NOVATECH

BRAND IDENTITY GUIDELINES

A modern visual identity concept for a digital technology brand.

PORTFOLIO CONCEPT PROJECT • 2026

01 / Brand overview

NOVATECH is a fictional technology company created for this portfolio concept. The identity is designed to communicate clarity, innovation, reliability, and forward thinking.

Brand personality Confident • Intelligent • Approachable	**Audience** Startups • Professionals • Growing businesses
Brand promise Making technology feel simple and useful.	**Visual direction** Minimal geometry • Strong contrast • Clean layouts

Core message

Technology with purpose. Design with clarity. Progress with confidence.

02 / Logo system

The symbol combines two forward-moving geometric forms. Together, they suggest connection, progress, and digital transformation.

NOVATECH

Logo variations

NOVATECH

Primary logo on light backgrounds

NOVATECH

Reversed logo on dark backgrounds

03 / Color palette

A focused palette balances trust and professionalism with a bright, energetic accent.



Midnight Navy
#101B3A

Core Blue
#2563EB

Sky Cyan
#38BDF8

Cloud
#EFF5FF

White
#FFFFFF

Recommended usage

Color	Role	Suggested use
Midnight Navy	#101B3A	Headlines, dark backgrounds, premium feel
Core Blue	#2563EB	Primary brand color, logo, key actions
Sky Cyan	#38BDF8	Highlights, small accents, digital details
Cloud	#EFF5FF	Soft backgrounds and content panels
White	#FFFFFF	Space, contrast, clean layouts

04 / Typography

Typography should feel modern, legible, and consistent across print and digital touchpoints.

HEADLINE TYPEFACE

Aa Inter Bold

Use for titles, section headings, and short statements.

BODY TYPEFACE

Aa Inter Regular

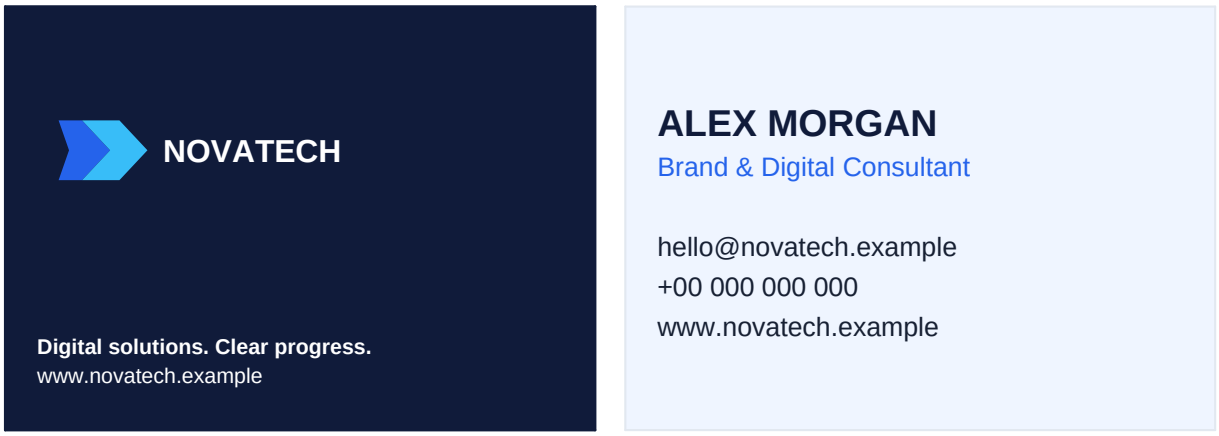
Use for paragraphs, captions, and interface text.

Hierarchy rules

- Headlines: bold weight, short wording, strong contrast.
- Body text: regular weight, comfortable line spacing.
- Use no more than two type families in one layout.
- Keep text alignment and spacing consistent.

05 / Brand applications

Examples below show how the identity can extend into everyday business materials.



Digital touchpoints

Use the primary logo on website headers and social profiles. Use the symbol alone for small avatars or app icons. Keep sufficient clear space around the mark.

06 / Usage guidelines

Do

- Use approved logo colors and versions.
- Preserve the original proportions.
- Keep strong contrast with the background.
- Leave clear space around the logo.

Avoid

- Do not stretch, rotate, or distort the logo.
- Do not add unapproved effects or shadows.
- Do not place the logo on busy backgrounds.
- Do not change the brand colors arbitrarily.

THANK YOU

NOVATECH / Technology with purpose.

Portfolio note: NOVATECH is a fictional concept created for demonstration and portfolio purposes. It is not client work.