

# Brand guidelines

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the NovaFloor® brand book

**NOVA**  
FLOOR®

# Stay **Awesome**

The purpose of this brand guide is to help you get to know NovaFloor, as well as to provide important guidelines that will help you remain consistent and professional as you go out and share the brand with the world. All the information you'll need regarding brand voice, proper logo usage, color palettes (and more) is now at your fingertips—be sure to use it well!

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# *Flooring For Life's Happiest Moments™*

*"Inspiring customers to create  
beautiful, sustainable spaces for  
all of Life's Happiest Moments."*



# FUN AUTHENTIC INNOVATIVE RESPONSIBLE

## MOODBOARD

NovaFloor is **authentic, inspirational, and modern**, with a passion for **originality** and **sustainability** at the heart of every message.

Our team takes cues from nature, architectural trends, high-fashion textiles and runways around the world to bring NovaFloor customers the most beautiful, versatile flooring in the industry.

The target audience is a discerning customer who is passionate about **interior design** and **home décor**. She strives to balance the ever-changing needs of her **family** without ever sacrificing **style**. Whenever possible, she selects clean, **eco-friendly** products she feels good about bringing into her home.











# Logo and usage

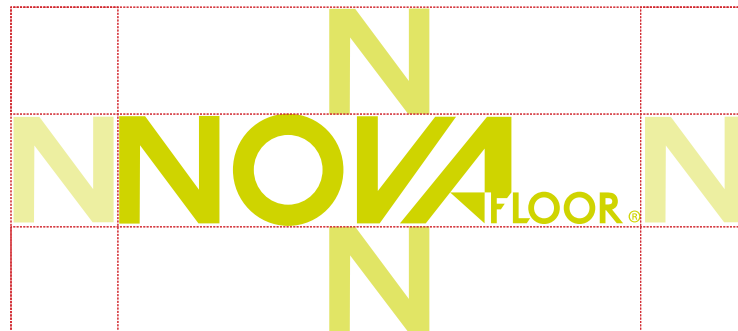
## PRIMARY LOGO

This is the main logo that will be used across primary brand applications. Our logo helps audiences identify NovaFloor's products, digital presence, ads, and other materials, and enhances the professionalism of the brand. It is essential that this logo always be applied with care and respect in every application according to these guidelines.

The NovaFloor brand name in the logo should always be represented in block capital letters, never in upper and lower case.

*A white reverse logo can be used in instances when the primary green logo is not aesthetically pleasing or when placed on a photo background.*

# NOVA FLOOR®



Minimum Size



Width = 1.25 in

# NOVA FLOOR®

# NOVA FLOOR®

# Secondary Logo and usage

## ALTERNATE MARK / SECONDARY LOGO

This logo is to be used when the primary logo simply will not fit or would need to be altered due to space constraints. Its best use case is for social media purposes (in social profile photos, for example).

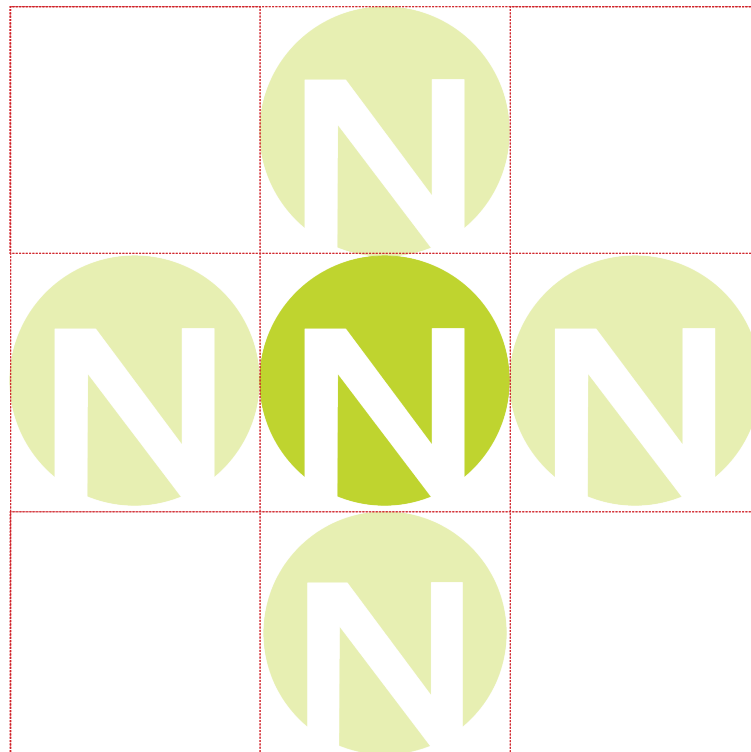
*A white reverse logo can be used in instances when the primary green logo is not aesthetically pleasing or when placed on a photo background.*



Minimum Size



Width = 1.25 in



# Logo and placement

## PHOTO BACKGROUND

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use the solid white or gray logo on top of a background image.

