

Nook



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Logotype

01

Nook

The Nook logotype should only be used in Nook Light Grey and Nook Dark Grey.

A large rectangular area with a dark grey background. The word "Nook" is centered in a large, white, sans-serif font.

Nook

Nook Light Grey

CMYK: 0, 0, 0, 5
RGB: 241, 241, 242
HEX: #F1F1F2

A large rectangular area with a light grey background. The word "Nook" is centered in a large, dark grey, sans-serif font.

Nook

Nook Dark Grey

CMYK: 0, 0, 0, 95
RGB: 34, 34, 35
HEX: #222223

The Nook logotype should have tight margins when used large, and bigger margins when used small.

The vertical stroke of the 'N' can be used to determine the minimum clear-space.

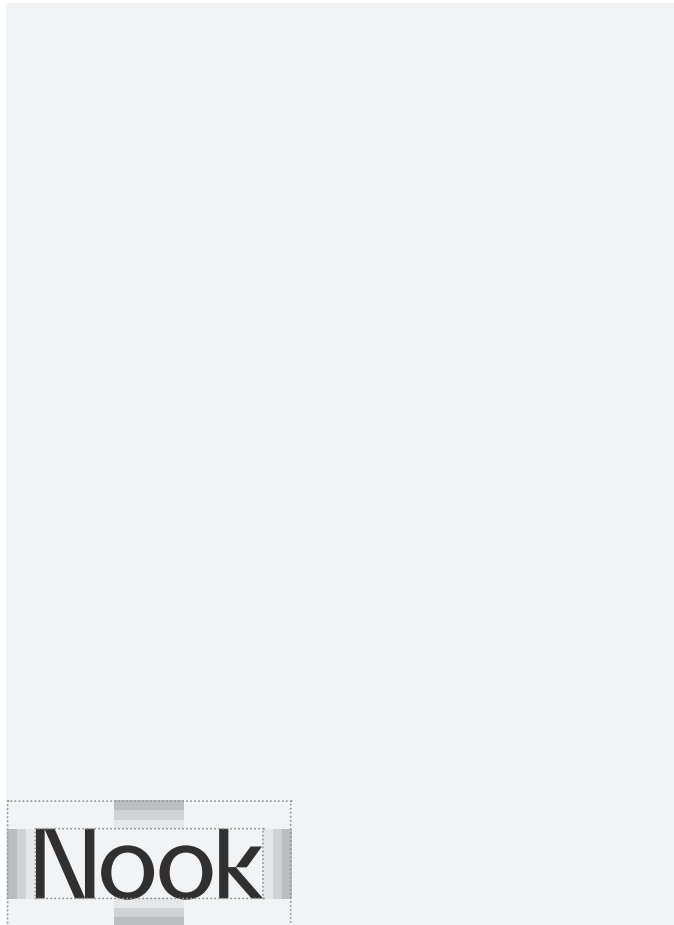




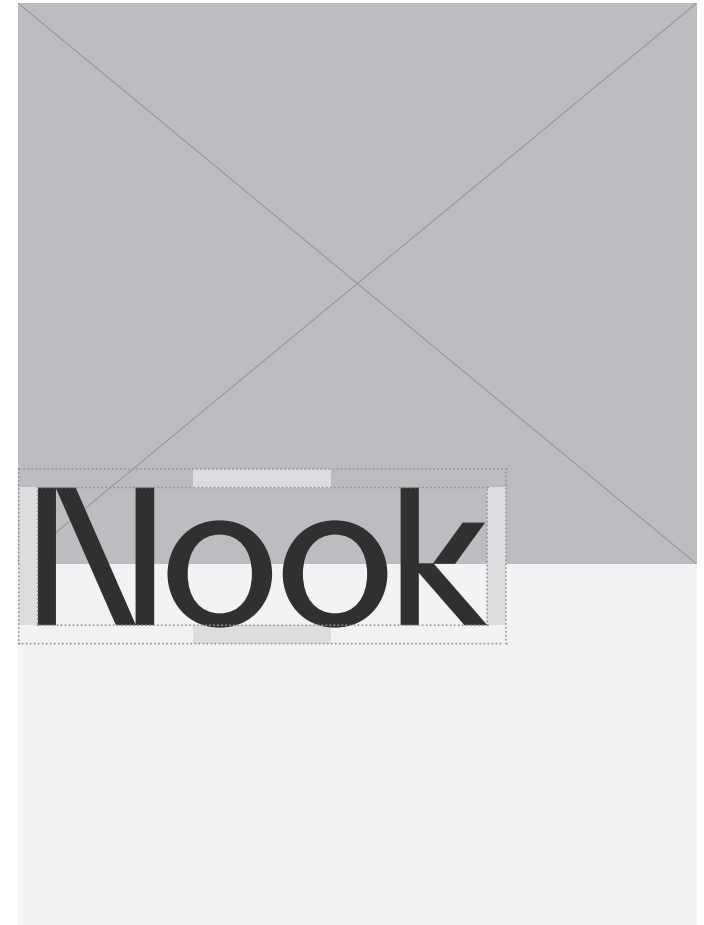
If the Nook logotype is going to be seen alongside other brand's logos then it requires additional clear-space — at minimum the width of the logotype 'N'.

