

newline

# 01 Logo

## OUR **LOGO**

Lore eat a voluptatus remod quas nimo to officiatu apitiuribus solorru nducientur? ab impore simodi arciant emporereperi consecatibusdae.



newline

*Need it in  
a smaller size?*



newline

Minimum web size 110 x 23 px



newline

Minimum print size 200 x 4,23 mm

## LOGO

### **CLEARSPACE**

The “n” establishes the essential clear space around the logo, ensuring it has ample room to breathe. This distance is crucial for maintaining visual clarity and impact.



# LOGO VARIATIONS

Logo variations should primarily feature the main brand colors, typically white or black. Always ensure that the logo has high contrast with the background for optimal visibility.

## COLOUR

## TAGLINE

## BACKGROUND



Logo in black



Logo with tagline in black



Black + Link Water



Logo in white



Logo with tagline in white



White + Black



Logo in Fun Blue



Logo with tagline in Fun Blue



White + Image



White + Texture

## LOGO **WITH TEXTURE**

This variant merges our main graphic element with the logo itself. It is specifically designed for select applications, so be mindful of the size to maintain visual details.



newline

# LOGO DONT'S

To protect our brand integrity, avoid altering, stretching, or changing the colors of the logo in any way. It must consistently appear as intended to uphold brand recognition.



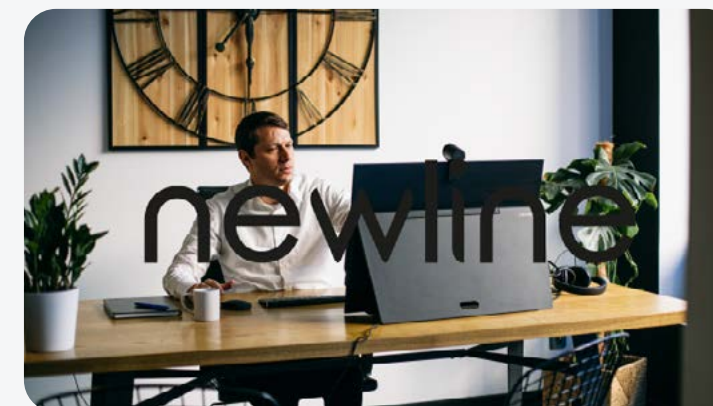
⊘ Do not add a gradient to our wordmark.



⊘ Do not add a shadow to our wordmark.



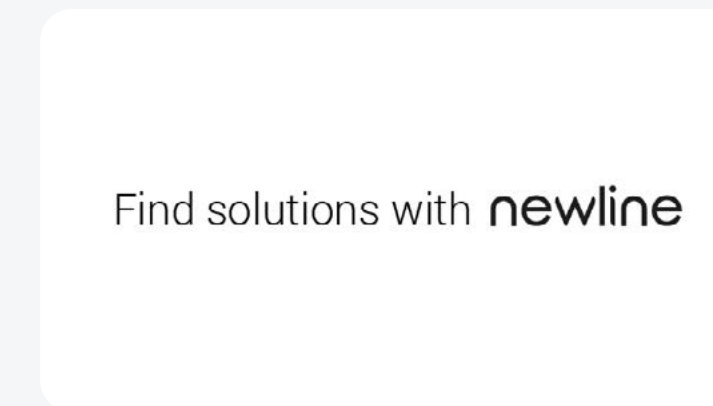
⊘ Do not rearrange our wordmark elements.



⊘ Do not place the logo over a low-contrast background.



⊘ Do not use a 3D effect on our wordmark.



⊘ Do not use a 3D effect on our wordmark.



⊘ Do not stretch our logo in any direction.



⊘ Do not use an unauthorized color on our logo.



⊘ Do not change the spacing between our logo elements.

# 02 Favicon



## OUR **FAVICON**

The favicon should only be used with prior approval and when the brand is already highly recognizable. It should not be used in isolation, as maintaining brand recognition is crucial.



Minimum web size 16 x 16 px

# 03 Colour

# PRIMARY COLOURS

The primary colors are fundamental to our brand identity and should be consistently applied to the logo and other branding elements.

