

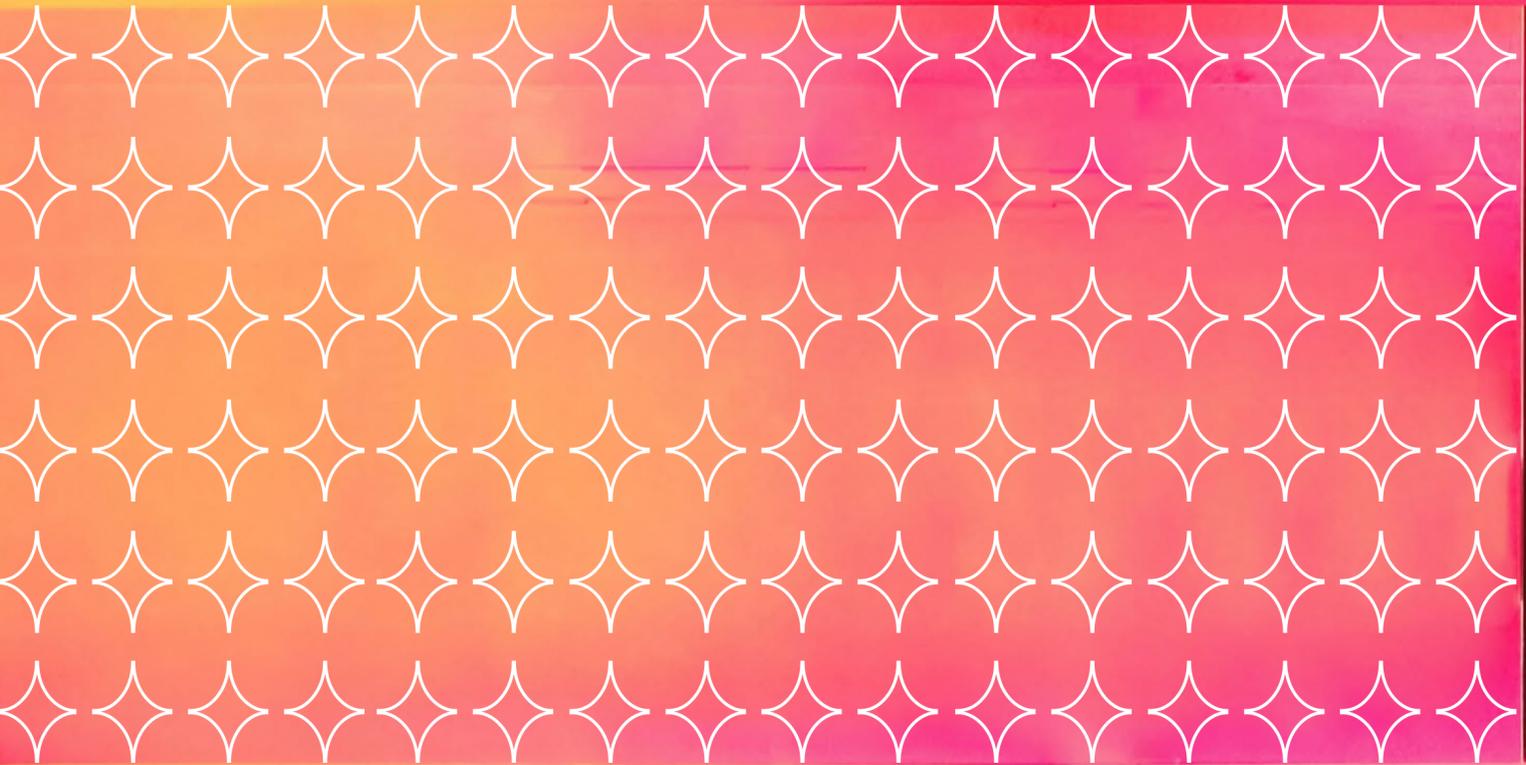


newwave

NEWWAVE

Brand Guideline

blink.



Overview

This presentation outlines the brand guidance and correct usage of brand assets for Newwave.



The Company

Unlocking the future of investments, Newwave actively invests and develops Web 3.0 initiatives and companies to bring strong results both to investors and users.