The word "Nook" is displayed in a large, bold, black sans-serif font. It is centered horizontally within a light gray rectangular area. The letters are tightly spaced, and the overall style is clean and modern.

Used large in a mast-head style.



Bottom left-aligned when used smaller.



Left-aligned and overlaid on top of an image.



When using the logotype in this way, the 'k' should cut through the image perfectly.

Monogram

02



The Nook monogram should only be used in Nook Light Grey and Nook Dark Grey.



Nook Light Grey

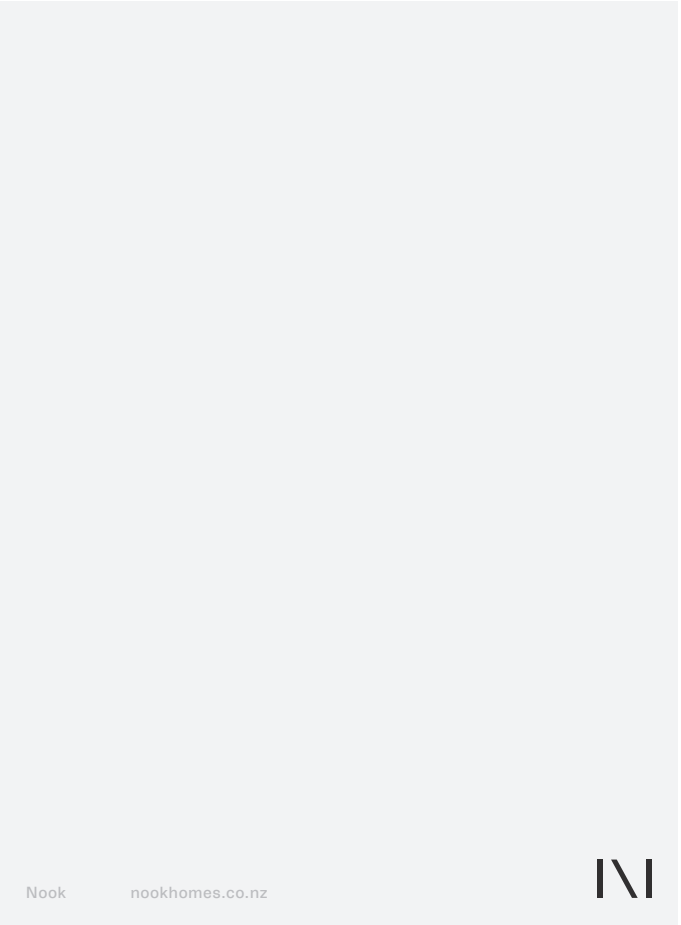
CMYK: 0, 0, 0, 5
RGB: 241, 241, 242
HEX: #F1F1F2