X





**NOVA** FLOOR®



**NOVA** FLOOR®

# Unacceptable logo usage

## BRAND INTEGRITY

This is the main logo that will be used across primary brand applications. Our logo helps audiences identify NovaFloor's products, digital presence, ads, and other materials, and enhances the professionalism of the brand. It is essential that this logo always be applied with care and respect in every application according to these guidelines.

The NovaFloor brand name in the logo should always be represented in block capital letters, never in upper and lower case.

1. Don't rotate the logo
2. Don't squash or stretch
3. Don't place lace elements in the logo's defined clear space
4. Don't resize any part
5. Don't use off-brand colors
6. Don't add drop shadows or other text styles
7. Don't contain the logo in a box when used on a photo background







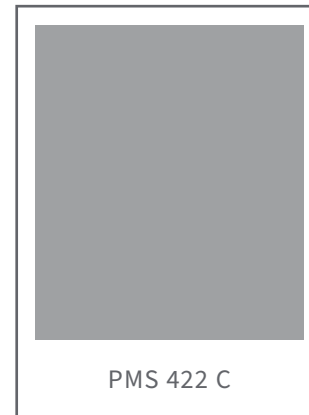
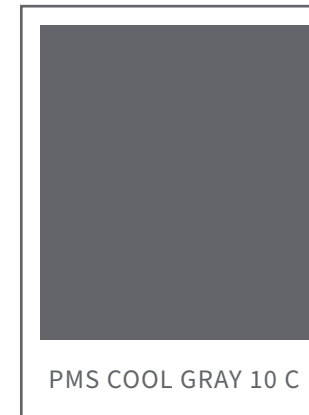
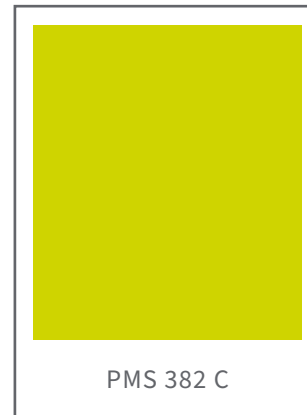


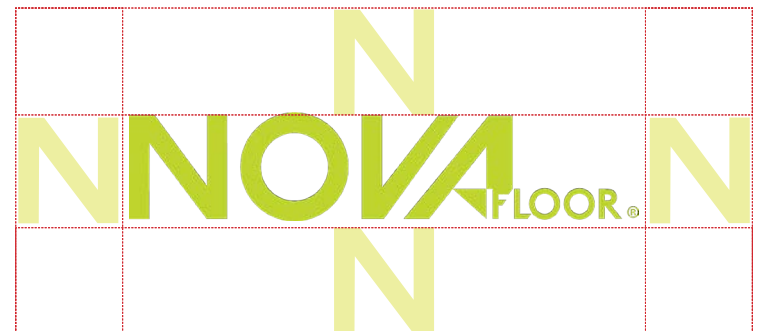
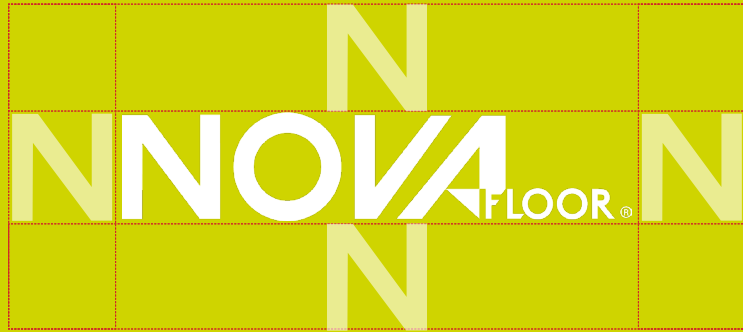
# Color and usage

## OUR COLORS

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

Green symbolizes our long-standing commitment to environmental responsibility, a cornerstone of our business for more than 30 years. Represented organically throughout nature, green is extremely versatile, with the unique ability to energize, relax, balance, or rejuvenate/refresh.