**of Tone
voice**

Futuristic

Confident

Aspirational

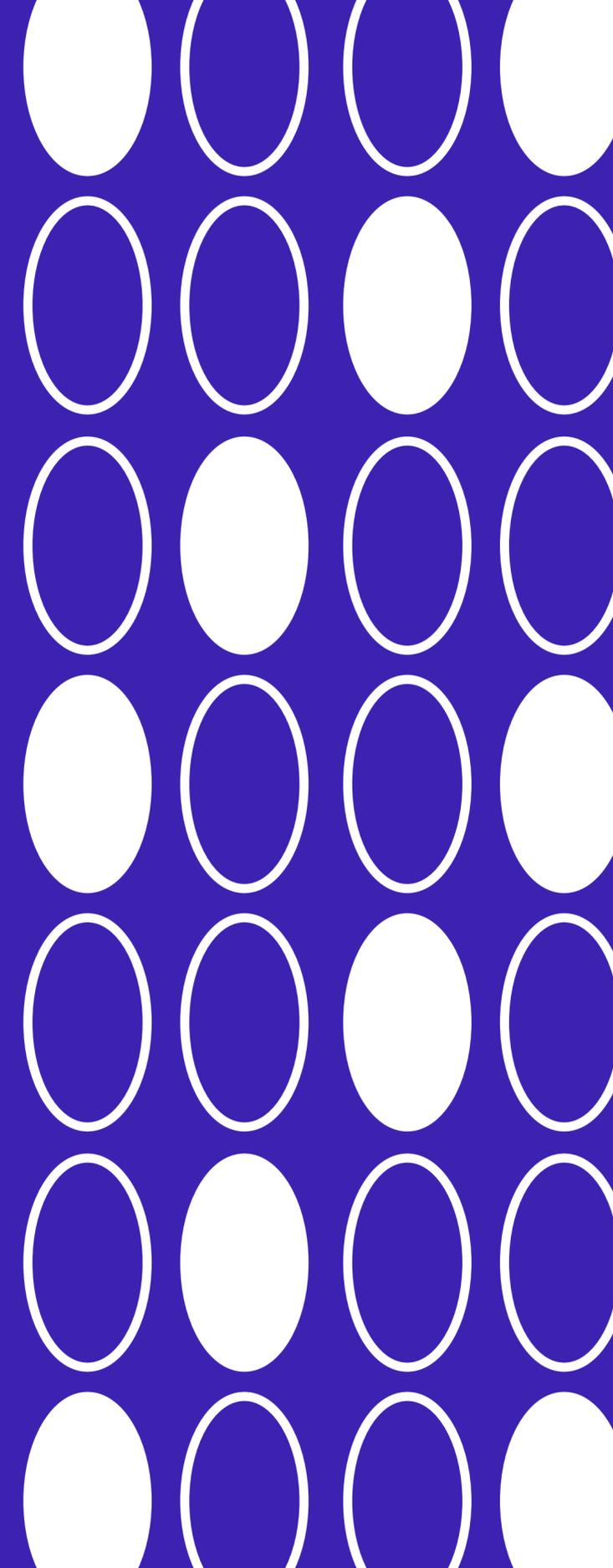
Inspirational

Clear

Concise



01. LOGOS



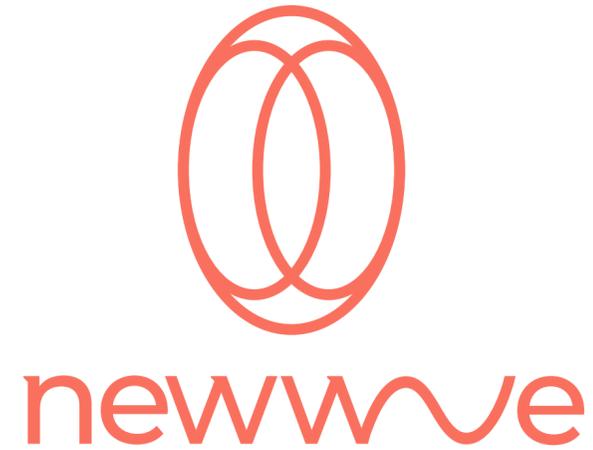
Newwave Logo



Logo versions Newwave

Logo hierarchy for the Newwave primary logo.

Primary Logo



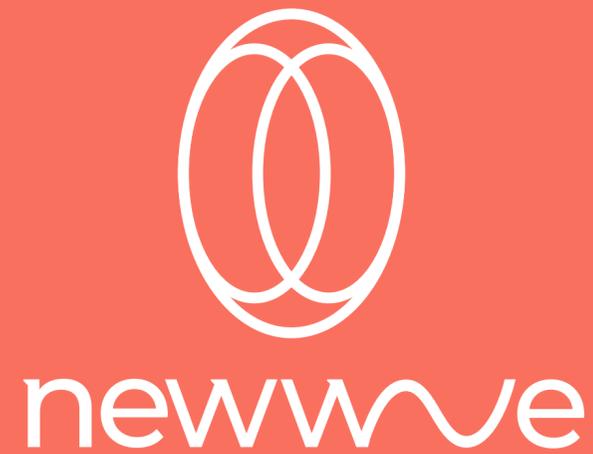
Secondary Logo



Logotype

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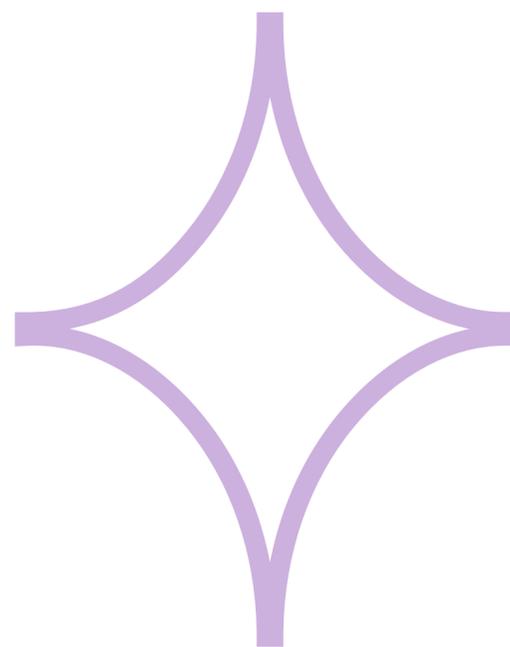
Emblem



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Newwave Selects Logo



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SELECTS

Logo versions

Newwave Selects

Newwave Selects are prospects chosen after rigorous analysis and vetting by the Newwave team. The Selects process will identify key areas where support is needed, enhancing key aspects through funding, locating and acquiring talent, leveraging branding or rebranding, and delivering marketing strategy and execution, all with the goal of driving each project to its full potential.

Primary Logo



Secondary Logo



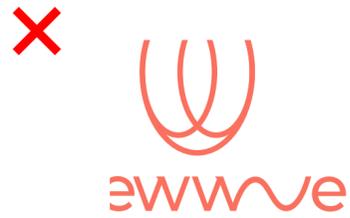
Logotype



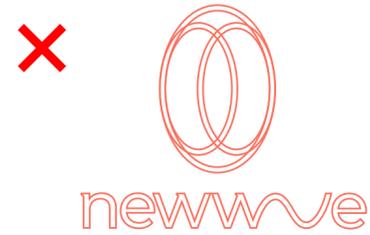
Emblem



Logo Misuse



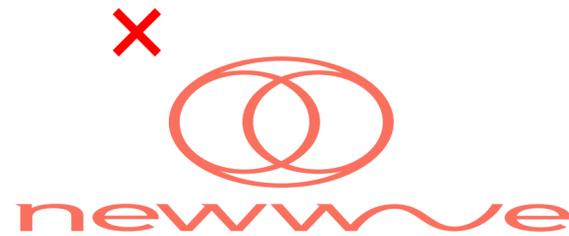
Do no crop the logo



Do no outline the logo



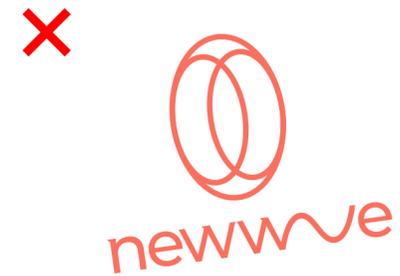
Do no recreate the logo using other typefaces



