



Narato

Brandbook

V1

IN PROGRESS

Narato

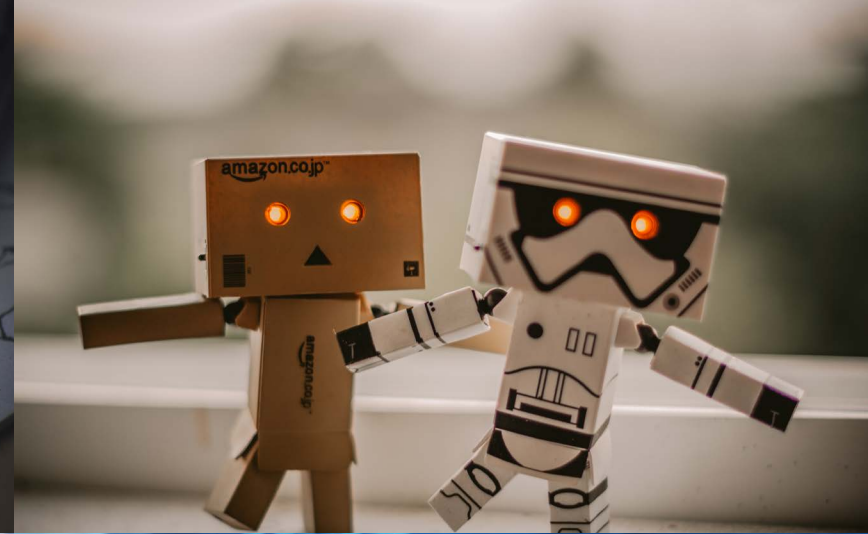
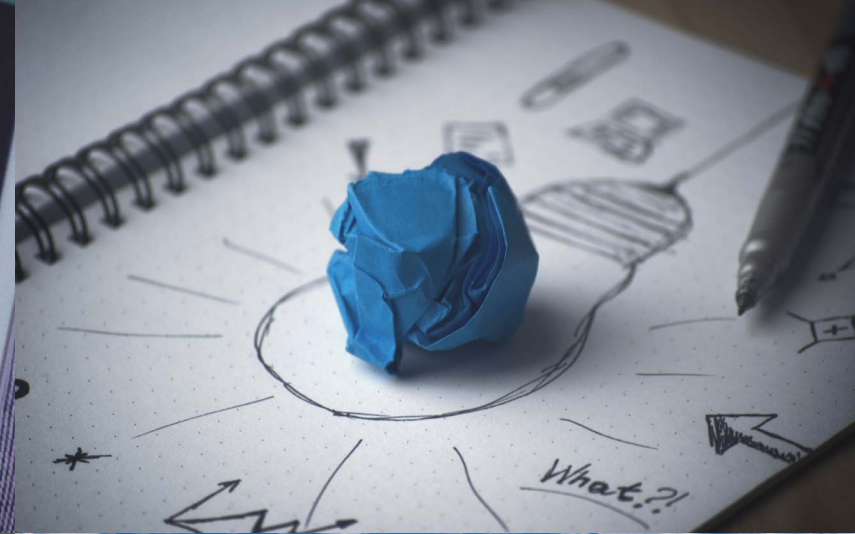
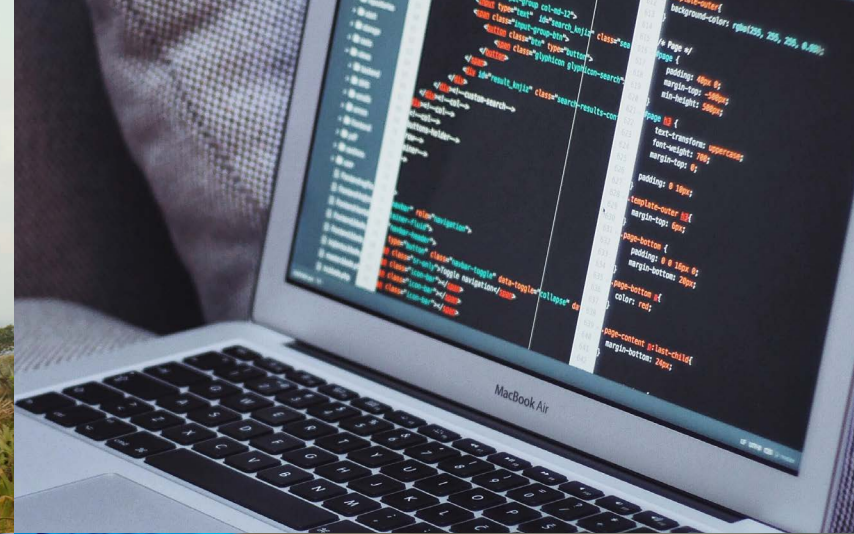
Your story, our solution