# Icons and usage

## BRAND ICONS

These icons are meant to represent the NovaFloor brand in a visual way, cut down on heavy copy, and enhance media in which they are added to. These are best used on presentations, displays, and any NovaFloor branded media where appropriate.

*White reverse icons can be used in instances when the gray (PMS Cool Gray 10 C) icons are not aesthetically pleasing, or when placed on a photo background.*



Step confidently knowing your investment is protected against scratches, stains, dents, and abrasions using our proprietary NovaShield technology.

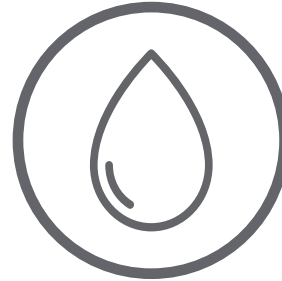


Our Eco+ certification represents our company promise that NovaFloor products are manufactured using the highest quality standards and are 100% phthalate-free.





**NATURAL TEXTURE**



**WATERPROOF**



**PET FRIENDLY**



**PAD ATTACHED**



**FAMILY SAFE**



**EASY TO MAINTAIN**



**ENHANCED COATING**

# Primary font

## Source Sans Pro

### TYPOGRAPHY

Typography is an important and powerful element of any brand when used consistently. This set of typefaces best represent NovaFloor and should be used across all print and web applications.

### TIPS

1. Photos with shallow depth of field work best.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps make text more readable.



# Source Sans Pro

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY  
the quick brown fox  
jumps over the lazy dog  
1234567890

Light

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Semi Bold

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Black

ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

# Copyright and trademarks

## COPYRIGHT / TRADEMARKS

The NovaFloor brand is legally copyrighted. NovaFloor collections are legally registered and trademarked in an effort to protect our brand and our exclusive rights to the product line names. The trademark and/or copyright symbols should be used in copy according to the guidelines set here:

- 1. Ad Copy (Print or Digital):** Include trademark/copyright symbol in the first instance of the trademarked/copyrighted brand or collection, then drop the symbol in subsequent instances.
- 2. Blogs/Digital Copy:** Include trademark/copyright symbol in the first instance of the trademarked/copyrighted brand or collection, then drop the symbol in subsequent instances.
- 3. Social Media Copy:** No trademark/copyright symbol should be used in an effort to promote clarity and clean visuals.



## Sustainable Flooring for Life's Happiest Moments™

A little adventurer with a heart of gold, Gage has a love for all things green! Spending his days tromping through the woods or digging in the garden with mom means that it is impossible to run in for dinner without tracking a little bit of mud behind him. While Gage's mom wants a beautiful space, she also knows the importance of green living, which is why she chose NovaFloor® as the foundation of their home. NovaFloor products are FloorScore® and GreenGuard® Gold certified, making them a safe, healthy and sustainable option for families like hers, while also providing a beautiful, durable space to live life's happiest moments. Together, NovaFloor and mom are doing their part to care for the planet, keeping Gage's future bright.



MAYBREE® WASHED CONCRETE, GAGE

VISIT [NOVAFLOOR.US](https://NOVAFLOOR.US) TO LEARN MORE

**NOVA**  
FLOOR.



# NovaFloor

## sustainability

As an industry leader, we take our commitment to the environment to heart, just as we always have. Long before sustainability was a key focus in our industry, Novalis founder Dr. Z.L. Wu sought to create a versatile, sustainable flooring option and began research and development of luxury vinyl tile.

