

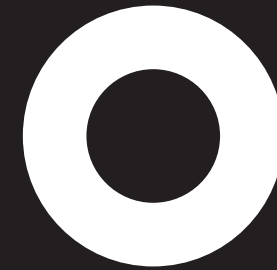
Nova School of Business & Economics Brand Book



Welcome to NOVA SBE's brand book.
Here you can learn about what
makes us unique, navigate through
our visual universe, and find the
information that will help you use our
brand for communication purposes.

01.

Who we are and what makes us unique



MANIFEST | WHAT WE STAND FOR

We have a role to play

As a school, we believe we have a fundamental role to play; one we can't ever avoid or delay.

For the past 40 years, we have chosen to participate in the transformation of our world, actively and positively – this is our test and our ultimate driver.

We believe we should support those who strive to be better as people, professionals and leaders – individuals aware of the impact of their actions.

As we keep broadening our horizons, we will continue to welcome those who are at the forefront of change, looking forward by working together.

As we keep our minds open to wonder, we will secure a common ground for a new world, where ideas and ideals can flourish naturally, safely, freely.

As the world continues to change, we will endure by adapting to its multiple challenges; and as the world continues to challenge us, we will stay true to who we are:

A community of world citizens who want to improve people's lives and in doing so, prove our collective potential to do better.

Forty years have passed since we were first named New. We know we will always have a role to play, one we will never avoid or delay – we are a Nova school for all the pioneers of a greater world.

OUR CENTRAL CONCEPT

A clear horizon

We will always provide an open space from which a new generation of global citizens can grow confident, develop insight and aspire to improve the world.

OUR VISION

Our strategic intent
is to become an
international brand
for higher education



OUR MISSION

To be a community dedicated
to the development of talent
and knowledge that impacts
the world

OUR VALUES

Rigor

Excellence in all school activities, from students' admissions to academic analysis, research, and school management.

Impact

Commitment to transform the world in responsible and inclusive ways.

Vanguardism

An innovative mindset that is open to disruption and not afraid to take chances.

Connectivity

A sense of responsibility for establishing bonds with society and stakeholders, to engage a global and supportive community.

Worldliness

Eager to work with everyone who strives for positive change and to create cross-cultural synergies. An open attitude that enhances diversity in all of its dimensions.

OUR BRAND VALUE PROPOSITION

Our combined strengths to conquer our international position.

1. A sense of collective purpose

Nova SBE, a school with a purpose, for those longing for change. With the freedom and integrity to create knowledge that can be relevant to the inspiring, talented minds who care to make a difference. We have a pledge with future generations to ignite positive transformation.



OUR BRAND VALUE PROPOSITION

Our combined strengths to conquer our international position.

2. A meaningful impact

Nova SBE, a school keen to make a difference – driven by rigor and resilience with conviction to keep delivering meaningful results. We are committed to improving people’s lives for the better, for good.



OUR BRAND VALUE PROPOSITION

Our combined strengths to conquer our international position.

3.

The Nova Community

Nova SBE, an open school for a challenging world. With our supportive culture that welcomes diversity, we will continue to be a positive community of world citizens that can grow roots in an open borderless.



OUR BRAND VALUE PROPOSITION

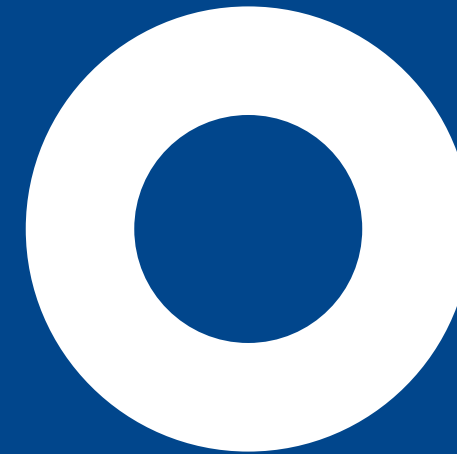
Our combined strengths to conquer our international position.

