

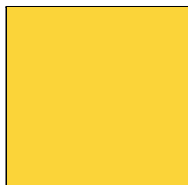
NOW 现在深圳 **SHENZHEN**

Branding Guidelines

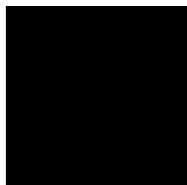
Brand Colors	1
Logo	2
Brand Name Text and Subheading	3
Sample Graphics	4

I. Brand Colors

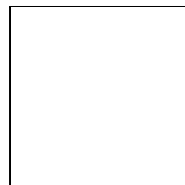
Yellow: **#FAD438**



Black: **#000000**



White: **#FFFFFF**



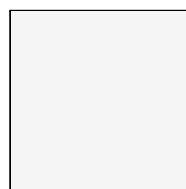
Dark Gray: **#313131**



Teal: **#036F78**



Light Gray: **#f5f5f5**



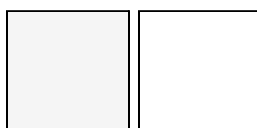
Color Styles on Website

a. Dark Background with Light Text (Header/Footer)

Background



Text



b. Light Background with Dark Text (Page Content)

Background



Text

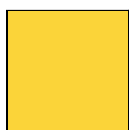


c. Accent Colors on Website (Logo, Button, Links etc)



d. Logo Colors

Background



Text



Accent Color



II. Logo

Main Logo:

<https://files.shadstone.com/nowshenzhen/nowszlogo.png>

<https://files.shadstone.com/nowshenzhen/nowszlogo.ai>



Square Logo / Favicon:

https://files.shadstone.com/nowshenzhen/nowszlogo_sq.png



Logo Font Typeface:

Aileron Thin 

NOW 现在深圳
SHENZHEN

 Garet ExtraBold

III. Brand Name Text and Subheading

Standard Format:

Now Shenzhen

(space between Now and Shenzhen, and capital N and capital S)

Keep the ORDER of the 4 items in the SAME order

Acronym: **NAJE-GD**

News, Apartments, Jobs, Events, Guides, Directory

NOW 现在深圳
SHENZHEN

NEWS · APARTMENTS · JOBS · EVENTS

(GD is optional in case we need a menu or more details)

IV. Sample Graphics

Banner (Email Header):

https://files.shadstone.com/nowshenzhen/nowsz_banner.jpg



Feature Image:

https://files.shadstone.com/nowshenzhen/nowsz_feature.jpg



Torch Image:

https://files.shadstone.com/nowshenzhen/nowsz_torch.jpg



Scan WeChat QR Image:

https://files.shadstone.com/nowshenzhen/nowsz_wechat.jpg



https://files.shadstone.com/nowshenzhen/nowsz_wechat2.jpg

