



Corporate Design
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1 The brand

Logos

The logo is the centerpiece of our appearance. It comprises two elements which form a unit: the wing and the integrated NOVA text.

Tip

The “wing” in combination with the NOVA text is the basic logo used in nearly all our communications.



1 The brand

Logo options

Tip

1 Logo: depending on the intended use, a large logo (e.g. for title pages, press folders, wings) or a small logo (e.g. business cards) should be utilised.

2 The text-logo: this configuration is mainly used in product brochures and in advisements.



1 The brand

Minimum distance logo

The identification with the NOVA brand must be guaranteed.

Tip

There must be a minimum distance to other design elements (images, text, other brands, etc.). In order for the wing to have maximum visual impact, other elements should not distract from it.



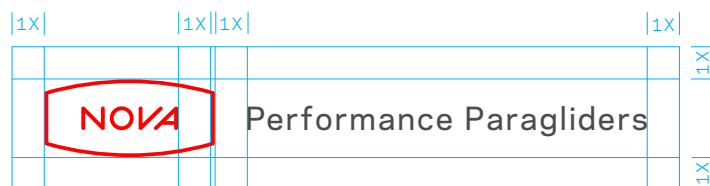
1 The brand

Minimum distance text-logo

In order for the logo to have maximum visual impact, other elements should not distract from it. There must be a minimum distance to other design elements (images, text, other brand logos, etc.).

Tip

The logo components have defined proportions. The proportions and distance between text and logo must not be altered.



