C3C5	N/A	400
9FE7E5	F6C9D1	D3DADB	B1DDEC	300
C2EDED	FAE1E5	DFE6E8	CBE9F2	200
E5F4F4	FCEFF1	EDF1F3	E8F3F6	100

# Colour accessibility



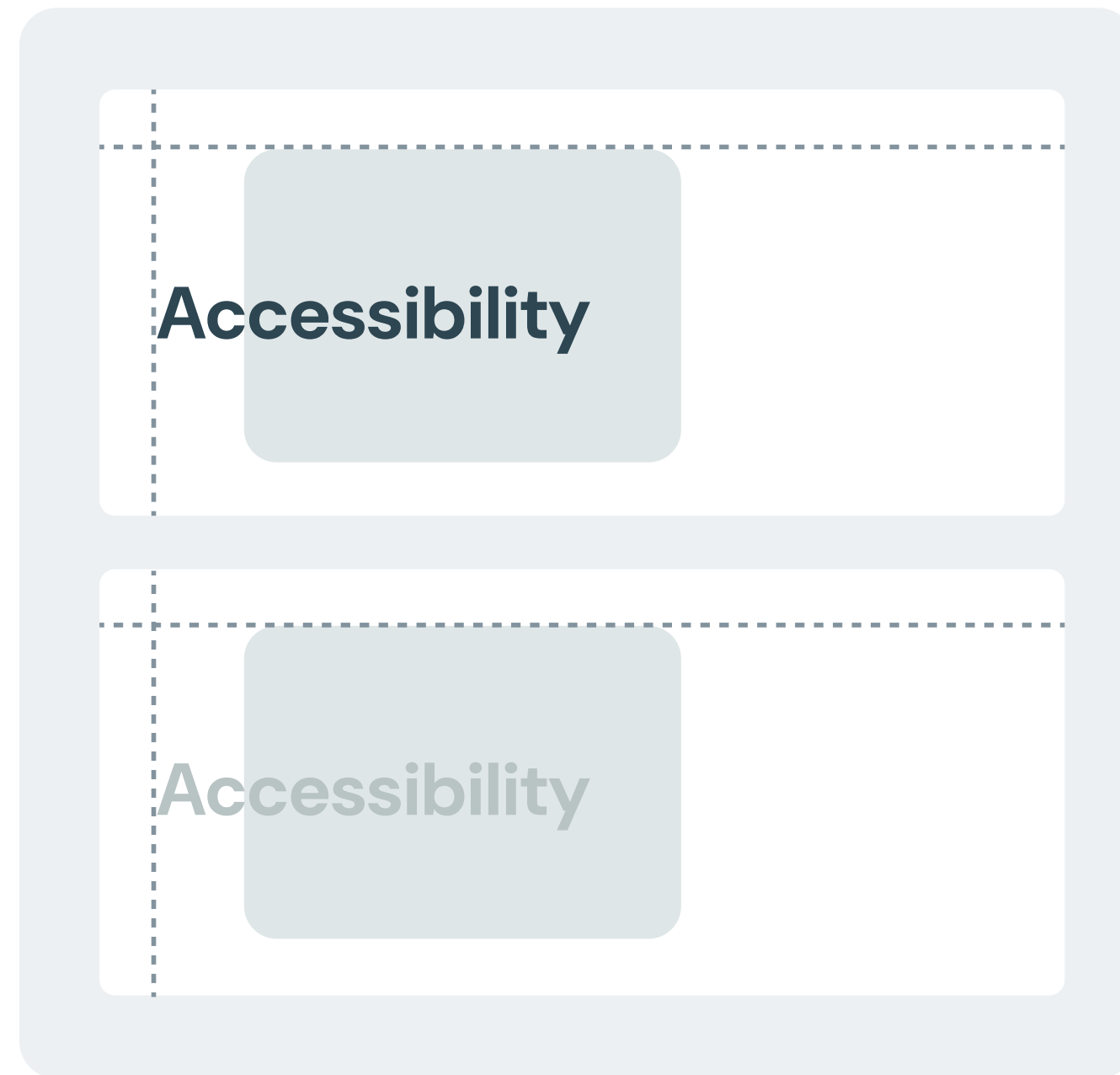
## Colour Contrast

Ensure a sufficient contrast ratio of 4.5:1 between text colour and background colour. Colour contrast ratio standards for different text sizes, are stated by WCAG



## Don't rely on Colour

Color should never be the sole method for conveying information. Always pair color cues with supporting text, shapes, or icons.



# Colour accessibility guidelines

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Do** use accessible text colours with high contrast such as **GREY 900**

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Don't** use bright colours for body content and titles

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Do** use light colour tones for background colours, such as **BLUE 100**

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Don't** use grey tones for background colours

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Do** use white text on dark and vibrant backgrounds colours

## Typography



Colour accessibility ensures that text and visuals are easily readable by everyone

**Don't** use dark/black text on dark and vibrant backgrounds colours

## Typography



Colour accessibility ensures that **text and visuals** are easily readable by everyone

**Do** use a contrasting font weight e.g semi-bold (600) in combination with colour for highlighted text

## Typography



Colour accessibility ensures that **text and visuals** are easily readable by everyone

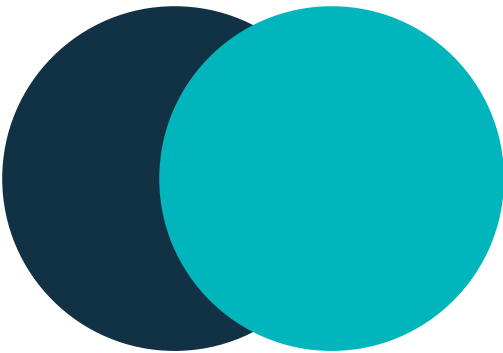
**Don't** use just colour to indicate highlighted text



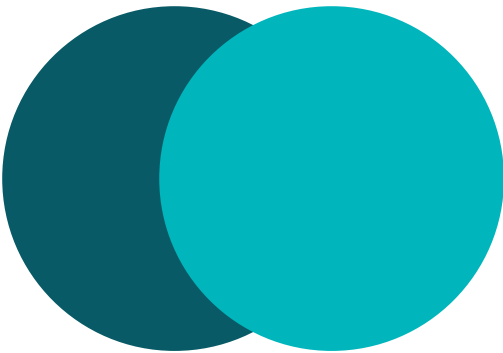
# Suggested colour pairings

Our primary colour pairings can be used for most use cases, of colours in our palette that compliment each other best, and provide a good level of colour contrast. Our secondary pairings can be used as other options for variation