WHO WE ARE

We are the Narato Group. Lorem ipsum dolor sit amet, etiam neque sint, diam amet suscipit netus odio, eleifend et tortor et vestibulum pede netus. In diam, turpis risus sed ac fermentum, enim velit sapien sociis ut. Et malesuada modi posuere posuere nec, nibh accumsan metus nonummy libero integer sit, maecenas ullamcorper earum cras arcu, facilisis amet sem duis ultricies nulla ipsum, elementum volutpat porttitor porttitor. Vel vel, sit accumsan lobortis morbi integer consequat fermentum, non pretium tellus sed, duis non pede a, ac error suspendisse. Wisi eu dis praesent. Nostra vel feugiat rutrum luctus aliquam ut.

WHAT WE STRIVE FOR

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PAY-OFF

- Are you also wondering how to deal with this fast pace of change in our digital world?

Your story, our solution

■ Together we conceive & design the solution. Using an agile approach, we'll build and deliver the result.

VALUES

Narato

Your story, our solution

OUR GROUP LOGO

1. HORIZONTAL LOGO

- Space = logo height/3
- Space between logo & pay-off = logo height/3

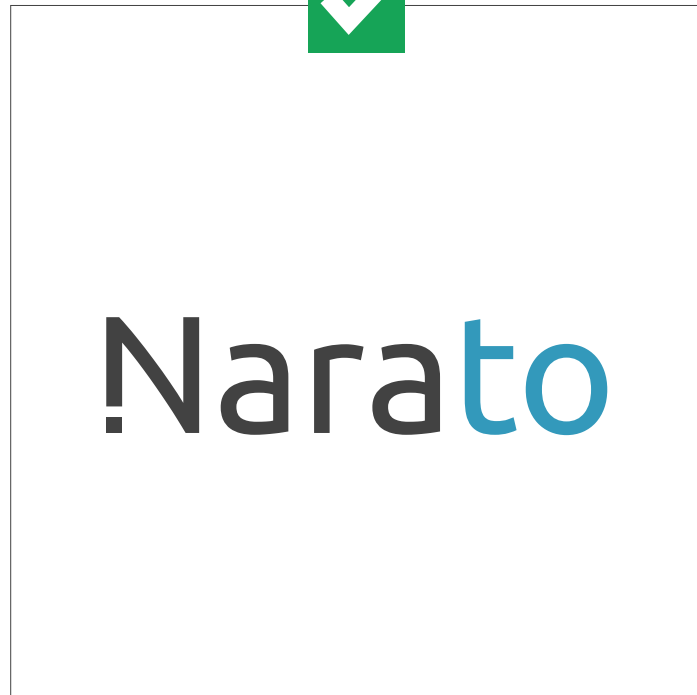


Narato
Your story, our solution

2. MARK, NARATO-N

When there is not enough space for the full logo, we use the Narato-N.