Do no squeeze the logo



Do no apply drop shadow to the logo



Do no rotate the logo

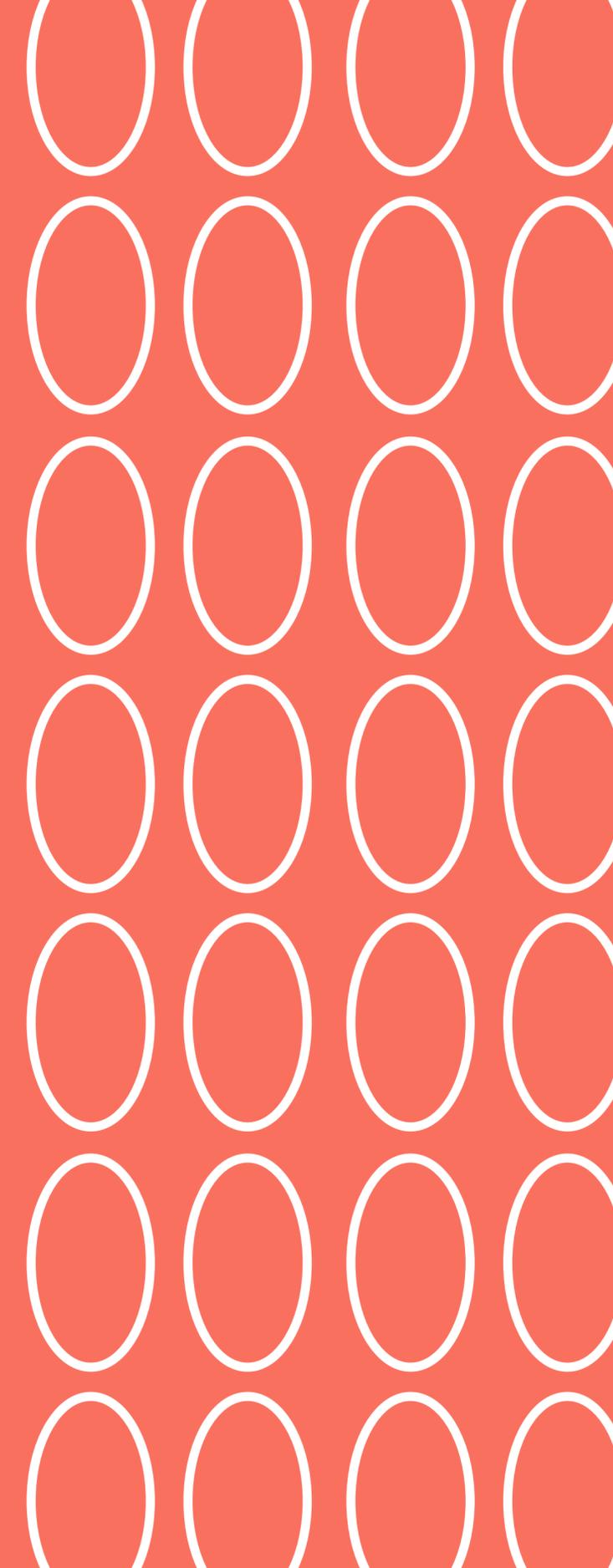


Ensure enough contrast between every part of the logo and the background so that it is legible



Do not use complex background against the logo unless the logo sits on a white/black area

02. TYPOGRAPHY



Typography

EXO 2

**THE NEW WAVE
OF INVESTMENTS**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

Helonik ExtraBold

**The New Wave
of Investments**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

Helonik Regular

The New Wave
of Investments

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890



Header 01.

Exo 2. SemiBold.

Header 02.

Helonik. ExtraBold.

Body Text 01.

Vivamus a suscipit ipsum. Quisque sagittis ac nisl sodales posuere. Suspendisse venenatis vehicula lorem vel dignissim.

Helonik. Regular.

Header 01.

Exo 2. SemiBold.

Header 02.

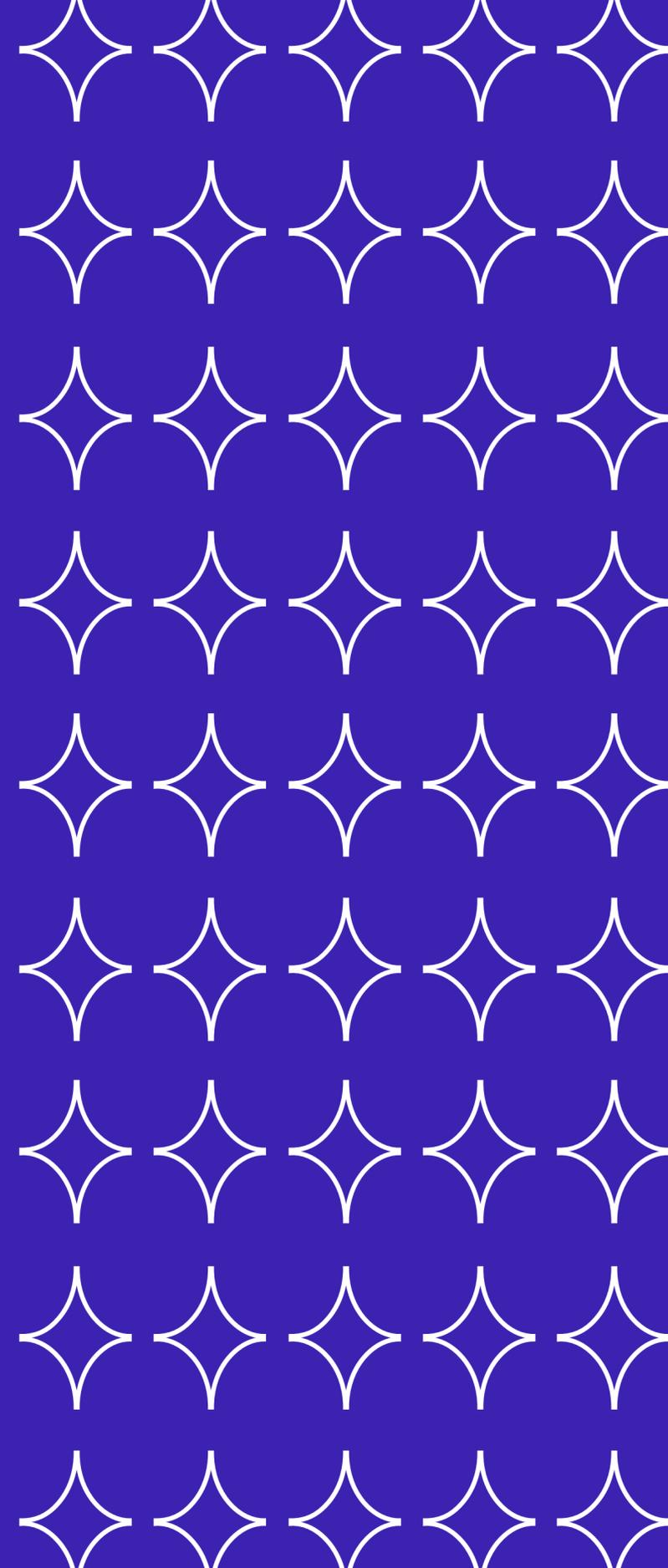
Helonik. ExtraBold.

