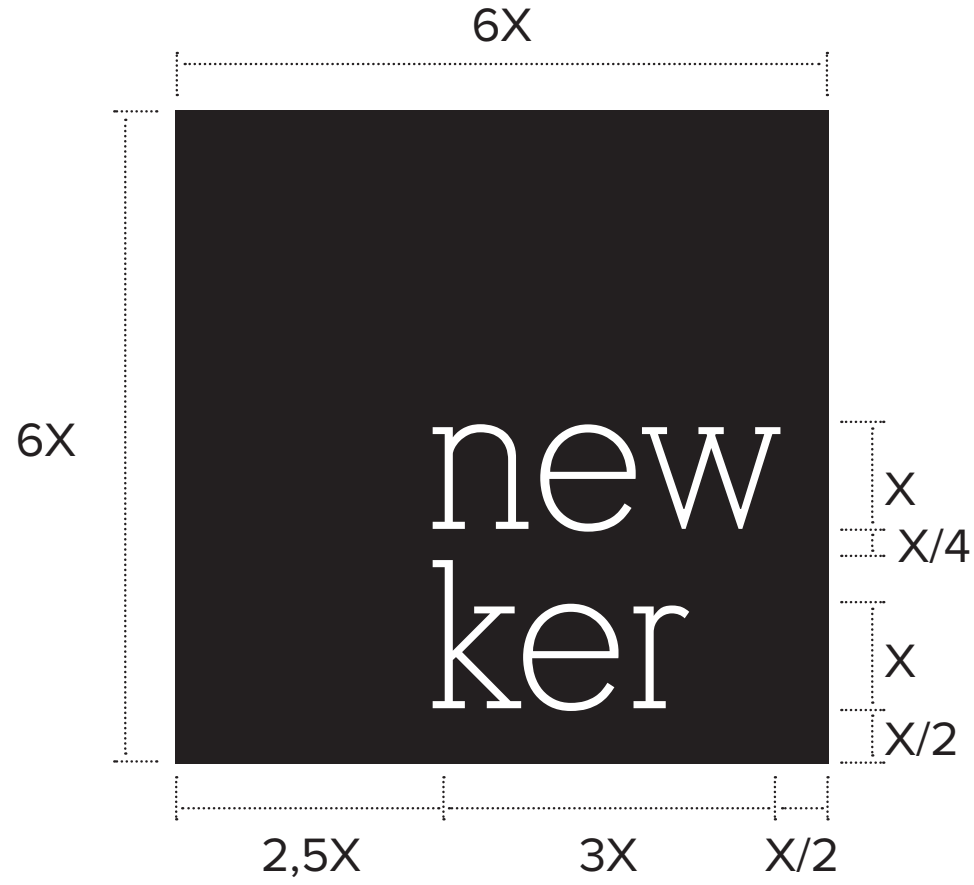




NEW BRAND,
NEW LIFE,
NEWKER.

BRAND IDENTITY
LOGO APPLICATIONS
V.01-07/2017

new
ker

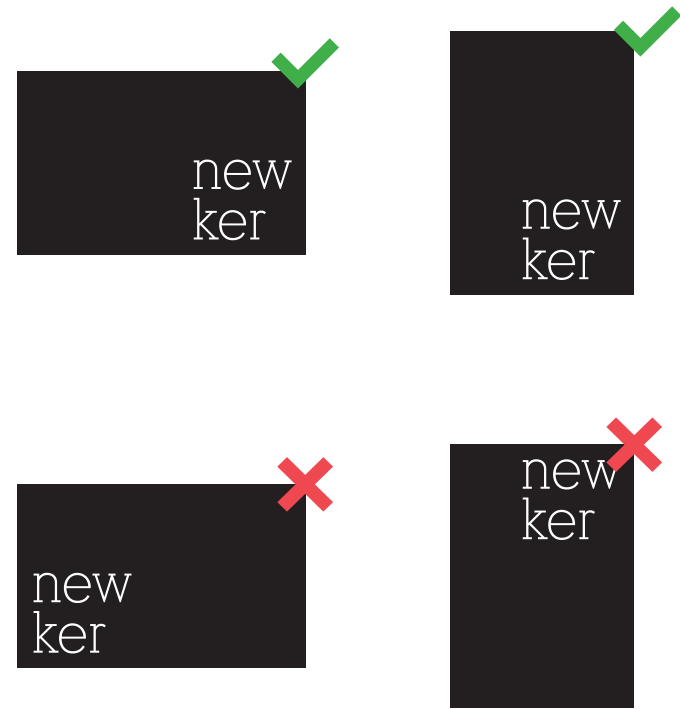






* only for social media and icons





* only for signs



newker

* only for small horizontal spaces





new
ker

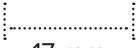


newker

* only if original version are not clear with the background



newker

newker

17 mm

“bold” version for minium size

newker

17 to 12 mm



newker



- Corporate Tipeface:

PROXIMA NOVA CONDENSED REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ % & () = ¿ ?

- Secondary Tipeface:

PROXIMA NOVA CONDENSED SEMIBOLD

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ % & () = ¿ ?

PROXIMA NOVA CONDENSED LIGHT

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ % & () = ¿ ?

PROXIMA NOVA REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ % & () = ¿ ?

- Web Tipeface (family):

ROBOTO CONDENSED REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ § % & () = ¿ ?

ROBOTO REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ § % & () = ¿ ?

- Office Use Tipeface (family):

ARIAL

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z Ç - a b c d e f g h i j k l m n ñ o p q r s t u v w x y z ç
1 2 3 4 5 6 7 8 9 0 . , ; - ^ € \$ * + @ \ \$ § % & () = ¿ ?

Logo and manual available at:
<http://www.newker.com/en/descargas>

Logo variations and questions:
marketing@newker.com