FOR PARTNERS

Brand guidelines

Everything you need to use the Núa brand correctly and consistently.

November 2026

nuamoney.com

WELCOME

Our brand, in short

Núa is a digital mortgage platform built in Ireland. Our identity is deliberately simple — one wordmark, two greens and one typeface — so it stays recognisable wherever it appears.

This guide covers the parts you are most likely to need. If something you want to do isn’t described here, ask us first.

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01 — THE LOGO

One wordmark

The Núa wordmark is the whole identity. There is no separate symbol, icon or alternative lockup — always use the files we supply, never redraw or retype it.



Where it comes from

The mark is drawn from the keystone — the architectural piece that holds an arch together — and from the key contained in the word itself.

Never redraw it

Don’t retype the name in another typeface, trace it, or rebuild it. Use the supplied SVG, PNG or EPS.

Always horizontal

There is no stacked or vertical version. If the space is too narrow, make the logo smaller rather than rearranging it.

02 — LOGO COLOURWAYS

Pick by background

Use Dynamo Green wherever possible. On white, use Journey Green. Black and white are only for when green isn’t feasible — single-colour print, for example.



Dynamo Green

Primary. Use wherever possible.



Journey Green

On white backgrounds.



Black

Only when green isn’t feasible.



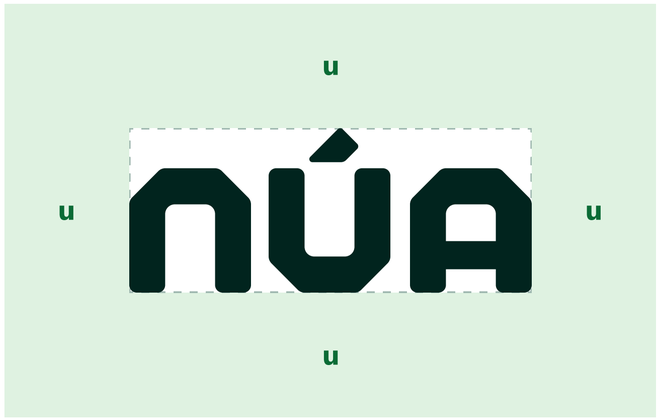
White

On photography or dark backgrounds.

03 — CLEAR SPACE & MISUSE

Give it room

Keep clear space on all sides equal to the height of the ‘u’. Nothing — type, image edges, other logos — sits inside it.



Clear space on every side equals the height of the ‘u’.



✕ Don’t stretch or squash



✕ Don’t rotate



✕ Don’t recolour



✕ Don’t outline



✕ Don’t add effects



✕ Don’t place on low contrast

04 — COLOUR

Two greens

Journey Green is the ink almost everything is written in. Dynamo Green is the accent — used sparingly, for one thing at a time.

Journey Green

#01241E

Backgrounds, body text, the logo on white.

Dynamo Green

#18DD67

The logo, highlights and one key action.

Supporting tones — used as soft section backgrounds, one per band.

Mint #B8E3BD

Mint soft #E2F7EA

Sky #B8E0E3

Cream #F5EEDE

Cloud #F8FAF8

05 — TYPOGRAPHY

Schibsted Grotesk

One typeface, in weights Regular to ExtraBold. It is free and open source — available from Google Fonts.

Headlines · ExtraBold

Smart, simple, yours

Subheads · Bold

For every stage of life

Body · Regular

Set body copy in Regular at a generous line height.

Eyebrow · Bold

FOR PARTNERS

Using the type

- Headings are ExtraBold with tight letter spacing.
- Body is Regular, never lighter than Regular.
- Eyebrows are uppercase Bold with wide spacing, once per section.
- Don’t substitute another typeface. If Schibsted Grotesk can’t be embedded, fall back to the system sans.

06 — IMAGERY

Photography, not illustration

Two strands: staged photography with people, and still life of single objects. Premium but approachable — never stocky.

People

Real, warm, lived in.

- Soft hazy light, shallow depth, faded film colour with fine grain.
- One quiet, candid moment — never looking at the camera.
- No stock-photo couples beaming at the same object.

Still life

Objects shot as objects.

- One object, very large, running off the frame edges.
- Flat backdrop in the same colour as the section around it.
- Matte materials only — brass, travertine, ceramic. No chrome.

07 — GETTING ASSETS

Ask us first

We’re happy to help you get it right. Anything that puts the Núa name next to yours should be checked with us before it goes out.

What we supply

- Logo in SVG, PNG and EPS, in all four colourways.
- Colour values for screen and print.
- Approved photography and still life.

Check with us before

- Co-branded lockups or placing our logo beside yours.
- Anything implying endorsement or partnership.
- Merchandise, signage or printed material.