4. A new way of life

Nova SBE, a new way of living a school in Europe. With our bright new campus, Portugal's safe environment and an affordable quality of living, we are a space for people, dialogue, opportunity and joy – a common ground where ideas and ideals can flourish safely and naturally.

02.

Our brand **identity**



A line that can expand into a horizon.



A line that can expand into a horizon.
**A circle that will rise and set as it always
did, as it always will.**



A line that can expand into a horizon.
**A circle that will rise and set as it always
did, as it always will.**

Nova SBE's brand identity was created to
provide a **space and time where the world can
come together to create a better future for all.**



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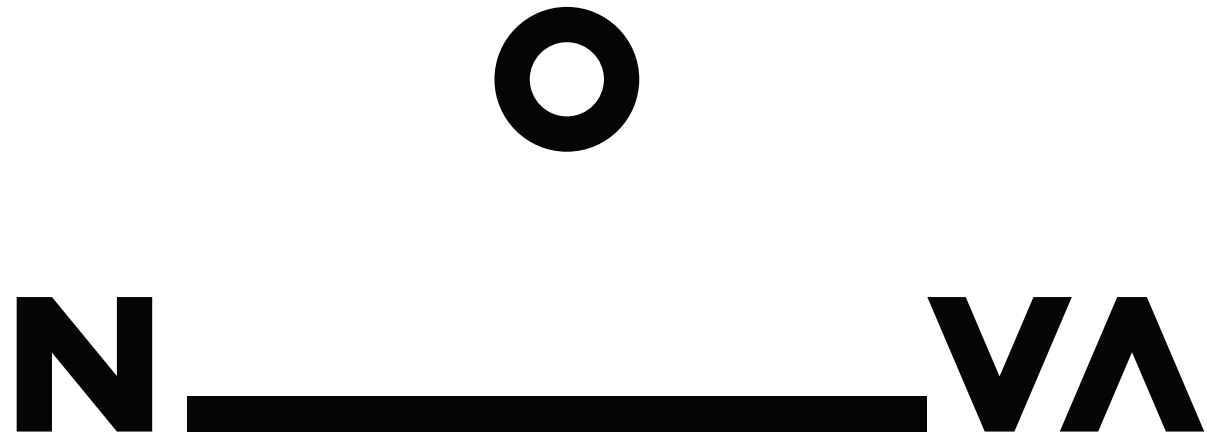
Offering **flexibility and rigor** simultaneously,
adaptability and consistency, our brand
represents what we stand for, from within.



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NOVA

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Logo System

The logo contains **three variable elements** that create a logo system that allows the brand identity to adapt to different narratives.

These variable elements must be present at all times.



1. The “O” - which can move vertically or horizontally



2. The “horizon bar” - which can extend and retract

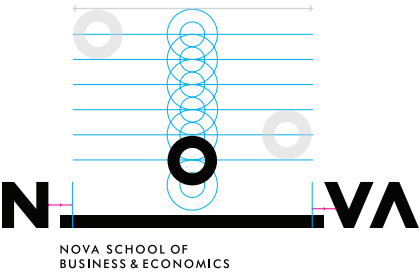
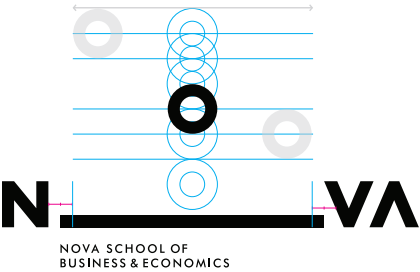
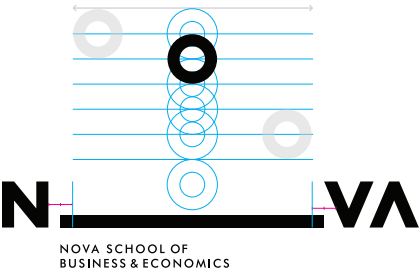


3. The school name which:
a) can be used horizontally (on the right-hand side of the logo) or vertically (below the logo)

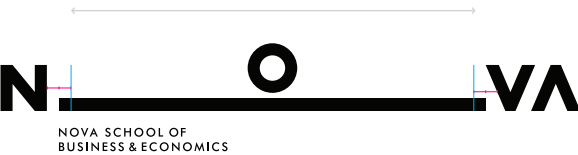
b) is written in two lines except when the horizon line extends. In such cases, the school name is written in one single line of text and should be aligned with the left extremity of the bar and cannot exceed the length of the logo.