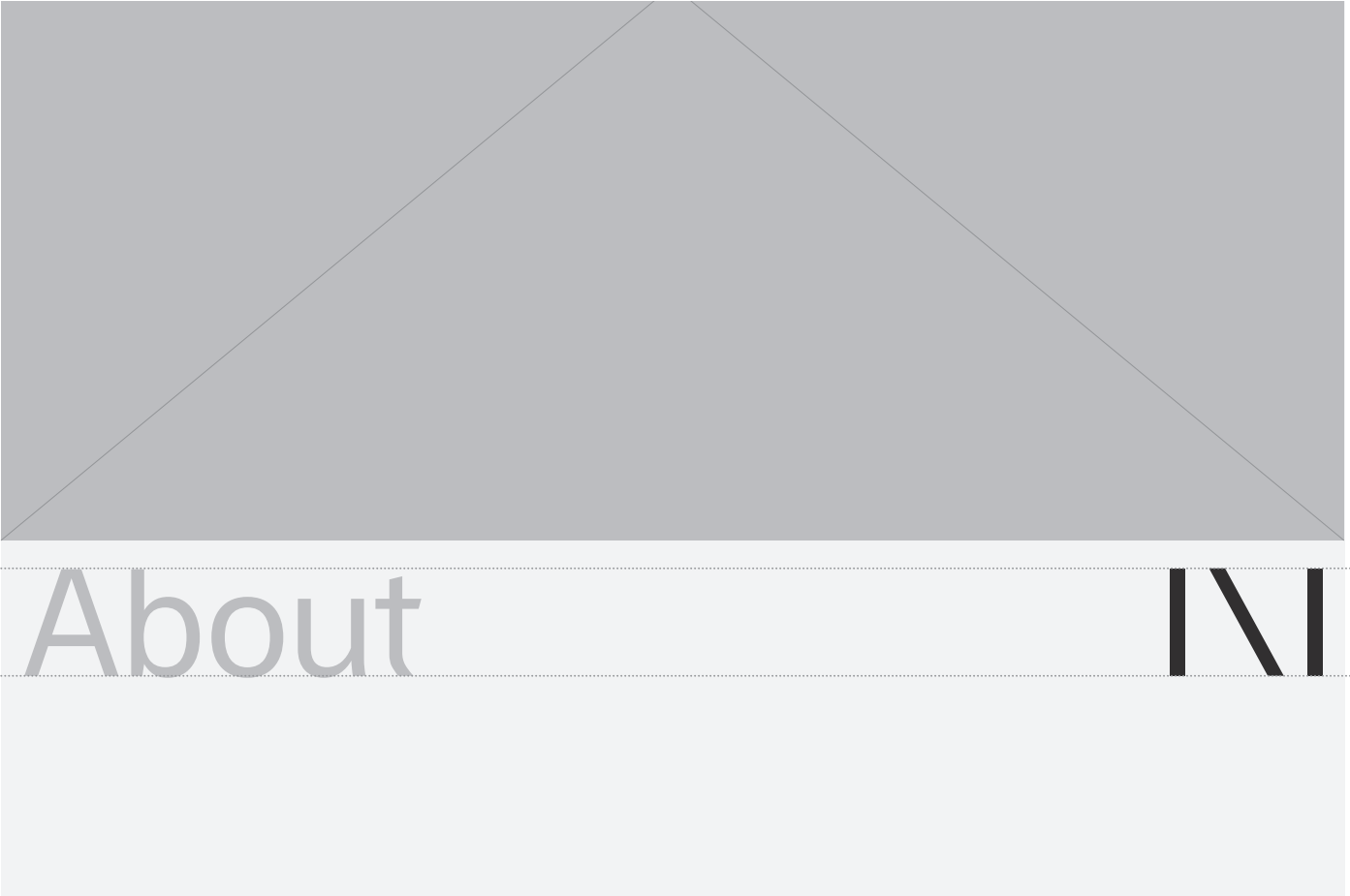
Nook Dark Grey

CMYK: 0, 0, 0, 95
RGB: 34, 34, 35
HEX: #222223

The Nook monogram should not be used in conjunction with other Nook logos. The monogram should be used as a supporting symbol when other logos are not seen.



The monogram should be placed in the bottom-right corner of a canvas when used as a small supporting mark.



The monogram can be used to anchor a single-line headline.



Do not adjust the spacing between the lines in the Nook monogram.



Do not combine the Nook monogram with the Nook logotype.



Do not combine the Nook monogram with the Nook logotype.

Descriptor
lockup

03



The Nook descriptor lockup should only be used in Nook Light Grey and Nook Dark Grey.