1 The brand

Backgrounds



OPTION 1

Logo: white

Background: red



OPTION 2

Logo: black

Background: white



OPTION 3

Logo: red

Background: white



OPTION 4

Logo: white

Background: black



OPTION 5

Logo: white

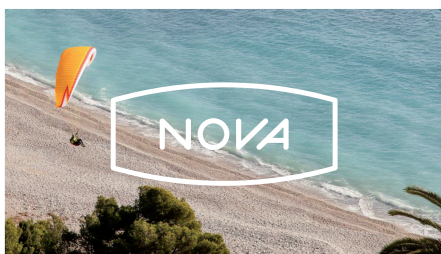
Background: black/wave



OPTION 6

Logo: red on white background

Background: white/wave



OPTION 7

Logo: white

Background: photo



OPTION 8

Logo: black

Background: white wing



OPTION 9

Logo: Weiß

Background: wing, coloured

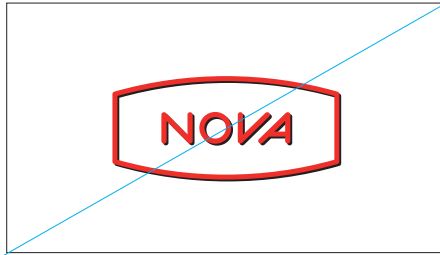
1 The brand

Dont's



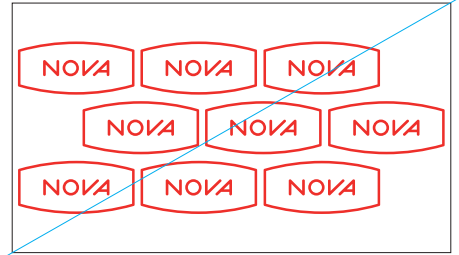
VARIATION 1

Logo: red Background: black



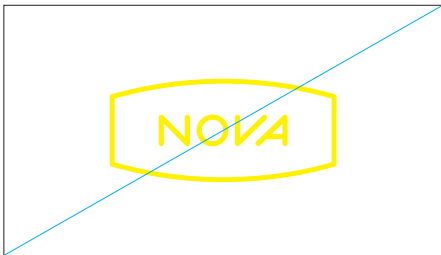
VARIATION 2

Logo: with shadow



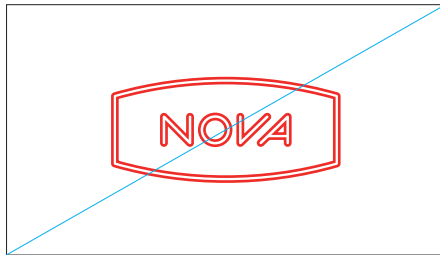
VARIATION 3

Logo: grid/pattern



VARIATION 4

Logo: any colour other than Nova white, Nova red or Nova black



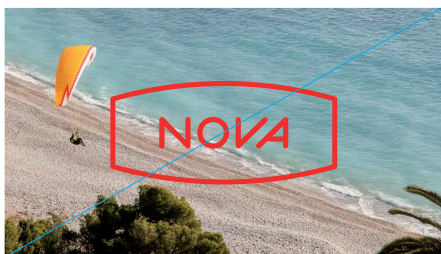
VARIATION 5

Logo: outline



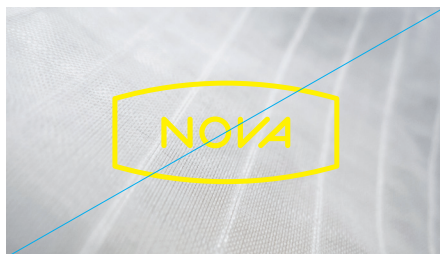
VARIATION 6

Logo: red
Background: black/wave



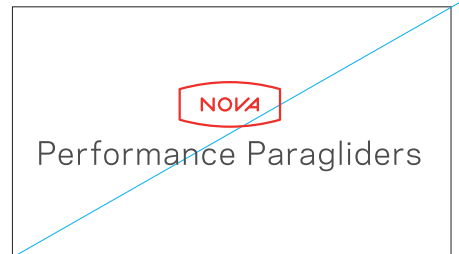
VARIATION 7

Logo: any colour other than Nova white
Background: photo



VARIATION 8

Logo: any colour other than Nova white, Nova red or Nova black
Background: wing



VARIATION 9

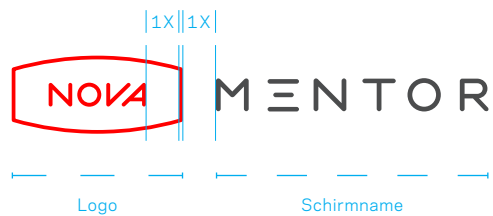









Logo: text is not placed next to logo

1 The brand

Paraglider names

Tip

The set distances between logo and paraglider name must not be altered.

		1
	 TRITON	2
	 ION	3
	 PRION	4
	 SUSI	5
	 SUSIQ	6
	 IBEX	7
	 SPEEDMAX	8
	 BION	9
	 FACTOR	10

1 The brand

Country names horizontal



Tip

The specified distance between the logo and the country name must not be changed.

Font: Galaxie Polaris

Font style: medium

Upper/lower case:

upper case

Character spacing: 140

Kerning: visual

Colour

Logo

NOVA RED

CMYK: C00 M95 Y94 K00

RGB: R255 G0 B0

HEX: #ff0000

PANTONE 485 C

Lettering

NOVA BLACK

CMYK: C68 M60 Y54 K38

RGB: R75 G75 B77

HEX: #4B4B4D

1 The brand

Tip

The specified distance between the logo and country names must not be changed.

The width of the country name may not exceed the width of the logo.

Font: Galaxie Polaris

Font style: bold

Upper/lower case:
upper case

Character spacing: 190

Kerning: visual

Colour

see page 10

Application

The vertical version of the logo alongside the country name is the secondary logo and should be used for all country-specific communications, where there is insufficient space for the horizontal logo.

Dont's

The primary and secondary logo must never be used directly next to each other.

Country names vertical



1 The brand

Team names



Tip

The specified distance between the logo and the team name must not be changed.

Font: Galaxie Polaris

Font style: medium

Upper/lower case:

upper case

Character spacing: 140

Kerning: visual

Colour

Logo

NOVA RED

CMYK: C00 M95 Y94 K00

RGB: R255 G0 B0

HEX: #ff0000

PANTONE 485 C

Lettering

NOVA BLACK

CMYK: C68 M60 Y54 K38

RGB: R75 G75 B77

HEX: #4B4B4D

1 The brand

Store and partners



Tip

The specified distance between the logo and the lettering must not be changed.

Font: Galaxie Polaris

Font style: medium

Upper/lower case:

upper case

Character spacing: 140

Kerning: visual

Colour

Logo

NOVA RED

CMYK: C00 M95 Y94 K00

RGB: R255 G0 B0

HEX: #ff0000

PANTONE 485 C

Lettering

NOVA BLACK

CMYK: C68 M60 Y54 K38

RGB: R75 G75 B77

HEX: #4B4B4D

1 The brand

Style NOVA and additional lettering

Tip

NOVA is the brand name and must be written in upper case in all communications.