Body Text 01.

Vivamus a suscipit ipsum. Quisque sagittis ac nisl sodales posuere. Suspendisse venenatis vehicula lorem vel dignissim.

Helonik. Regular.

02. COLOURS & IMAGE STYLE



Colour Palette



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SELECTS

Atomic Wave C00 M68 Y58 K00 #fa705e	Blue Wave C91 M86 Y00 K00 #3d21b0	Gray C07 M05 Y06 K00 #f0f0f0	
	Violet Wave C23 M36 Y00 K00 #ccb0de	Air Wave C12 M04 Y04 K00 #e5edf2	Sky Wave C33 M19 Y00 K00 #b5c7fa
		Black C00 M00 Y00 K100 #000000	

Blue Wave C91 M86 Y00 K00 #3d21b0
Violet Wave C23 M36 Y00 K00 #ccb0de

Image Style

Abstract, High End 3D Visuals

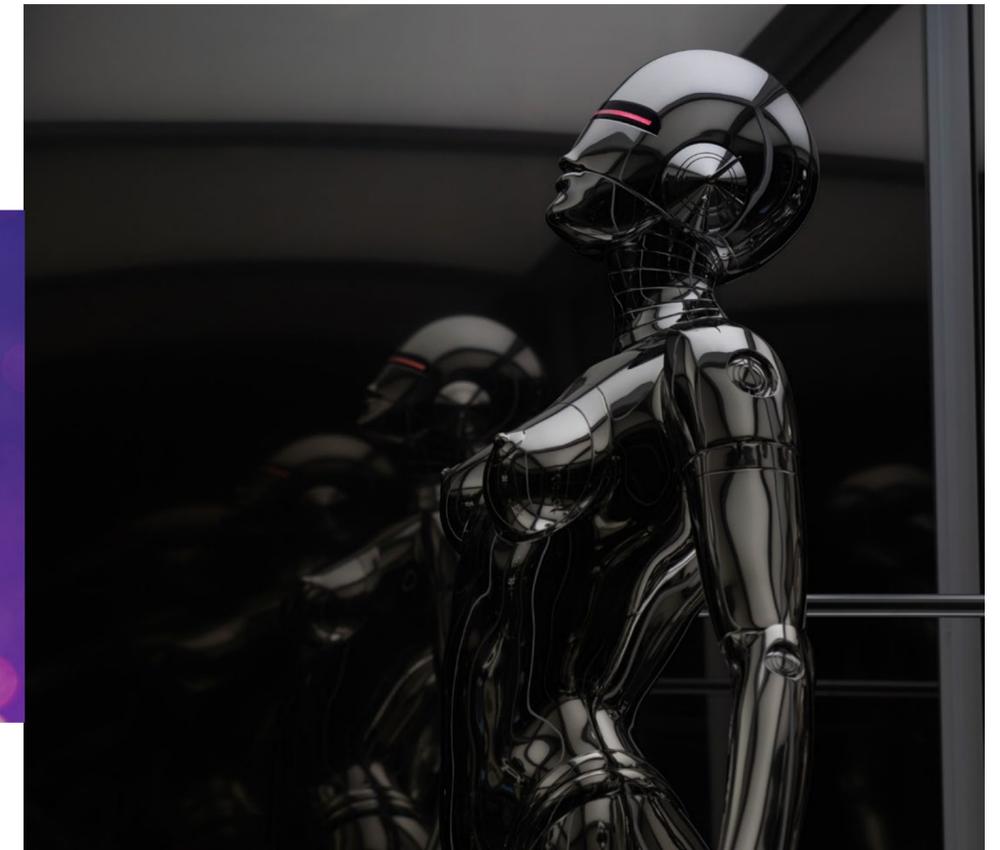
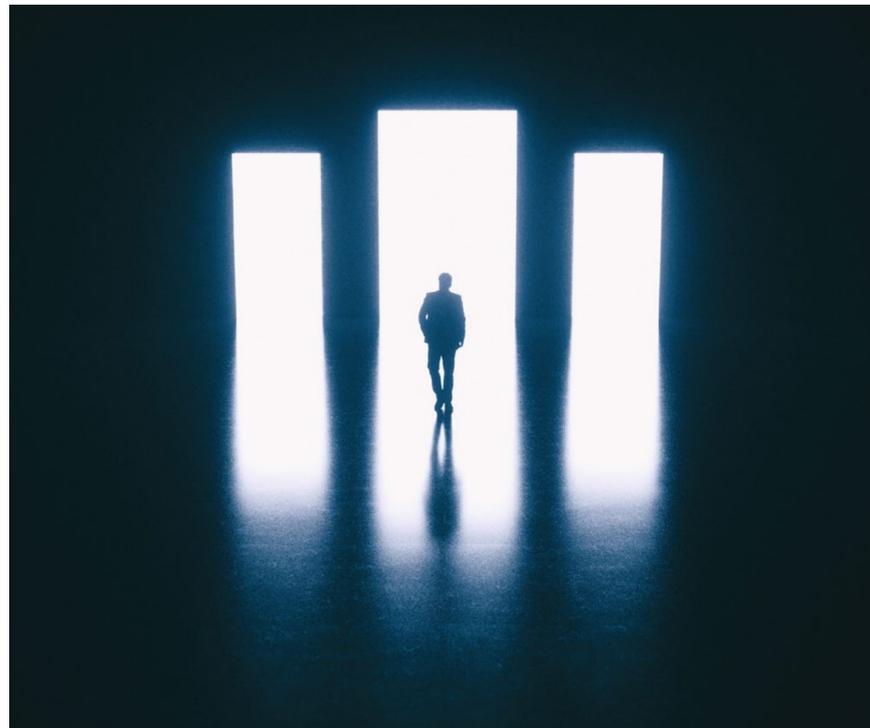