Nook Light Grey

CMYK: 0, 0, 0, 5
RGB: 241, 241, 242
HEX: #F1F1F2



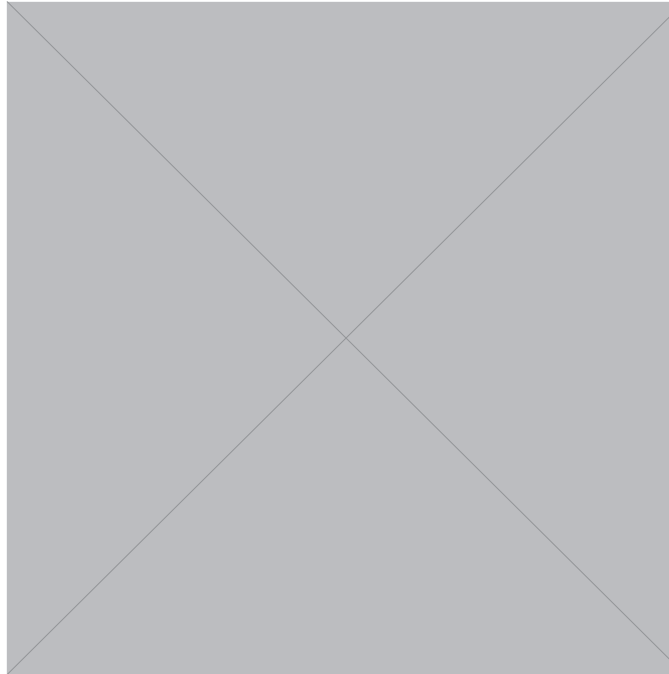
Nook Dark Grey

CMYK: 0, 0, 0, 95
RGB: 34, 34, 35
HEX: #222223

Nook

IN Modular
Architectural
Homes I

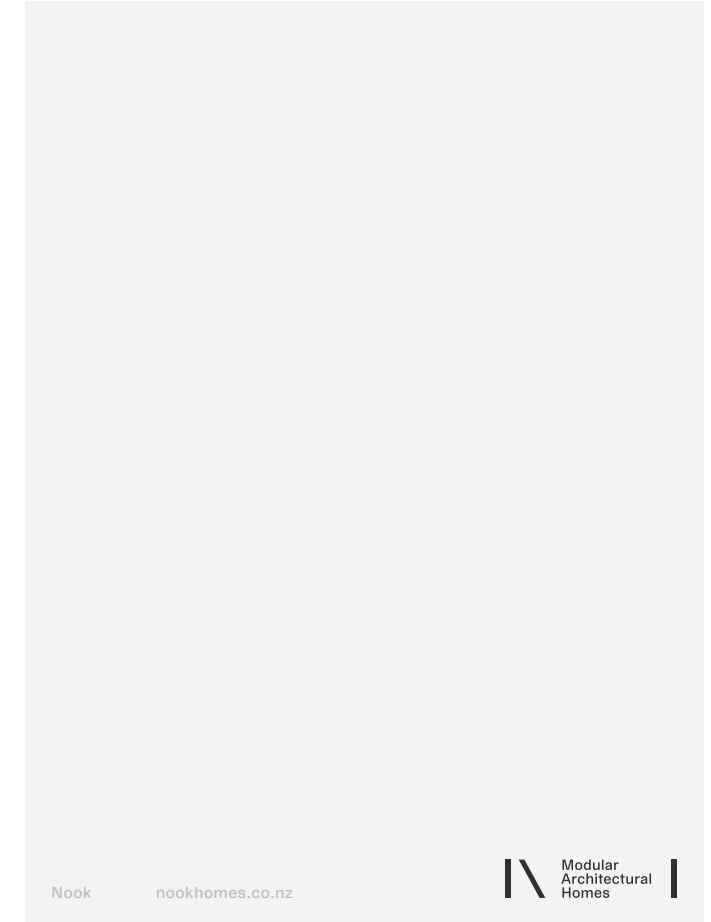
Bottom right-aligned when used smaller.



Nook

IN Modular
Architectural
Homes I

Used in-line with the Nook logotype. See the next page for more details on combining these elements.