Additional lettering should be in lower case.

There must be a space between the word NOVA and the additional lettering.

It is essential that the brand name is not split if there is a line break.

The appearance of the NOVA brand name and the additional lettering should match the surrounding running text. NOVA and the additional lettering should generally match the colour of the surrounding text.

It is not permitted to integrate the brand name and additional lettering into the text or to emphasise the brand name in bold, cursive script or upper case.

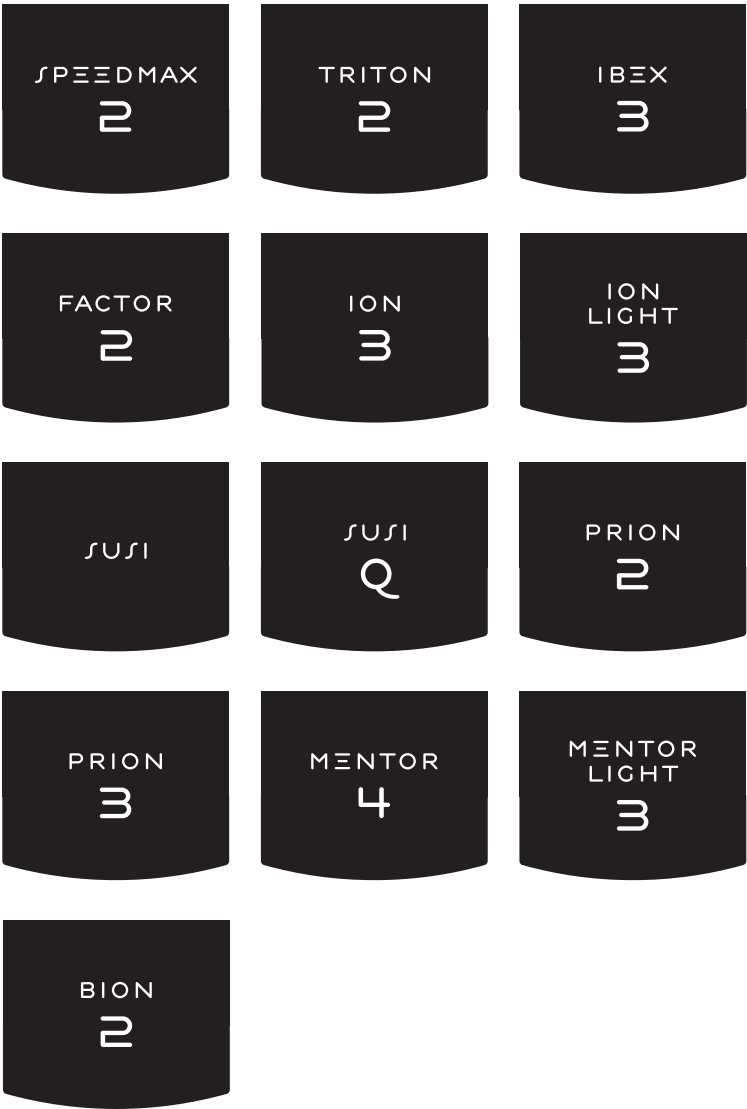
NOVA	1
NOVA Austria	2
NOVA Team Deutschland	3
NOVA Pilots Team	4
NOVA Store & Service	5
NOVA Partner	6

1 The brand

Banner overview

Tip

Banners are used in
advisements.



1 The brand

Icon overview guarantee



Tip

The icons are used in all product descriptions.

1 The brand

Icon overview harness

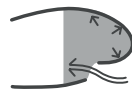


Tip

The icons are used in all
product descriptions.

1 The brand

Icon overview technology



AIR
SCOOP



DOUBLE 3D
SHAPING



EASY
PACKING



EASY
TO PREPARE



LIGHT
WEIGHT



LOW ASPECT
RATIO



NEEDLE
EYE RIBS



SMART
CELLS



THREE
LINER



WEIGHT
OPTIMISED



REFLEX
PROFILE

Tip

The icons are used in all
product descriptions.

