

NOONLIGHT

Smart, is now safe.



Welcome to Noonlight’s brand guidelines.  
We’re so glad you’re here.

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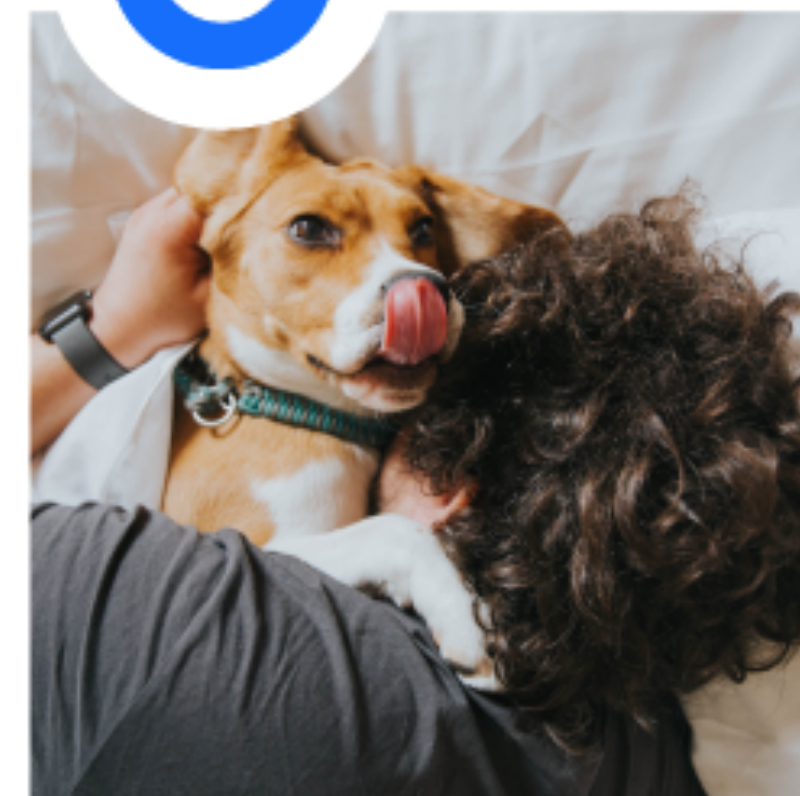
Mission



## Our Mission

To protect and comfort people so they can live freely.

Our brand isn't just the Noonlight name and logo; it's our values and reputation. By following these design guidelines, and adhering to the policies described in our Terms of Use, we're confident you'll deliver unparalleled peace of mind for your customers.





Identity

## Our Identity

# What makes up the Noonlight brand identity?

The Noonlight brand consists of two key parts: the *typemark* and the *logomark*.

The *typemark* is our preferred and primary brand identifier that is built from a set of contrasting light and dark shapes.

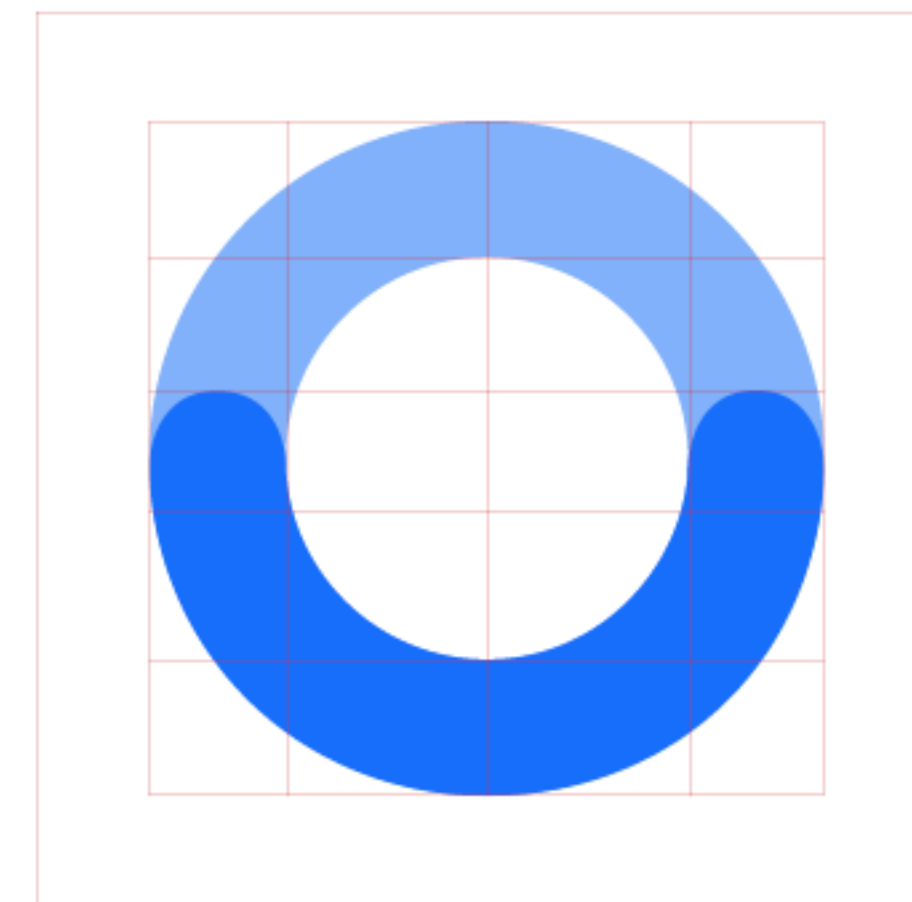
The *logomark* is a detail piece extracted from the typemark that has been structured to standalone as an iconic symbol for the Noonlight concept.

