nüapps

branding guide

2017-2018

Company Overview

Launched in 2012, Nüapps is Virtual Enterprise's only mobile app-development firm. We strive to provide businesses with mobile app solutions by offering innovative, fully functional, and high quality applications that can be used by individuals all over the world. Our nationwide service brings the 21st century into our clients' businesses for an easier, more effective way of marketing.

Improved logo options provide a modern twist to Nüapps while maintaining the same colors our clients have come to know and love.

color palette
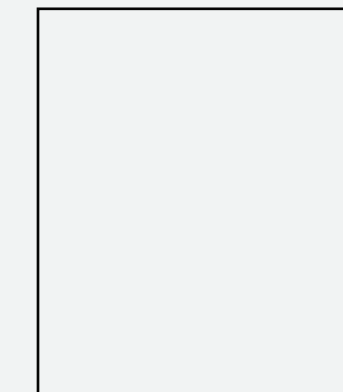
HEX- 29AAE0

HEX- 171E24

HEX- F0F0F0

HEX- 00244C

HEX- A7A9AC

watermark

icon

Helvetica **Font** Family

(Regular)	**(Bold)**	(Condensed)
abcdefghijklm	**abcdefghijklm**	abcdefghijklm
nopqrstuvwxyz	**nopqrstuvwxyz**	nopqrstuvwxyz
01234567890	**01234567890**	01234567890
,:?!(ü/.)	**,:?!(ü/.)**	,:?!(ü/.)

For a more professional and sharp look, Nüapps uses the font Helvetica which is a type of Sans Serif. This font is the most reliable print when it comes to the different variations of bold, condensed, italics, etc. It contains a mix of sleek lines and curves that is perfect when delivering our marketing solutions to the world.

making you mobile

Nüapps provides a mobile solution to your marketing problem we can create and publish a well polished app and have it up in both the Appstore and the Google Play Store in 2 months.