Logo System

1.



2.



3.

PRIMARY VERTICAL VERSION



PRIMARY HORIZONTAL VERSION



SECONDARY VERSION 01

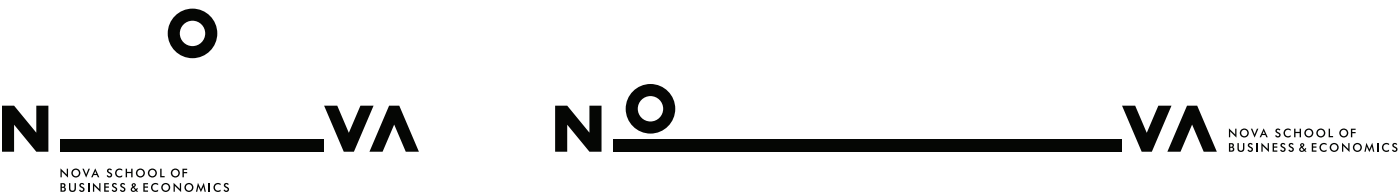


SECONDARY VERSION 02



Logo System

Variations



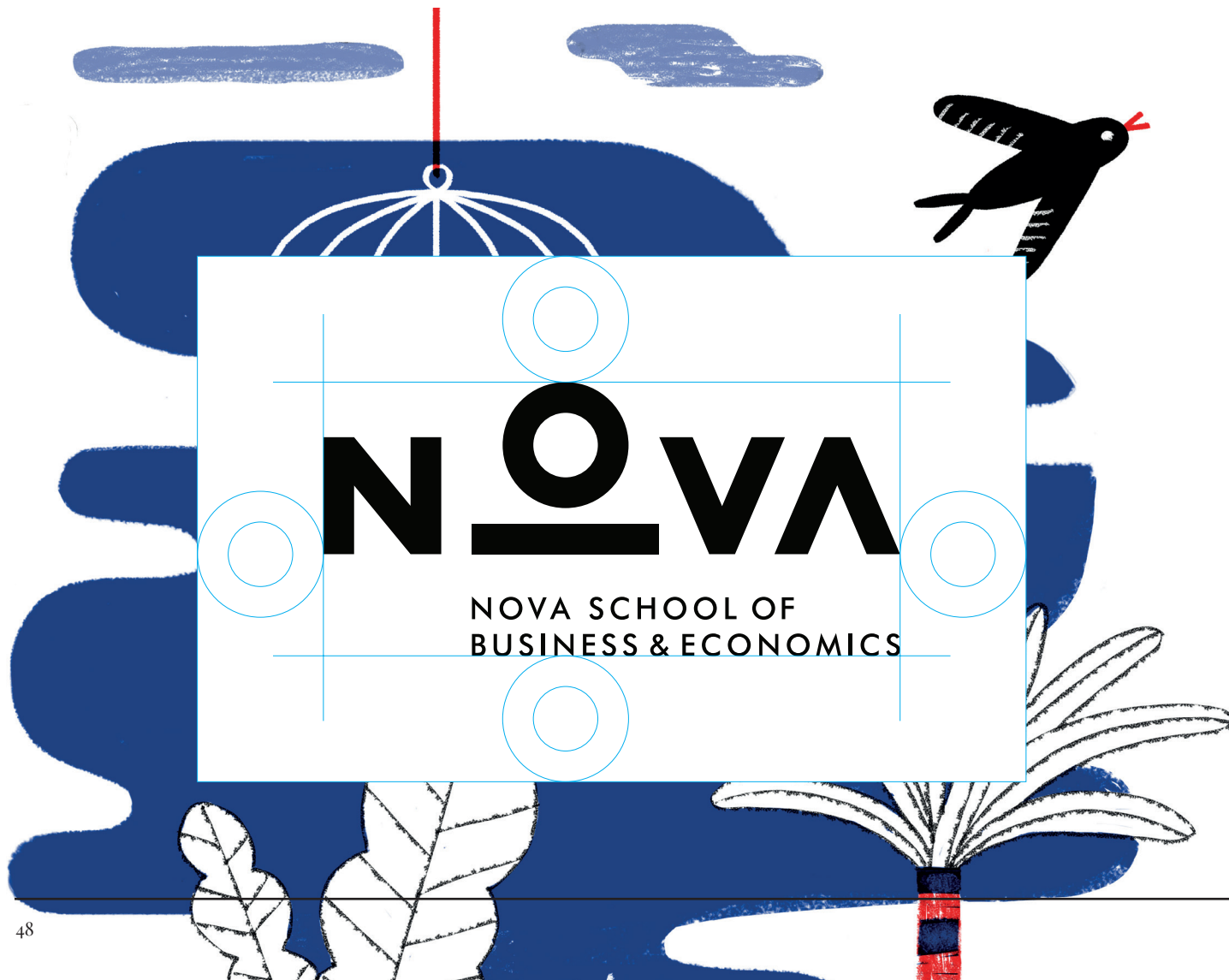
DISCLAIMER: Please get in touch with the Brand & Communications Office when using any logo version other than the Primary and Secondary versions.

