

 NOWORA 

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COLOUR

Primary Colour

As a primary colour a rather desaturated value of green got chosen. This type of value is perceived as a relaxing colour, which reminds one of nature and conveys the im-

pression of feeling safe. Also, green can be associated with hunger and food, which fits into the purpose of Nowora.



CMYK	58/11/67/0
sRGB	123/176/114
HEX	#7DB172

Complementary Colours

The complementary colours should be used when highlighting certain states. Complementary colour #1 is used for indicating that something got selected. #2 is only to be used for showing that a product is not di-

gestible. #3 is used for button states and #4 shows that something is not clickable yet.

COLOUR



CMYK 84/67/42/36

sRGB 50/65/88

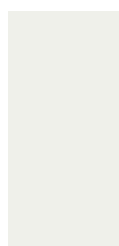
HEX #324158



CMYK 24/96/87/19

sRGB 165/36/36

HEX #A52424



CMYK 6/3/7/0

sRGB 243/244/240

HEX #F4F4F0



CMYK 37/4/41/0

sRGB 177/208/170

HEX #B1D0AA

FONTS

Headlines

For headlines, Proxima Nova Medium is used, which has a very clear and neat appearance. This effect supports the rather serious content of Nowora.

Headline

Body Text

For the body text, Scandia Line in the typefaces medium and regular is used. This font has a higher x axis and broader letters, making the text more pleasing to look at.

Body Text

Body Text

FONTS

Abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
Uu VvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

ICONS

Icons as Graphical Elements

The used icons are mainly with stroke and no fill when deselected, but filled when selected. The allergy icons are put in the dark blue complementary colour, while icons for

buttons such as the barcode or plus symbol are in white.

LOGO

Meaning

Nowora stands for NO WORries foR Allergists. It therefore describes the feeling food allergists should get when using Nowora in daily life.

Design

The logo is a combination of a wordmark and pictorial elements and depicts the name together with wheat and a shopping basket.



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