



BRAND GUIDELINES

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The Brand

Ol

THE BRAND

Nowzen is deeply inspired by Asian spirituality and the mindful rhythms of monastic life, emphasizing balance, presence, and connection with one's surroundings. Cooking is seen as a meditative practice, fostering appreciation for organic, locally sourced ingredients and their nourishment.

Beyond offering vegan and vegetarian cooking classes, Nowzen promotes a lifestyle rooted in mindfulness, simplicity, and sustainability, supporting eco-conscious food producers. The brand encourages food preparation as a spiritual connection, reinforcing a deeper appreciation for plant-based meals.

This brand guideline defines the visual and communicative elements that ensure consistency across all touchpoints, maintaining Nowzen's essence in cooking classes, local product offerings, and digital presence. By following these principles, Nowzen remains cohesive, recognizable, and aligned with its mission of promoting healthy, mindful living.

Logo

02

ABOUT OUR LOGO

The name "Nowzen" combines two powerful concepts: "now," emphasizing the importance of living fully in the present, and "zen," representing balance and tranquility. It reflects the philosophy of embracing the present moment. In a fast-paced world, Nowzen encourages a return to simplicity and mindfulness, offering a way of life that is rooted in balance, serenity, and intentionality.

This philosophy is mirrored in the brand's logo, where the letter "n" is modified to remove the upper-left part, creating a simple yet profound arch. This design symbolizes balance, with the arches representing harmony and the idea that sometimes, less is more. By removing the superfluous, the logo conveys the essence of simplicity and minimalism. Nowzen invites individuals to reconnect with themselves through mindful cooking, local organic food, and a sustainable, balanced lifestyle.