Image Style

Colourful and Evoking Gradients

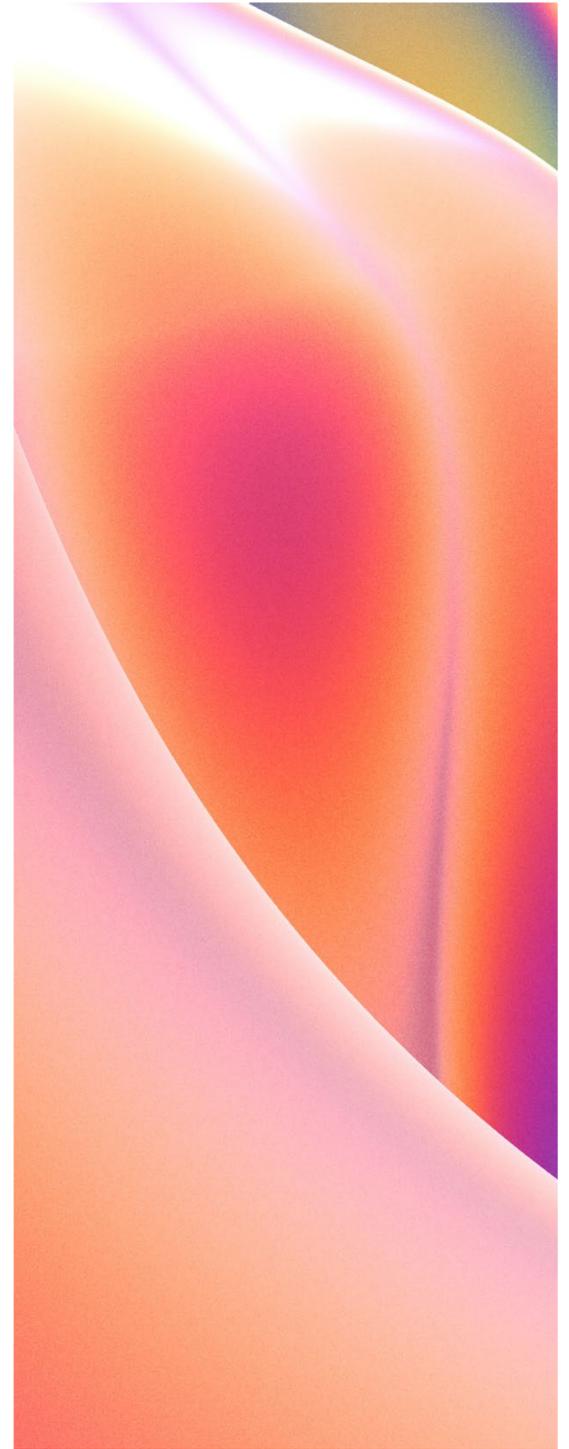
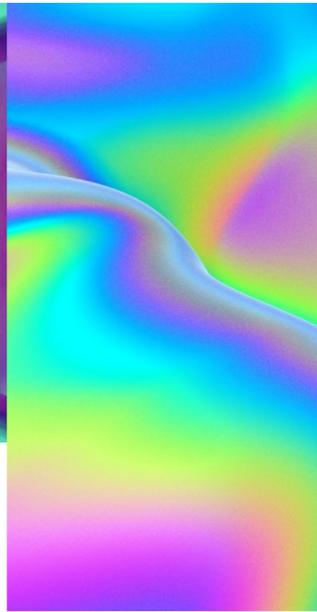
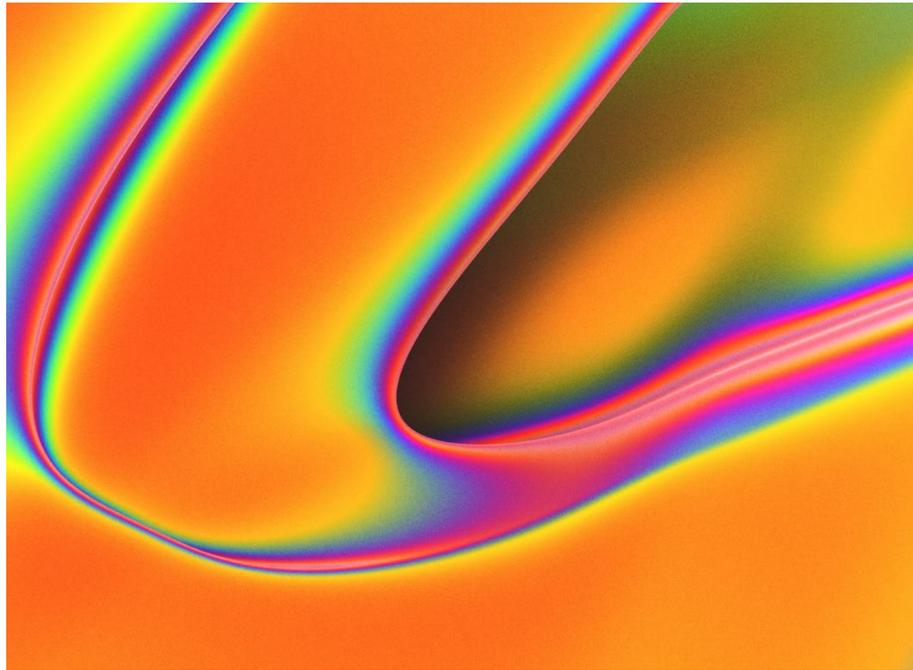
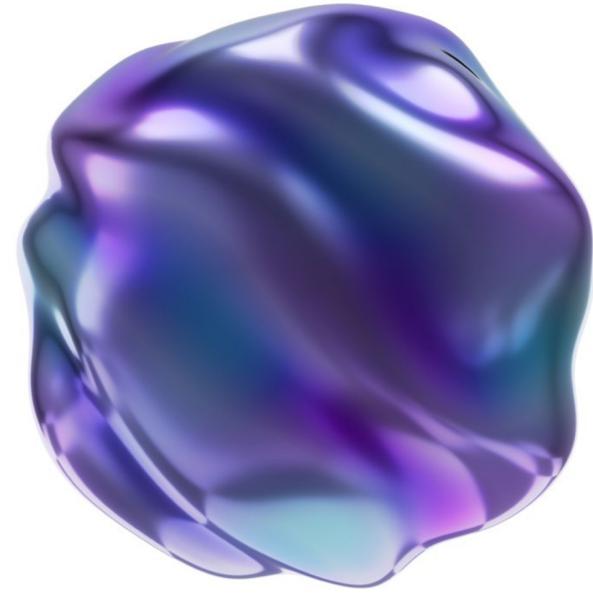
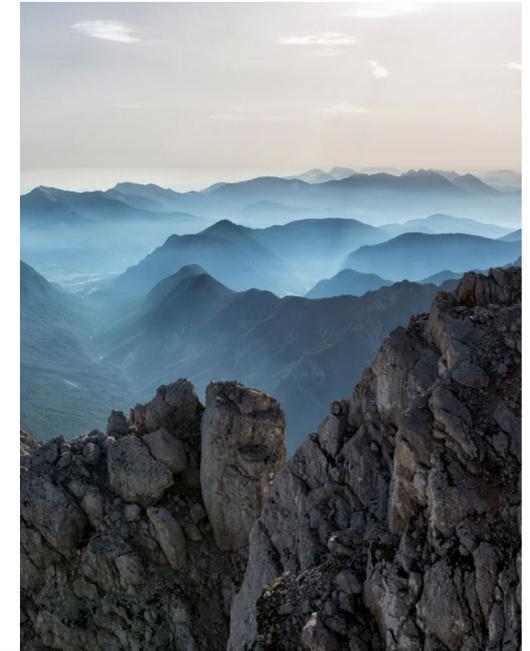
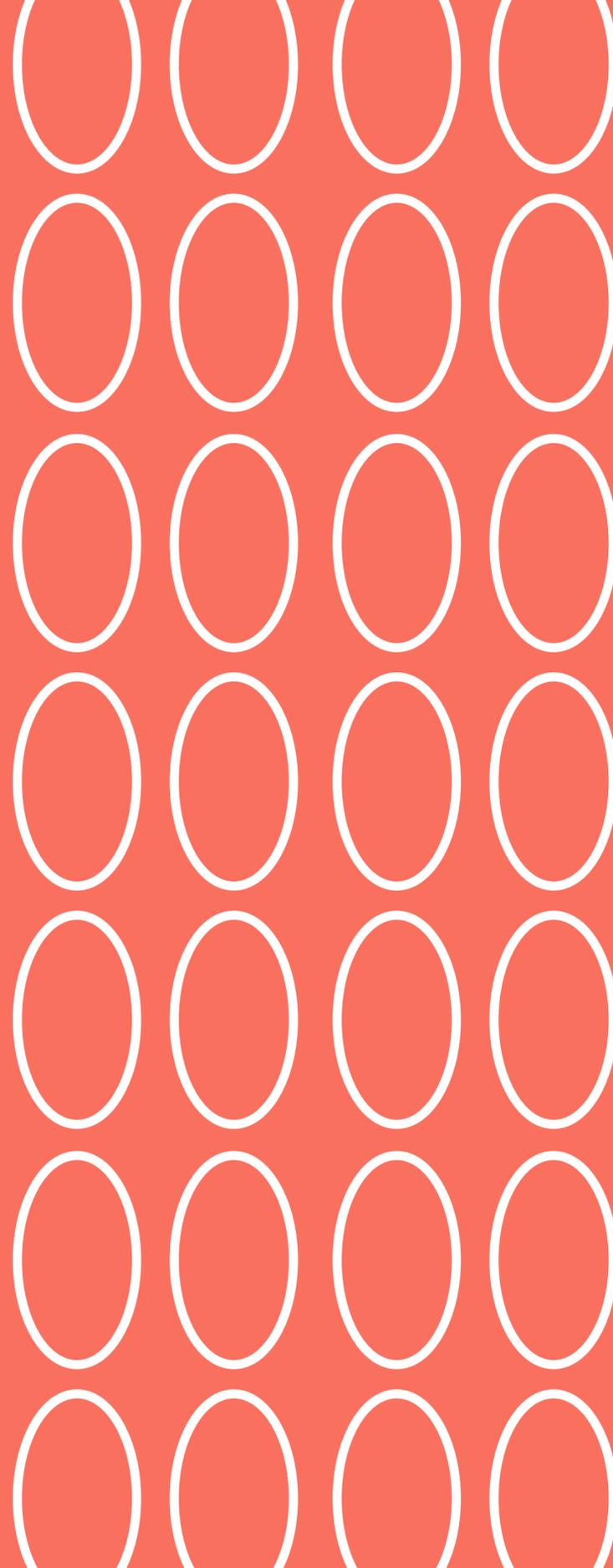


