





 NOODLE PARTNERS™

 NOODLE MARKETS™

MASTER LOGO COLOR GUIDELINES

Master Logo



SECONDARY LOGOMARK COLOR GUIDELINES

Secondary Logomark



SUBSIDIARY BRAND MASTER LOGO A COLOR GUIDELINES

Subsidiary Brand Master Logo A

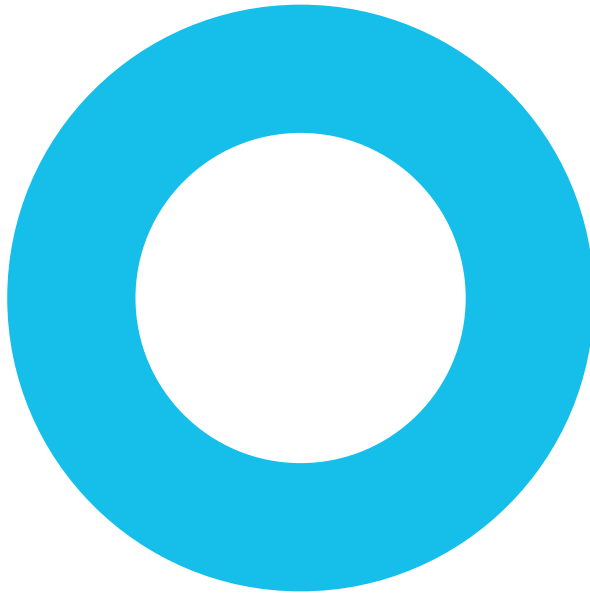


The subsidiary brand master logo A should be shown in the regatta blue color and tone when on a dark or white background. The subsidiary brand master logo A should be shown in white when displayed on any colored background other than white. The subsidiary brand master logo A may be in the pewter color and tone when presented with desaturated elements or in black and white.

The logo will be presented in regatta blue up until the background is 75% black.

Any darker, and it should be in white.

COLOR PALETTE



Regatta

#00BFE7

C 70	R 0
M 0	G 173
Y 5	B 216
K 0	



Pewter

#58585B

C 0	R 88
M 0	G 89
Y 0	B 91
K 80	



Grove

#007E40

C	89	R	0
M	26	G	126
Y	99	B	65
K	13		



Mulberry

#891A4C

C	37	R	138
M	100	G	26
Y	49	B	76
K	23		

FONT FAMILY

PRIMARY: PROXIMA NOVA REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova celebrates the straightforward
and tangible path from one milestone to the next.
With calming, sleek lines and a modern sensibility, it is a practical utility
typeface that is empowering and trustworthy at the same time.

SECONDARY: PROXIMA NOVA THIN

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

The characteristics of Proxima Nova are complementary to the Noodle brand personality. This typeface was chosen to reflect the sincere, dependable nature of the brand.

TYPE USAGE

WEIGHT

Proxima Nova Regular is used in titles and sub-headers to project knowledge and authority with an approachable air. The clean, slender aesthetic of Proxima Nova Thin is used in body copy to add a lighthearted, welcoming tone to more serious subject matter.

JUSTIFICATION

Text can be difficult to justify without creating large and inconsistent spaces between words, resulting in aesthetically unpleasing blocks of text.

Flushing the text to the left allows for better consistency of word spacing, which looks neat and flows nicely.

Centering text also allows for good word spacing, which looks neat and flows nicely.

LEADING

12 pt. type
26 pt. leading

Leading shouldn't be too loose as it creates too much space between lines.

12 pt. type
10 pt. leading

Leading shouldn't be too tight as it leaves too little space between lines.

12 pt. type
20 pt. leading

When set correctly, the leading should allow sentences to flow easily.

TRACKING

12 pt. type
+150 tracking

Loose tracking leaves too much space between letters.

12 pt. type
-50 tracking

Tight tracking leaves too little space between letters.

12 pt. type
+60 tracking

When set correctly, tracking looks and reads easily.