

Brand Guidelines

Brand Identity | www.novaconsult.org

Brand Overview

Nova Consult is a comprehensive study abroad consultancy that bridges the gap between ambitious students and global educational opportunities. We provide end to end support, from university selection and admissions to visa processing and exam preparation (IELTS/SAT). Our mission is to empower students to achieve their international career dreams through expert guidance and strong global university partnerships.

Built on the pillars of Trust, Guidance, Transparency, and Success, we offer reliable mentorship and clear, honest communication at every step. By focusing on a result oriented approach, Nova Consult serves as a secure and professional partner for aspiring students and parents navigating the complexities of international education.



Logo Concept

The Nova Consult logo combines two key symbols that represent our commitment to global education.



Graduation Cap

A universal symbol of academic achievement and the successful completion of a journey. It represents the ultimate goal we help every student reach.



Student Icon

Centered within the mark, these figures represent the individual journey of the students and the support of their families. They are the heart of our mission.

Logo Guidelines

Primary

Logo

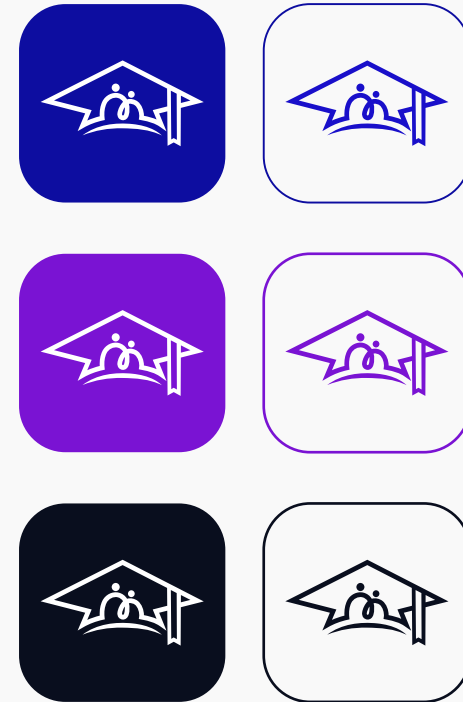
The Nova Consult logo is our core brand symbol. Follow these rules to keep it consistent everywhere.



Icon

Version

The standalone graduation hat mark is designed for small scale applications such as social media profile pictures, favicons, and secondary brand patterns.



Logo Clear Space

Always keep minimum clear space around the logo to maintain legibility and avoid a cluttered look.



Symbol + Wordmark

Logo Misuse

The Nova Consult logo is a locked asset. To protect our professional identity



Do Not stretch, skew, or distort the proportions.



Do Not alter the signature purple to blue gradient.



Do Not add drop shadows or glow effects.



Do Not place the logo on busy backgrounds that reduce contrast.

Logo on Background

The logo's design ensures a strong brand presence and high impact across various background colors. This adaptability allows the visual identity to remain flexible and clear in any setting.



Color Palette and Typography

RGB
122, 19, 211

CMYK:
68, 85, 0, 0

HEX:
#7A13D3

Purple

RGB
13, 13 160

CMYK:
100, 98, 2, 2

HEX:
#0D0DA0

Blue

RGB
244, 244, 244

CMYK:
3, 2, 2, 0

HEX:
#F4F4F4

White

RGB
19, 14, 30

CMYK:
83, 76, 57, 76

HEX:
#090E1E

Black

Typography

DM Sans is the typeface for Nova Consult, chosen for its modern, geometric, and highly legible design.

DM Sans Font Family

Aa

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
12345678900
!@#\$\$%^&*()_+~

Aa

Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
12345678900
!@#\$\$%^&*()_+~

