

# BRAND GUIDELINES

NULLA FORTUNA





**BUSINESS**

# OVERVIEW

Introducing Nulla Fortuna Opus, a new clothing brand inspired by the Latin phrase meaning "No luck needed." Our mission is to "explore all around the world with our clothes". Our vision is to "make people feel unique with great fashion", offering styles that celebrate diversity and culture. Each collection combines comfort with high-quality materials, ensuring that our clothes are as enduring as the adventures they inspire. Sustainability is at our core, guiding our practices from design to production. With Nulla Fortuna Opus, every piece tells a story, inviting you to embark on your own journey. Embrace individuality, and dress for every adventure that awaits!

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# 01

## **MAIN LOGO**

It is very important that the logo is always easy to see and read in all usage situations. According to needs and print method, the logo can be displayed in different color variations.



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# 02

## **LOGOMARK**

To be iconic, you first need an icon. Logomarks depict certain concepts or ideals in the same way a stick figure depicts a person. In the right hands, a logomark can be a powerfully influential tool capable of reversing how people view your entire brand identity.





# 03

## **EXCLUSION ZONE**

Give the exclusive zone. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.









# 04

## **FAVICON**

Fav icon is plays a big role in digital brand recognition. Appearing in browser tabs, bookmarks, and search results, it's a constant visual touchpoint.







# 05

## **APP ICON**

The app icon plays crucial role of brand identity on mobile devices. It's the first impression users have on their home screen and in app stores. It serves as the first point of contact for users on their home screens and app stores.







# 06

## **LOGO SIZE**

For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.



**NULLA FORTUNA**

**OPUS**

70mm | A2



**NULLA FORTUNA**

**OPUS**

45mm | A3



**NULLA FORTUNA**

**OPUS**

30mm | A4/A5

Minimum Size



**NULLA FORTUNA**  
**OPUS**

20mm | 60px



# 07

## **COLOR PALETTE**

Color provides a strong visual link to our brand Identity across a wide range of applications. It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one color system to another.

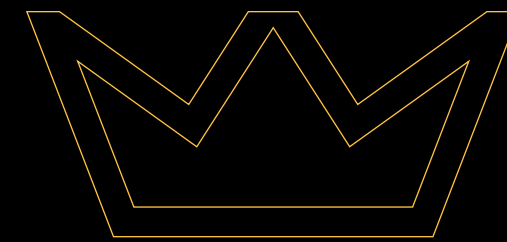




**#ffc243**

RGB: 255, 194, 67

CMYK: 00%, 25%, 84%, 00%



**#000000**

RGB: 0,0,0

CMYK: 00%, 00%, 00%, 100%



**#ffffff**

RGB: 255, 255, 255

CMYK: 00%, 00%, 00%, 00%



08

## **TYPOGRAPHY**

Our main font is Cinzel - Bold this strong and versatile font perfectly reflects the style of our brand. The fonts which have been used for heading are Poppins -Medium, General text is Poppins - Light.

H1 HEADLINE

A A

## CINZEL - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

\* / ! @ # \$ % ^ & \* ( ) \_ + } { | " :

H2 Tagline

A a

## Poppins - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

\* / ! @ # \$ % ^ & \* ( ) \_ + } { | " :

H3 Bodytext

A a

## Poppins- Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

\* / ! @ # \$ % ^ & \* ( ) \_ + } { | " :



# 09

## **LOGO DON'T**

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document.



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OPUS



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# 10

## **MOCKUPS**

Mockups are for the better representation of the logos used for demonstration, education or promotion





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