

BRAND GUIDELINES

09/2023

EXTERNAL & INTERNAL USE



INTRODUCTION

ALL ABOUT OUR BRAND



These Brand Guidelines have been developed to provide clear information regarding brand management and all visual resources associated with experience and communication.

The guidelines are designed to be consulted by the company team as well as external stakeholders.



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SECTION 1: OUR NAME



In this section, we outline the practices to adopt when using our brand's name.

OUR NAME

DOS AND DON'TS



The golden rule: '**NOOSA**' is always CAPITALIZED.

DOS:

NOOSA	for general use
NOOSA™	for marketing purposes and printed documents
NOOSA S.A.	for legal documents & invoices

DON'TS:

Noosa	Do not type in lowercase
Noosafiber	Avoid associating with 'fiber'. To refer to the product, write 'NOOSA™ fiber'
NOOSA™ superscript	Always put the reserved trademark symbol in

SECTION 2: OUR LOGO



In this section, we identify the best practices for the use of NOOSA's logo and icon variations.

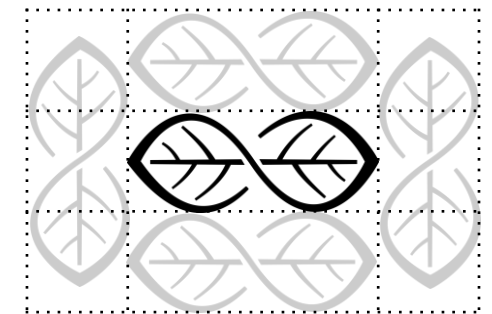
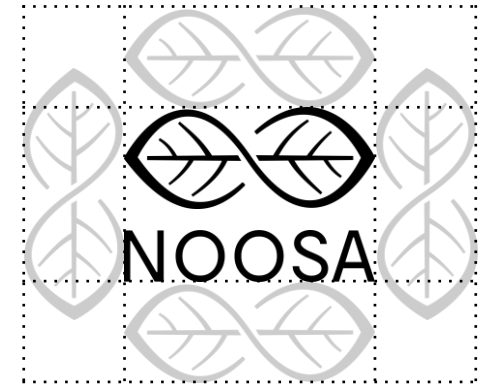
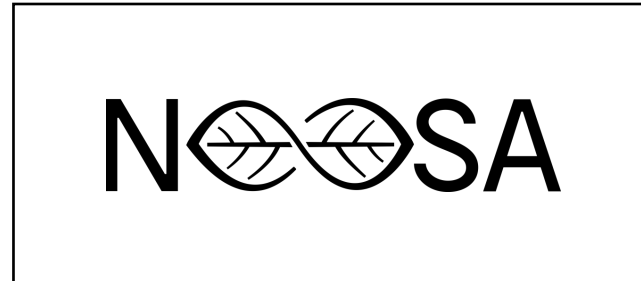
PRIMARY AND SECONDARY LOGOS

VARIATIONS

The **horizontal logo** is the primary logo and should be used in most instances. It is available in three shades (black, white, gradient) depending on the audience.

The use of the **stacked logo** should be avoided, unless it is justified – e.g., for large scale uses. It can be used in another color variant, as long as it respects the defined shade and background combinations (see sl. 10).

The **icon** may be used separately – e.g., for small scale applications. Again, it can also be used in another color variant, as long as it respects the defined shade and background combinations.



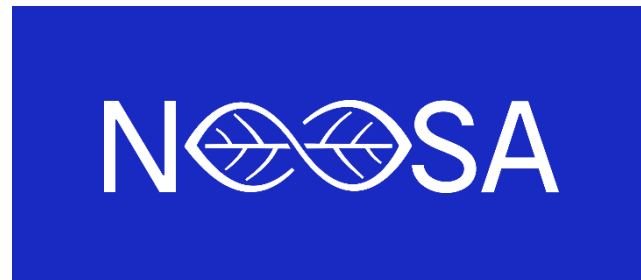
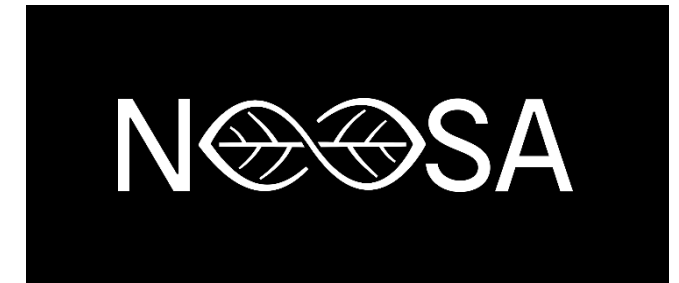
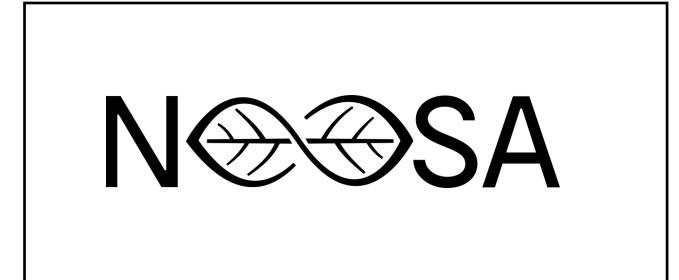
PRIMARY LOGO

USAGE ON BACKGROUNDS

The gradient-color logo should only be used on a white background.