Nook

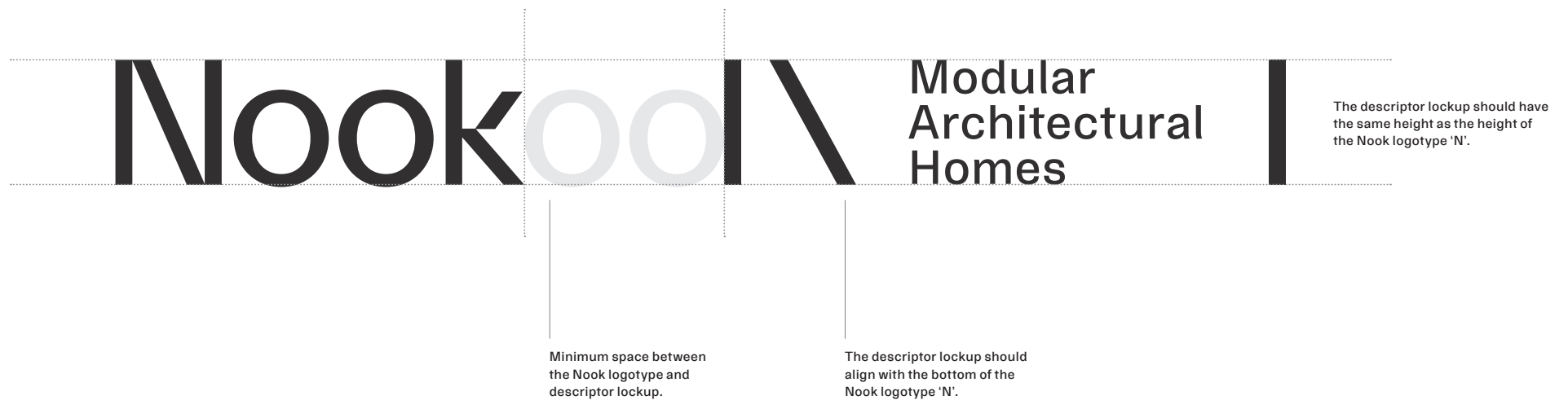
nookhomes.co.nz

IN Modular
Architectural
Homes I

Bottom right-aligned when used smaller.

The Nook descriptor lockup should be used in the bottom right-hand corner of a canvas. The descriptor lockup can also be used centered on a canvas when seen without any other type, marks or imagery.

When these two assets are combined in-line, they should always be force justified to the canvas margins.





When the Nook logotype and descriptor lockup are used together, the height of both elements should be the same. Do not use different heights for the two elements.



Do not position the Nook logotype and descriptor lockup right next to each other.



Do not stack the descriptor lockup and the Nook logotype.