Negative



Safety margins

The “O” works as a marker to guarantee a safe distance between the logo and other graphic elements.



Minimum dimensions

The legibility of “NOVA SCHOOL OF BUSINESS & ECONOMICS” determines the minimum dimension of the logo for print materials. This relationship should ALWAYS be respected in all formats and versions, and in all brand segments.



Logo – Applications

The application of the logo must guarantee its legibility under all circumstances.

The brand and its elements should not be distorted or altered in any way that is not contemplated in this brand book.



Logo – Don’ts

Our logo should not be altered in any way, shape or form, other than the ones mentioned in this brand book.

Here are a few examples of alterations that should never see the light of day.

Chromatic Universe

From dusk
to dawn

Our color palette
represents time
as the day goes by

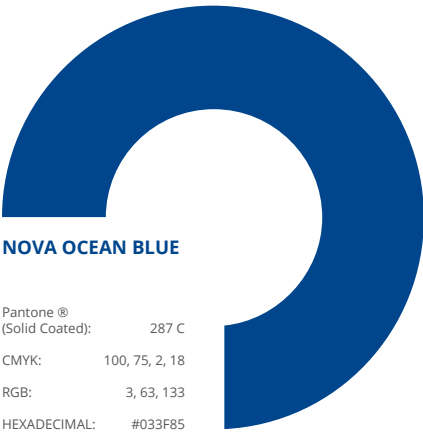
Chromatic Universe

We have named our colors so they are easy to identify and we have divided them into four categories. You can find more detailed information on how to use our colors in the following pages.



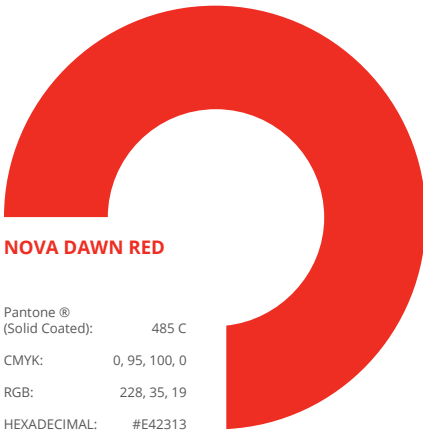
• Primary colors

Nova dawn red, Nova ocean blue, Nova black, and Nova white — these are our main colours and should be used for institutional communication purposes



