

This graphic charter defines the rules for using the Novalla Group's visual identity. By adhering to these guidelines, we ensure a consistent and strong image across all our communication media. Our logo, colours and typography symbolise our values of innovation, sustainability and excellence. Please follow these guidelines to strengthen our brand identity.



Introduction	4
Logo	5-7
Colour	8
Character fonts	9-10
Clothing	11-12
Vehicles	13-16
Documents	17-18
Construction site barriers	19
Tarpaulins	20



# INTRODUCTION

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The Novalla Group brings together several family-run companies specialising in construction and property: Novalla SA, Novalla Construction SA and Novalla Immobilier SA. Our new head office in Bussigny marks a key stage in our development.

To support this development, we have adopted a new logo that unifies our companies under a common identity, while preserving their original names. This logo reflects our image and our expertise, and may be used for other services in the future.

This logo is essential to our visual identity and must be used rigorously to convey our values and reinforce our presence. It is crucial that it is applied consistently, in accordance with this guide.

General Management



The Novalla Group is made up of several specialised entities, each playing a key role in the construction and property sector. Each logo represents a distinct branch of the group, uniting our different areas of expertise under a coherent visual identity.

Novalla Group :



NOVALLA

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Novalla SA :



NOVALLA  
COSMETISING; PIGMENTING AND PROTECTING YOUR SURFACES

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Novalla Construction SA :



NOVALLA  
BUILDING, INNOVATING AND PERFECTING YOUR PROJECTS

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Novalla Immobilier SA :



NOVALLA  
DEVELOPMENT OF REAL ESTATE ASSETS



# LOGO

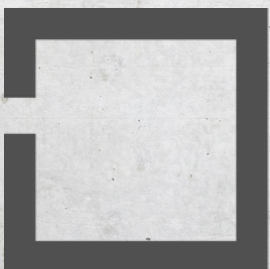
## The Circle :

The circle must always be orange for most uses, with the exception of certain specific cases, such as on reflective clothing, where the circle may be white or black as required. Apart from these specific cases, any deviation from the colour orange is prohibited in order to preserve the consistency of our visual identity.



## The Square :

The square must always match the colour of the logo text. If the logo text is white, the square must also be white. Conversely, if the text is black, the square must be black. This principle guarantees visual consistency and ensures that the logo remains legible and coherent whatever the medium used.





# LOGO



**NOVALLA**

BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



#EC7203



#000000

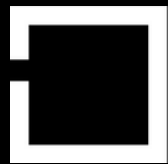


#505050



**NOVALLA**

BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



**NOVALLA**

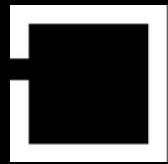
BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