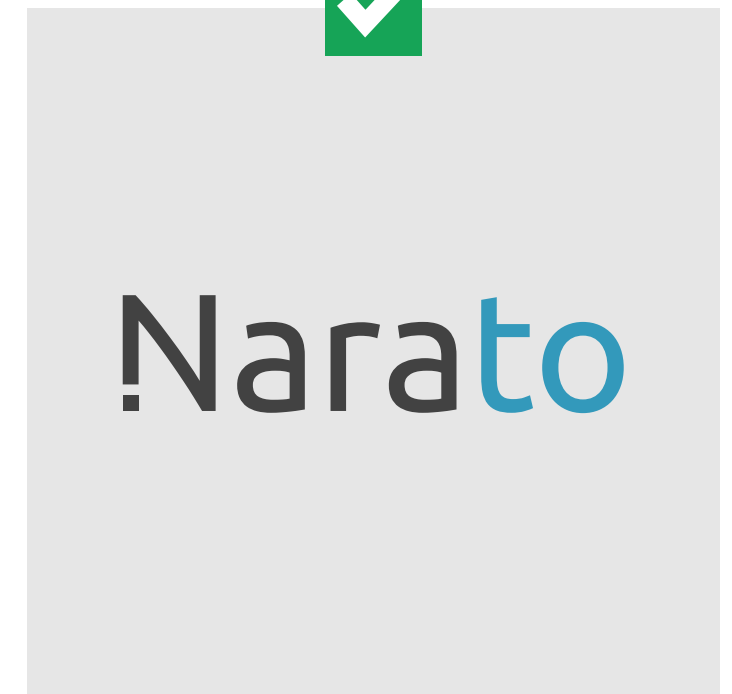
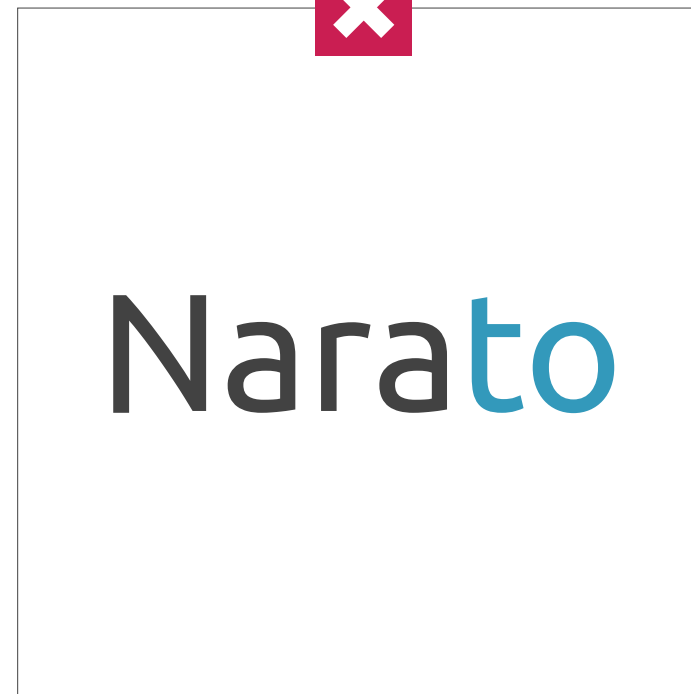
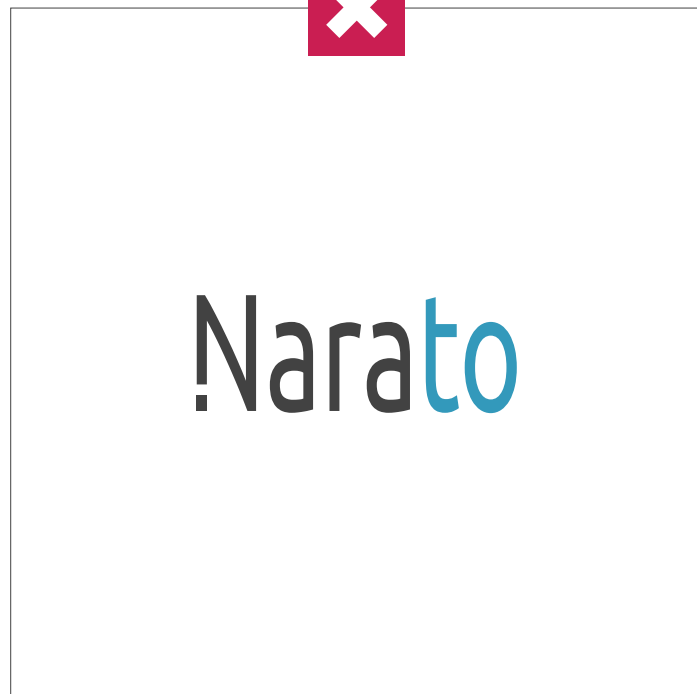