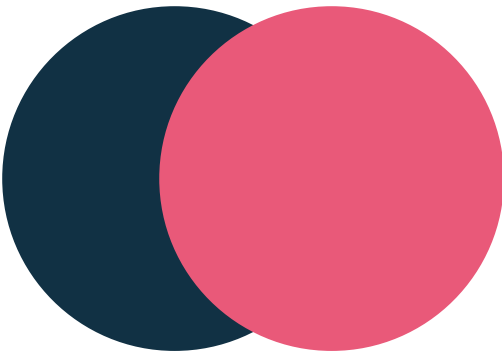
## Primary Colour Pairings



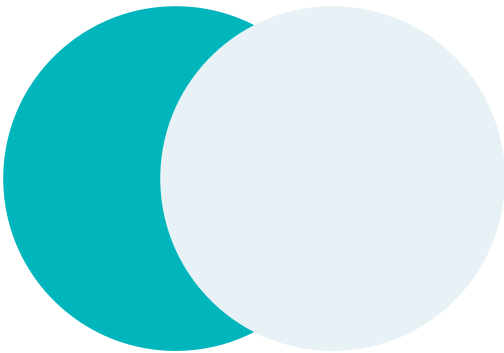
grey 900, teal 500



teal 800, teal 500



grey 900, pink 600

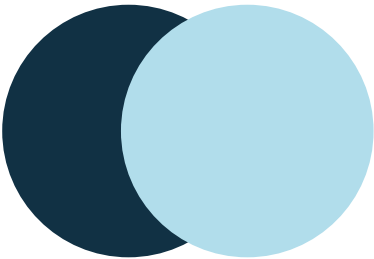


teal 500, blue 100

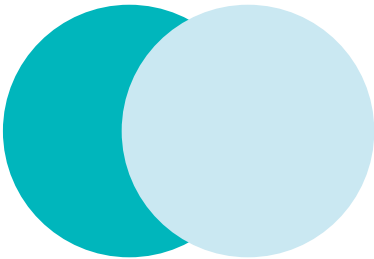


grey 900, blue 100

## Secondary Colour Pairings



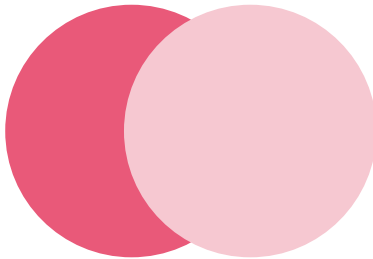
grey 900, blue 300



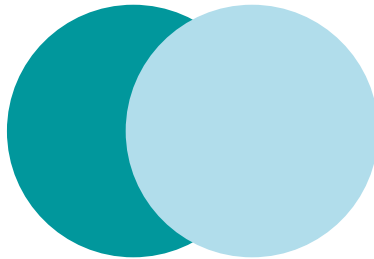
teal 500, blue 200



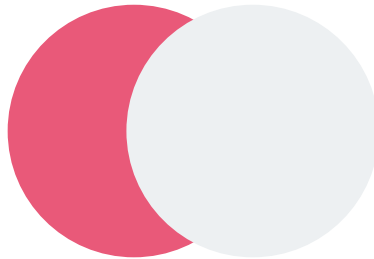
teal 800, grey 100



pink 600, pink 300



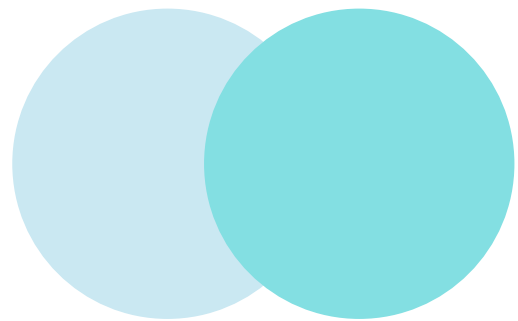
teal 700, blue 300



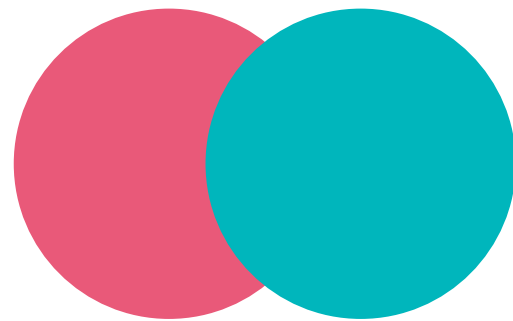
pink 600, grey 100

# Colour pairing guidelines

Consider colour combinations carefully when deterring from our colour pairings. We recommend keeping in mind Hue. Saturation, Lightness, Contrast and maintaining Brand Essence when choosing custom combinations.



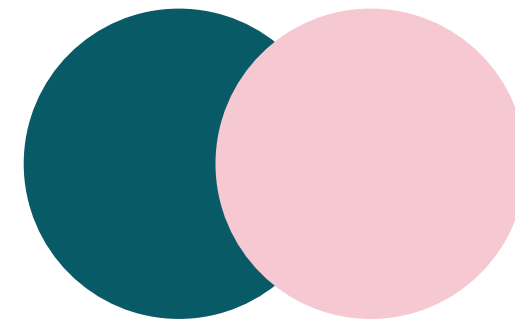
**Contrasting hues** may clash and mis-represent the NuServe brand



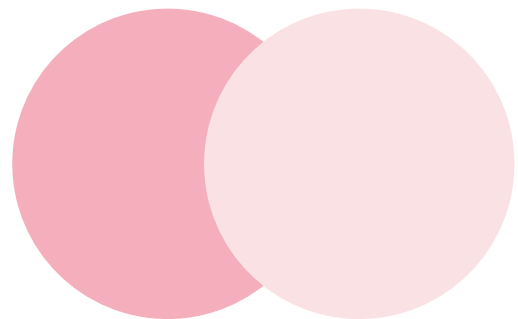
**Bright colour pairing** may cause eye strain



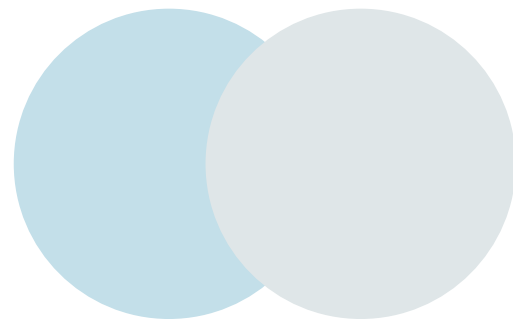
**Similar lightness** of these shades, provide low contrast and legibility for content



**Randomly selecting colours from all shades** can create combinations that don't feel like 'NuServe'



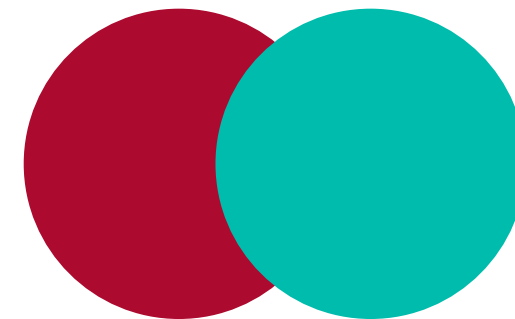
**Choosing the same hue** can appear repetitive and weaken the brand, if overused



**Low saturation colour pairing** may cause eye strain



**Similar darkness** of these shades, provide low contrast and legibility for content



**Making adjustments to brand shades** can create combinations that don't feel like 'NuServe'

# Typography

The typography guidelines create a clear and consistent visual language. Defined by weight, spacing and colour, these styles support readability, maintain brand consistency and establish a strong content hierarchy.

