

# NACHONACHO

## Brand Guidelines

# Contents

<b>Background</b>	03
<b>Logotype</b>	06
<b>Symbol</b>	09
<b>Colours</b>	11
<b>Typography</b>	13
<b>Stickers</b>	16
<b>Brand</b>	18



Brand Guidelines

# Logotype

## Negative Version

Inversed version is used from up to 50% opacity of the background.



Brand Guidelines

# Symbol

## NachoNacho Symbol Negative

Scornium symbol is used as a secondary logo for applications such as a favicon, a signage or a small label. Could be used with Scornium Yellow dot.



# NACHONACHO

PDF | PNG | EPS | SVG

Positive version: White  
CMYK: 0 | 100 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: #FFFFFF

Direct colors: Preferred for paper printing.  
CMYK for screens.  
RGB for corporate branding.



PDF | PNG | EPS | SVG

Positive version: White  
CMYK: 0 | 100 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: #FFFFFF

Direct colors: Preferred for paper printing.  
CMYK for screens.  
RGB for corporate branding.

## NACHONACHO

Jochen Talmon  
Business Development  
jochen@nachocho.com  
nachocho@nachocho.com  
+1 (707) 950-7298



10

# Colours

## Primary Colours

NachoNacho Light Blue is used for backgrounds, text highlights, logotype and symbol, mark colors for headlines. Blue for CTA. White is the main background color.



Scornium Yellow  
CMYK: 0 | 100 | 0 | 0  
RGB: 255 | 255 | 0  
HEX: #FFFF00

NachoNacho Light Blue  
CMYK: 0 | 100 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: #FFFFFF

NachoNacho Dark Blue  
CMYK: 0 | 100 | 0 | 100  
RGB: 0 | 0 | 255  
HEX: #0000FF

## NACHONACHO

Sanjay Goel  
Founder/Logo  
sanjay@nachocho.com  
+1 (707) 950-0776



# Background

## Logotype Construction

The original NachoNacho logotype is made in Matrona by Hubert Jocham Type with slightly edited curves. The logotype resembles a connection, or pieces of puzzle coming together, underlining the basic proposition of NachoNacho to be a place where everything comes together – managing, discovering and saving on SaaS.



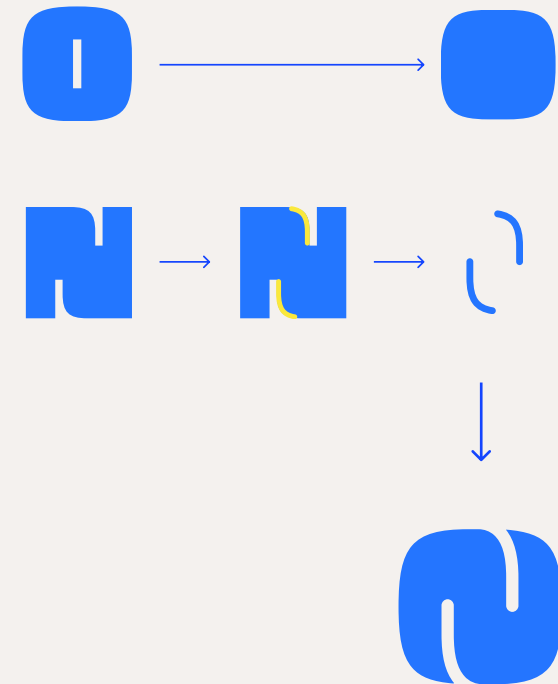
**NACHONACHO** → **NACHONACHO**

+12 %      +12 %  
**NACHONACHO** → **NACHONACHO**

# Background

## Symbol Construction

The original NachoNacho symbol comes from the Matrona font letter “N” curves and the shape of Matrona letter “O”.



# Background

## NachoNacho Icon

NachoNacho branding is using shapes and vectors coming from the Matrona font. The basic shape of the icon is using the shape of letter "O".



# Logotype

## Positive Version

Base version of the NachoNacho logotype is made in Matrona font. Basic usage is light blue on white, or white on light blue background. It is forbidden to change the shape or modify the logotype, the binding version is set by the electronic vector image.



# NACHONACHO

PDF | PNG | EPS | SVG

Pantone: 2727 C  
CMYK: 86 | 50 | 0 | 0  
RGB: 36 | 127 | 255  
HEX: #247FF

Direct colors Pantone for paper printing.  
CMYK for printers.  
RGB for computer displaying.

# Logotype

## Negative Version

Inversed version is used from up to 50 % opacity of the background.