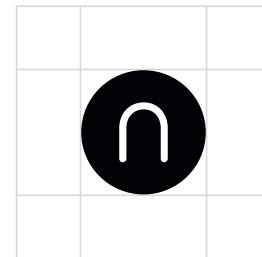


PRIMARY & INVERTED LOGO



CLEAR SPACE

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R



LOGO VARIATION



Full color



Background color I

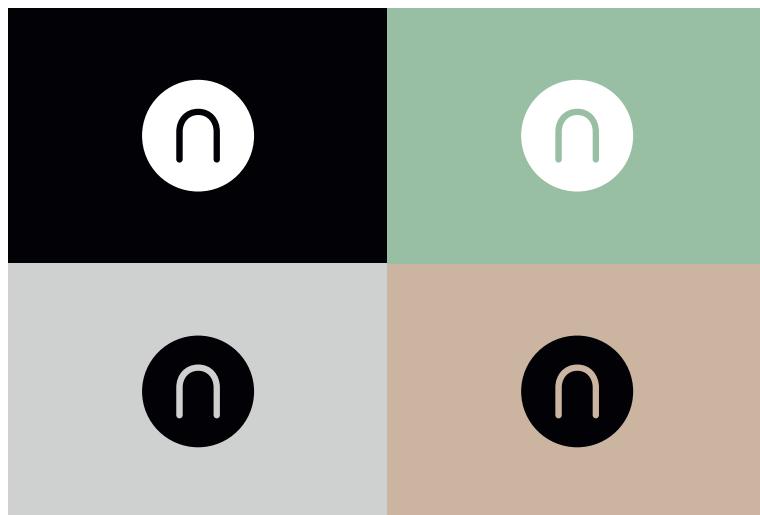


Background color II



Background color III

BACKGROUND



Color

03

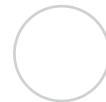
PRIMARY COLORS

**CHARCOAL**

HEX #0D0D0D

CMYK 0, 0, 0, 95

PMS BLACK 6 C

**COCONUT MILK**

HEX #FFFFFF

CMYK 0, 0, 0, 0

PMS -

**STONE GROUND FLOUR**

HEX #D9D9D9

CMYK 0, 0, 0, 15

PMS COOL GRAY 3 C

**MATCHA LEAF**

HEX #A5C4A6

CMYK 20, 0, 18, 23

PMS 559 C

SECONDARY COLORS



TOASTED ALMOND



SEA SALT BLUE

HEX #D4BDA7

CMYK 9, 18, 28, 10

PMS 7500 C

HEX #2C3E50

CMYK 84, 64, 44, 38

PMS 7546 C



PAPRIKA SPICE

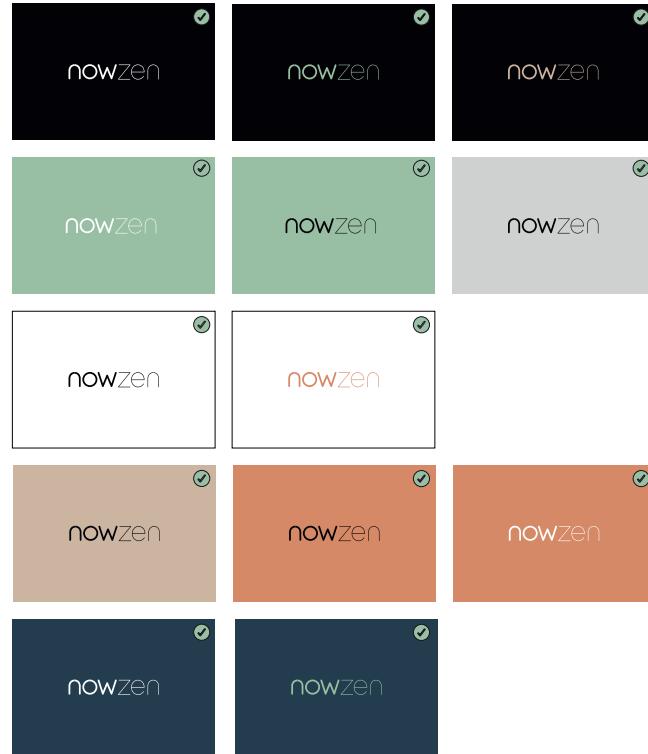
HEX #D88C65

CMYK 0, 40, 58, 15

PMS 7611 C

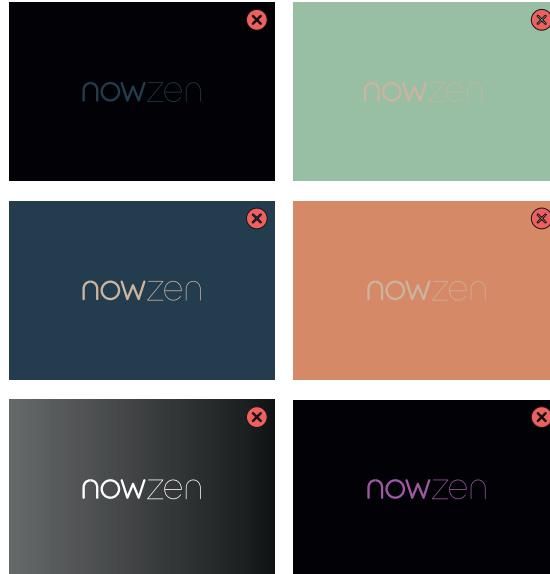
Here are the color schemes that successfully work well with the brand palette.

Please note that the order of these layers (background vs text) matters and cannot be shuffled around.



Here are color pairings to avoid when creating layouts. These colors don't work well when text is applied on top of them. These palettes when combined together don't create enough contrast—making it difficult to understand hierarchy.

- ✖ Do not use wrong combinations.
- ✖ Do not combine two secondary colors.
- ✖ Do not use gradients.
- ✖ Do not use non-brand color.



Typography

04

Moon Moon

HEADLINE | LOGO DESIGN

Moon is a modern serif font, selected for its unique balance between elegance and readability. With slight modifications made specifically for the logo, it maintains a distinctive appearance while evoking sophistication. Its classic yet contemporary design enhances the overall identity of Nowzen, resonating with themes of mindfulness and simplicity. Perfect for headlines and key messages, Moon stands out with its refined characteristics, capturing attention and promoting a sense of calm and focus.

FONT PREVIEW:

Cooking with presence, savoring the moment

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Poppins

BODY TEXT

Poppins, on the other hand, serves as the body text, offering a geometric sans-serif design that pairs perfectly with Moon. Its clean lines and rounded edges provide optimal readability, making it ideal for a wide range of digital and print materials. Poppins reflects a minimalist and friendly style, perfectly aligning with Nowzen's commitment to simplicity and approachability. With its versatile design, it complements the brand's ethos and ensures clarity and harmony across all content. Available for free on Google Fonts, Poppins provides a consistent typographic presence in all applications.

FONT PREVIEW:

Cooking with presence, savoring the moment
Cooking with presence, savoring the moment
Cooking with presence, savoring the moment
Cooking with presence, savoring the moment

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HEADLINE:

POPPINS SEMIBOLD

SUB HEADLINE:

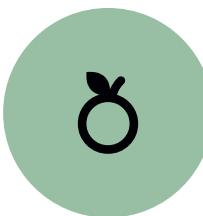
POPPINS REGULAR

BODY:

POPPINS LIGHT

Iconography

06



Photography

05