1 The brand

Icon overview miscellaneous



Tip

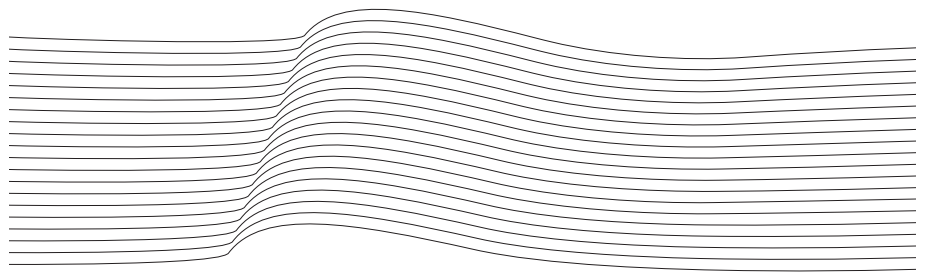
The icons are used in communications and, where appropriate, in product descriptions.

1 The brand

Corporate element

The corporate element is used to draw greater attention in print or digital media. It can be used in various sizes but the stroke weight must remain 0.35 pt.

Basic wave

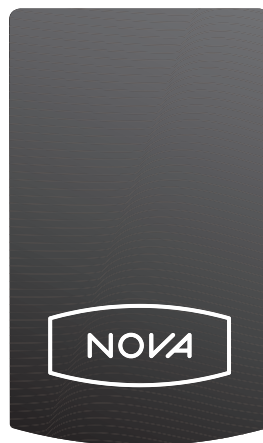


Tip

The corporate element deliberately penetrates the basic raster layer.

Example: Hangtag

1



1 The brand

Font

Our characteristic appearance is enhanced by the distinctive Galaxie Polaris font. It is used for titles, headings and subheadings. It should also be used for body text.

GALAXIE POLARIS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§\$%&/()=? ,.-

Galaxie Polaris Book

Tip

Galaxie Polaris
for titles, headings, sub-
headings and body text.

The customer is respon-
sible for obtaining any per-
missions and user licences
for the font.

<http://vllg.com/constellation/galaxie-polaris>

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§\$%&/()=? ,.-

Galaxie Polaris Medium

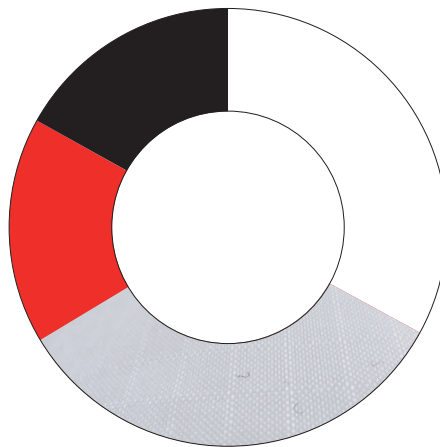
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§\$%&/()=? ,.-

Galaxie Polaris Bold

1 The brand

Colours

The primary design colours enhance the visual appearance of the NOVA brand. Various shades of black may be used in typography. Text must always be legible.



Primary colours



NOVA RED

CMYK: C00 M95 Y94 K00

RGB: R255 G0 B0

HEX: #ff0000

PANTONE 485 C



100%

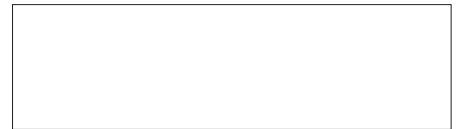
10%

NOVA BLACK

CMYK: C00 M00 Y00 K100

RGB: R0 G0 B0

HEX: #000000



NOVA WHITE

CMYK: C00 M00 Y00 K00

RGB: R255 G255 B255

HEX: #ffffff

Secondary colour



100%

10%

IRIDIUM

CMYK: C00 M10 Y25 K80

RGB: R88 G81 B71

HEX: #585147

PANTONE METALLIC 8404

PANTONE 405

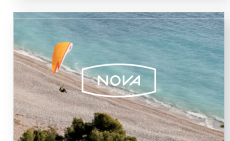
2 Communication

Correspondence

NOVA correspondence should always be appealing as well as correct. Every communication contains information and also reflects the brand image.

Tip

The examples shown are not 1:1.



2 Communication

A4 advert full page

Tip

The examples shown are not 1:1.

