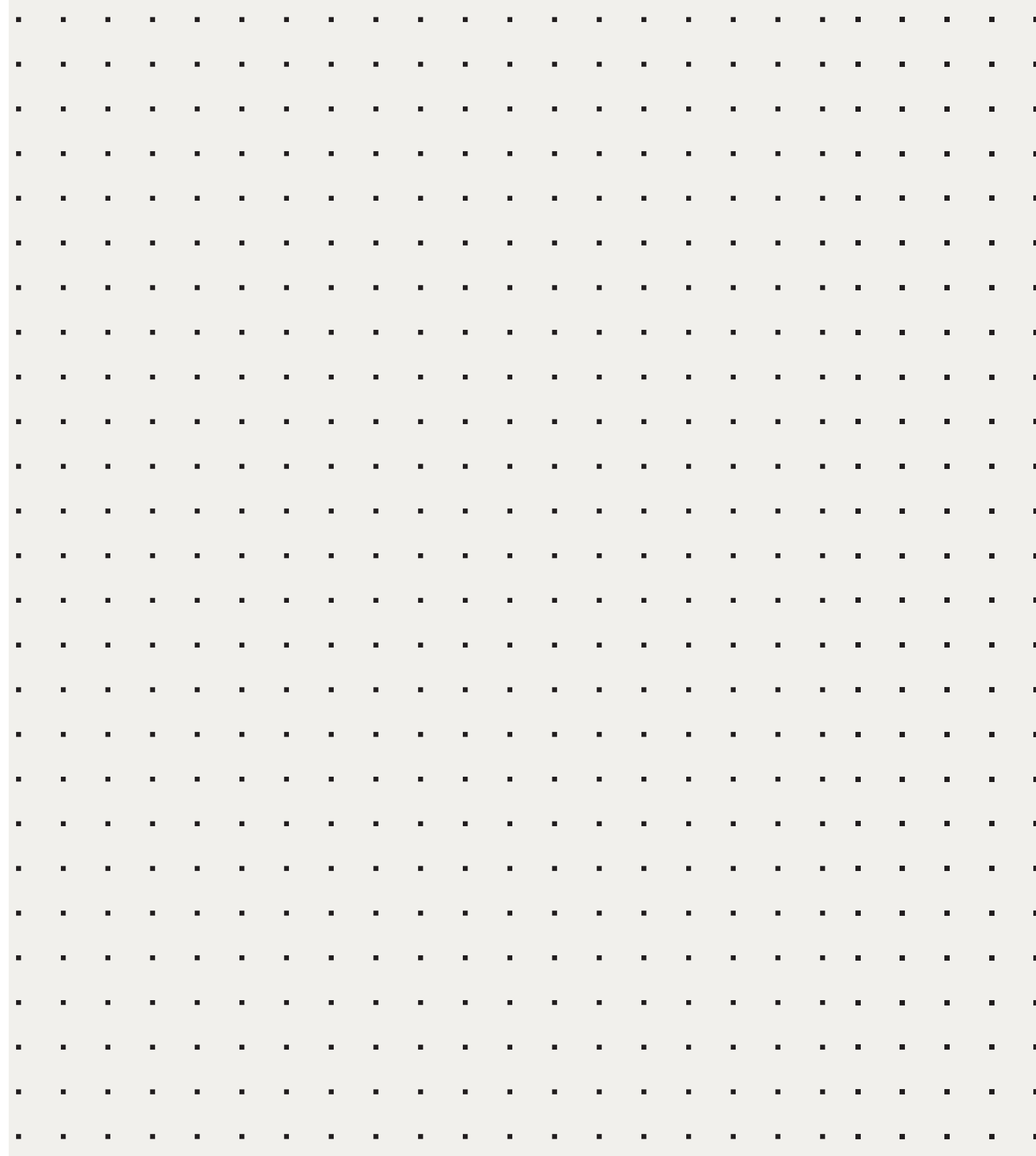


Manual de identitate

nura

v 1.0 ianuarie 2022



The logo for NURA is a stylized, lowercase wordmark in a bold, black, sans-serif typeface. The letters are closely spaced, with the 'n' and 'u' being particularly prominent. The 'r' has a distinctive curved tail that loops back towards the 'a'.

**Nura este o vila de inchiriat
situata pe Valea Doftanei,
pe malul Lacului Paltinu.**

Concept: LUMINA.

Motivatie: Situl NURA este un loc insorit, iar vila NURA este creata pentru familie si prieteni.

Vila iti insenineaza ochiul si mintea cand esti acolo, iti aprinde imaginatia cand te gandesti sa iti petreci vacanta la NURA.