Cleaning

Specialist

Commercial

Independe

# Typeface

The NuServe brand uses DM Sans, a modern and highly legible sans-serif typeface. It’s designed for clarity, versatility, and simplicity across both digital and print environments.

DM Sans supports a wide range of weights, allowing for flexibility in creating hierarchy.

DM Sans

<del>Thin</del>	100
<del>Extra Light</del>	200
Light	300
Regular	400
Medium	500
SemiBold	600
Bold	700
<del>Extra Bold</del>	800
<del>Black</del>	900

# Core font weights

To maintain visual consistency and establish a strong typographic hierarchy, we use a limited selection of 3 weights: Regular, Medium, and Bold.

A limited set of styles helps ensure brand consistency across and ensures that appropriate content stands out effectively.

## FONT WEIGHTS



### **Bold**

Used for high priority text, primary headings and key messaging



### **Semi-bold**

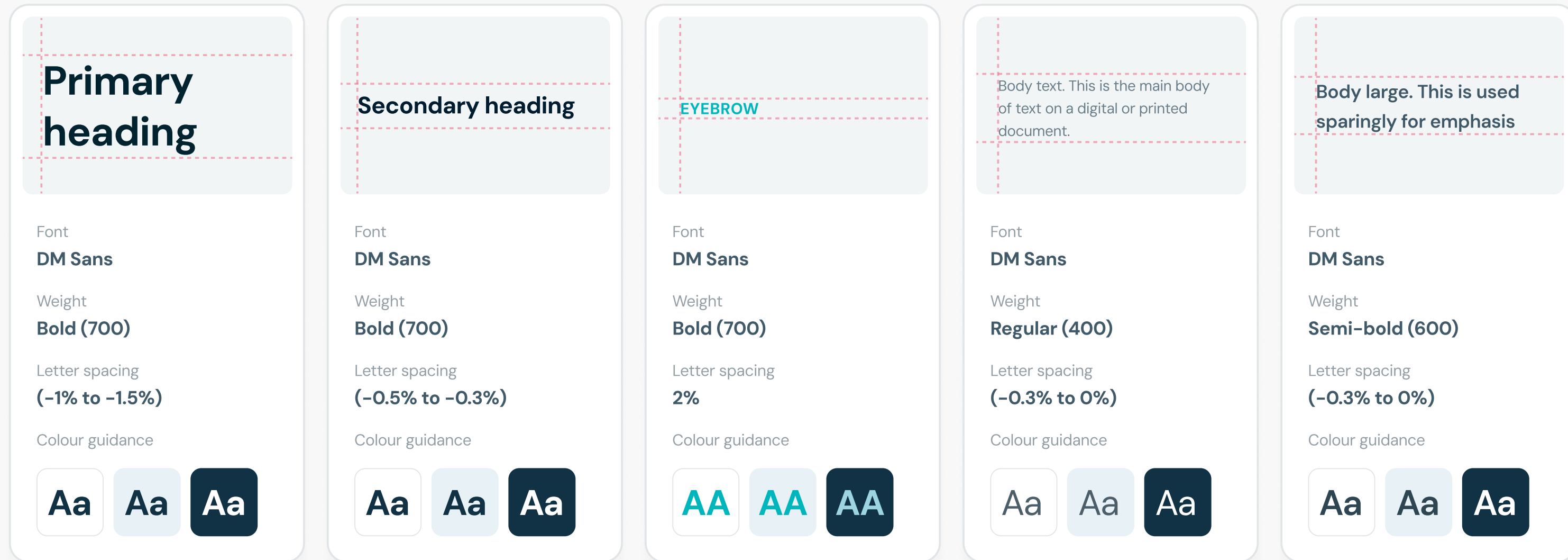
Use for low priority headings and high priority text, to create subtle emphasis



### **Regular**

Used for body text, to ensure strong readability. This weight should not be used for headings

# Typography styles



To maintain visual consistency and establish a strong typographic hierarchy, we define typography styles by font, weight, letter spacing and colour

# Highlighting headings

Highlighting key words in headings is an optional design tool you can use in both print and digital formats. You can choose to highlight a single phrase or two separate words. If highlighting two, we recommend keeping it to one word at a time.

This helps draw attention to specific terms, making it easier for readers who are scanning to quickly grasp the core message.

We've shown how the highlight colours appear on both light and dark backgrounds for clarity and consistency.

## COLOUR VARIANTS

On light

Underline 1

NuServe Pink

Underline 2

NuServe Teal

Let's elevate your  
building cleaning  
together

On light

Underline 1

NuServe Pink

Underline 2

NuServe Teal

Let's elevate your  
building cleaning  
together



# Tone of voice

Tone of voice guidelines provide direction on how we should sound, ensuring all messaging aligns with NuServe's personality and values. A clear and consistent tone helps build clarity, trust, and a unified brand presence.



# Tone of voice principles



## Authentic and human

NuServe's communication should feel like a real person is speaking. It should avoid sounding like it was written by a faceless corporation.



## Boutique and premium

NuServe delivers a premium service with a boutique feel, emphasising quality and care over scale.



## Real people behind the work

Where possible visuals and messaging should reflect an organisation formed from real people rather than abstract messaging or faceless representations.



## Professional but not stiff

Aim for natural professionalism, especially in imagery and presentation, but avoid being overly formal or corporate.



## Family run, personal touch

The company sees its identity as a family business, and this sense of care, trust, and human connection should come through.



## Practical and straightforward

NuServe's approach is focused on real-world solutions and straightforward service delivery. Messaging should reflect that no-nonsense, results-driven mindset and avoiding fluff.

## Authentic and human

Write as if you're speaking directly to someone. Keep the tone warm and honest, with natural phrasing that avoids sounding overly scripted or corporate. Use plain English and choose words that a real person would say.