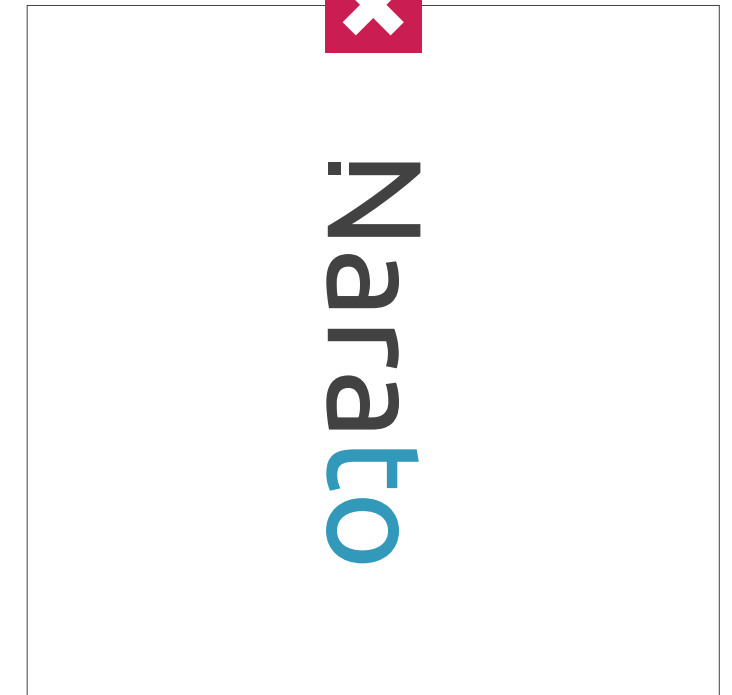
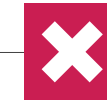
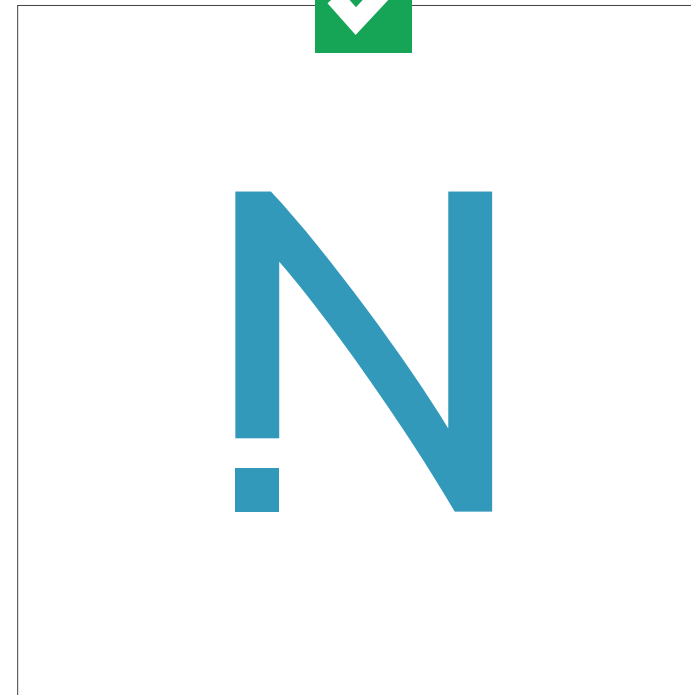