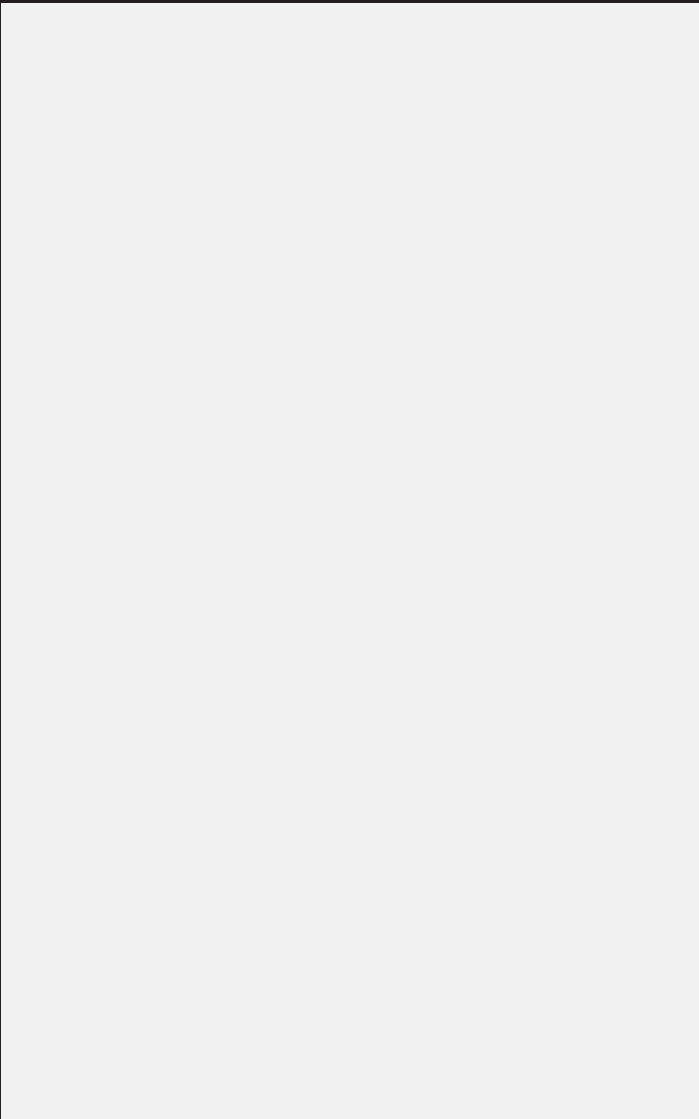
Colours

04



Nook Dark Grey

CMYK: 0, 0, 0, 95
RGB: 34, 34, 35
HEX: #222223



Nook Light Grey

CMYK: 0, 0, 0, 5
RGB: 241, 242, 242
HEX: #F1F1F2



White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Typeface

05

Titles

Serenity Nook

Similar Regular
Letterspacing: 0
Kerning: Optical

Large, long-form copy

Three rectangular volumes form a spacious, U-shape around an external courtyard. A flexible plan where two living 'wings' are divided by a central, open space perfect for socialising and family life.

Similar Medium
Letterspacing: +5
Kerning: Optical

Captions & labels

Transportation

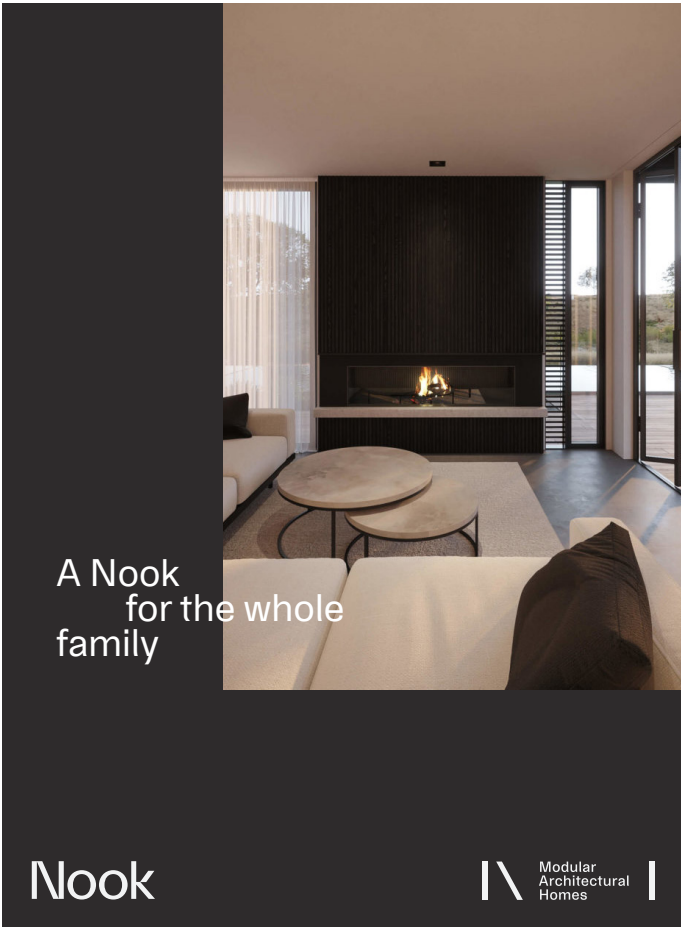
Similar Semibold
Letterspacing: +5
Kerning: Optical

Long-form copy

The cost of transporting a building from our factory to your site will vary depending on travel distance, & site difficulty/accessibility etc.

Similar Regular
Letterspacing: 0
Kerning: Optical

For short headlines, the lines can be offset to create visual interest. This treatment should not be applied to long headlines.