The one-color logo (black & white) should only be used on photographs and on color backgrounds within the NOOSA's core colors palette (see sl. 12).

These guidelines are also applicable for the stacked logo as well as the icon.



SECTION 3: COLORS



This section aims at presenting NOOSA's core and secondary colors, and the best practices to adopt when using them.

CORE COLORS PALETTE

PRIMARY AND ACCENT COLORS USAGE



Two kinds of core colors can be distinguished: **primary** and **accent** colors.

White, black and green serve as primary colors.

Gradient, Persian blue, ultramarine blue, Persian green and dark cyan can be used as accent colors in the proportions shown on the right.

On white backgrounds, colored text within the core colors palette may be used, but should be limited to titles and emphasized body text. Use only white text on other core colors as outlined on the right.

White Hex FFFFFFFF RGB 255-255-255	Black Hex 000000 RGB 0-0-0	Green Hex 21B65F RGB 33-182-95		
Gradient (1) Persian blue (2) Persian green (3) Green	Persian blue Hex 192AC2 RGB 25-42-194	Ultramarine blue Hex 28348A RGB 40-52-138	Persian green Hex 1C8685 RGB 28-134-133	Dark cyan Hex 0BAC8A RGB 11-172-138

SECONDARY COLORS PALETTE



USAGE

Do not use secondary colors for text.

Secondary colors can be used with our core colors, but this should be limited.

Text within the core colors palette may be used on their respective lighter tint background, as outlined on the right.

Light Gray Hex RGB 197-195-195	Gray Hex 8B8B8B RGB 139-139-139	Lapis Lazuli Hex 1C5E9D RGB 28-94-157	Yellow Hex FCAE37 RGB 272-174-55	Red Hex D75A4A RGB 215-90-74
Light Persian blue Hex BABFED RGB 186-191-237	Light ultramarine blue Hex BFC2DC RGB 191-194-220	Light Persian green Hex BBDBDA RGB 187-219-218	Light cyan Hex B6E6DC RGB 182-230-220	Light green Hex BCE9CF RGB 188-233-207

SECTION 4: TYPOGRAPHY



In this section, we identify the font combination to use for headlines and paragraphs.

TYPOGRAPHY

MODERAT



MODERAT is our main and most versatile typeface.

It constitutes the **default typeface** for formal communication, for both external (PPT, brochures, business cards, flyers...) and internal (PPT, memos, tutorials...) use.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789**

Thin

Thin italic

Regular

Regular italic

Regular bold

Condensed

Condensed italic

Condensed bold

NOOSA strives to revolutionize the textile industry.

Its process starts with GMO-free corn harvesting.

Lactic acid is extracted from corn sugar.

This lactic acid is then assembled into polymers.

From it, we are able to extrude a textile fiber.

The obtained spun yarn is then transformed into a fabric.

This serves as base material for a wide range of applications.

These products are then sold by brands.

TYPOGRAPHY

AVENIR



AVENIR is also being used.

It is **complementing typeface** for more informal purposes, such as emails.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Book

Book italic

Book bold

Book bold italic

Black

Black italic

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TYPOGRAPHY

NOTO SERIF DISPLAY



NOTO SERIF DISPLAY is used as an impactful typeface.

It is used as an **accent** for a more expressive communication. Its use is mainly restricted to marketing (PPT, brochures, flyers...), where it is employed to emphasize a specific sentence/title.

Its font size should be large.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Thin

Thin italic

Regular

Regular italic

Regular bold

Regular bold italic

Regular black

Regular black italic

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TYPOGRAPHY

FOCUS ON SLIDE LAYOUT



Title and subtitles are always set in all caps.

TITLE :

MODERAT BOLD (#28)

SUBTITLE:

MODERAT CONDENSED REGULAR (#18)

Special Titles:

Moderat Condensed Italic (#20)

Body:

Moderat Regular (#16)

Quote:

Moderat Thin (#16)

**Impactful
sentence:**

Noto Serif Display Black (#24)

SECTION 5: IMAGERY



In this section, we define how photos and videos will be used in the different pieces and applications of the brand.

VISUALS

WHITE BACKGROUNDS



Slides and documents should make use of white backgrounds, except when a transition needs to be materialized and/or when an impactful piece of information is transmitted (see next slide).

This choice also depends on the audience, and the information that is being conveyed – e.g., marketing or R&D.



A BIO-RENEWABLE **TEXTILE FIBER**
ENDLESSLY **RECYCLABLE**

IMAGERY

PHOTOS

Photos used should adopt a minimalist approach and convey a soothing and calming atmosphere, by making use of white/light shades.



SECTION 6: COMMUNICATION STYLE



In this section, we define how photos and videos will be used in the different pieces and applications of the brand.

COMMUNICATION

tone of voice



Our communication will be positive, dynamic, modern and sober.

Communicate NOOSA™ in an accurate way and avoid making false statements about the brand or product.

OUR NAME

DOS AND DON'TS



DOS:

- 100% biobased
- 100% recyclable
- Biobased, bio-renewable, circular, recyclable (depending on context)

DON'TS:

Made out of corn

Upcyclable

Sustainable, eco-friendly, planet-friendly, and other terms with no clear definition