**We'll work with you to build a cleaning plan that fits how your space is used.**



~~We deliver tailored cleaning solutions that optimise space functionality and operational flow.~~

## Professional but not stiff

Maintain credibility with clear, confident writing but avoid being too formal. Write in a way that shows expertise without coming across as rigid or inaccessible. Avoid buzzwords and corporate clichés.



**Our team is trained to work safely in clinical and high-risk environments.**



~~Our highly specialised operatives deploy industry-leading protocols to ensure best-in-class compliance.~~

## Boutique and premium

Write with care and precision, reflecting the quality of the service. Use considered, well-crafted language to suggest a high standard, but never boast. Focus on service excellence without sounding showy.



**Proudly independent contract cleaning,  
meticulously tailored to your business.**



~~We provide basic cleaning services for a  
wide range of commercial spaces.~~

## Family run, personal touch

Emphasise trust, care and personal relationships. Reference real people where possible and express ideas in a warm, approachable tone. It should feel like there's a team behind the brand, not a faceless company.



**With dedicated Account Managers  
supporting our clients across all aspects  
of our services, we will work closely with  
you.**



~~We offer 24/7 client support via our  
integrated issue resolution platform.~~

## Real people behind the work

Use photos and language that show real people doing real jobs. Let the reader see the hands-on work and dedication. The written tone should always reflect respect and authenticity.



**Our team knows the site well and works closely with your staff each day.**



~~Our workforce enable hygiene goals through scalable implementation~~

## Practical and straightforward

Keep language clear and outcomes-focused. Write in short, direct sentences. Avoid unnecessary adjectives or fluff. Your audience should quickly understand what you offer and how it works.



**We clean the communal areas daily, and do a deeper clean on Fridays.**



~~We implement structured routines aligned to stakeholder expectations and occupancy patterns.~~

# Avoid cheesy and off-brand phrases

Some phrases might seem friendly or familiar, but they can come across as cheesy, exaggerated or insincere. They risk undermining NuServe's considered and composed image.

Our voice should be clear, confident and grounded in real value, not inflated promises or marketing fluff. Skip the empty intros and over polished claims. Say what matters, and say it well.



## OVERUSED INTROS

~~Here at NuServe we believe...~~



## CLICHÉ PHRASES

~~Cleaning is in our DNA~~



## FILLER PHRASES

~~Welcome to our website!~~



## FORCED ENTHUSIASM

~~We're absolutely thrilled to...~~



## MEANINGLESS BUZZWORDS

~~Driving innovation with next-gen solutions~~



## AVOID CHEESY MARKETING PUNS

~~We'll draw up a squeaky clean contract~~



## EMPTY SUPERLATIVES

~~The best in the business~~



# Imagery

These photographic guidelines are designed to ensure consistency and reinforce NuServe's brand identity across all visual communications. By adhering to these principles, we will present a unified and authentic image of our company, whether briefing a photographer or sourcing stock photography.

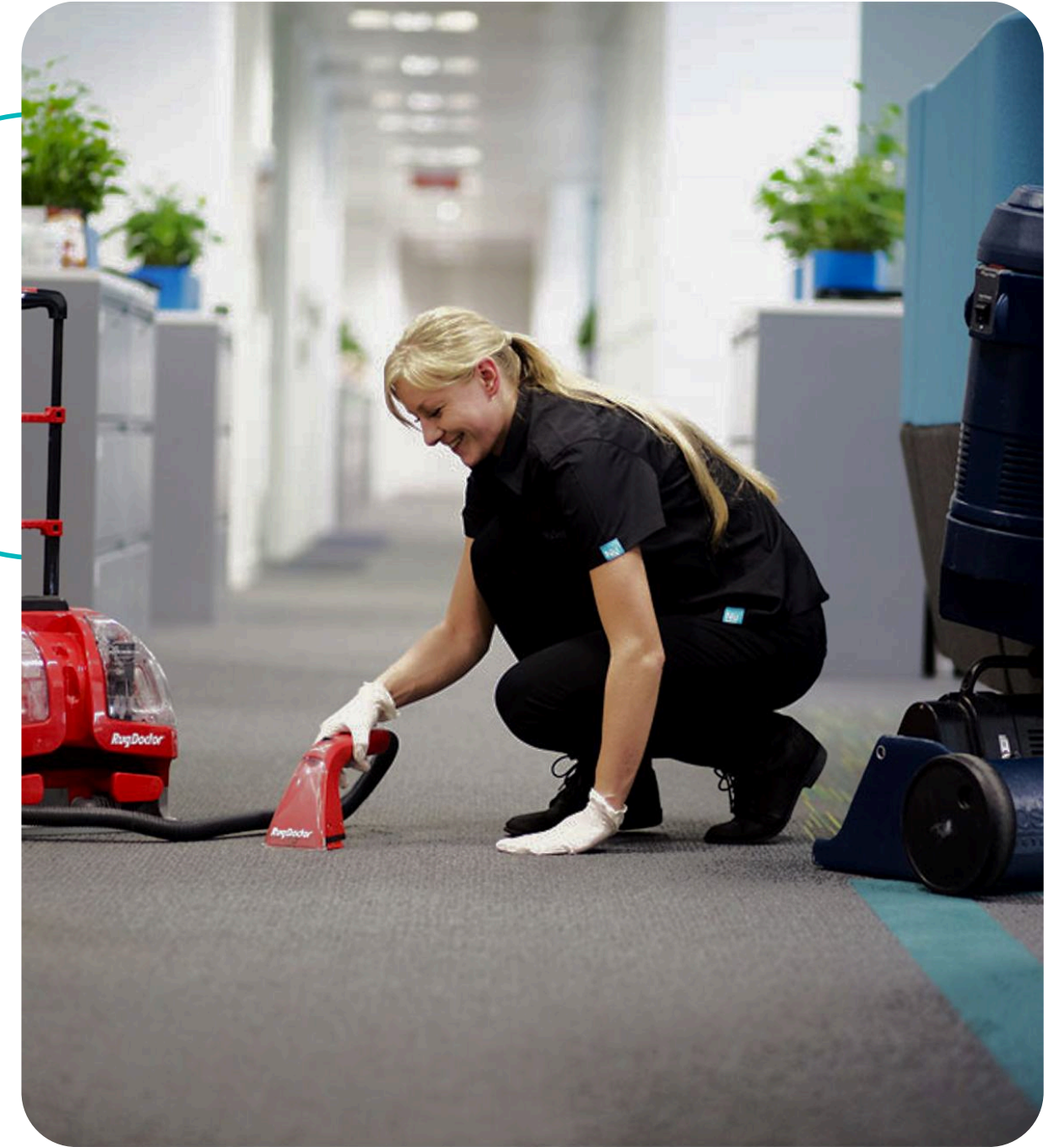




# Photographic style

The photographic style of NuServe is grounded in authenticity, clarity, and professionalism. Our images are clean and composed with purpose, utilising cool tones to reflect a calm, reliable, and trustworthy environment.