# NACHONACHO

PDF | PNG | EPS | SVG

Pantone: Brilliant White  
CMYK: 0 | 0 | 0 | 0  
RGB: 255 | 255 | 255  
HEX: #FFFFFF

Direct colors Pantone for paper printing.  
CMYK for printers.  
RGB for computer displaying.



# Logotype

## Logo Safezone

The safe zone defines an area around the logo, in which no other elements can be placed, neither graphics or type. It defines the minimal distance from an edge of the format on which it is used (page of paper, desk, wall etc.). The only exceptions are defined in this manual. The safe zone around the logo is always the width and height of the character "N". We do not recommend smaller size than 20 mm and 60 px width.



60 px

**NACHONACHON**



# Symbol

## NachoNacho Symbol Blue

NachoNacho symbol is used as a secondary logo for applications such as a favicon, a signage, or a small label.



PDF | PNG | EPS | SVG

Pantone: 2727 C  
CMYK: 86 | 50 | 0 | 0  
RGB: 36 | 127 | 255  
HEX: #247FF

Direct colors Pantone for paper printing.  
CMYK for printers.  
RGB for computer displaying.

# Symbol

## NachoNacho Symbol Negative

Scormium symbol is used as a secondary logo for applications such as a favicon, a signage, or a small label. Could be used with Scormium Yellow dot.



PDF | PNG | EPS | SVG

Pantone: Brilliant White  
CMYK: 4 | 1 | 0 | 0  
RGB: 242 | 246 | 252  
HEX: #F2F6FC

Direct colors Pantone for paper printing.  
CMYK for printers.  
RGB for computer displaying.

# Colours

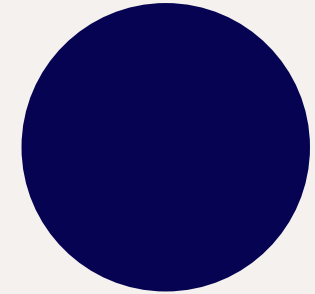
## Primary Colours

NachoNacho Light Blue is used for backgrounds, text highlights, logotype and symbol. Dark Blue for H1-H2 headlines. Blue for CTAs. White is the main background color.



**NachoNacho Light Blue**

Pantone: 2727 C  
CMYK: 86 | 50 | 0 | 0  
RGB: 36 | 127 | 255  
HEX: #2475FF



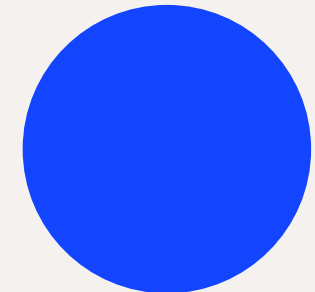
**NachoNacho Dark Blue**

Pantone: 273 C  
CMYK: 93 | 95 | 0 | 68  
RGB: 6 | 4 | 82  
HEX: #060452



**White**

Pantone: Brilliant White  
CMYK: 4 | 1 | 0 | 0  
RGB: 242 | 246 | 252  
HEX: #F2F6FC



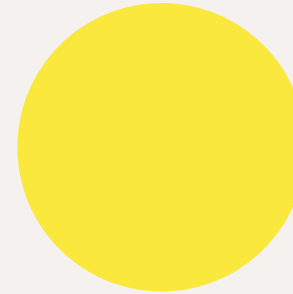
**NachoNacho Blue**

Pantone: 2728 C  
CMYK: 92 | 73 | 0 | 0  
RGB: 20 | 69 | 254  
HEX: #1445FE

# Colours

## Secondary Colours

NachoNacho Yellow is used as an accent color for labels and highlights. Red for errors and expirations. Sand is the primary box color. Black for bodytext and H3–H5 headlines.



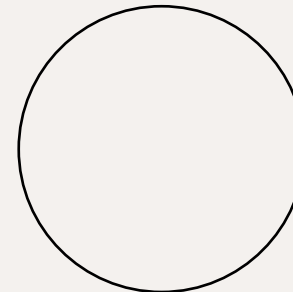
**NachoNacho Yellow**

Pantone: 101 C  
CMYK: 0 | 7 | 76 | 2  
RGB: 250 | 232 | 60  
HEX: #FAE83C



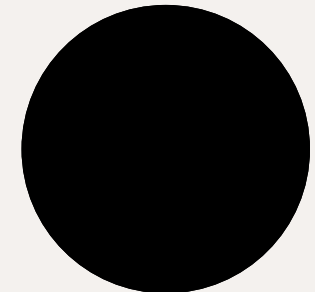
**NachoNacho Red**

Pantone: 1787 C  
CMYK: 0 | 80 | 64 | 3  
RGB: 247 | 49 | 90  
HEX: #F7315A



**NachoNacho Sand**

Pantone: 7604 C  
CMYK: 0 | 1 | 2 | 4  
RGB: 244 | 241 | 238  
HEX: #F4F1EE



**Pure Black**

Pantone: Black C  
CMYK: 30 | 20 | 20 | 100  
RGB: 0 | 0 | 0  
HEX: #000000

# Typography

## Font Selection

NachoNacho brand fonts are New Kansas and Roobert. New Kansas is used for headlines and occasional subheadlines/quotes, Roobert is the main text and copy font.