A Nook Noo for the whole family

The indents used should be roughly the width of the three letters 'Noo' when typed in Similar.

Tone of voice

06

Headlines

Where possible, brand headlines should integrate the Nook name alongside emotive benefits of choosing Nook or USPs specific to the Nook offering.

Examples

A Nook in the middle of nowhere
A Nook for the whole family
A Nook for discerning tastes
A Nook to create
A Nook to escape to
A Nook with a view
A Nook to call home
A Nook to unwind
A Nook to make your own
A Nook to entertain
A Nook off the beaten track
A Nook to indulge
A Nook on the coast
A Nook in nature...

Long-form copy

In order for Nook copy to be ownable and memorable the tone of voice should sound elevated, and design-led. Copy written for Nook should be:

- Premium but approachable
- Architectural
- Clear and functional
- Desirable
- Refined

Examples

The Designer Series No. 2

Living on a long, horizontal axis ensures everyone a fair share of natural light and views. A functional design that brings a beautiful balance to living and entertaining.

Build Bespoke

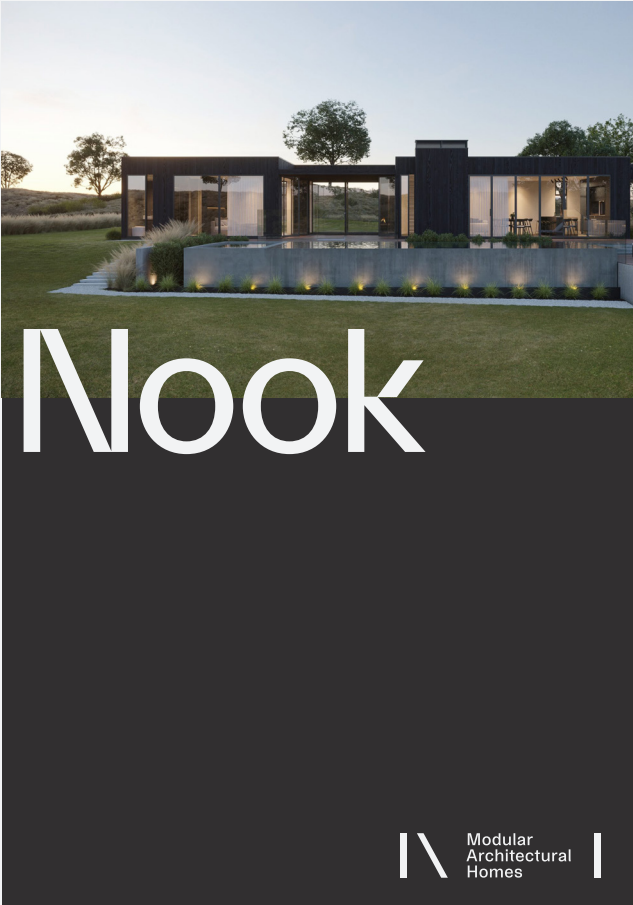
An option for anyone seeking the ultimate in tailored design to maximise views, natural light, positioning or to best suit your lifestyle. Our 'Bespoke Option' involves personalised brief-development sessions with our architect and sales teams to fully understand your design parameters.

