

Nworld Brand Identity Guidelines



Logos

NWORLD



NWORLD SPECIALIST BRANDS



Corporate Colors

PRIMARY COLOR

Navy blue



HEX
#110841

SECONDARY COLORS

Cadmium Orange



HEX
#E28033

English Red



HEX
#C5384C

Carolina Blue



HEX
#439CD9

NEUTRAL COLORS

Grey 10%



HEX
#F9F9F9

Grey 25%



HEX
#F6F6F6

Grey 40%



HEX
#CDCDCD

Grey 80%



HEX
#3B3B3B

Corporate Typography

Ubuntu Light

Ubuntu Regular

Ubuntu Medium

Ubuntu Bold