The focus is strongly human-centred, showcasing real people in real working moments, conveying a sense of pride and care in their roles.



Professional

Trustworthy

Clean

Authentic

Human centered



# Photography guidance

## Depth of Field



Use photography with a strong depth of field to create a clear and defined focal point.

## Brand owned images



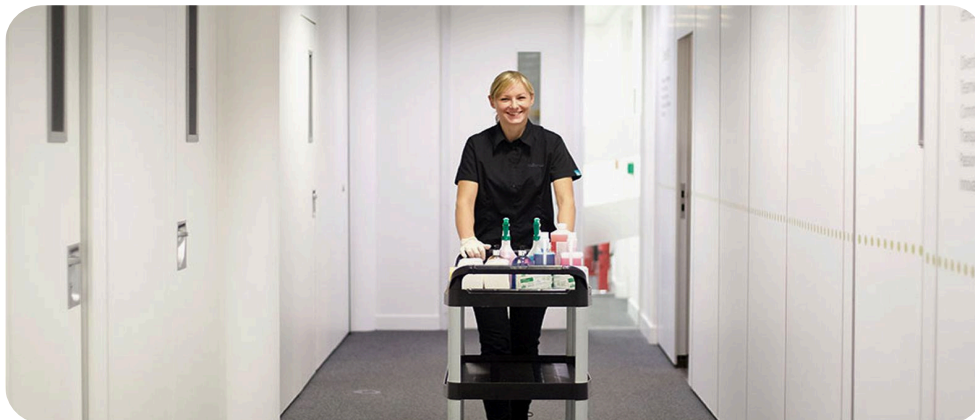
Where possible use brand-owned photography and avoid generic stock images to keep communications authentic.

## Human centred



Try to focus photos around people instead of objects whenever possible.

## Wide angle shots



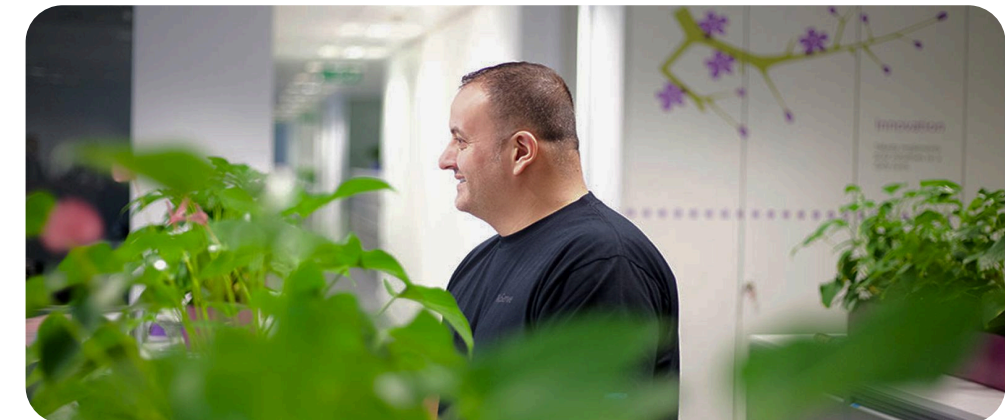
Use wide angle shots rather than close ups to show more of the scene and give a sense of space.

## Greenery



Include photos featuring greenery where possible. This helps create a fresh and well-kept atmosphere.

## Lighting



Ensure lighting is balanced and avoid images that are too dark or overexposed.