Aa

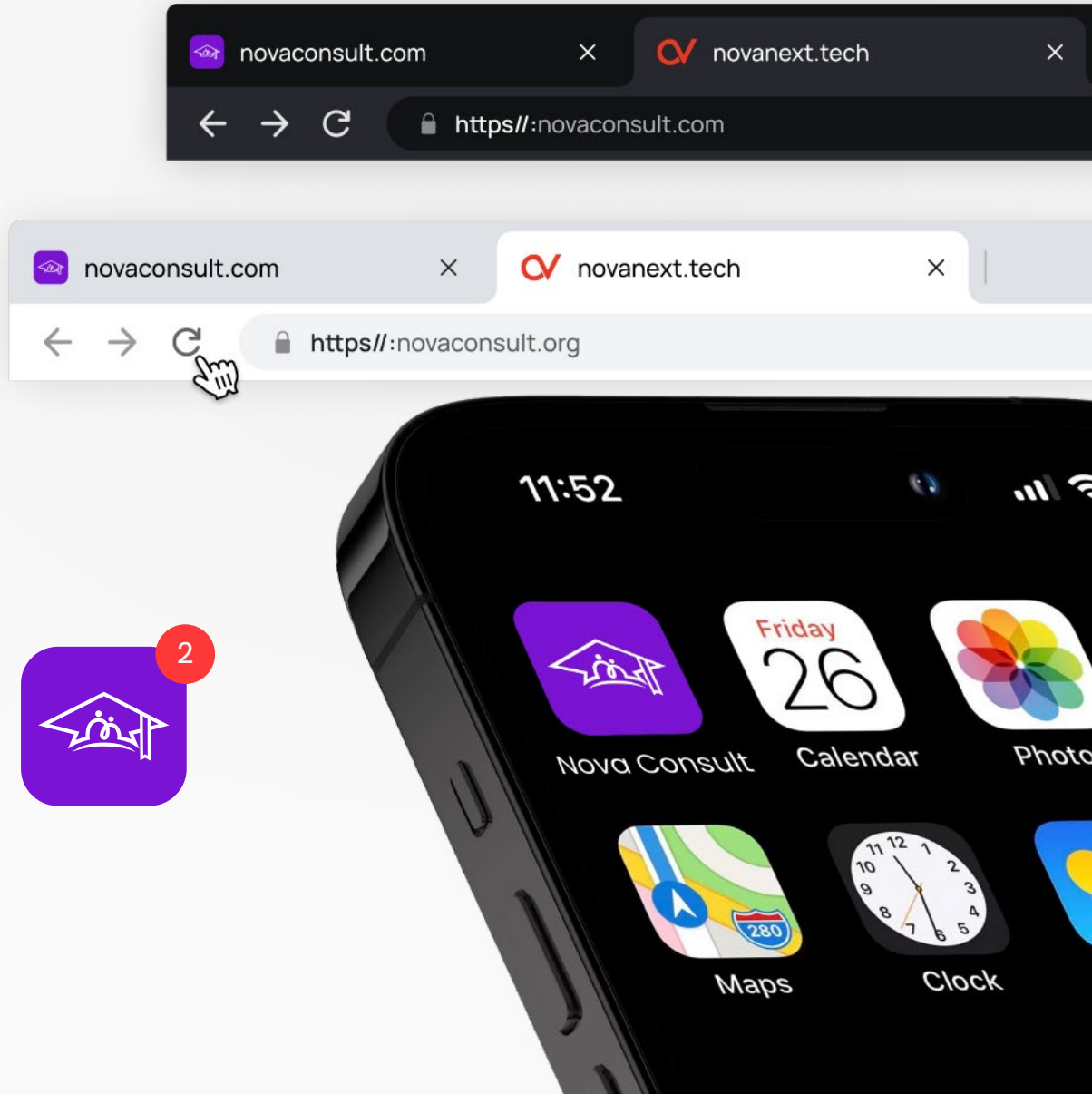
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
12345678900
!@#\$\$%^&*()_+~

Marketing Materials

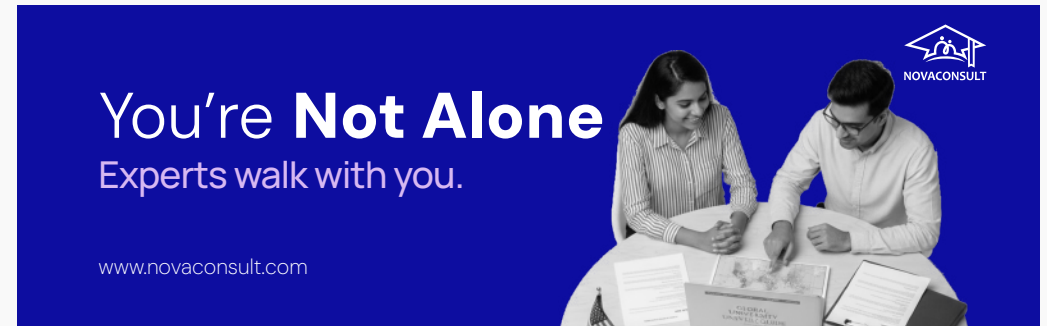
Logo App Preview

This preview shows how the logo fits perfectly into the mobile app icon and website, ensuring a consistent experience across all platforms.