#FFFFFF



#EC7203



**NOVALLA**

BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS

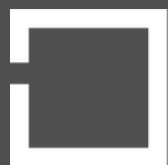


**NOVALLA**

BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



#000000



**NOVALLA**

BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



#FFFFFF



#EC7203

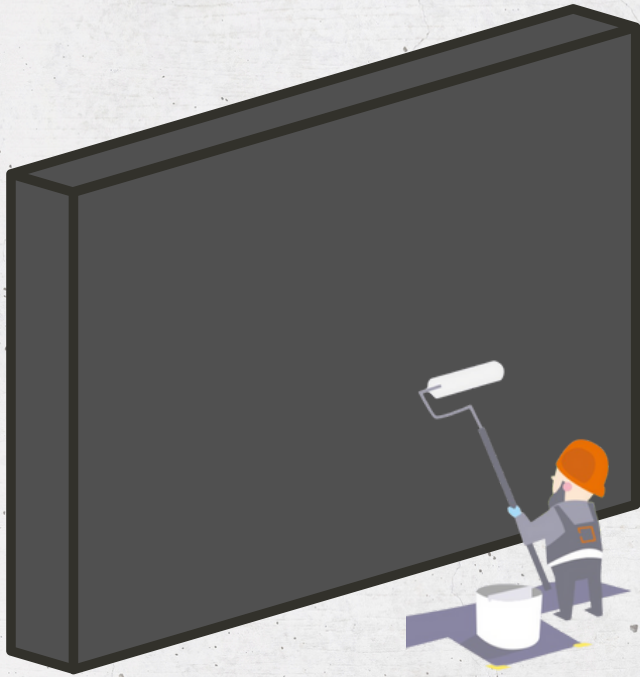


**NOVALLA**

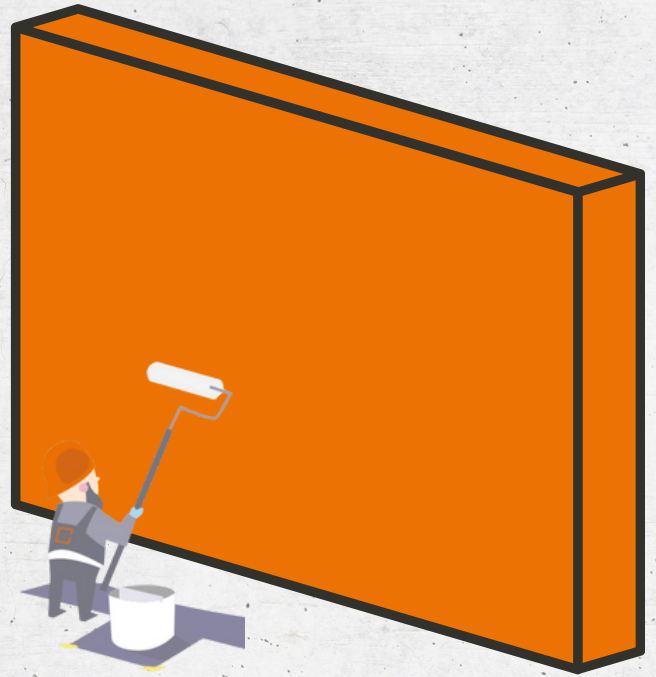
BUILDING. INNOVATING AND PERFECTING YOUR PROJECTS



# COLOURS HEX



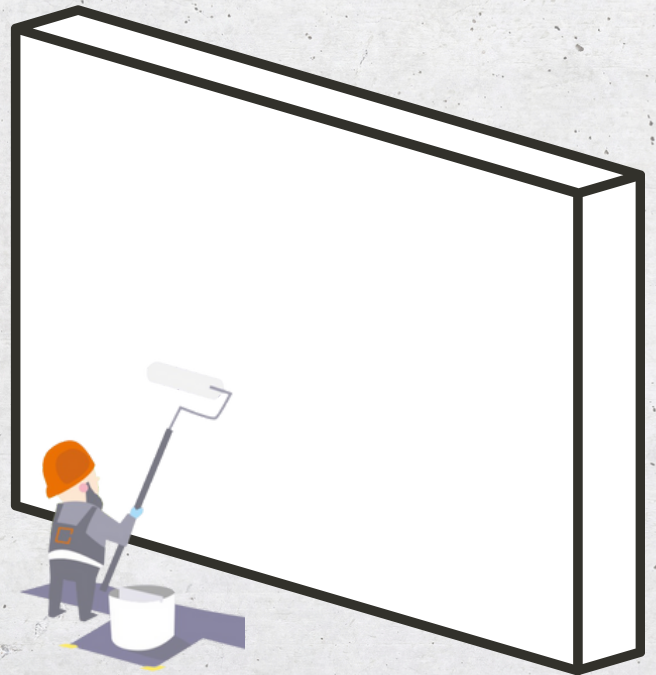
#505050



#EC7203



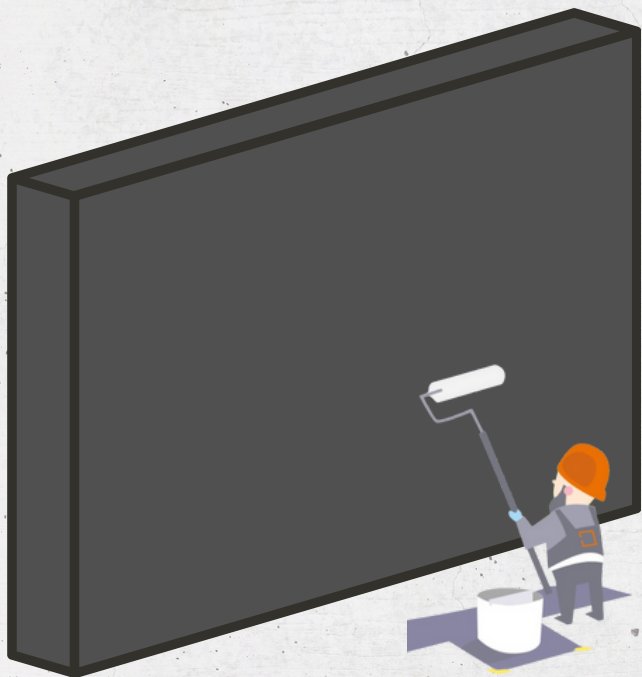
#000000



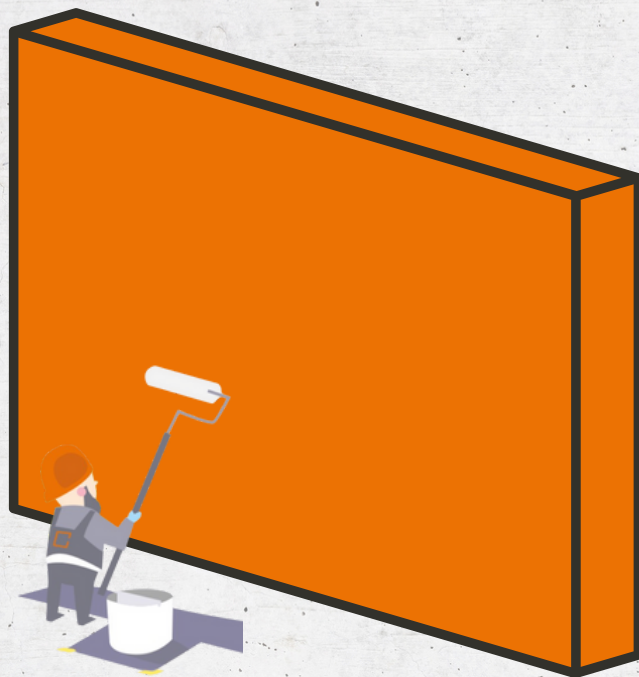
#FFFFFF



# COLOURS CMJN / RGB



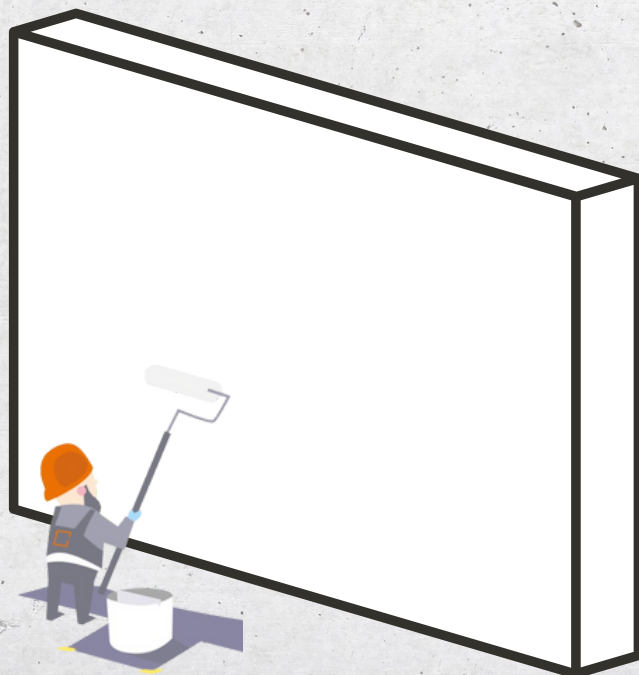
**R 80 G 80 B 80**



**R 236 G 114 B 3**



**R 0 G 0 B 0**



**R 255 G 255 B 255**





# CHARACTER FONTS

We use 'Barlow' as the typeface for our communications and 'Barlow Condensed' for our 'slogan' in our logos.

## Description:

Barlow is a family of grotesque sans-serif fonts designed with open shapes and a friendly appearance. Inspired by the classic lettering of Californian road signs, this font offers excellent legibility for both digital signage and print. Its variety of weights allows great flexibility in a range of design applications.

## Reason for choice:

The Barlow font was chosen for its modern look and excellent legibility. It embodies the dynamic and innovative image of Novalla SA, while ensuring optimum clarity in all the company's communications.

## Applications:

- Barlow Regular: Used for body text in internal and external documents, ensuring comfortable reading for long-form documents.
- Barlow Medium & Semi-Bold: Perfect for headings or highlights in documents and presentations.
- Barlow Bold: Reserved for titles and subtitles, offering a strong visual impact to capture attention in all communications.