## Fun Blue

HEX 00519D  
RGB 0, 81, 157

## White

HEX FFFFFFFF  
RGB 255, 255, 255

## Black

HEX 000000  
RGB 0, 0, 0

# SECONDARY COLOURS

Secondary colors are utilized regularly in various applications, serving as accent colors that complement our primary palette. These colors add versatility to our branding.

**Link Water**  
HEX E4E9F7  
RGB 228, 233, 247

**Strikemaster**  
HEX A85FA2  
RGB 168, 95, 162

**Scorpion**  
HEX 5C5758  
RGB 92, 87, 88

**Cerise**  
HEX D94187  
RGB 217, 65, 135

# GENERAL LAYERS COLOURS

The colors of our main graphic elements represent the layers of our brand identity. It's important that the order of these layers is never altered to maintain visual hierarchy.

<b>Trendy Pink</b> HEX A95EA6 RGB 169, 94, 166	<b>Affair</b> HEX 7A4285 RGB 122, 66, 133	<b>Wisteria</b> HEX 83609A RGB 131, 96, 154
<b>Deluge</b> HEX 8975A9 RGB 137, 117, 169	<b>East Bay</b> HEX 545A90 RGB 84, 90, 144	<b>Matisse</b> HEX 006A9E RGB 0, 106, 158
<b>Endeavour</b> HEX 005B9A RGB 0, 91, 154	<b>Fun Blue</b> HEX 00519D RGB 0, 81, 157	<b>Biscay</b> HEX 003263 RGB 0, 50, 99



# 04 Typography

## PRIMARY **TYPEFACE**

Roboto is our primary typeface, chosen for its modern and clean aesthetic. Use its various styles to enhance visual communication and ensure a cohesive brand presence.

# Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Roboto Thin

Aa

Roboto Light

Aa

**Roboto Regular**

**Aa**

**Roboto Bold**

**Aa**

## SECONDARY **TYPEFACE**

Secondary typefaces should be used to address additional communication needs. They are particularly effective for emphasizing specific claims or adding important notes to our materials.

