



BRAND IDENTITY · 2026

Built to stay recognizable.

Official Nusware marks, colors, and typefaces for presentations, press, partnerships, and approved communications.



NUSWARE

Contents

Six foundations for a clear and consistent identity.

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The Nusware signature

A precise, forward-moving identity for a Saudi software studio. Navy provides authority and continuity; gold signals attention and craft.



Navy mark

Compact primary mark for light backgrounds.



Navy signature

Preferred full signature for formal use.



Gold mark

Accent mark for navy backgrounds.

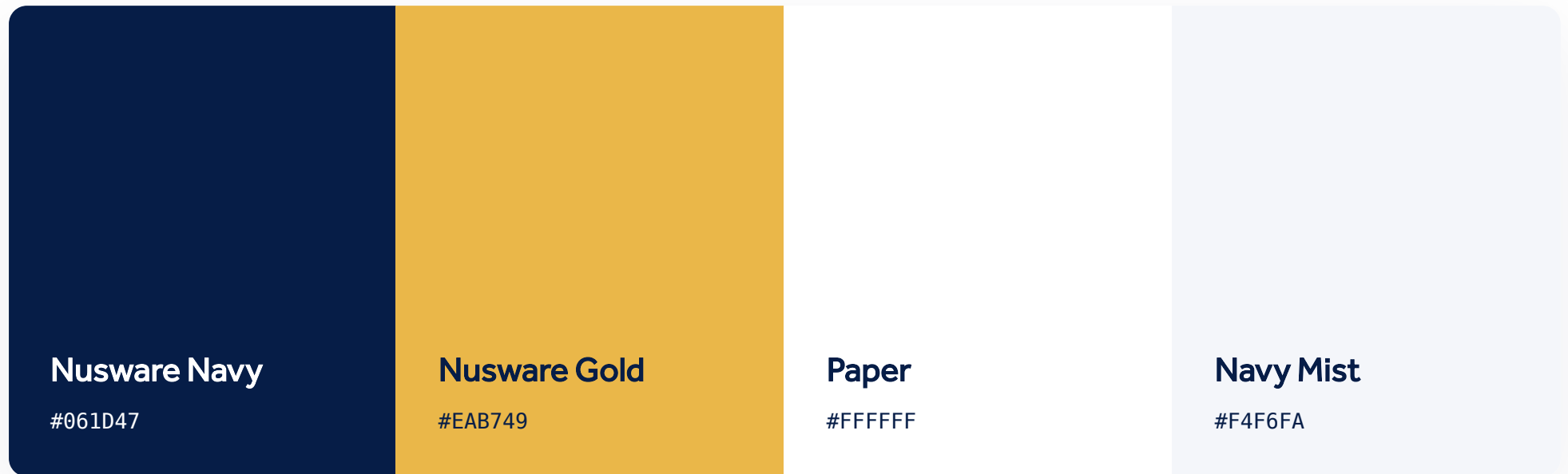


Gold signature

Full signature for selected dark applications.

Color system

Navy carries the brand. Gold draws attention in small, deliberate amounts. Warm neutrals keep communication human and composed.



Typography

DIN Next LT gives headings their engineered character. Effra keeps longer reading calm and clear in English and Arabic.

EFFRA · DIN NEXT LT

Software built with care.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz · 0123456789

نُسوِير — بَرْمَجِيَات تُبْنَى بِعَنَآيَةِ

Identity in use

Nusware communication is structured, direct, and spacious. Use geometry to guide attention, not decorate empty space.



Letterhead

Lead with the navy signature on white.



Software built
with care.

Presentation cover

Use one disciplined diamond composition.



Clear space

Keep the signature isolated and unmistakable.

Structure creates momentum.



Nusware's diamond system turns a simple module into direction, assembly, and forward motion.

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- 01** The diamond suggests a module: compact, useful, and ready to combine.
-
- 02** Repeated forms express products built from one disciplined foundation.
-
- 03** Upward composition signals progress without relying on decorative motion.

Identity standards



Lead with navy

Use the navy logo by default on light and neutral surfaces.



Protect clear space

Keep the signature separate from nearby copy, edges, and partner marks.



Use master artwork

Choose the supplied SVG for scalable work and PNG for raster use.



Do not alter

Never stretch, rotate, recolor, outline, shadow, or rearrange the logo.



Do not overuse gold

Gold supports the identity; it does not replace the primary navy expression.



Do not reduce contrast

Always keep the signature clearly legible against its background.



NUSWARE

Structure creates momentum.

Official assets and current guidance

OFFICIAL SOURCE

nusware.com/identity/

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PREPARED AND PUBLISHED BY

Nusware