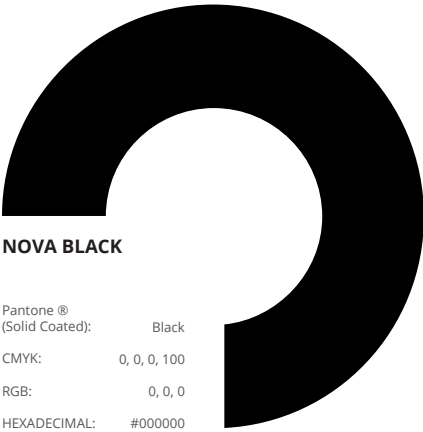
NOVA OCEAN BLUE

Pantone ® (Solid Coated):	287 C
CMYK:	100, 75, 2, 18
RGB:	3, 63, 133
HEXADECIMAL:	#033F85



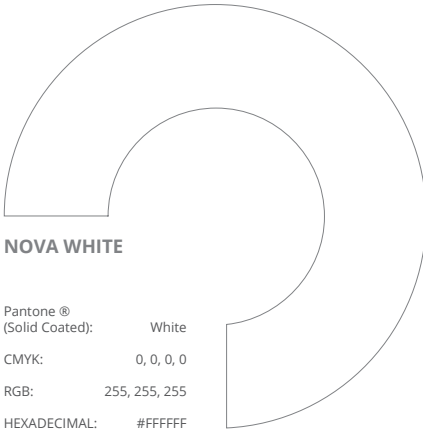
NOVA DAWN RED

Pantone ® (Solid Coated):	485 C
CMYK:	0, 95, 100, 0
RGB:	228, 35, 19
HEXADECIMAL:	#E42313



NOVA BLACK

Pantone ® (Solid Coated):	Black
CMYK:	0, 0, 0, 100
RGB:	0, 0, 0
HEXADECIMAL:	#000000

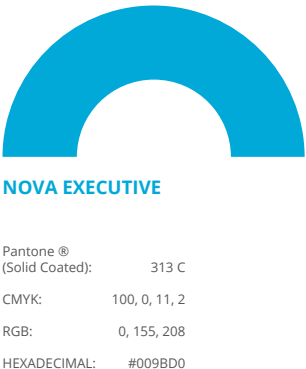


NOVA WHITE

Pantone ® (Solid Coated):	White
CMYK:	0, 0, 0, 0
RGB:	255, 255, 255
HEXADECIMAL:	#FFFFFF

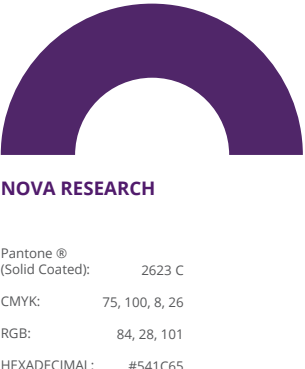
• Segment-specific colors

Colors used for specific sub-brands



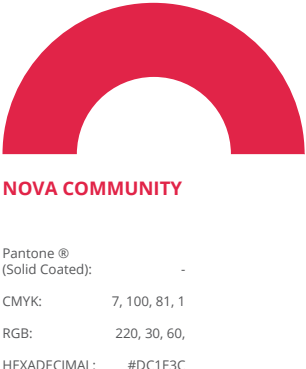
NOVA EXECUTIVE

Pantone ® (Solid Coated):	313 C
CMYK:	100, 0, 11, 2
RGB:	0, 155, 208
HEXADECIMAL:	#009BD0




NOVA RESEARCH

Pantone ® (Solid Coated):	2623 C
CMYK:	75, 100, 8, 26
RGB:	84, 28, 101
HEXADECIMAL:	#541C65



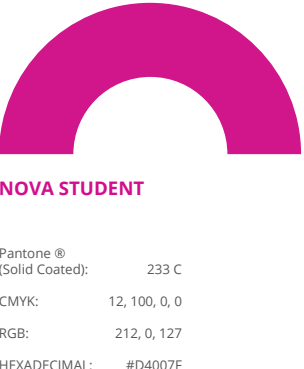
NOVA COMMUNITY

Pantone ® (Solid Coated):	-
CMYK:	7, 100, 81, 1
RGB:	220, 30, 60,
HEXADECIMAL:	#DC1E3C



NOVA ALUMNI

Pantone ® (Solid Coated):	1655 C
CMYK:	0, 73, 98, 0
RGB:	235, 96, 18
HEXADECIMAL:	#EB6012












NOVA STUDENT

Pantone ® (Solid Coated):	233 C
CMYK:	12, 100, 0, 0
RGB:	212, 0, 127
HEXADECIMAL:	#D4007F

• Complementary Colors

Colors that can be used in combination with primary or Segment-specific colors.