# Ink Free

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Ink Free

Aa

---

# Amalfi Coast

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Amalfi Coast

Aa



# 05 Layers

# LAYERS TYPEFACE

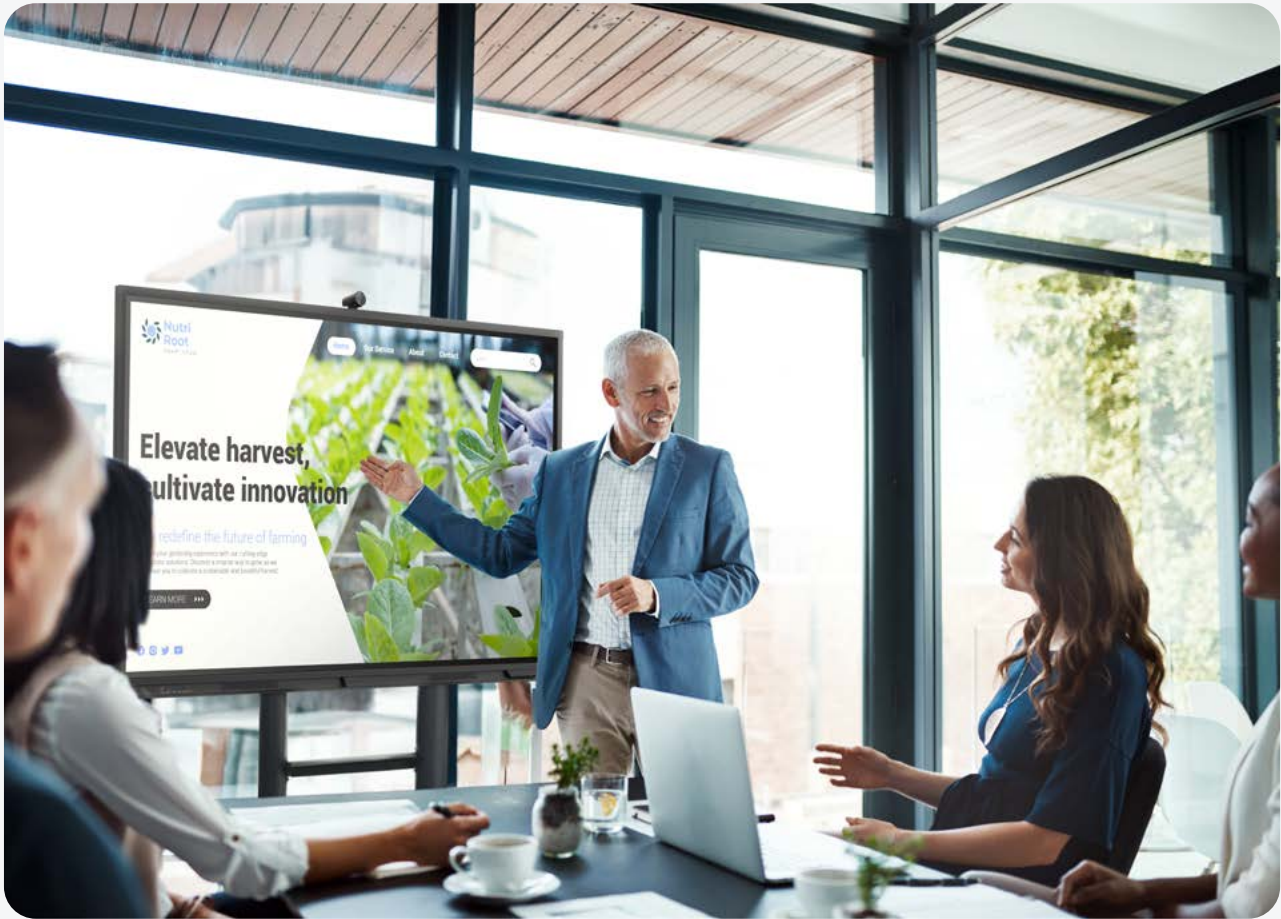
Layers symbolize the depth and interactivity of our screens, reinforcing the idea that our products offer a rich user experience that extends beyond just visual displays.