Both the typemark and the logomark utilize a combination of opaque and transparent shapes that represents a shift from a state of "being in the dark" (unsafe) to becoming apparent and visible (clarity and calm). The intent is that even with static forms we are "experiencing" that moment of transition as things begin to come out of the shadows.

TYPEMARK



LOGOMARK



## Identity Variations

Are there any acceptable variations of the Noonlight typemark and logomark?

We do have a limited library of extended Noonlight brand assets. However, each is created for a very specific use case. Please inquire with our brand team to gain access to these logo variations. They will also help you determine which is the correct version to use.

### PARTNER INTEGRATION TYPEMARK—COLOR AND REVERSE

POWERED BY  **NOONLIGHT**

POWERED BY  **NOONLIGHT**

### REVERSE TYPEMARK AND LOGOMARK

**NOONLIGHT**



### APP ICONS & USAGE



## Identity Variations (cont'd)

### LOGOMARK + SOLID TYPEMARK COMBINATIONS



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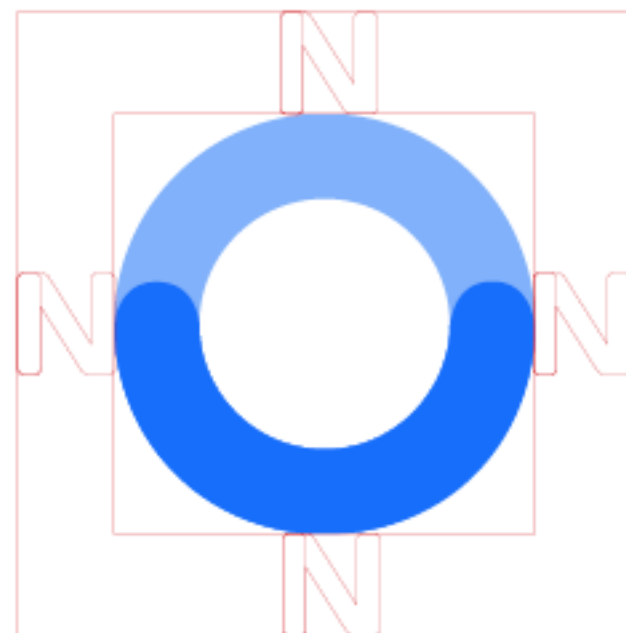


# Application Rules

## Identity Application Rules

Are there any rules we should know about when using your brand assets?

ALWAYS MAINTAIN CLEAR SPACE AROUND NOONLIGHT ASSETS

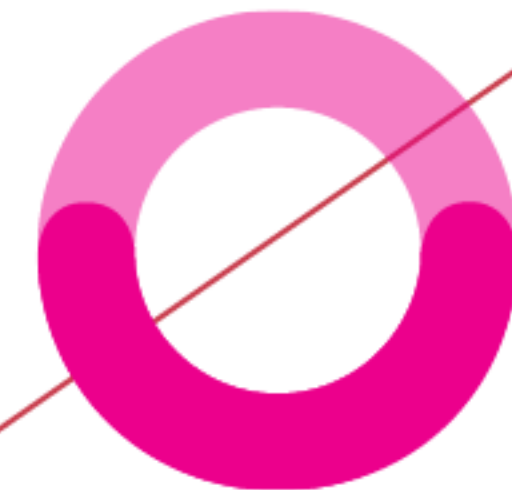


AVOID ANY APPLICATION THAT DISRUPTS READABILITY



NEVER RE-CREATE MARKS IN A DIFFERENT COLOR

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## Identity Application Rules