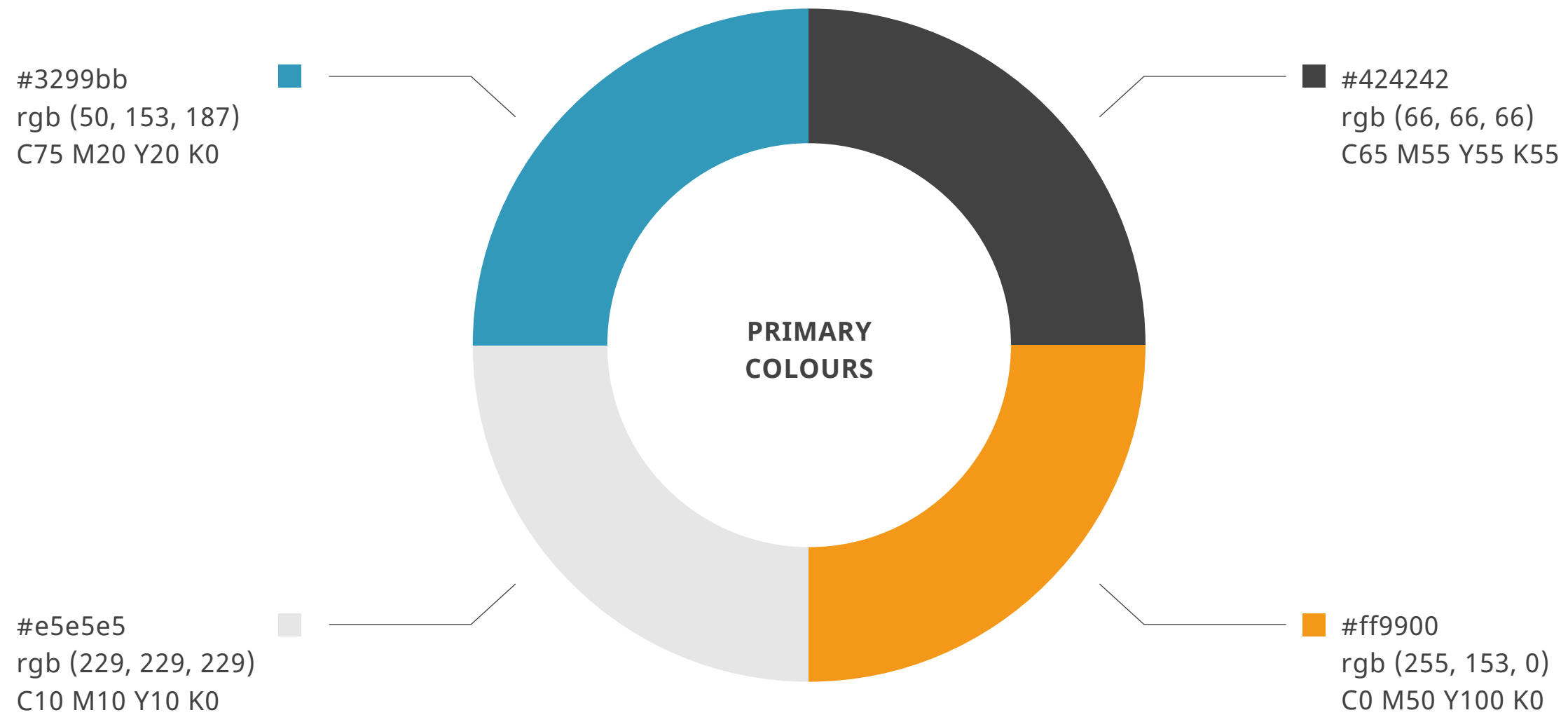
The coloured logo can only be used on a white background and on Narato's light grey (#e5e5e5).