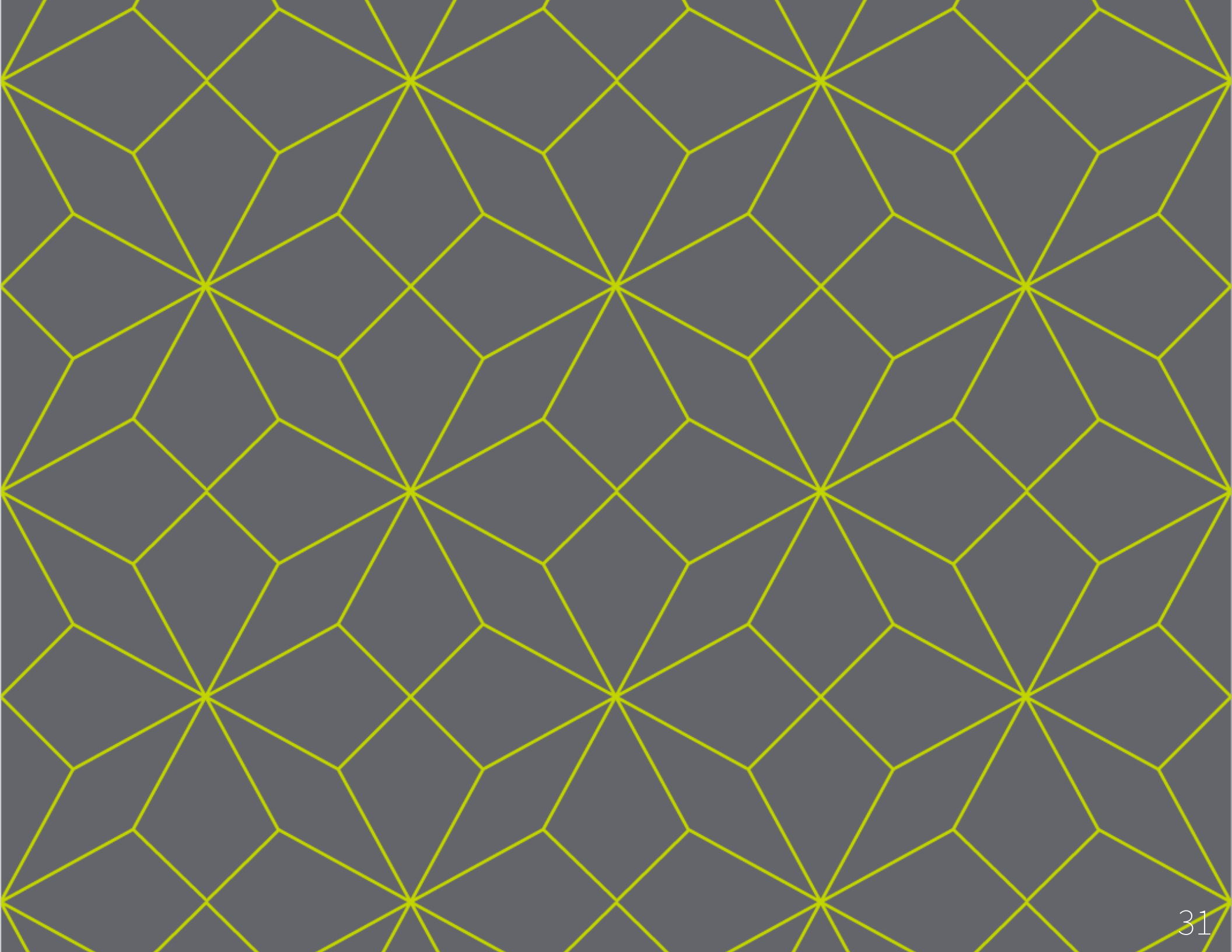
Today, environmental responsibility remains a cornerstone of our business and of the NovaFloor brand. Here are some of the ways we are manufacturing luxury vinyl flooring with our customers and the future of our planet in mind:

- NovaFloor products are rigorously tested to meet the highest indoor air quality standards through FloorScore® testing for VOCs (volatile organic compounds). Our certifications include GREENGUARD Gold and Indoor Advantage Gold Standard
- Our products are 100% phthalates-free
- We offer complete manufacturing transparency through Environmental Product Declaration (EPD), Health Product Declaration (HPD) and Declare labeling (products' contents are voluntarily disclosed to 0.01%)
- Flooring is produced in a zero-landfill manufacturing facility, where all processing water and production waste are 100% recycled in a closed loop system
- Novalis® uses 100% natural gas for its manufacturing – the cleanest fossil fuel energy available in the world today
- Over 85% of Novalis® raw materials are sourced within 500 miles of our factory in China, with the goal of 100%
- NovaFloor luxury vinyl flooring is 100% recyclable. After the product life span, it can be recycled to make new flooring, without pollution or waste production



# When **in doubt**

Refer back to this guide or feel free to contact the marketing department directly at [marketing@novalis-intl.com](mailto:marketing@novalis-intl.com). These guidelines should allow for enough creative freedom to use your best judgment in making sure the brand looks its best across all applications.



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