Examples of applications

07



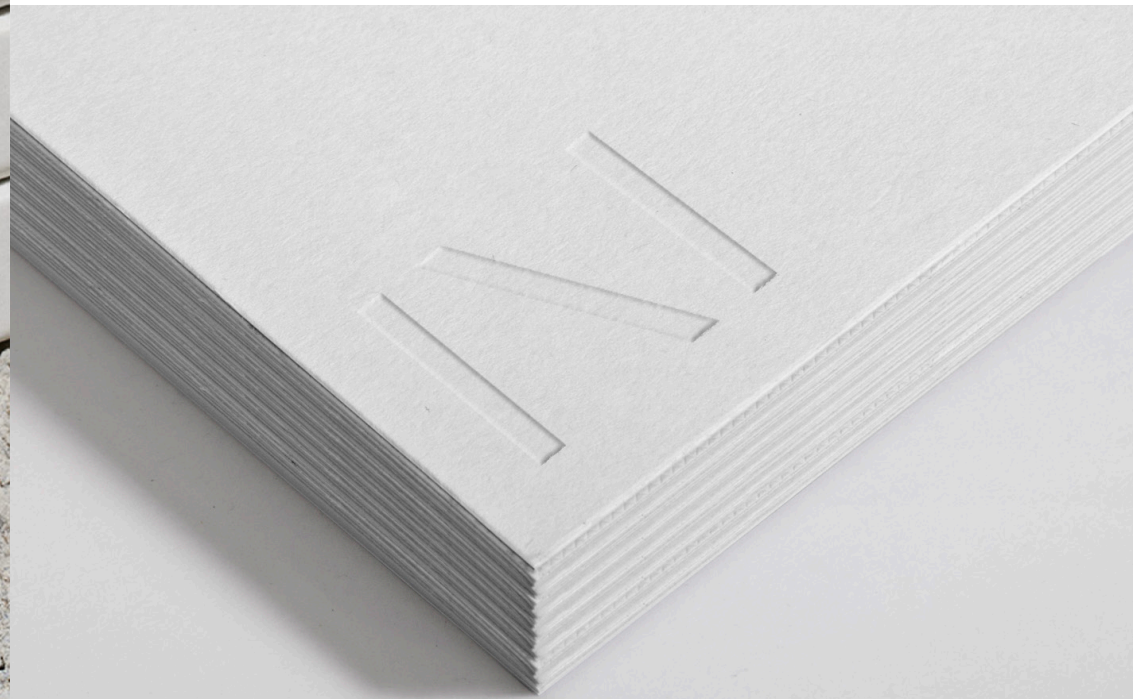
Nook logotype used large as a mast-head.




Nook logotype positioned over an image.



Nook logotype & descriptor lockup used inline.

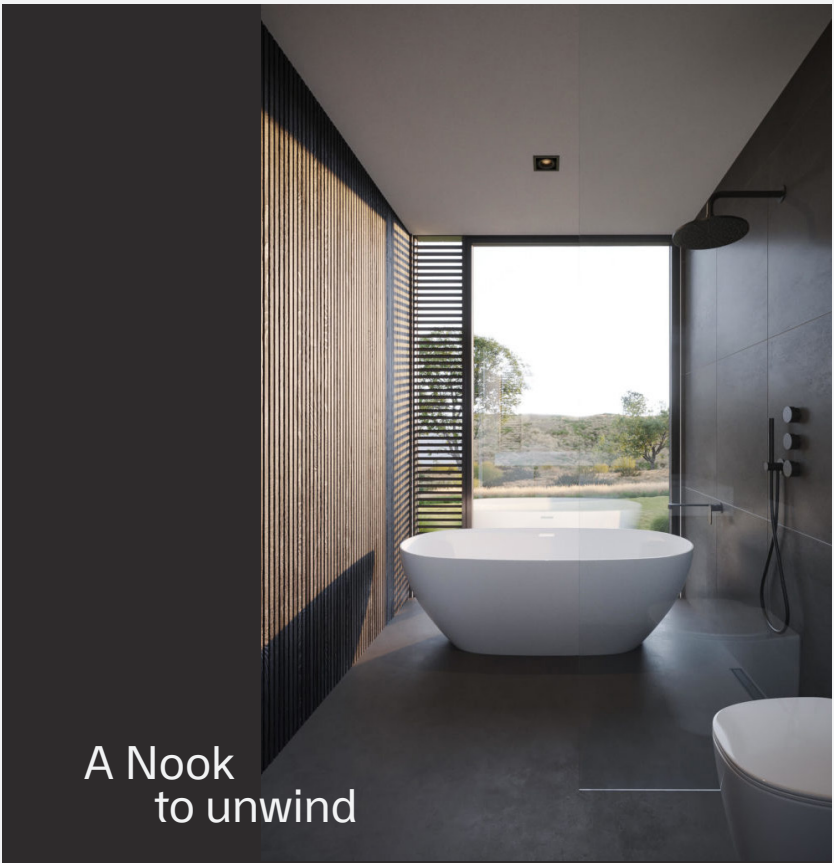




A Nook
for discerning
tastes

Nook

IN Modular Architectural Homes



A Nook
to unwind

Nook

IN Modular Architectural Homes