# Brand Guidelines nabijones



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## 1. Introduction

#### Rooted in

### Story

Nabi Jones began as a quiet offering—an unfolding of words shaped by healing, memory, and emotional truth. The name itself, Nabi (나비), means butterfly in Korean, a symbol of transformation and beauty in motion. At its heart, the brand is a reflection of one woman's journey inward and her desire to give language to the tender spaces between grief and growth, culture and identity. It is a place where stillness meets storytelling, and where silence is not emptiness, but invitation. Each narrative becomes a thread in a larger tapestry of introspection, culture, and emotional resilience.





#### Wings of

### Intention

Every piece of writing under Nabi Jones begins with quiet intention and ends with emotional resonance. Each sentence is a step inward, each essay a mirror held gently to the soul. This is not a voice that seeks to impress, but to express—to create space for reflection, healing, and quiet strength. Rooted in personal truth yet universally relatable, the brand offers a presence that is both soft and steady. Through gentle storytelling, it uncovers what has long been hidden or softly held. In every word, there is a desire not just to be read, but to be felt.



#### A Future Told

### Gently

Looking forward, Nabi Jones aspires to be more than a writer—it aims to be a companion to those in transition. Through storytelling that honors both stillness and change, the brand hopes to inspire a future where feeling deeply is seen as a strength and where each person is reminded that their story matters, exactly as it is, even in its becoming. It envisions a creative space where softness is not dismissed, but celebrated. In the world Nabi Jones imagines, words become wings—offering comfort, connection, and quiet courage.



## Logo Language

### Narrative Logo

The Narrative Logo is the primary expression of the Nabi Jones identity—a graceful union of initials and name that embodies the brand's poetic voice. With its refined serif styling and symbolic curves, the logo reflects themes of transformation, authorship, and emotional depth. The flowing form of the "J" gently echoes the shape of a butterfly's wing, nodding to the Korean meaning of Nabi and the brand's quiet celebration of change, vulnerability, and inner strength.



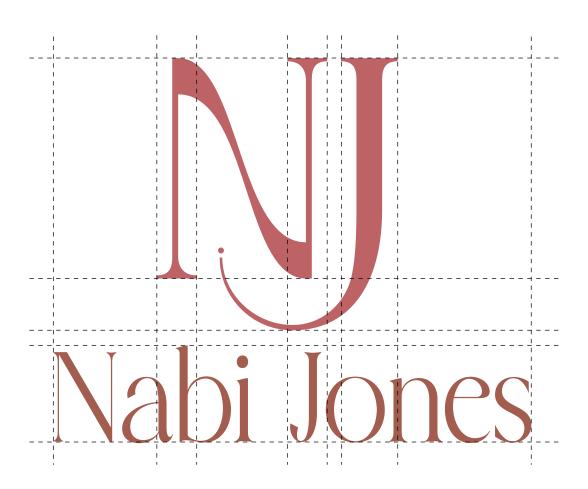
### Monogram Mark

The Monogram Mark distills the brand's essence into its purest visual form. Crafted from the initials "N" and "J," it serves as a quiet emblem of identity—subtle, elegant, and deeply personal. The soft curve in the "J" evokes the symbolism of a butterfly's wing, echoing the Korean meaning of Nabi and the brand's ongoing themes of transformation, grace, and inner strength. Ideal for small-scale applications or minimalist compositions, this mark offers flexibility without losing the poetic character of the full logo.