 NOVA MIDNIGHT BLUE Pantone ® (Solid Coated): 275 C CMYK: 100, 100, 7, 56 RGB: 30, 18, 72 HEXADECIMAL: #1E1248	 NOVA NAVY Pantone ® (Solid Coated): 550 C CMYK: 60, 19, 27, 2 RGB: 110, 168, 180 HEXADECIMAL: #6EA8B4	 NOVA SAND YELLOW Pantone ® (Solid Coated): 1345 C CMYK: 0, 17, 50, 0 RGB: 254, 217, 146 HEXADECIMAL: #FED992	 NOVA CERISE Pantone ® (Solid Coated): 220 C CMYK: 5, 100, 25, 24 RGB: 182, 0, 87 HEXADECIMAL: #B60057
 NOVA GRAPE Pantone ® (Solid Coated): 2627 C CMYK: 85, 100, 8, 38 RGB: 61, 25, 92 HEXADECIMAL: #3D195C	 NOVA EMERALD Pantone ® (Solid Coated): 319 C CMYK: 59, 0, 22, 0 RGB: 104, 195, 205 HEXADECIMAL: #68C3CD	 NOVA AMBER Pantone ® (Solid Coated): 7409 C CMYK: 0, 30, 100, 0 RGB: 251, 186, 0 HEXADECIMAL: #FBBA00	 NOVA RED RUSH DATA, WEB3 & TECNOLOGY Pantone ® (Solid Coated): - CMYK: 17, 99, 65, 7 RGB: 193, 26, 63 HEXADECIMAL: #C0193F
 NOVA AZURE Pantone ® (Solid Coated): 300 C CMYK: 100, 50, 0, 0 RGB: 0, 105, 180 HEXADECIMAL: #0069B4	 NOVA TURQUOISE Pantone ® (Solid Coated): 352 C CMYK: 37, 0, 31, 0 RGB: 175, 216, 193 HEXADECIMAL: #AFD8C1	 NOVA NOON YELLOW Pantone ® (Solid Coated): 1365 C CMYK: 0, 34, 76, 0 RGB: 250, 181, 77 HEXADECIMAL: #FAB54D	 NOVA BURGUNDY ECONOMICS Pantone ® (Solid Coated): 7650 C CMYK: 25, 100, 35, 21 RGB: 162, 19, 82 HEXADECIMAL: #A21352
 NOVA SKY BLUE Pantone ® (Solid Coated): 311 C CMYK: 68, 0, 13, 0 RGB: 52, 187, 218 HEXADECIMAL: #33BBDA	 NOVA LIME Pantone ® (Solid Coated): 365 C CMYK: 24, 0, 44, 0 RGB: 209, 226, 168 HEXADECIMAL: #D1E2A8	 NOVA SUNRISE ORANGE Pantone ® (Solid Coated): 151 C CMYK: 0, 60, 100, 0 RGB: 239, 125, 0 HEXADECIMAL: #EF7D00	 NOVA DUSK PURPLE MARKETING, SALES & SUPPLY CHAIN Pantone ® (Solid Coated): 2425 C CMYK: 40, 100, 10, 26 RGB: 135, 18, 98 HEXADECIMAL: #871262

• Theme-specific colors

Complementary colors that are specific to themes which are common across the organization .