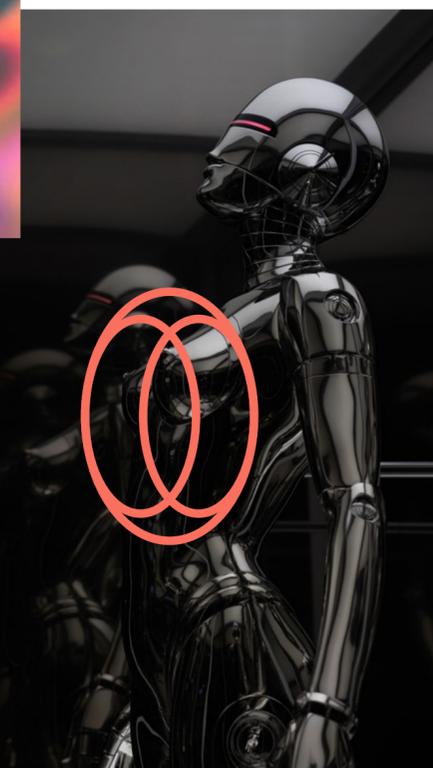
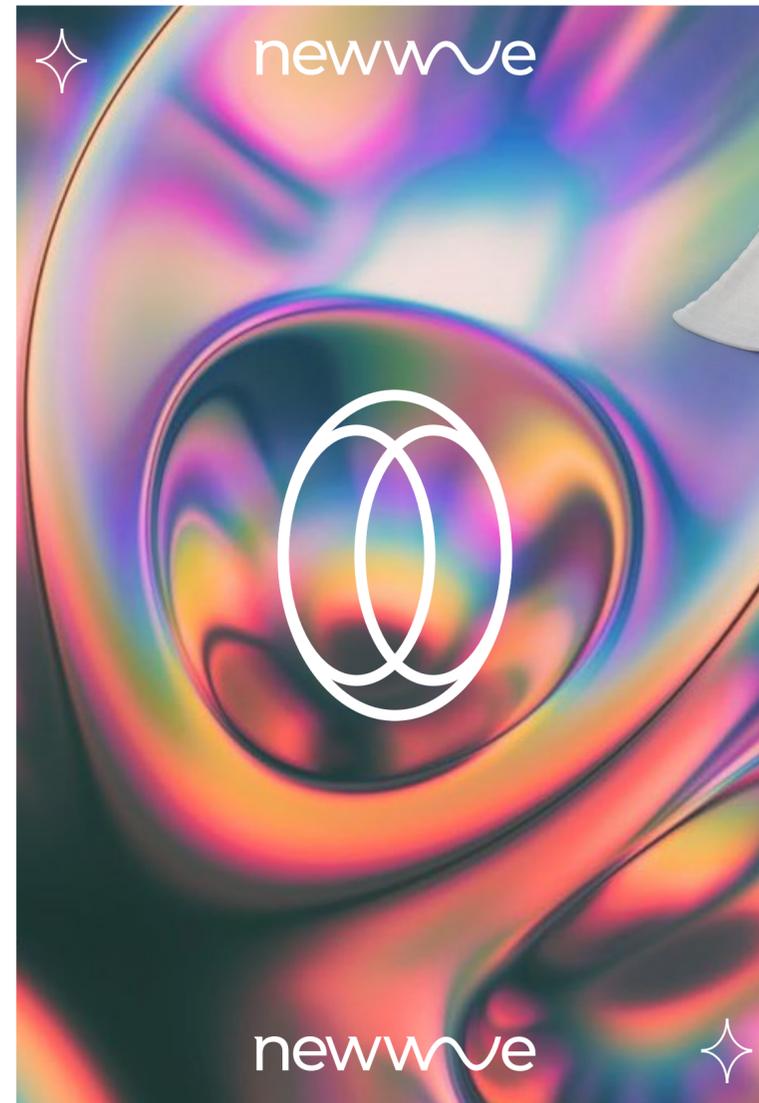
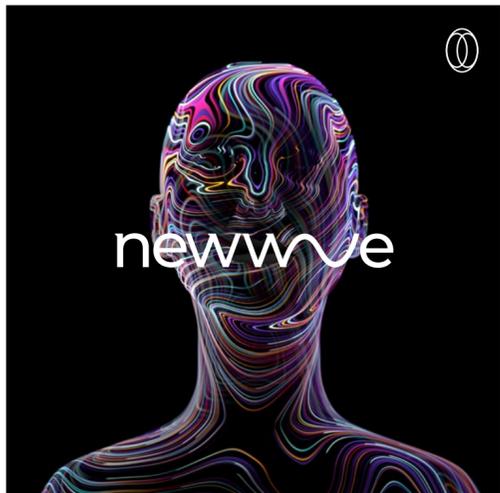
Image Style