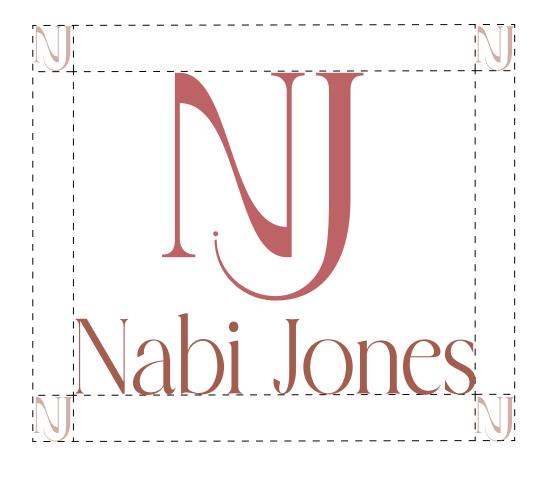
### Compositional Structure

The compositional structure of the Nabi Jones logo is built with balance, elegance, and intention. Every curve, space, and alignment has been carefully considered to reflect the brand's harmony and quiet strength. The proportional grid ensures that the monogram and wordmark coexist with clarity, creating a grounded presence across all applications. This structure not only enhances visual consistency, but also honors the poetic rhythm at the heart of the brand's identity.



### Quiet Space

The quiet space surrounding the Nabi Jones logo is essential to preserving its grace and intention. To maintain its clarity and visual balance, a minimum clear space equal to the full height of the "NJ" monogram must be maintained on all sides. This thoughtful spacing allows the logo to breathe—ensuring it remains undisturbed, legible, and true to the brand's quiet strength. Just as the brand embraces stillness and simplicity, this protected zone honors the elegance and emotional presence of the mark in any setting.



#### Color Mood Variations

The Nabi Jones logo gracefully adapts across a thoughtful range of color mood variations, each selected to express a specific emotional quality. Soft rosewood and dusty blush evoke warmth, femininity, and vulnerability, while midnight plum and deep navy offer contrast, strength, and introspection. Earthy hues like sage green and warm ochre reflect grounding and transformation, while lighter tones such as buttercream yellow and misty blue bring a sense of openness and serenity. These adaptable palettes ensure that the "NJ" mark can speak in different moods while remaining true to the brand's essence of poetic calm and quiet strength.



















Nabi Jones

### Scaling with Grace

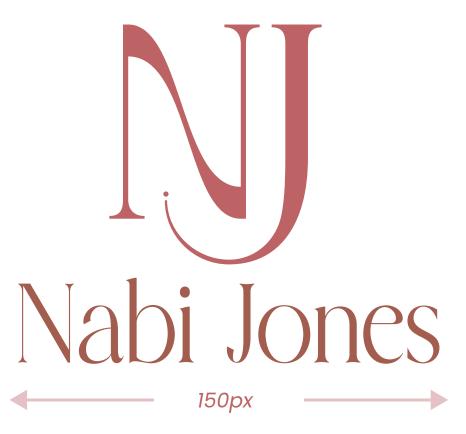
The Nabi Jones logo is designed to scale with grace, preserving its elegance and legibility across every touchpoint. Whether displayed in print or on screen, thoughtful size guidelines ensure the integrity of the "NJ" monogram and wordmark remain intact. The minimum size for print is 30mm, ideal for small applications like stationery, while a 45mm width is recommended for A4 documents. For digital use, the logo should never appear smaller than 150 pixels wide at 72dpi. These standards ensure that even at its most delicate, the logo retains the quiet strength and clarity central to the brand.







Logo Applied To A4 Size Document



Minimum Size For Screen Use 150 Pixel Wide At 72dpi

#### Misuse & Distortion

Misuse & Distortion of the Nabi Jones logo compromises the quiet strength and refined elegance at the heart of the brand. To maintain visual harmony and clarity, the logo should never be stretched, rotated, wrapped, or altered with unauthorized effects such as shadows, gradients, or filters. Low-resolution or blurry versions should also be avoided. Each instance of misuse detracts from the brand's poetic presence and undermines its carefully crafted identity.