 NOVA AZURE INNOVATION & ENTREPRENEURSHIP Pantone ® (Solid Coated): 300 C CMYK: 100, 50, 0, 0 RGB: 0, 105, 180 HEXADECIMAL: #0069B4	 NOVA EMERALD ENVIRONMENT Pantone ® (Solid Coated): 319 C CMYK: 59, 0, 22, 0 RGB: 104, 195, 205 HEXADECIMAL: #68C3CD	 NOVA AMBER LEADERSHIP, PEOPLE & CULTURE Pantone ® (Solid Coated): 7409 C CMYK: 0, 30, 100, 0 RGB: 251, 186, 0 HEXADECIMAL: #FBBA00	 NOVA BURGUNDY ECONOMICS Pantone ® (Solid Coated): 7650 C CMYK: 25, 100, 35, 21 RGB: 162, 19, 82 HEXADECIMAL: #A21352
 NOVA SKY BLUE EDUCATION Pantone ® (Solid Coated): 311 C CMYK: 68, 0, 13, 0 RGB: 52, 187, 218 HEXADECIMAL: #33BBDA	 NOVA TURQUOISE FINANCE Pantone ® (Solid Coated): 352 C CMYK: 37, 0, 31, 0 RGB: 175, 216, 193 HEXADECIMAL: #AFD8C1	 NOVA SUNRISE ORANGE DEVELOPMENT & AFRICA Pantone ® (Solid Coated): 151 C CMYK: 0, 60, 100, 0 RGB: 239, 125, 0 HEXADECIMAL: #EF7D00	 NOVA DUSK PURPLE MARKETING, SALES & SUPPLY CHAIN Pantone ® (Solid Coated): 2425 C CMYK: 40, 100, 10, 26 RGB: 135, 18, 98 HEXADECIMAL: #871262
 NOVA NAVY HEALTH MANAGEMENT Pantone ® (Solid Coated): 550 C CMYK: 60, 19, 27, 2 RGB: 110, 168, 180 HEXADECIMAL: #6EA8B4	 NOVA LIME MANAGEMENT & STRATEGY Pantone ® (Solid Coated): 365 C CMYK: 24, 0, 44, 0 RGB: 209, 226, 168 HEXADECIMAL: #D1E2A8	 NOVA SUNSET ORANGE PUBLIC POLICY Pantone ® (Solid Coated): - CMYK: 13, 79, 81, 3 RGB: 209, 79, 3 HEXADECIMAL: #D04F35	 NOVA CLOUD AI Pantone ® (Solid Coated): - CMYK: 70, 50, 0, 0 RGB: 92, 121, 187 HEXADECIMAL: #5C79BB
 NOVA AQUA GREEN SUSTAINABILITY & IMPACT Pantone ® (Solid Coated): - CMYK: 65, 8, 32, 0 RGB: 181, 71, 81 HEXADECIMAL: #56B2B4	 NOVA SAND YELLOW CUSTOMER EXPERIENCE & HOSPITALITY Pantone ® (Solid Coated): 1345 C CMYK: 0, 17, 50, 0 RGB: 254, 217, 146 HEXADECIMAL: #FED992	 NOVA RED RUSH DATA, WEB3 & TECNOLOGY Pantone ® (Solid Coated): - CMYK: 17, 99, 65, 7 RGB: 193, 26, 63 HEXADECIMAL: #C0193F	

Typography

Nova House

Futura BT

Light, *Light Italic*
Book, *Book Italic*
Medium, *Medium Italic*
Bold, *Bold Italic*
Heavy, *Heavy Italic*
ExtraBlack, *ExtraBlack Italic*

Futura BT is used for high-level product names such as Flagship initiatives, Department names, or titles of timeless pieces such as this brand book.

Change has been in our nature since *the very beginning when we named ourselves NOVA. Change is a test and a driver. Every time we change, One step after the other, One idea after the other, We realize in a new light, What is it that makes us unique, And keeps us faithful to our essence, To our cherished values.*

Nova Voice

PlayFair Display

Regular, *Italic*
Bold, *Bold Italic*
Black, *Black Italic*

Playfair Display is used for titles in communication materials such as brochures, flyers, and standard initiative names.

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Nova Content

Open Sans

Light, *Light Italic*,
Regular, *Italic*
SemiBold, *SemiBold Italic*
Bold, *Bold Italic*
ExtraBold, *ExtraBold Italic*

Open Sans is used for subtitles and body copy in our communication materials.

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