12,5 | 30 | 16,5 | 25 | 15 | 12,5 | 30

variable

variable

MENTOR 4

SMART CELLS
AIR SCOOP
MODERATE ASPECT RATIO
DOUBLE SO SHAPING
EASY PACKING
WEIGHT OPTIMIZED

MENTOR 4 - der Maßstab

Headline: Galaxie Polaris Medium, 20pt / 25, Spacing: 50

Mehr Technologie, mehr Know-how – mehr Leistung: Der MENTOR 4 ist der nächste Meilenstein in der Klasse der Strecken-Intermediates. Neben seiner über die gesamten Polare gesteigerten Leistung bietet der MENTOR 4 ein verfeinertes Thermik-Handling, eine ausgewogene Rolldämpfung und noch bessere Steigeigenschaften.

Gleitet besser. Steigt besser. Handelt besser. MENTOR 4 – Bringt dich weiter.

Info: Galaxie Polaris Book, 7pt / 9, Spacing: 50

www.nova.eu

Address: Galaxie Polaris Book, 7pt / 9, Spacing: 50

NOVA

2 Communication

A4 advert full page countries

Tip

The examples shown are not 1:1.

In adverts, different countries should be represented using the vertical version of the logo alongside the country name. see page 11

12,5 | 30 | 16,5 | 25

variable

15

12,5

variable

30

MENTOR 4

SMART CELLS
AIR SCOOP
MODERATE ASPECT RATIO
DOUBLE SO SHAPING
EASY PACKING
WEIGHT OPTIMIZED

MENTOR 4 - Elle donne plus

Headline: Galaxie Polaris Medium, 20pt / 25, Spacing: 50

Plus de technologie, plus de savoir-faire, plus de performances: La MENTOR 4 (EN/LTF-B) marque une nouvelle étape dans la classe des voiles intermédiaires de cross-country. L'amélioration des performances sur l'ensemble de la polaire favorise la gestion des ascendances. Associées à un roulis équilibré et amorti les caractéristiques de montée en thermique sont considérablement améliorées.

Bon planer. Bon monter. Bon agir. MENTOR 4 - La référence.

Info: Galaxie Polaris Book, 7pt / 9, Spacing: 50

www.nova.eu

NOVA
FRANCE

Address: Galaxie Polaris Book, 7pt / 9, Spacing: 50

2 Communication

A4 advert half page portrait

Tip

The examples shown are not 1:1.



Body text:
Galaxie Polaris Book
10pt / 15
Spacing: 50

Headline: Galaxie Polaris Medium, 20pt / 25, Spacing: 50

Address: Galaxie Polaris Book, 7pt / 9, Spacing: 50

2 Communication

A4 advert half page portrait countries

Tip

The examples shown are not 1:1.

In adverts, different countries should be represented using the vertical version of the logo alongside the country name. see page 11



Address: Galaxie Polaris Book, 7pt / 9, Spacing: 50

2 Communication

Business card standard

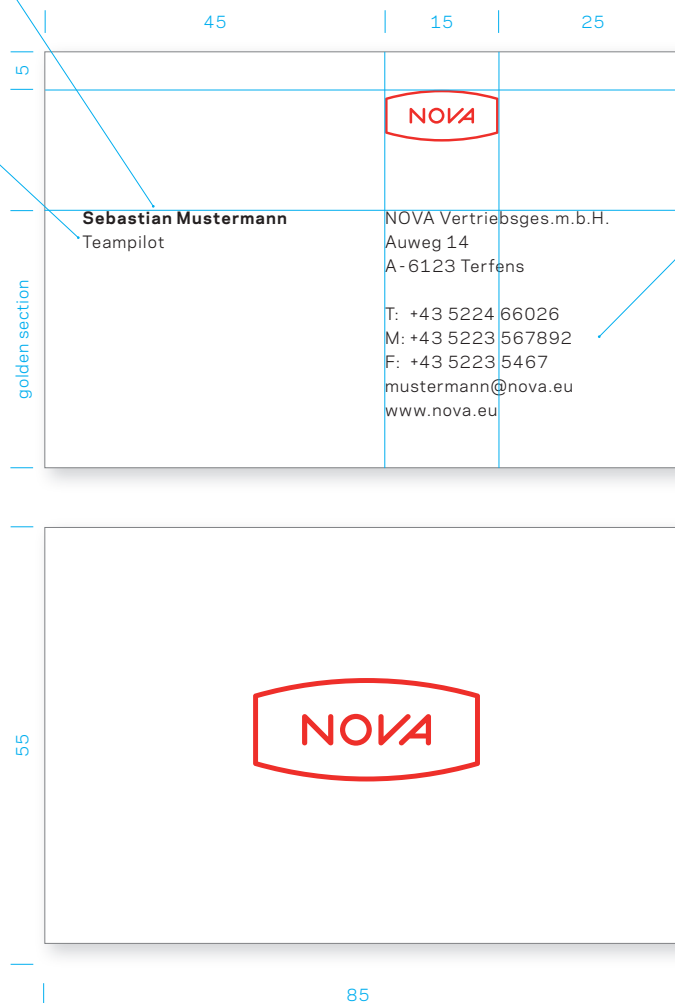
Name:
Galaxie Polaris Bold
6pt / 9
Spacing: 40