# 06 Photography

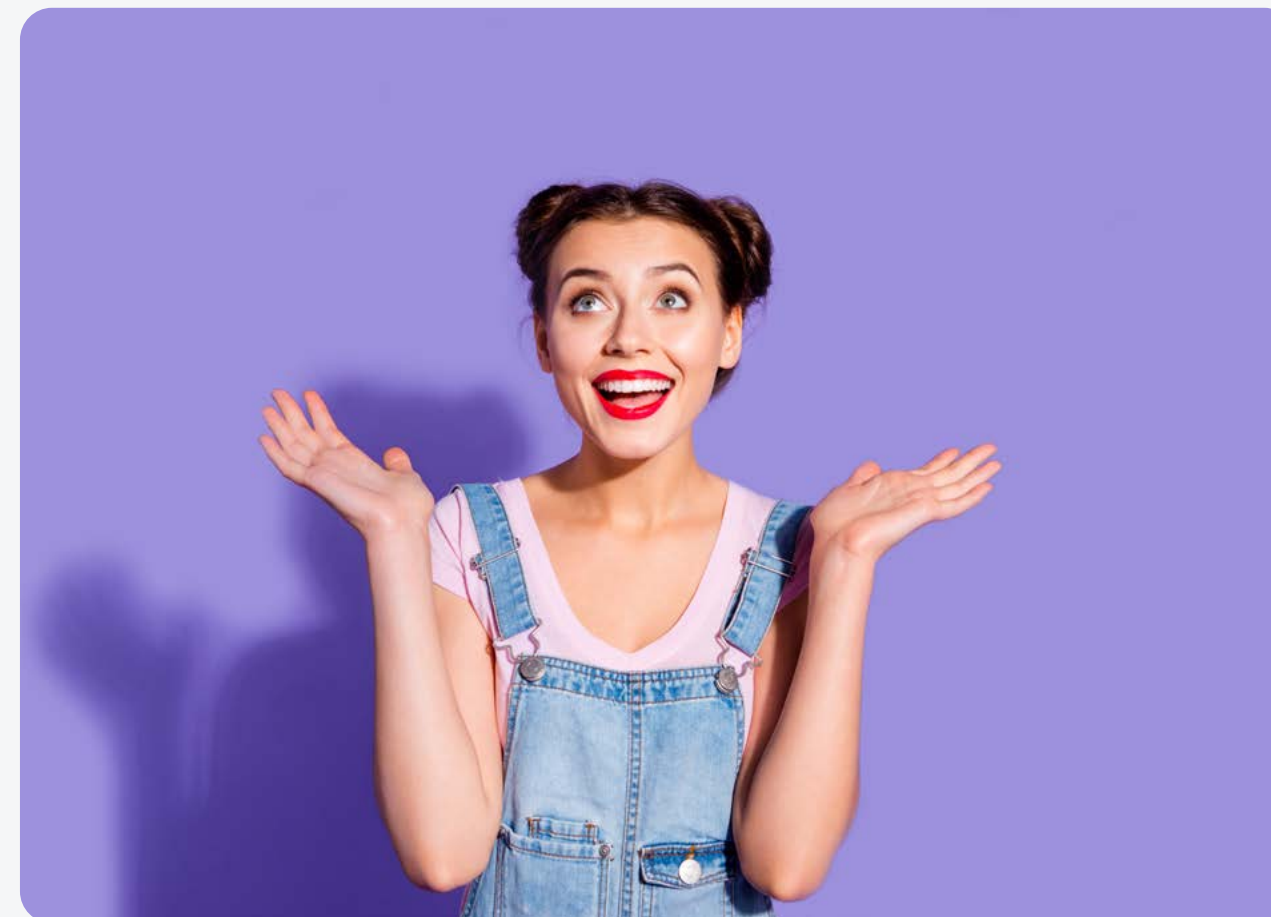
# LIFESTYLE PICTURES

When selecting lifestyle images, focus on contexts that showcase real-world interactions with our products. This approach helps potential users relate to the display in their own environments.



# EMOTION PICTURES

Emotion-driven images featuring expressive people, including children, should feature vibrant backgrounds. These visuals convey feelings that resonate with audiences, enhancing emotional connection.



# 07 Illustration



# 08 Examples





# newline

All Stars

NEW 2024

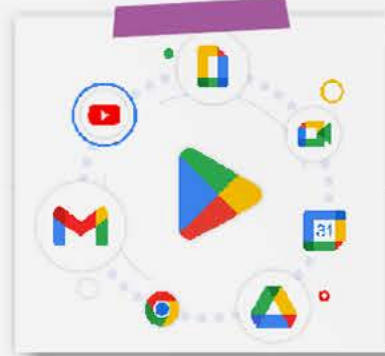
Elara is the eighth largest moon of Jupiter. And with a size of only 2% of Europe, the smallest of the four Galilean moons.

- GOOGLE PRO & EDLA
- 13" android
- HIGH PRECISION
- HYBRID SOLUTION
- NFC
- AI POWERED



## POWER UP YOUR COLLABORATIVE WORKSPACE

Elara Pro, a **Google EDLA** certified powerhouse, seamlessly integrated with Google Apps. This flexible solution ensures a superior user experience in any workspace. High-precision writing, immersive sound with a subwoofer, NFC-enabled login and hybrid UC redefine collaboration. Reinvent your workspace, setting a new standard in corporate excellence with Elara Pro.



### MODULAR SYSTEM

Elevate your experience with our universe of solutions. Customise your display with Newlines' accessories. Mix and match to create the perfect fit.



- Enhanced Wi-Fi & Bluetooth
- 100 W Powered USB Type-C
- Secure Multi User Profiles
- Powerful Performance
- High Quality Sound incl. Subwoofer
- SDM-S Ready

### NEWLINE INTERACTIVE ECOSYSTEM

The Newline Interactive Ecosystem enhances productivity with versatile tools that seamlessly integrate with any software or device, meeting all classroom needs

- WHITEBOARD
- CAST+
- ENGAGE
- DISPLAY MANAGEMENT PLUS
- CLASSROOM TOOLS
- VISUAL COMMUNICATION SOLUTION

65" 75" 86"





THANK  
YOU!