### Are there any more rules?

AVOID ADDING DROP SHADOWS

~~NOONLIGHT~~

AVOID ANY DISTORTIONS—SKEWS, STRETCHING OR COMPRESSION

~~NOONLIGHT~~

DON'T RESIZE, REARRANGE OR CREATE NEW COMPOSITIONS



INCORRECT COLOR SELECTION (DARK ON DARK)

~~NOONLIGHT~~



INCORRECT COLOR SELECTION (LIGHT ON LIGHT)

~~NOONLIGHT~~



DO NOT RECREATE TEXT-ONLY VERSIONS OF BRAND ASSETS

~~NOONLIGHT  
Powered by NOONLIGHT~~

Color



# What colors make up the Noonlight brand?

COLOR EXPLANATION AND APPLICATION

**Consistency**  
Color is an integral part of our brand identity. We believe that a consistent use of our color palettes will not only reinforce the cohesiveness of our brand, but also serve a psychological purpose by communicating a feeling to our audiences.

**Noonlight colors**  
The Noonlight palette is both calming and alive, reliable, and sincere. Its blues symbolize security and trust. Its hues are gender-neutral (hints of magenta), with a radiance meant to attract a new generation of urban dwellers, night-lifers, young families and professionals.

PRIMARY RGB & HEX PALETTE

Please use the Noonlight blues sparingly, white liberally, and “black” for text and illustrations.