Occupation:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Address:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Tip

The business card examples shown are not 1:1.



2 Communication

Business card premium option 1

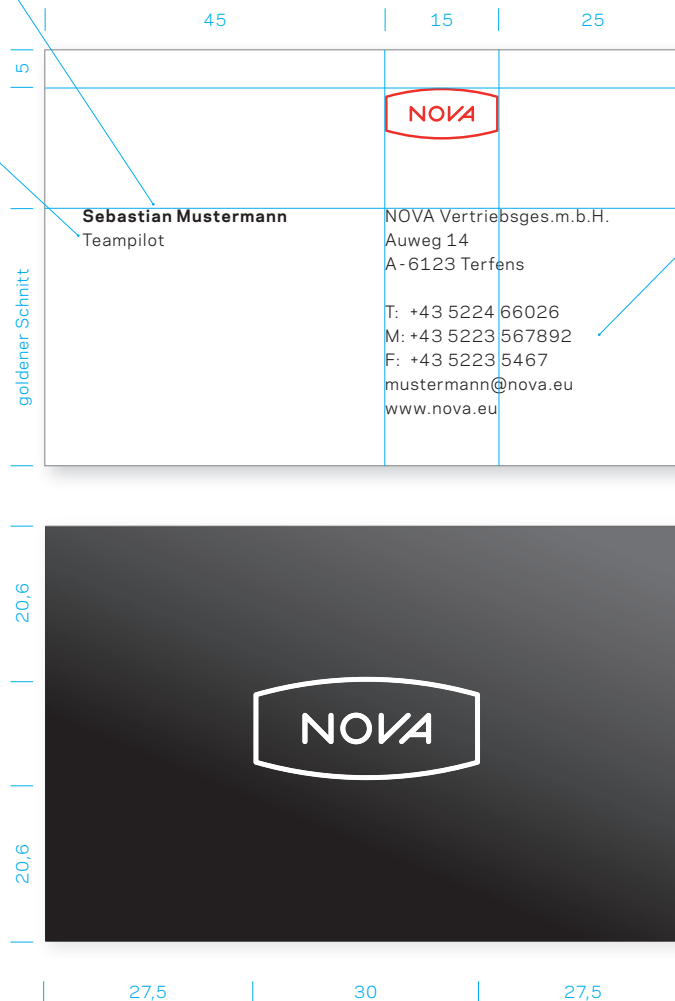
Name:
Galaxie Polaris Bold
6pt / 9
Spacing: 40

Occupation:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Address:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Tip

The business card
examples shown
are not 1:1.