If the background contains colours or a photo, we use the white logo.

The logo needs to be transformed proportionally.



COLOURS



UBUNTU

The visual identity of Narato is also marked by the use of the Ubuntu typeface. This is our primary font and will be used primarily in all executions like titles, buttons,...

STYLES

Light
Light Italic
Regular
Italic

Medium
Medium Italic
Bold
Bold Italic

CHARACTERS

ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuv
 wxyzžАБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮ
 ЯабвггдђеєжзсииійјкљмњопрстћуўфхцчџшщъыьэюяАΒΓΔΕΖΗΘΙΚ
 ΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωάΑέΕέΗίϊΐόΟύϋϋΎϚ
 àáâëèήίϊόούύώώΩ1234567890'?"'!"(%)[#{@}/&\<-++÷x=>®©\$€£¥¢;:,.*

GLYPH



NOTO SANS

Noto Sans typeface is our secondary font and will be used in all executions like subtitles, text,...

STYLES

Regular **Bold**
Regular Italic *Bold Italic*

CHARACTERS

ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštu
 vwxyzžАБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭ
 ЮЯабвггдђеєжзсииійјкљмњопрстћуўфхцчџшщъыьэюяΑΒΓΔΕΖΗ
 ΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωάάέέήήίίío'óú
 ùü'ÿÿàáééήήííòóúúώώΩआईऊऋऌॠऐऔऐअंअँकखगघङचछजझञटठडढणतथदध
 नपफबभयरवळशषसहĂÂÊÔŮăâêôσ1234567890◦१२३४५६७८९'?''"!"(%)[#{
 @}/&\\<-++×=>®©\$€£¥¢:;,.*₹



Hebben we dit font ook nodig?

LATO

Lato

STYLES

CHARACTERS

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽabcćdefghijklmnopqrsštuvwxyz
ž1234567890'“!”(%)[#]{}@}/&\<-+÷x=>®©\$€£¥¢;:,.*

GLYPH

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TBD

SYSTEM FONT

TYPOGRAPHY THIS IS HEADING 1

This is heading 2

This is some text. Nostrum es quunt. Vit lame sit id quia as voloreicid que la eicaboreptur sum eossitas corporrovit es rerchit am, atqui doluptate maximin coriamet ma volessintiis re num faciis quo quiatquam ute dolorio mo voloria sit et exere prem inturest pratio. Ruptaec ersperi dolorporrori di conet volorum dellesci primo.

H1

H2

P

```
<style>
h1 {
  color: #424242;
  font-family: Ubuntu;
  font-weight: 400;
  font-style: normal;
  text-transform: Uppercase;
  font-size: 35px;
}
h2 {
  color: #424242;
  font-family: Noto Sans;
  font-weight: 400;
  font-style: normal;
  letter-spacing: 2px;
  font-size: 20px;
}
p {
  letter-spacing: 1px;
  color: #424242;
  font-family: Noto Sans;
  letter-spacing: 1px;
  line-height: 1.4;
  font-size: 14px;
}
</style>
```