R: 22  
G: 110  
B: 251

#166efb



R: 129  
G: 177  
B: 250

#81b1fa



R: 255  
G: 255  
B: 255

#ffffff



R: 52  
G: 67  
B: 81

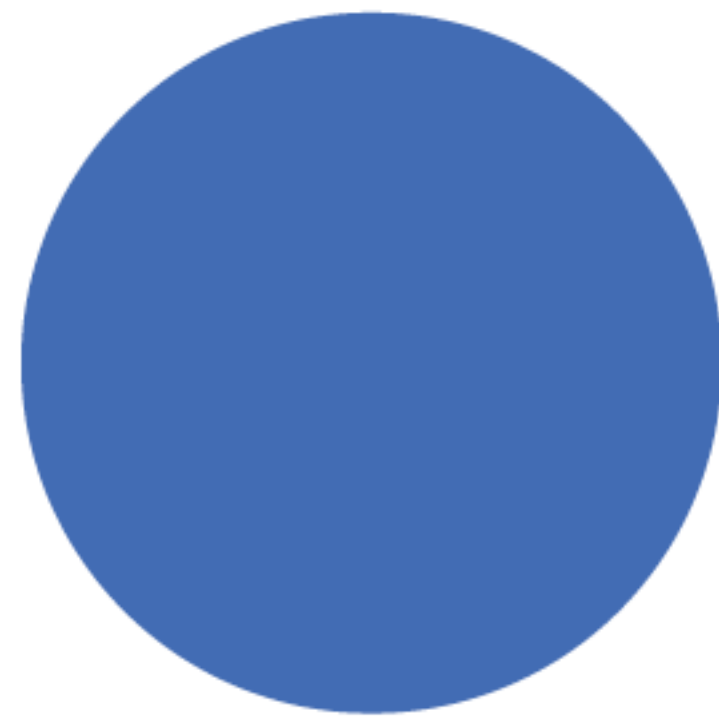
#344351

## What are the approved color builds for four-color printing?

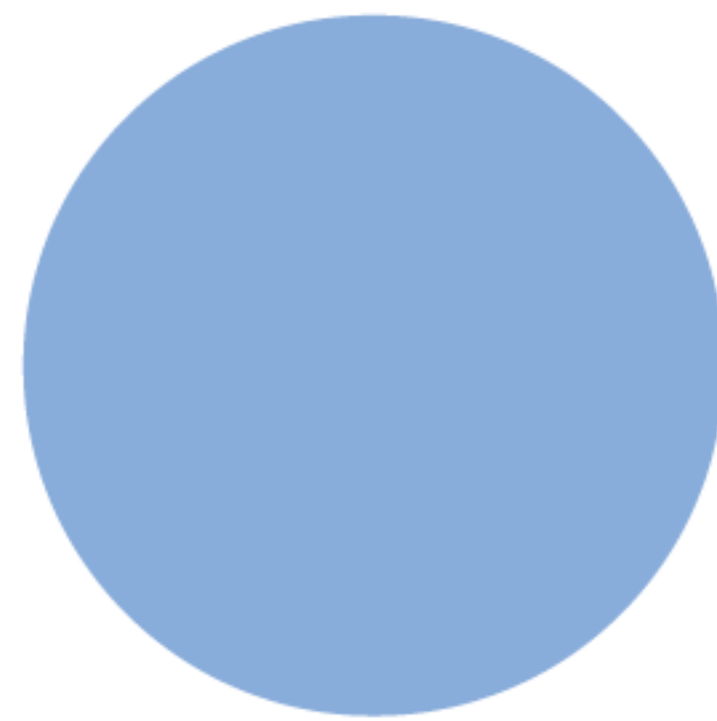
### NOONLIGHT CMYK COLOR PALETTE

### PRIMARY CMYK PALETTE

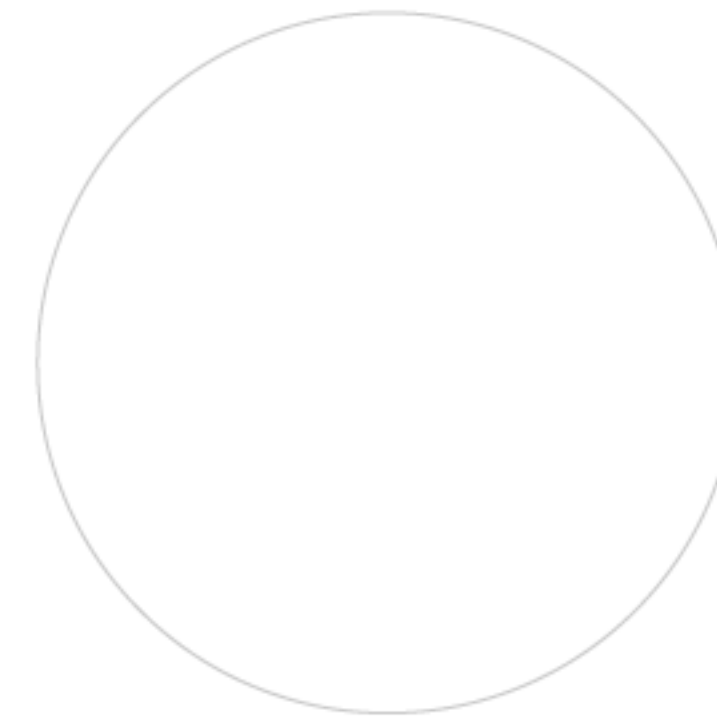
Please use the Noonlight blues sparingly, white liberally, and “black” for text and illustrations.



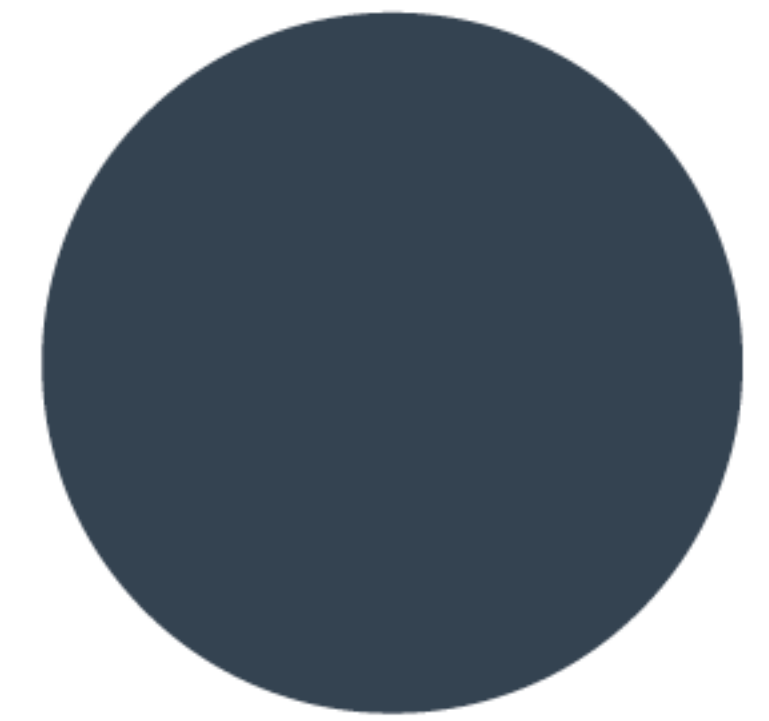
C: 80  
M: 59  
Y: 0  
K: 0



C: 45  
M: 23  
Y: 0  
K: 0



C: 0  
M: 0  
Y: 0  
K: 0



C: 80  
M: 65  
Y: 49  
K: 37



Typeface

# Roboto

The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**

Aa

Light

Aa

Regular

Aa

**Bold**

**For a headline applications,  
Roboto bold works best for readability**

FOR A BYLINE USE ROBOTO REGULAR

Body copy can also be Roboto regular, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

For a website headline,  
Roboto light looks best.

Website copy also looks great in Roboto regular. Sudo eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

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