# Image do's and don'ts

## Copyright



**Do** ensure images are owned or properly licensed for use



**Don't** use imagery you are not licensed to use

## Distortion



**Do** maintain aspect ratio of images



**Don't** rotate, heavily crop, stretch, distort or skew images

## Brand assets

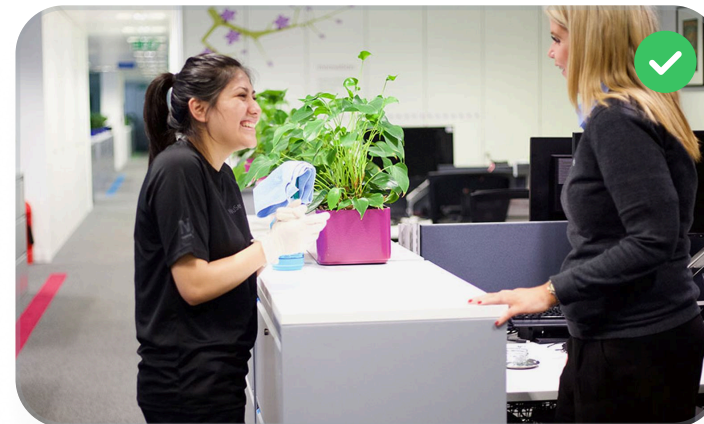


**Do** use brand assets with minimalism in mind. Keep the focal point unobstructed.

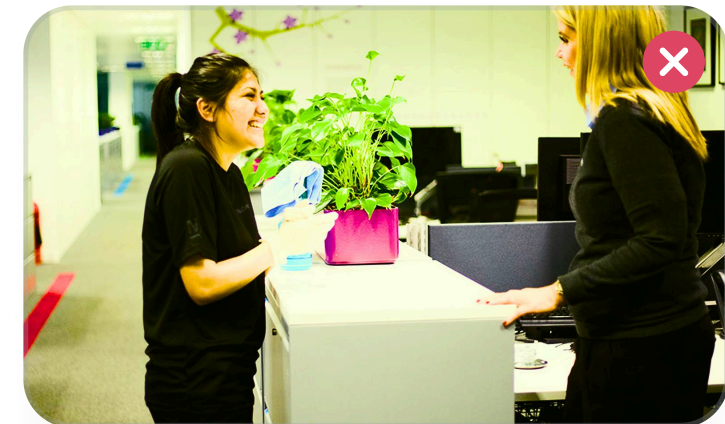


**Don't** use too many assets and avoid clutter. Use approved colours.

## Photo editing



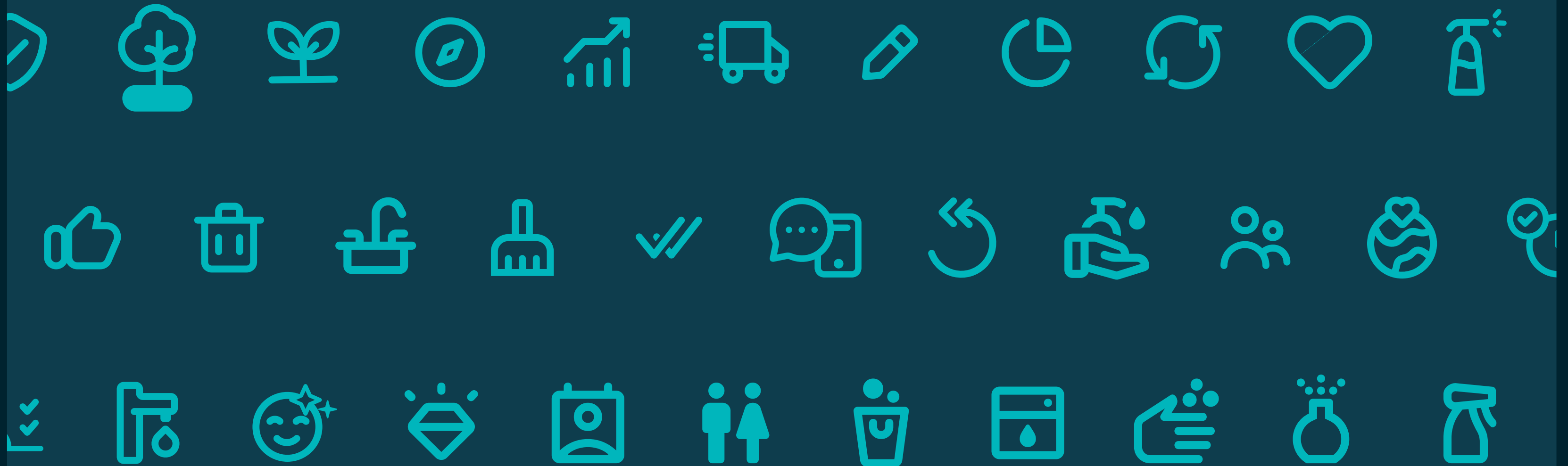
**Do** edit images subtly and naturally, to make them look as if they are not edited



**Don't** make extreme changes to colour, contrast, or add harsh filters

# Graphic elements

Ensure all graphic elements work together to support clear, consistent and recognisable brand communication. Maintain visual harmony, reinforce brand personality and improve usability across different contexts.




# Custom iconography

Icons play a vital role in supporting clear, intuitive communication. Our iconography style is clean, consistent, functional and friendly, maintaining a consistent bold and rounded appearance.


We have 24 custom icons to select from. Ensure you consider the naming of these icons, and don't overuse them for different meanings

## TYPES OF ICON STYLING



**Standard icon**










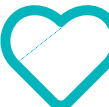














Use this icon style more widely, next to titles and text



**Graphic asset icon**

Use this icon style sparingly, to call out bigger picture or stand out elements

CUSTOM ICONS



# Sourcing your own iconography

Custom icons might not always fit your every need, in which case you may want to source iconography.

We recommend using Google's free icon library called **Material Symbols**, for free usage iconography, following our style guide to keep these consistent with our custom icons.

