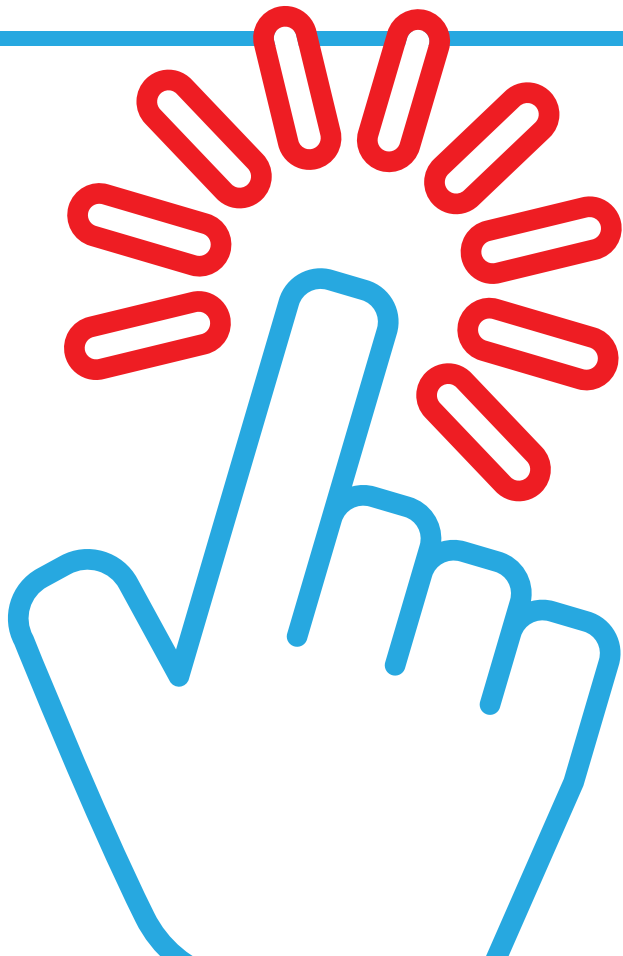




# Branding Guide



Founded in 2012, Nüapps is Virtual Enterprise's first student centric app development company. We aim to design, manufacture, and market polished applications that is of full service to both businesses and individuals. Our current applications include Easy 100 and Perfect Pitch, which can be downloaded via iOS and Android. Our services span across the nation, so everyone can enjoy the Nüapps experience.

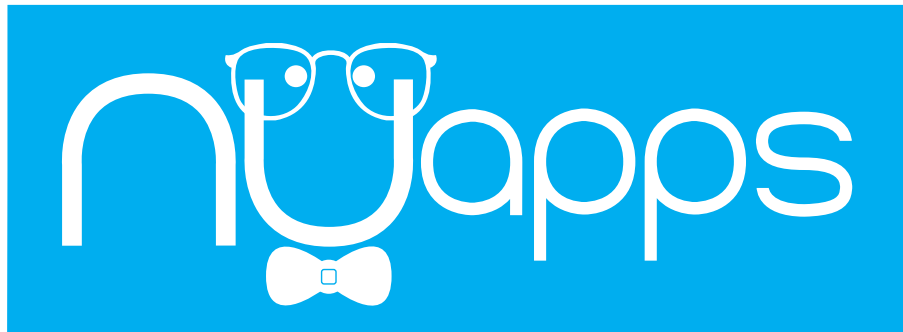


2. Company Overview/TOC
3. Logo Application
4. Font Selection
5. Corporate Identity
6. Flyer
7. Social Network Outlets

Our Logo represents who Nüapps is and what we aspire to create. Most of our logos will be placed on a white background, but we have alternate colorations for our partners.