# CHARACTER FONTS

## Specific guidelines:

- The main headings should be in Barlow Bold, size 24pt for printed documents and 32px for the web.
- Subtitles will follow in Barlow Semi-Bold, size 18pt/24px, for clear distinction while maintaining visual unity.
- The standard body text must be in Barlow Regular, size 14pt/16px.
- For footnotes or captions, Barlow Light in 10pt/12px is recommended.
- Barlow Condensed' has been defined for the slogans in our logos to make them easier to read.

## Advice on use:

Make sure that spacing and alignment are always adjusted to ensure a neat, professional presentation.

Using the typographic grid to align text on different media will ensure visual consistency across all communication channels.

### Barlow :

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Barlow Condensed:

abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ



# CLOTHING



Charcoal grey T-shirt

#FFFFFF
  #EC7203



Charcoal grey jumper

#FFFFFF
  #EC7203



Charcoal grey jacket

#FFFFFF
  #EC7203



Charcoal grey trousers

#FFFFFF
  #EC7203



Charcoal grey cap and beanie

#FFFFFF
  #EC7203

Safety helmet

#000000



# CLOTHING



High-visibility T-shirt

■ #000000



High-visibility jumper

■ #000000



High-visibility jacket

■ #000000



High-visibility rain jacket

■ #000000



High-visibility trousers + Rain trousers

■ #000000



# VEHICLES

## Vans logo:

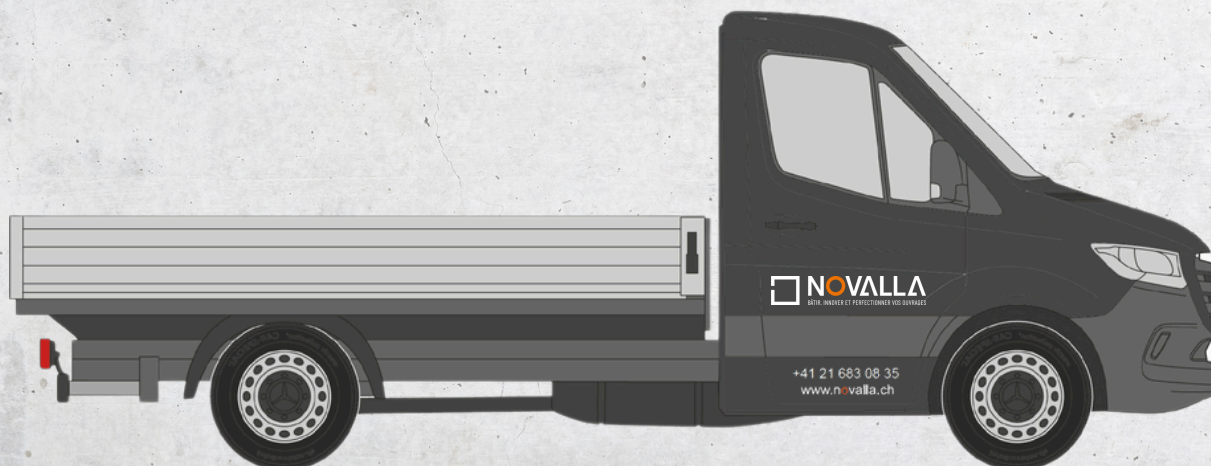
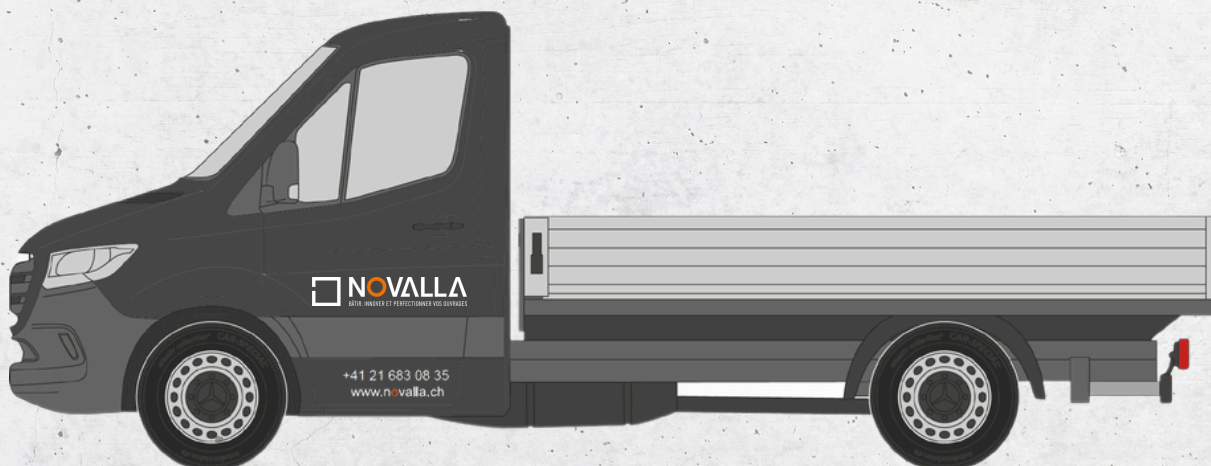
Within the Novalla group, we use two distinct logos for our vehicles, reflecting the different branches of our company. For Novalla SA, which specialises in finishing work, we use the Novalla SA logo. For structural work, we use the Novalla Construction SA logo. This distinction enables us to clearly differentiate the teams and services associated with each entity within the Novalla Group.