<https://fonts.google.com/icons>



## GOOGLE ICON SETTINGS

Icon library

**Materials Symbols**

Style

**Rounded**

Weight

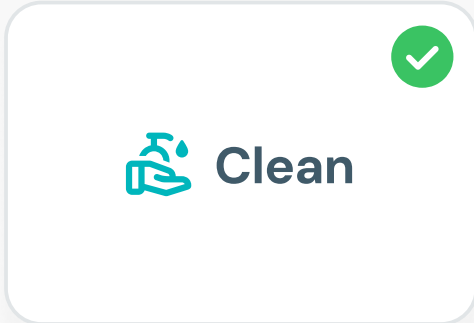
**400**

Fill

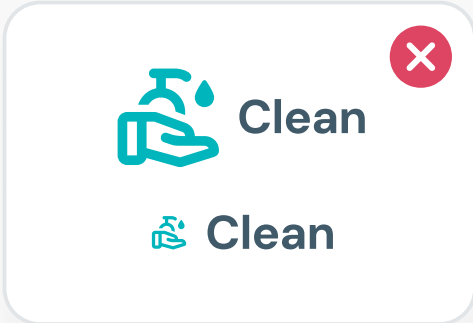
**Off**

# Do's & don'ts (standard icon)

## Scale

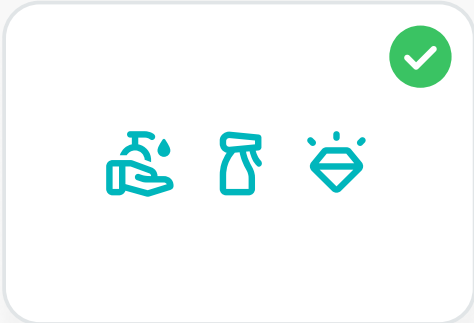


**Do** match the scale of the icon to the paired content

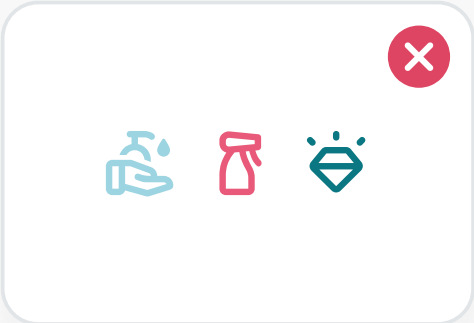


**Don't** make the icon much bigger or smaller than the paired content

## Colour

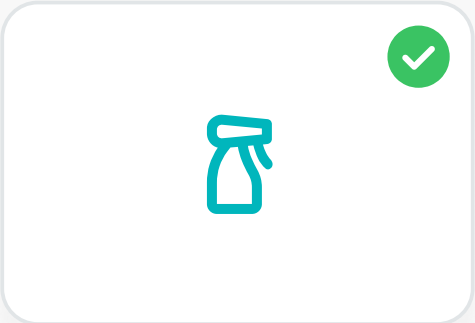


**Do** keep the icons consistent in colour (blue 500)

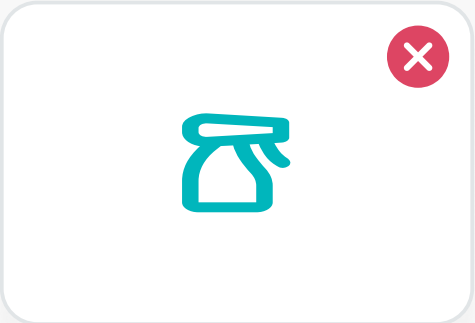


**Don't** introduce other colours from the palettes into iconography

## Distortion

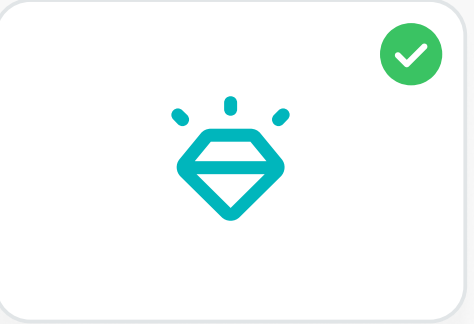


**Do** preserve the icons proportions

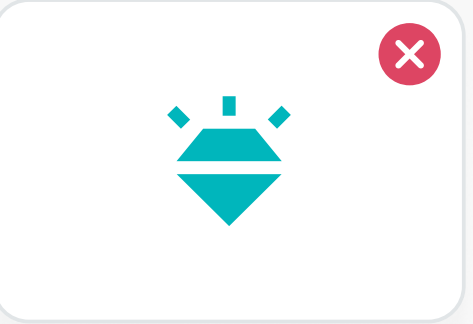


**Don't** stretch, compress or distort the icon shape

## Style

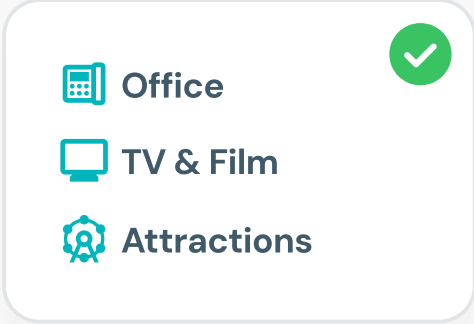


**Do** keep icons a consistent bold & rounded style

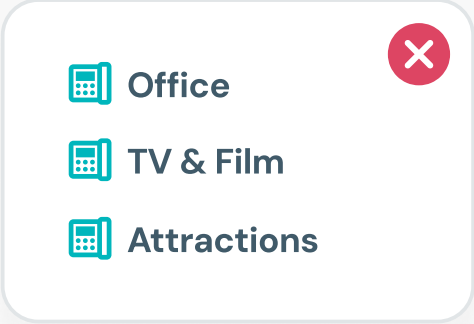


**Don't** introduce new styles of icons that don't match

## Repetition

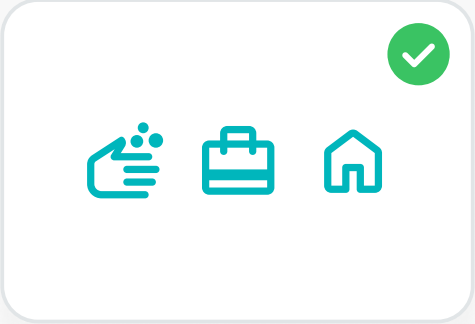


**Do** use distinct icons to convey different concepts

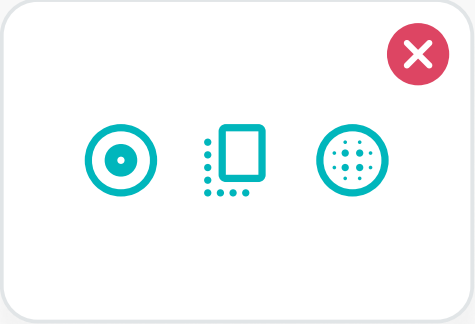


**Don't** use the same icon repetitively, or to convey different concepts

## Imagery



**Do** choose icons that convey a clear meaning

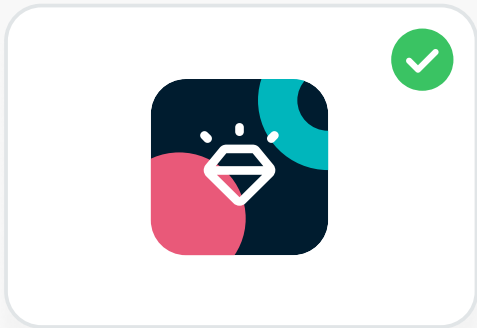


**Don't** choose icons that are confusing abstract concepts

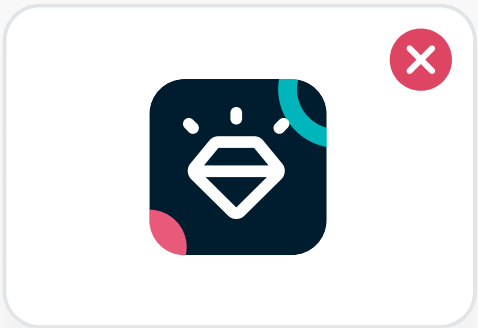


# Do's & don'ts (graphic asset icon)

## Scale

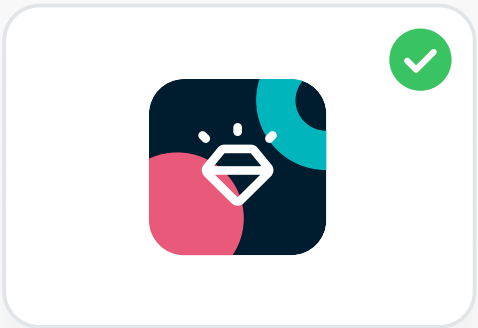


**Do** match the scale of the icon to the design direction

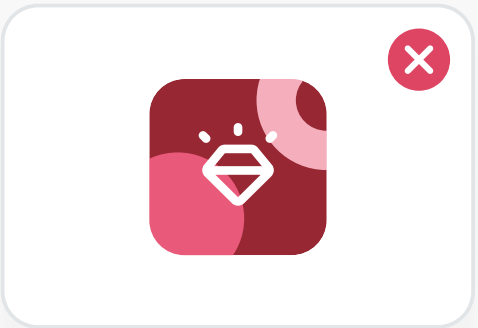


**Don't** make the icon or assets much bigger or smaller than shown

## Colour

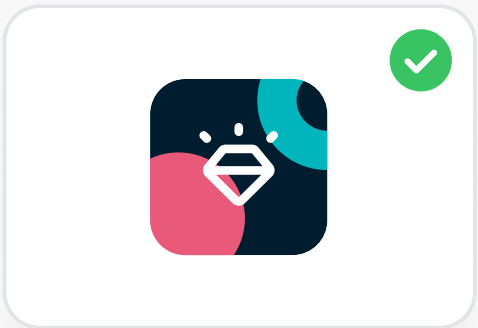


**Do** keep the icons consistent in colour

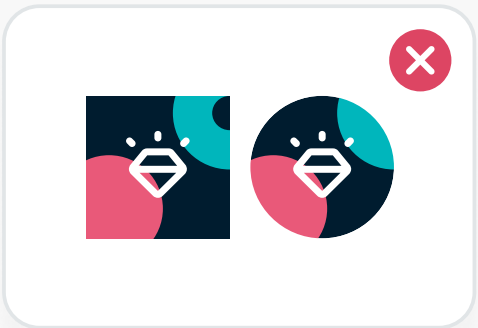