- Publication on apps, commercials, etc
- Sizes will vary
- White background



- On dark surfaces
- Logo can stand out
- Simple Color change

|          |         |          |        |         |
|----------|---------|----------|--------|---------|
| ■ C: 100 | ■ C: 60 | ■ C: 100 | ■ C: 0 | ■ C: 37 |
| M: 0     | M: 17   | M: 100   | M: 0   | M: 29   |
| Y: 0     | Y: 0    | Y: 0     | Y: 0   | Y: 37   |
| K: 0     | K: 0    | K: 0     | K: 100 | K: 0    |

Nüapps uses Myriad Pro as it's primary font. It, and it's condensed variation, to help deliver our marketing message in a consistent and professional manner.

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## Myriad Pro

12. The quick brown fox jumps over the lazy dog

18. The quick brown fox jumps over the lazy dog

24. The quick brown fox jumps over the lazy dog

36. The quick brown fox jumps over the lazy dog

## Myriad Pro Condensed

12. The quick brown fox jumps over the lazy dog

18. The quick brown fox jumps over the lazy dog

24. The quick brown fox jumps over the lazy dog

36. The quick brown fox jumps over the lazy dog

48. The quick brown fox jumps over the lazy dog



- Company Letterhead
- Business Cards
- Name Tag





*New thinking...*

## What We Offer

We produce applications and offer in-app advertisements that will increase a business' exposure to clients and improve revenue. Working with Nüapps will serve and provide the effective means to achieve your goals



## Who Are We

Nüapps is a company that aims to be the world's first student centric app development company.

Our goal is to reinvent the way the modern generation learns.

Facebook: @nuappsnyc  
Instagram: @nuapps  
Twitter: @nuapps

(718) 281-8297

nuapps.ny@veinternational.com

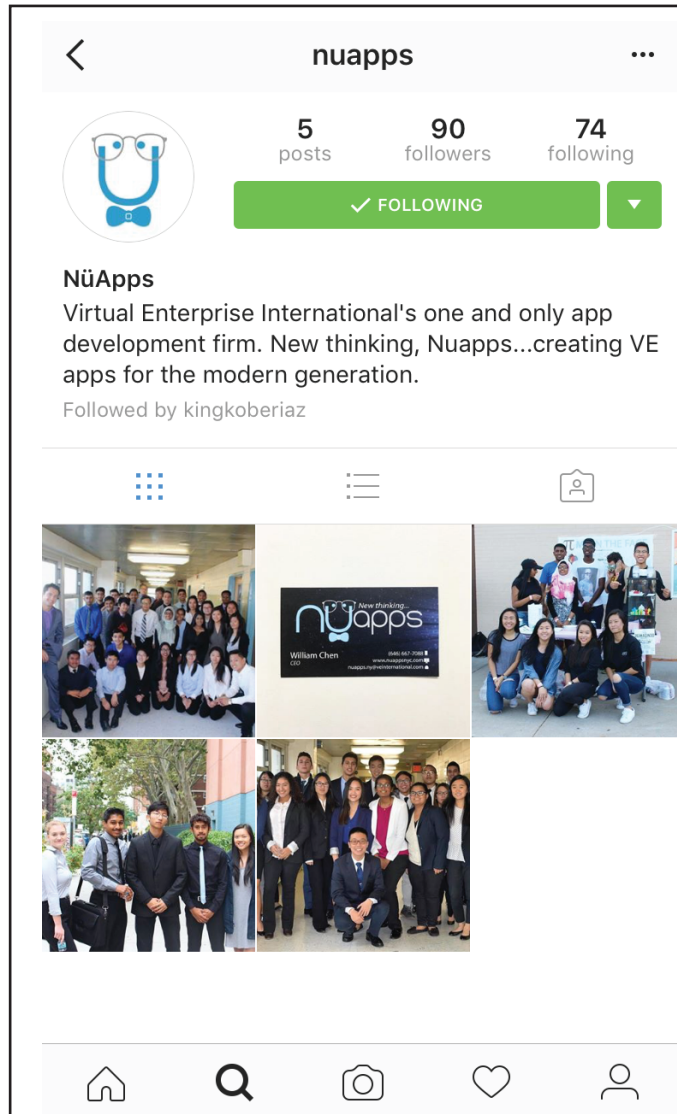
www.nuappsnyc.com







## Instagram



## Twitter