\*Camionnette Novalla SA



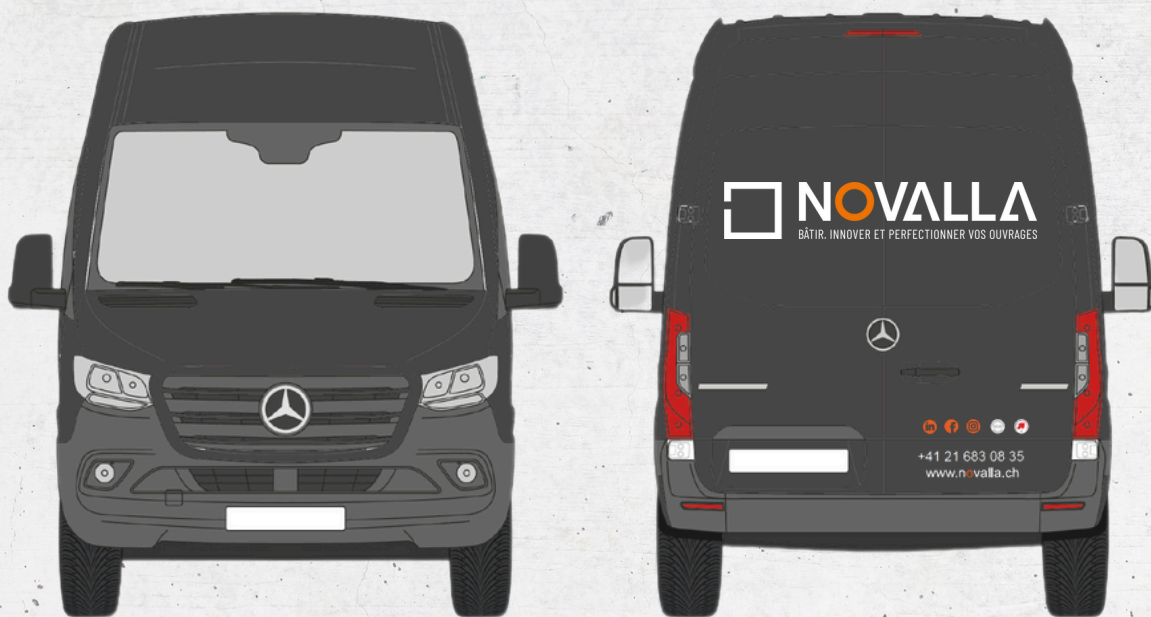
# VEHICLES



**\*Novalla Construction SA van**



# VEHICLES



**\*Novalla Construction SA van**



# VEHICLES

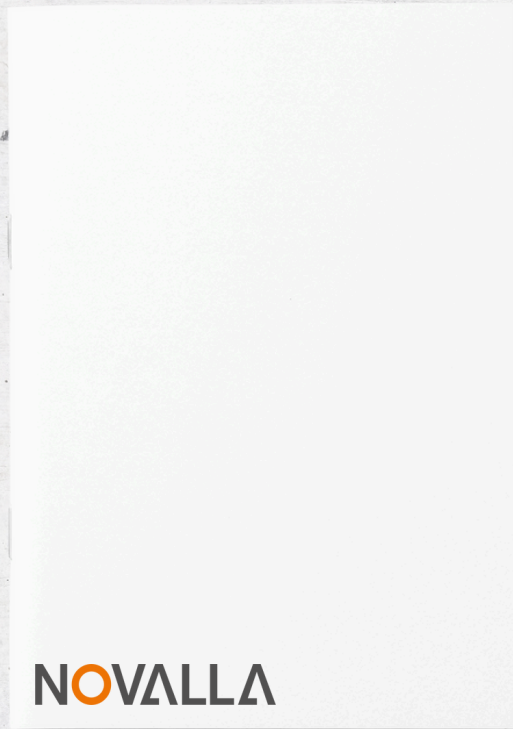


**\*Novalla SA Group vehicle**

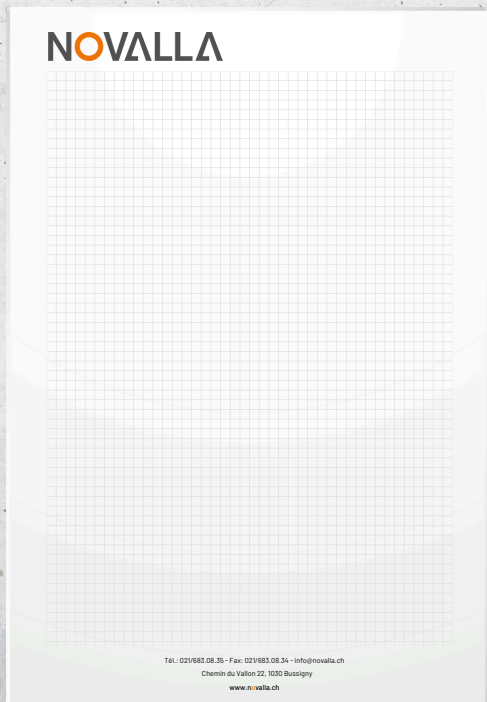


# DOCUMENTS

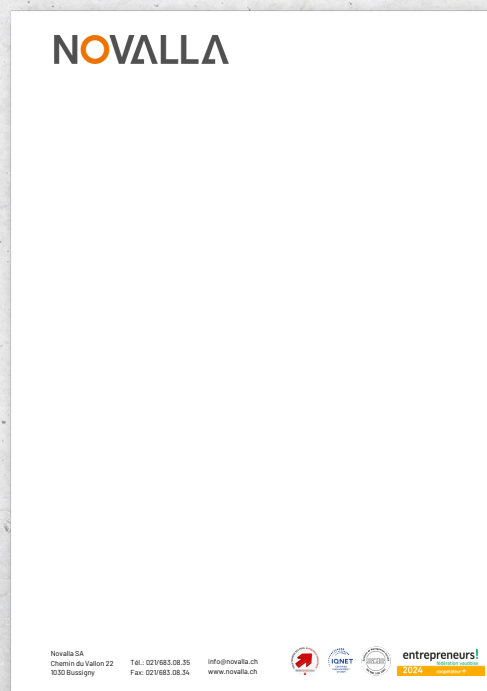
## Pouch



## Notepads



## A4 document





# DOCUMENTS

## Envelope



\*Format C5



\*Format C4

## Business card





# CONSTRUCTION BARRIERS

## Tarpaulin for site barriers:

We have 3 different designs for our site barrier tarpaulins.

**Dimensions: 340 cm by 173 cm**



This first design for our site barrier tarpaulins highlights our various 'mascots' who illustrate the many services offered by Novalla.



This simple design features our logo on the bottom left and our QR code and website on the bottom right, all on a grey background (#505050).



This banner displays safety instructions and prohibits access. It features our mascot pointing to safety signs, with the logo at bottom left and the QR code to our website at bottom right, on a grey background #505050.



# TARPAULINS

## Advertising canvas:

We have 2 different visuals for our advertising tarpaulins.

**Dimensions: 200 cm by 100 cm**

White background,  
grey logo :

A sleek, modern design,  
ideal for clear, elegant  
communication.

