



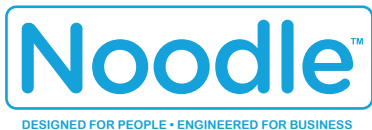
**VISUAL IDENTITY**  
MANUAL

# 01.

## THE LOGO

### 01.1 The Logo

The relationship between the various elements of the logo has been carefully studied in order to create a visual balance and should, under no circumstances, be changed.



### 01.2 Alternate Options

This Logo features an optional tag line, to be used when appropriate, and in special cases, an "N" Icon can be used to represent the Logo.



Alternate Icon  
Representations

### 01.3 Minimum Dimensions

In order to maintain its readability the logo should never be used smaller than 10 mm, or 20 mm using the tag line.

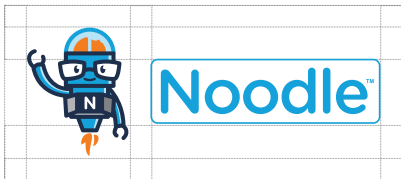




## 02. THE MASCOT

### 02.1 Mascot

The Mascot is one element of the identity of the logo, and it is called Noodle.



It can be used in conjunction with the Logo or isolated, helping to promote the brand and its products/services.

When used together with the logo, it should respect these proportions.

### 02.2 Minimum Dimensions

In order to maintain the readability of the Mascot, it should never be used smaller than 7 mm.



## 03. TYPOGRAPHY

### 03.1 Typography

Typography is one of the elements of the identity of the logo. It should always be respected in any application.

The logo uses Arial Rounded Bold as the chosen corporate type.

In Brand communication materials both Arial Rounded or Standard Arial are allowed to be used.

**Arial Rounded Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnpq**rstuv**wxyz  
01234567890 !"#\$(=)\*

Arial Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnpq**rstuv**wxyz  
01234567890 !"#\$(=)\*

*Arial Italic*  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnpq**rstuv**wxyz  
01234567890 !"#\$(=)\*

**Arial Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnpq**rstuv**wxyz  
01234567890 !"#\$(=)\*

***Arial Bold Italic***  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnpq**rstuv**wxyz  
01234567890 !"#\$(=)\*

## 04. COLOUR

Full Colour



### 04.1 Logo Colour Versions

The logo features a set of variations in colour depending on its application.

The colour version should be used whenever possible.

One Colour



## 04. COLOUR

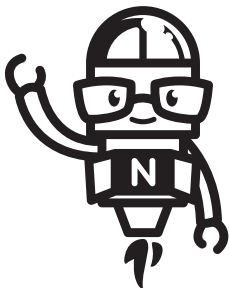
### 04.2 Mascot Colour Versions

The Mascot also features a set of variations in colour depending on its application.

The colour version should be used whenever possible.



Full Colour



One Colour

## 04. COLOUR

Main Blue



C75 M19 Y2 K0  
R1 G162 B216

Black



100% Black  
R0 G0 B0

Dark Blue



C91 M79 Y43 K41  
R35 G49 B77

Orange



C0 M63 Y100 K0  
R244 G125 B32

### 04.3 Primary Colour Palette

The Primary Colours of the logo are an important element of identity and must always be reproduced as faithfully as possible.

The Mascot uses a wider color palette, with various shades.

## 04. COLOUR

### 04.4 Logo Negative Versions

The logo features a set of negative variations in colour.

As always, the colour version should be used whenever possible.



Full Colour  
Negative



One Colour  
Negative



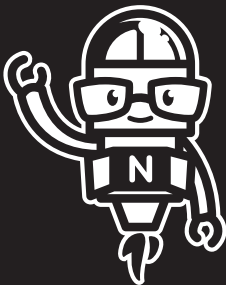
One Colour  
Negative  
(Blue)



Full Colour  
Negative



One Colour  
Negative



## 04. COLOUR

### 04.4 Mascot Negative Versions

The Mascot also features a set of negative variations in colour.

As always, the colour version should be used whenever possible.

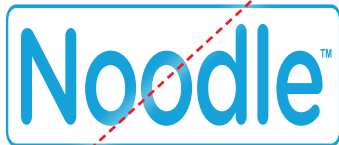
## 05. UNACCEPTABLE USES

### 05.1 Logo Unacceptable Uses

It is important that the logo retains its identity unchanged in order to build a brand image.

The situations represented alongside are common examples of what should never occur.

Horizontal  
or Vertical  
Distortion



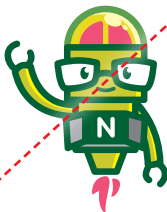
Colour  
Changes



Horizontal  
or Vertical  
Distortion



Colour  
Changes



## 05. UNACCEPTABLE USES

### 05.2 Mascot Unacceptable Uses

It is important that the Mascot retains its identity unchanged in order to build a brand image.

The situations represented alongside are common examples of what should never occur.



Noodle™