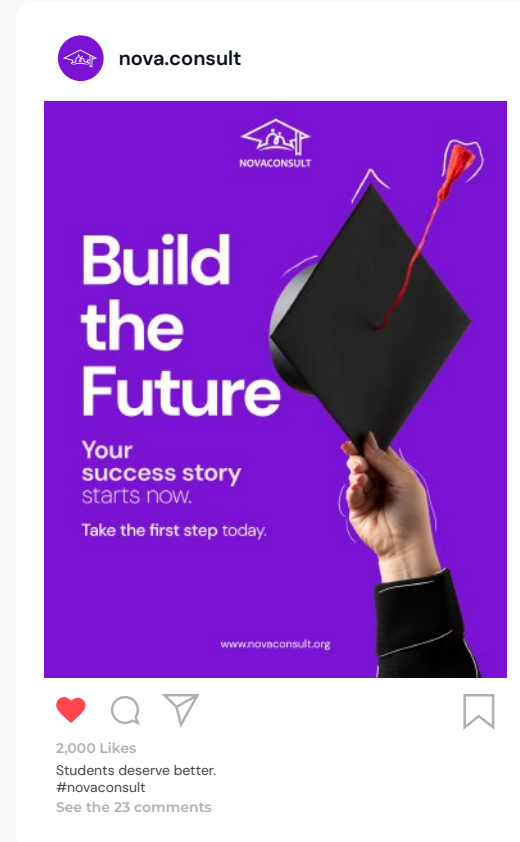
Banner Social Media

A great way to design social media banners is by building a consistent theme that matches the brand's personality. Use photo based or text only posts to keep the content engaging.



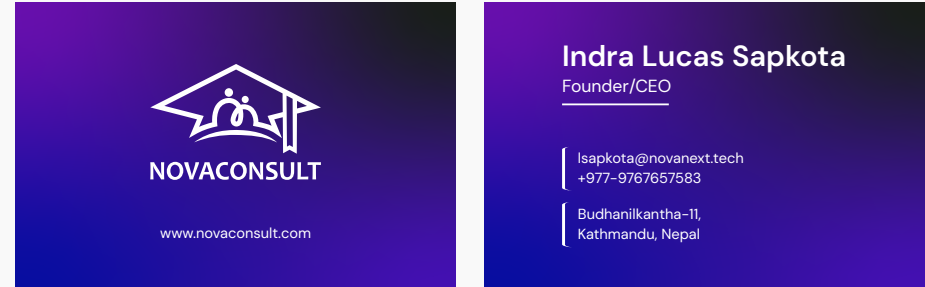
Instagram Post

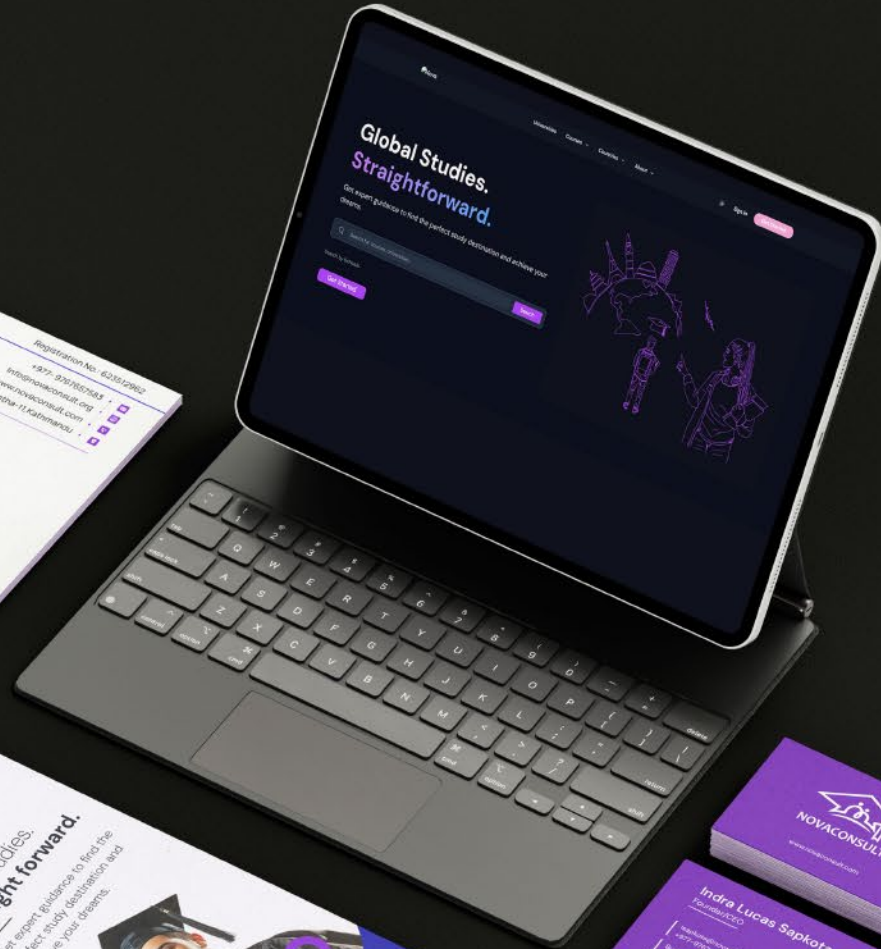
An effective way to use design templates for Instagram is by building a consistent theme that reflects the brand identity. You can use photo-based layouts or text only designs to create visually engaging posts.



Business Cards

This is a preview of our business card design featuring our logo and brand colors. Using consistent brand elements creates a professional, recognizable look that strengthens our identity.







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Future
WITHOUT
Limits.

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