2 Communication

Business card premium option 2

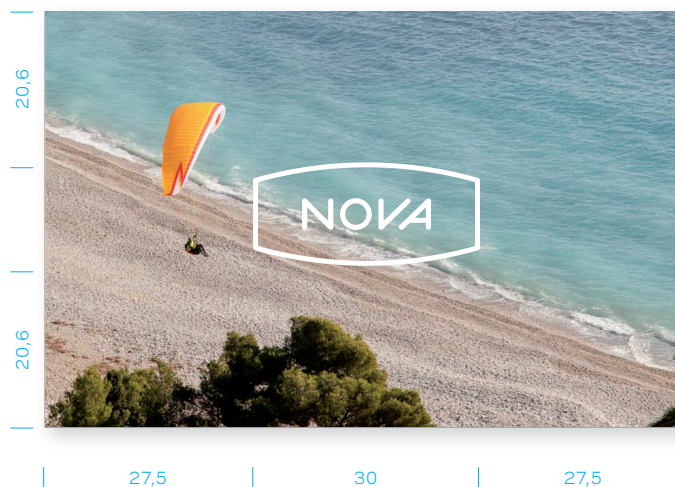
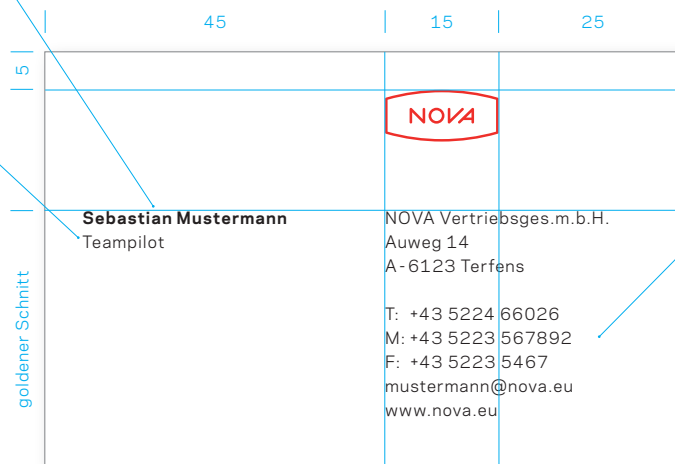
Name:
Galaxie Polaris Bold
6pt / 9
Spacing: 40

Occupation:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Address:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Tip

The business card
examples shown
are not 1:1.



2 Communication

Business card countries

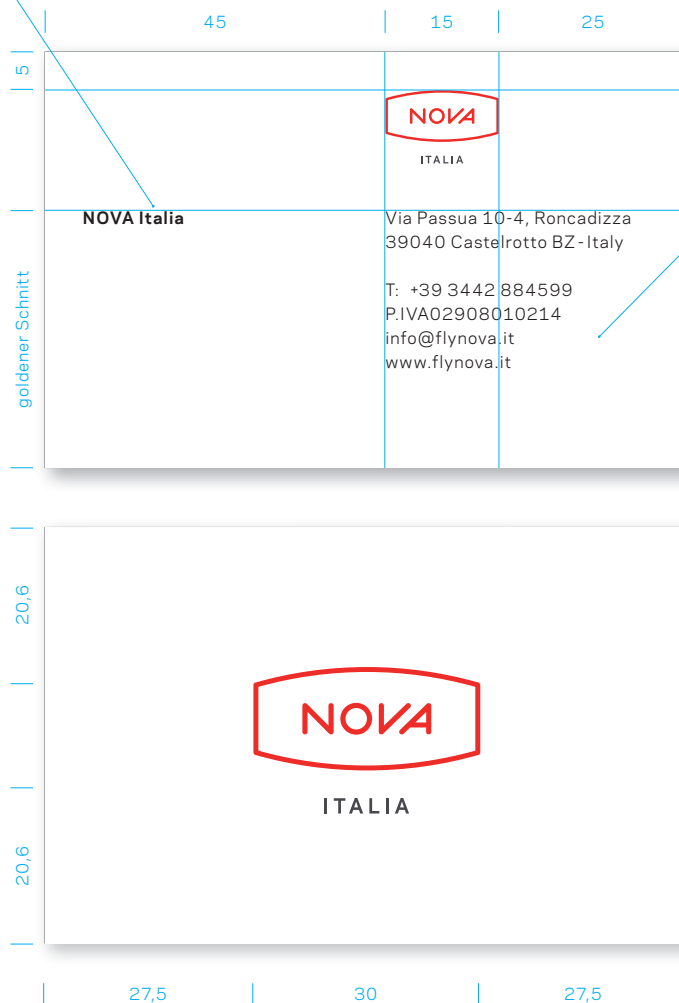
Country:
Galaxie Polaris Bold
6pt / 9
Spacing: 40

Address:
Galaxie Polaris Book
6pt / 9
Spacing: 40

Tip

The business card examples shown are not 1:1.

In country-specific business cards, different countries should be represented using the vertical version of the logo alongside the country name. see page 11



Beachflags

Tip

The examples
shown are not 1:1.



Windssocks



Tip

The examples
shown are not 1:1.



CONTACT

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