Etimologie: NURA înseamnă “Lumină” in limba arabă.

Logo primar

Logo primar Nura este compus din simbol pe fond alb neinsotit de slogan

Cand logo se suprapune pe fundal negru sau pe una dintre culorile Nura de brand, logo se foloseste de culoare alba.

Logo verde pe fond alb



Logo inversat alb pe fond verde



Logo inversat alb pe fond verde



Logo primar negru pe fond deschis la culoare



Slogan

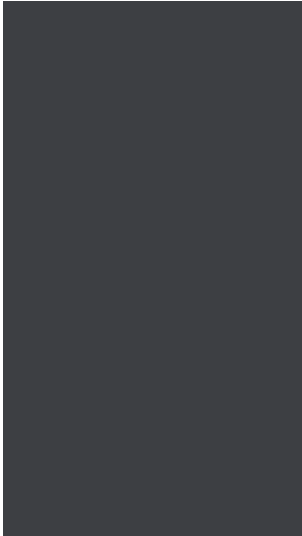
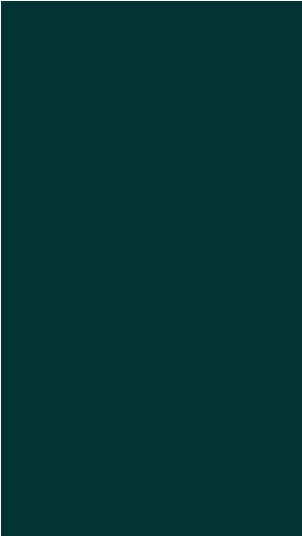
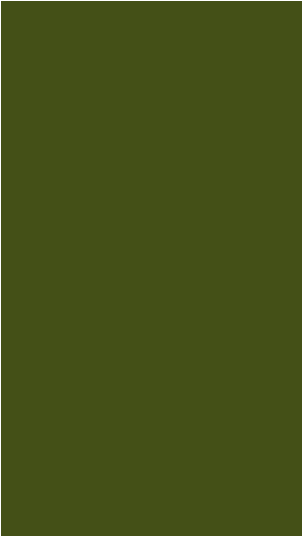
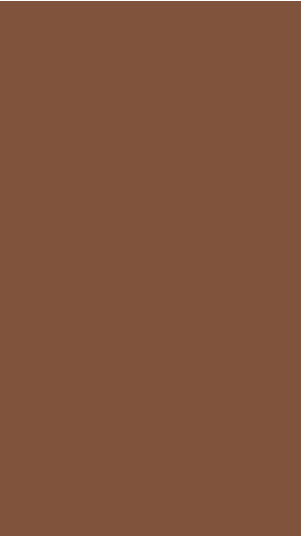
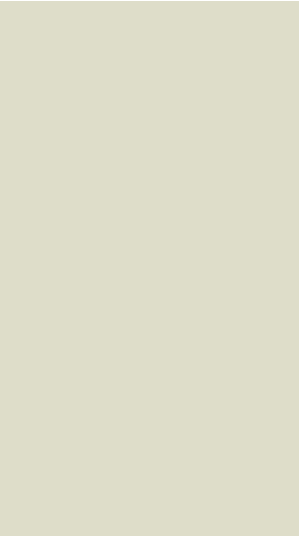
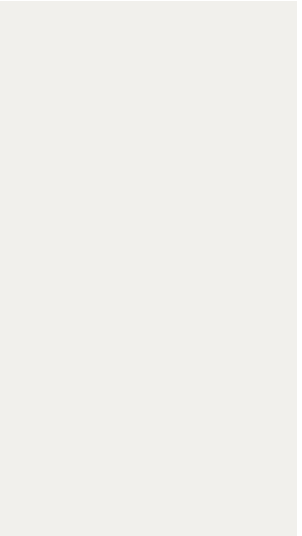
Simbolul Nura poate fi insotit de slogan, dispus sub simbol.



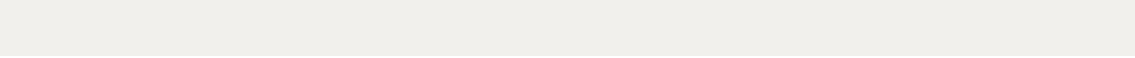
Valea Doftanei



nura.ro

							
ANTRACIT	NURA	PALTINU	RUGINIU	OPTIMISM	NISIP	CUMULUS	NEGRU
#3D3F43	#033334	#445017	#80543c	#E7BEB2	#DEDDC9	#F1F0EC	#000000
							

Armonii cromatice

Carti de vizita, signalistica