Large Scale Real World Imagery



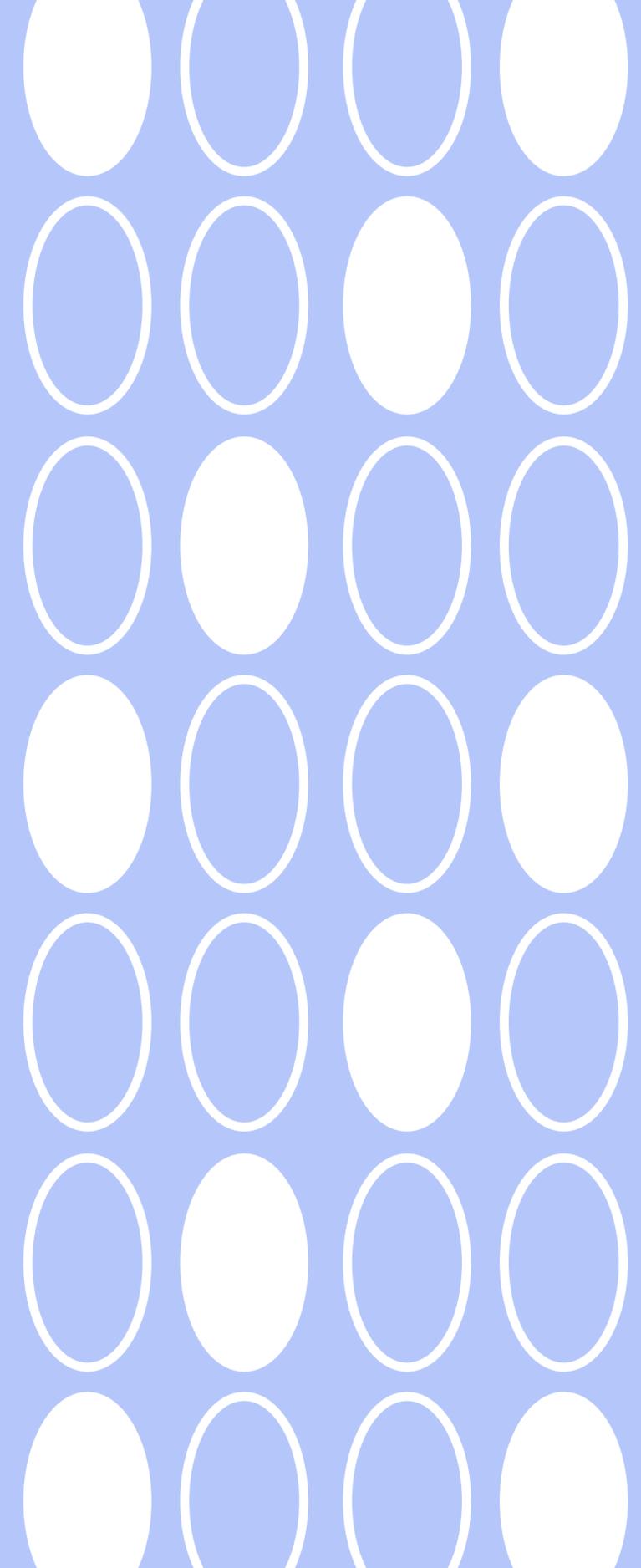
03. DESIGN STYLE



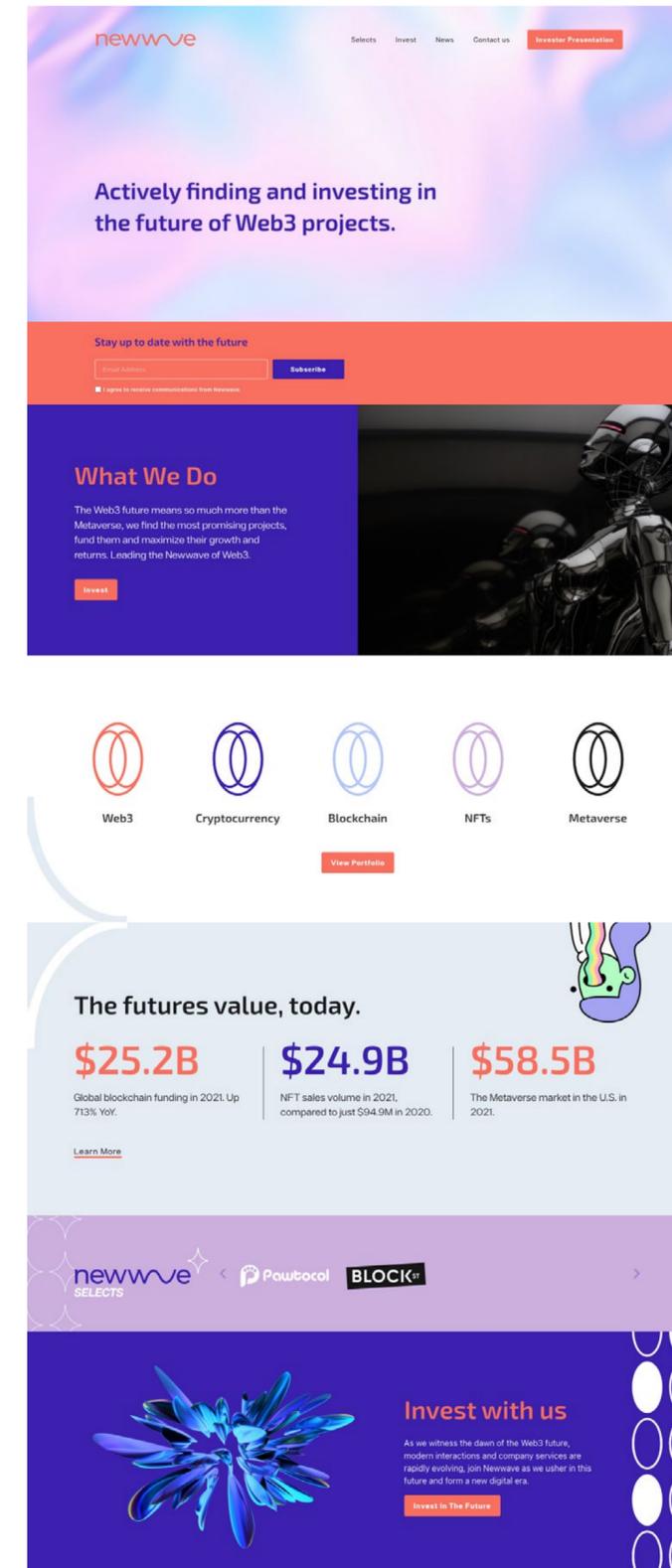
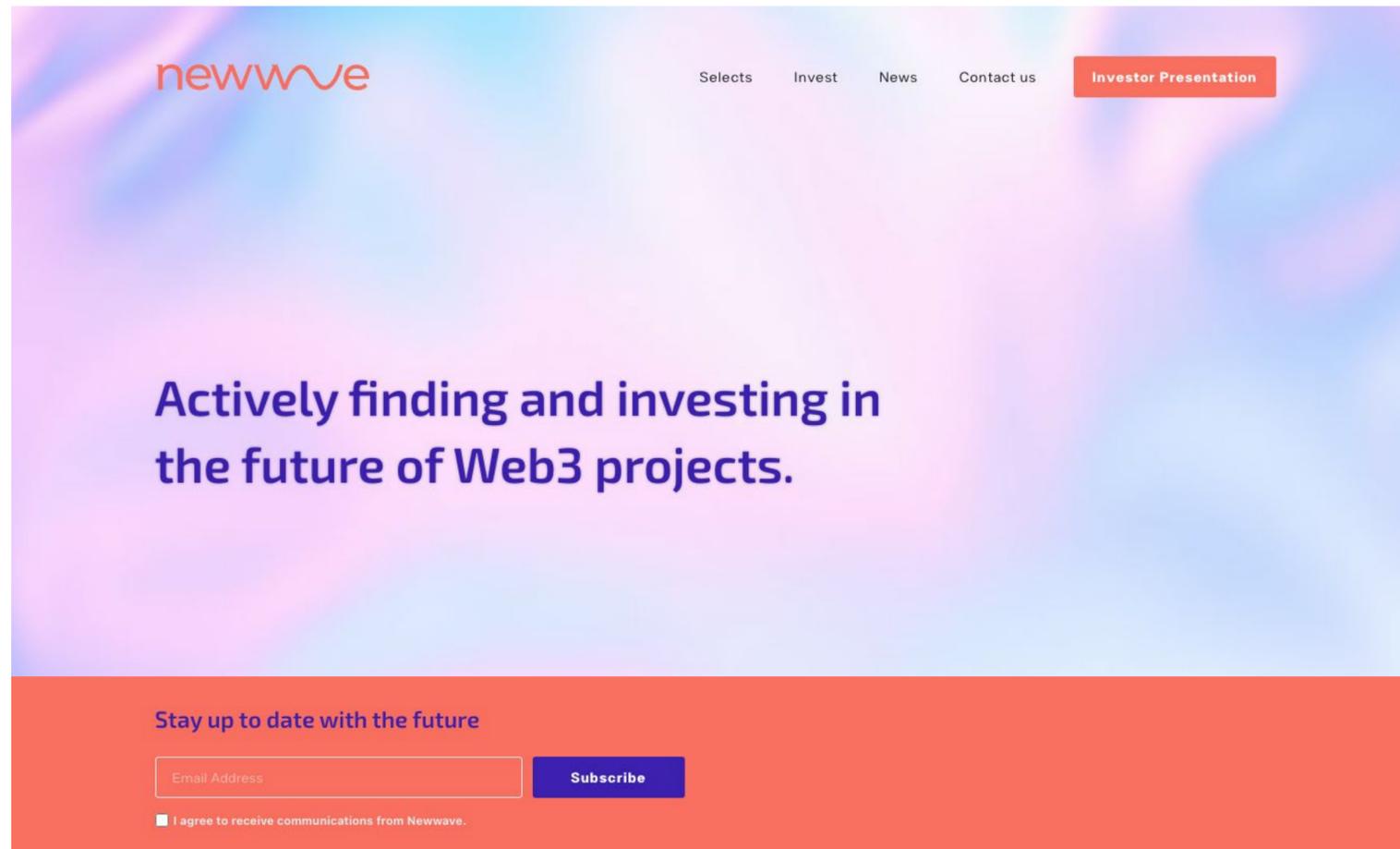


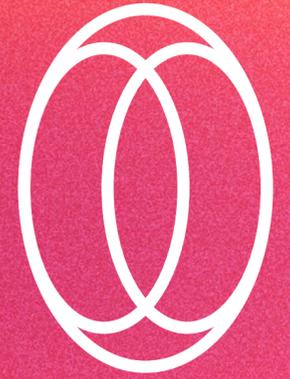
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04. WEBSITE DESIGN



Website Design





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THANK
YOU

blink.