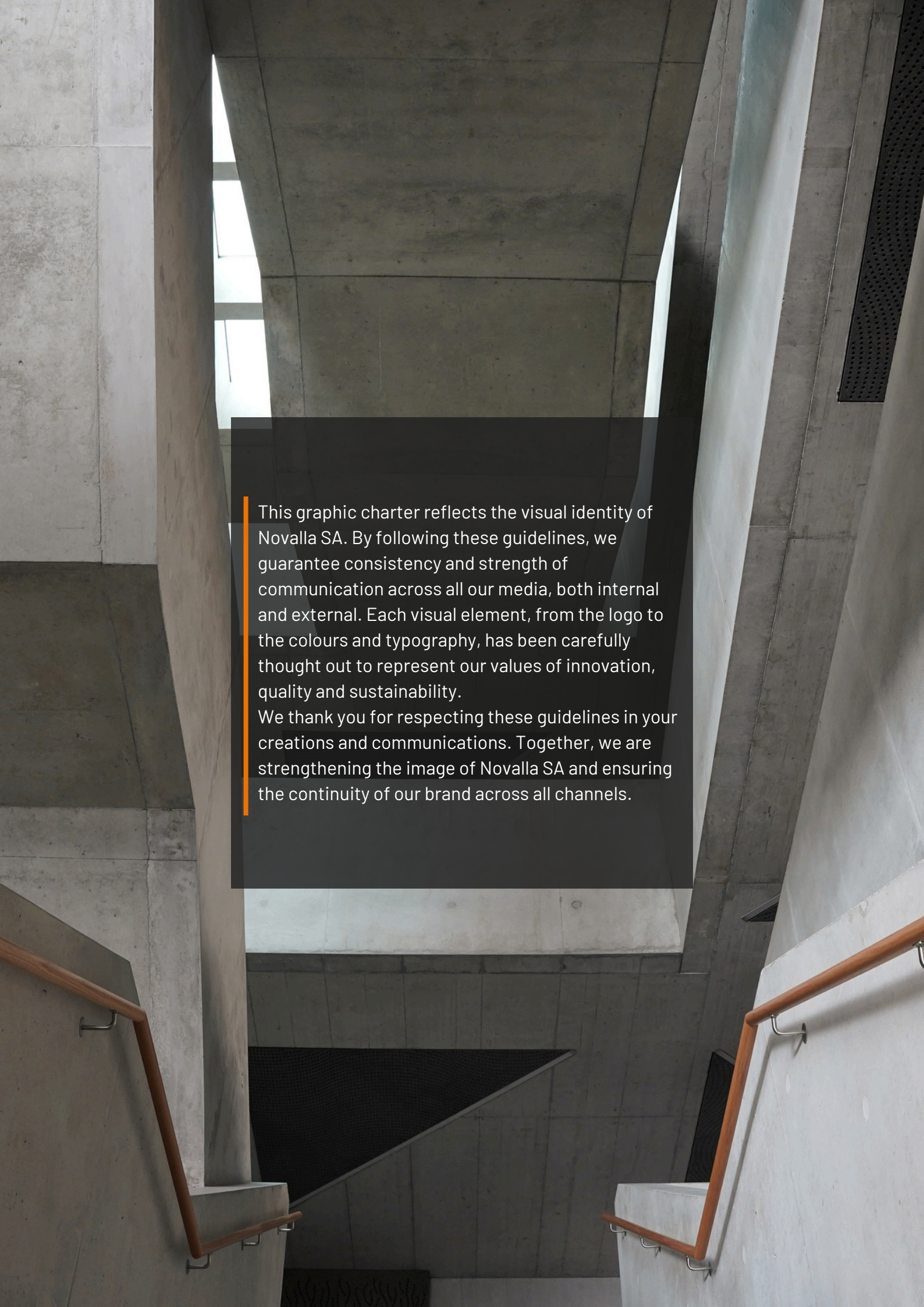


Dark grey background,  
white logo :

High contrast for maximum  
visibility, perfect for  
outdoor environments.







This graphic charter reflects the visual identity of Novalla SA. By following these guidelines, we guarantee consistency and strength of communication across all our media, both internal and external. Each visual element, from the logo to the colours and typography, has been carefully thought out to represent our values of innovation, quality and sustainability.

We thank you for respecting these guidelines in your creations and communications. Together, we are strengthening the image of Novalla SA and ensuring the continuity of our brand across all channels.



# NOVALLA

Our staff will be happy to advise you on site or by telephone to meet your expectations. We can also arrange for you to visit our offices.