Don't Rotate The Logo



Don't Change Width



Don't Wrap







Don't Use Blurry Logo





Don't Use Shadow In Logo





Don't Use Others Gradients

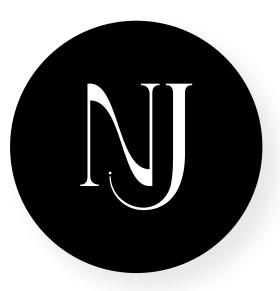


# 3. Digital Identity

#### Favicon

The favicon for Nabi Jones is a simplified yet elegant representation of the brand, featuring the "NJ" monogram within a circular format. Designed to maintain clarity and recognition even at small sizes, it carries the same sense of refinement and poetic identity as the full logo. Available in soft rose, black, and white variations, the favicon ensures that the brand remains visually consistent and instantly recognizable across browsers, tabs, and digital interfaces—quietly reinforcing presence with every interaction.





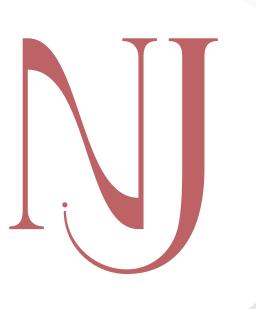


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#### App Icon

The app icon brings the Nabi Jones identity into the digital realm with simplicity and grace. Featuring the signature "NJ" monogram centered within a rounded square, the icon is designed for instant recognition across devices and platforms. Available in soft rose, black, and white variations, it maintains clarity at small sizes while preserving the brand's refined aesthetic. Whether viewed on a phone screen or desktop dock, the icon quietly carries the emotional presence and poetic symbolism at the heart of the Nabi Jones experience.







# 4. The Palette of Emotion

### Signature Colors

The signature colors of Nabi Jones are thoughtfully selected to reflect the emotional depth and warmth of the brand. The primary rose tones—#BD6365 and #A35D4E—evoke softness, vulnerability, and quiet confidence, mirroring the poetic and introspective voice at the heart of the brand. These hues bring a sense of calm, grounded femininity to every touchpoint, offering a visual experience that feels both tender and timeless. Consistent use of these tones ensures that the brand communicates with the same grace across digital and print expressions.



### Supporting Shades

The supporting shades enrich the Nabi Jones palette by introducing a spectrum of complementary tones that evoke softness, depth, and emotional nuance. From the warmth of muted ochre (#C4A265) and buttercream (#F7E9AF) to the grounded richness of midnight plum (#5C3A4D) and the serene coolness of misty blue (#C2D6E8), each color has been selected to extend the brand's expressive range. These hues offer flexibility across print and digital applications while preserving the brand's core visual identity. Used sparingly and with purpose, these shades support the signature colors in telling a layered and poetic visual story.



## 5. The Language of Letters

### Lead Typeface

Charlotten is the lead typeface for the Nabi Jones brand, chosen for its refined elegance, poetic curves, and quiet sophistication. It is used prominently in headings and the logo itself, setting the tone for the brand's voice—graceful, thoughtful, and emotionally resonant. With its high-contrast strokes and gentle serif details, Charlotten reflects the brand's narrative spirit, evoking both timeless beauty and modern sensitivity. It serves as the visual echo of Nabi's written voice, bringing consistency and personality to every expression.

### Charlotten

ABCDEFGHIKLMOP QRSTUVWXYZ

abedefghiklmop qrstuvwxyz

1234567890 !@#\$%^&\*()

### Supporting Typeface

Montserrat is the supporting typeface used for body text and smaller content throughout the Nabi Jones brand. Its clean, modern sans-serif form brings clarity and readability to longer passages while complementing the elegance of the lead typeface, Charlotten. Selected for its versatility and softness in digital and print settings, Montserrat ensures that every word feels approachable, balanced, and visually harmonious—quietly supporting the storytelling without overpowering it.

#### Montserrat

ABCDEFGHIKLMOP QRSTUVWXYZ

abcdefghiklmop qrstuvwxyz

1234567890 !@#\$%^&\*()

# 6. Social Media Platforms







## • Mockups







### Thank You