OTHER VISUAL ELEMENTS

ICONS

PHOTOGRAPHY

DRAWINGS

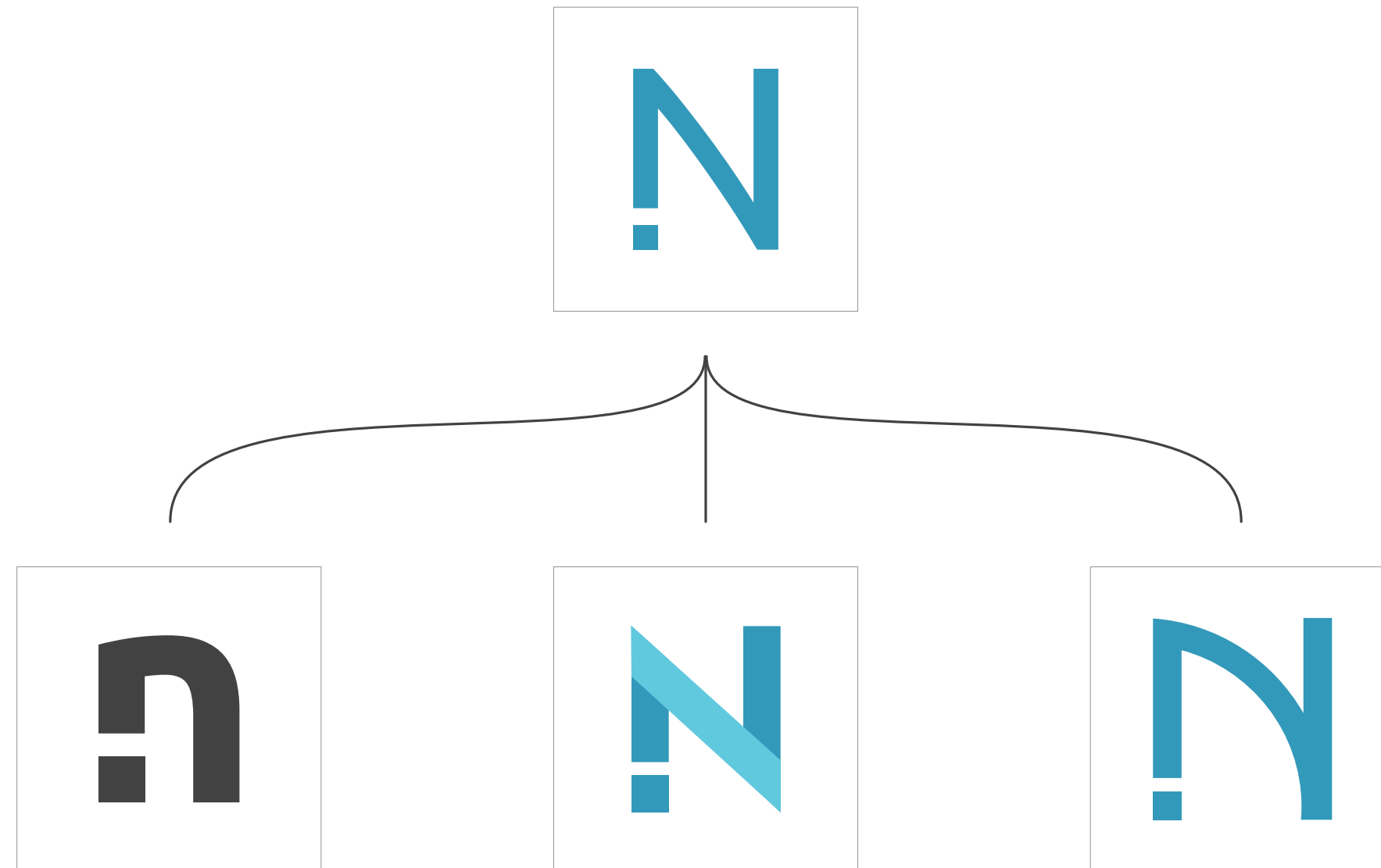
Deze zaken zullen vooral
nodig zijn voor de website

IN PROGRESS

BRAND ARCHITECTURE



NARATO-N

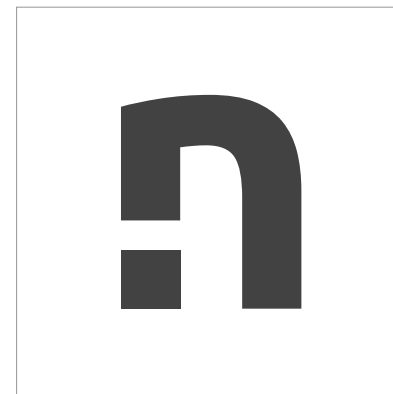


NARATO INNOVATION CENTER

LOGO



MARK



NARATO UX

LOGO



MARK



NARATO SOURCING/ CONSULTING

LOGO



MARK

