



Nonius Branding Guidelines

2026

1. Audience

This document can be made available to anyone in Nonius.

2. Assets

This section contains the official logo assets available for use. Please ensure you always use these approved files to maintain brand consistency across all communications.

Please find the logo available for download [here](#) .



3. Introduction

This document outlines the **guidelines for the correct usage of the Nonius brand assets**, ensuring consistency and recognizability across all mediums.

4. Usage Guidelines

4.1 Clear Space

- Maintain a clear space around the logo to ensure visibility and impact. The clear space should be at least the height of the 'N' in the Nonius logo on all sides.



4.2 Minimum Size

- The logo should not be reproduced in sizes smaller than **30 mm** in width to ensure legibility.



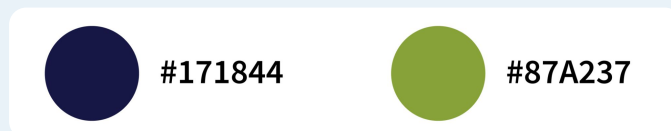
Screen:
70 pixels



Print:
30 mm
1,30 inches

4.3 Colour Variations

- The primary colour for the Nonius logo is **#171844** (HEX). The secondary colour is **#87A237** (HEX).



- For darker backgrounds, use the dark mode logo variation:



4.4 Background Control

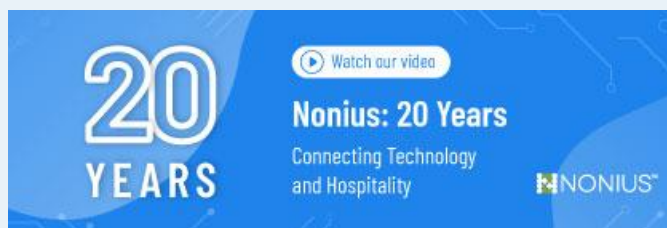
- The logo should be used on backgrounds that ensure sufficient contrast and clarity. Patterned or gradient backgrounds may be used when they do not compromise legibility and must be **approved by the Marketing Team**.



5. Usage examples

All Nonius artwork must be provided by the Marketing Team, and no artwork should be published without prior consent.

- **Email signatures** (shared by the Marketing Team). **Do not create your own.**



- **Social Media Posts** (shared by the Marketing Team). **Do not create your own.**



- **Social Media Banners for personal use** (shared by the Marketing Team). **Do not create your own.**



6. Incorrect Usage

To maintain the integrity of the Nonius brand, the following misuses should be avoided:

- Do not alter the logo colours.
- Do not stretch, distort, or modify the logo proportions.
- Do not apply effects such as shadows, gradients, or outlines to the logo.
- Do not use the logo on a busy or cluttered background.
- Do not add text or other elements that interfere with the logo.



7. Typography

The primary typeface for Nonius marketing materials is **Source Sans Pro**. This font should be used across marketing communications to ensure visual consistency. For titles and headings, **Barlow Semi Condensed** can be used.

7.1 Heading Font

- **Barlow Semi Condensed - Semibold**

7.2 Body Text Font

- **Source Sans Pro - Normal**

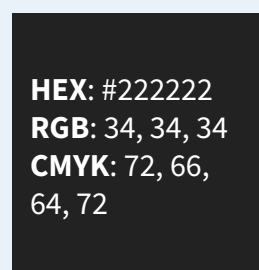
8. Colour Palette

The Nonius communication colour palette consists of the following colours:

Primary colour:



Secondary colours:



9. Favicon



Container



Full bleed

10. Imagery

All images must be previously approved by the Marketing team. Do not create or use your own images. If a specific image is required, please contact the Marketing team so it can be produced and provided accordingly.

Always use high-quality images that reflect the innovation and sophistication of the Nonius brand. Images should be clear, well composed, and relevant to the context in which they are used.

11. Group logo

The Xeniam logo should be used only in contexts where the group structure needs to be referenced, such as corporate or institutional. In most communications, the Nonius logo should remain the primary brand identifier.



12. Contact Information

For any questions or further guidance on the Nonius branding guidelines, please contact the **Marketing** team at:

- Email: marketing@noniussoftware.com

Additionally, you can find all brand materials and information online: <https://brandfetch.com/noniussoftware.com>. **This link can be shared externally.**



Thank you!