**Don't** introduce other colours from the palette

## Border radius

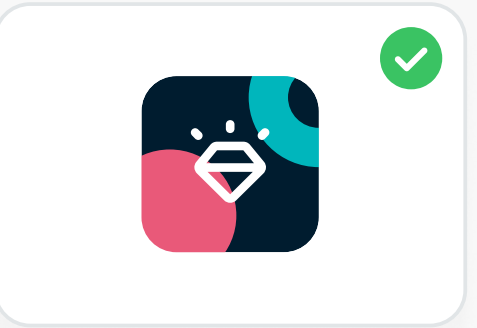


**Do** give the icons soft rounded corners

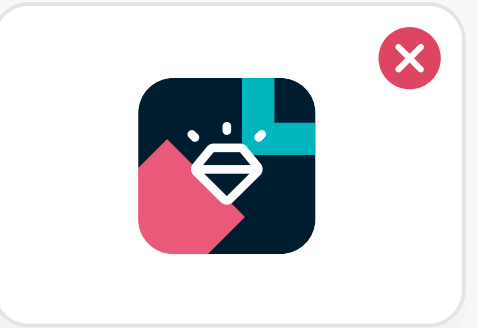


**Don't** give the icons too much or too little border radius

## Shape

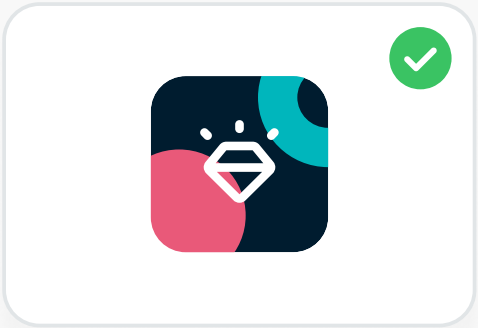


**Do** keep shapes circular in form

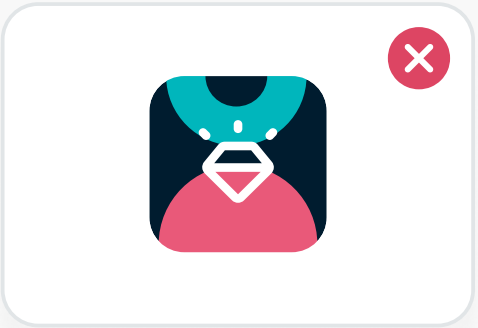


**Don't** introduce new shapes into the asset

## Shape placement

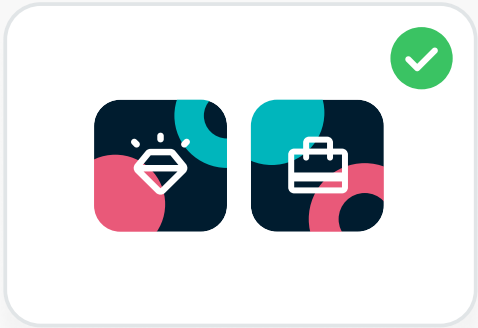


**Do** keep the shapes to the corners of the container

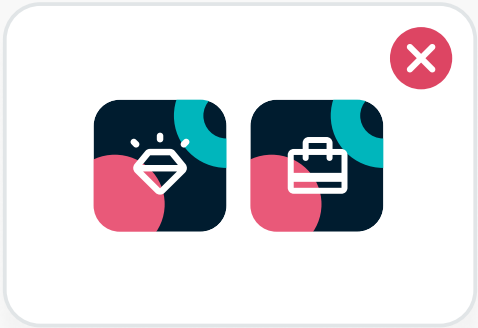


**Don't** place shapes in the centre of the container

## Variation



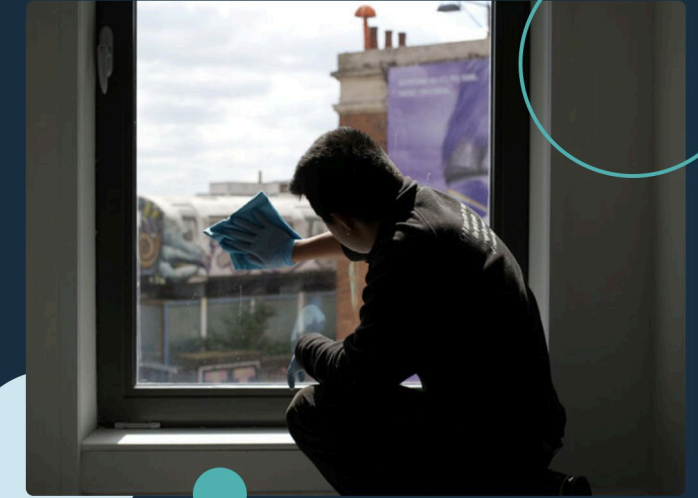
**Do** create variation in the placement and scale of shapes



**Don't** use the same shape placement for every icon

# Decorative assets

Decorative assets are used to add visual interest and guide attention to key content. At NuServe, we use circular elements in varying sizes and colours to highlight images, text or sections without distracting from the core message. They should be used sparingly and with purpose to support the overall layout.



## We don't have clients, we have partners

Here are some of the schools, universities and education centres we have worked with:



# Decorative asset rules

## COLOURS ON LIGHT

  
teal 500


  
blue 100


  
blue 300


  
pink 100


  
teal 500


## COLOURS ON DARK

  
teal 500

  
white

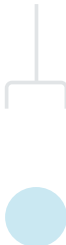
  
pink 600

  
teal 500

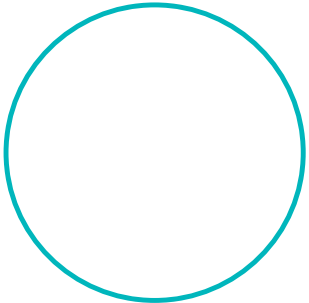
  
white (60%)

## DECORATIVE ASSET SCALE

SMALL CIRCLES  
SHOULD ALWAYS  
BE FILLED



MEDIUM CIRCLES  
CAN BE FILLED OR  
OUTLINED (3PX)




LARGE CIRCLES  
SHOULD ALWAYS  
BE FILLED



# Brand Guidelines

# NuServe

 020 3597 2907

 [hello@nuserve.co.uk](mailto:hello@nuserve.co.uk)

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