**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
ÁČĎÉÍŇÓŘŠŤÚŮŽ  
1234567890!&?@  
#”\$§’©>` ETC.**

**abcdefghijklmn  
opqrstuvwxyz  
áčďéíňóřšťúůž**

New Kansas Black

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
ÁČĎÉÍŇÓŘŠŤÚŮŽ  
1234567890!&?@  
#”\$§’©>` ETC.

abcdefghijklmn  
opqrstuvwxyz  
áčďéíňóřšťúůž

Roobert Regular & bold

# Typography

## Hierarchy and Usage

NachoNacho brand fonts are New Kansas and Roobert. New Kansas is used for headlines and occasional subheadlines/quotes, Roobert is the main text and copy font.



Optional Label

24 px

**New Kansas Black  
28 pt with 28 line  
height lorem ipsum  
dolor**

24 px

Roobert Regular 12 pt with 18  
line height, **Roobert Bold.**

Phasellus ut leo auctor.

24 px

**Roobert Bold 14 pt link**

40 px

# Typography

## Digital Font Kit

See separate canvas in Figma for the whole 1:1 Font Kit, used for digital applications such as a website, banner, or social media.



# Hero H1 highlight

Large text content highlight.

## H2 Headline

### H3 Headline

#### H4 Headline

##### H5 Headline

Subheadline highlight

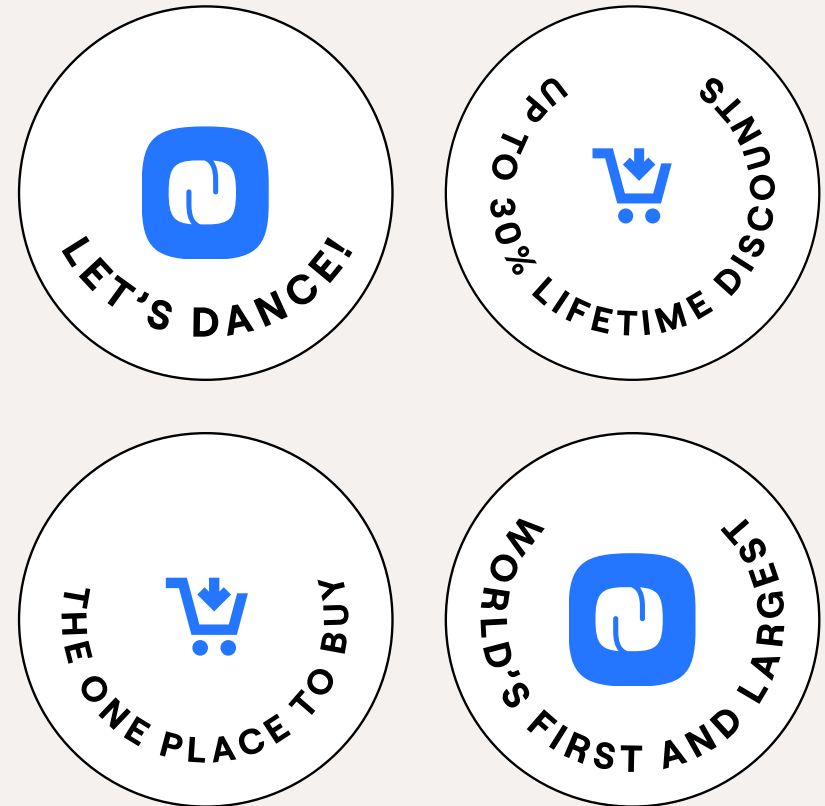
Body text body text body text body text  
body text body text body text body text  
body text body text body text body text



# Stickers

## NachoNacho Stickers

NachoNacho is using circular stickers to express an emotion, or added value. It could be used anywhere as a regular sticker. See a special Figma file with all the stickers.



# Stickers

## NachoNacho Stickers

NachoNacho is using circular stickers to express an emotion, or added value. It could be used anywhere as a regular sticker. See a special Figma file with all the stickers.



● Pantone: 2727 C  
CMYK: 86 | 50 | 0 | 0  
RGB: 36 | 127 | 255  
HEX: #2475FF

Enjoy.

**NACHONACHO**