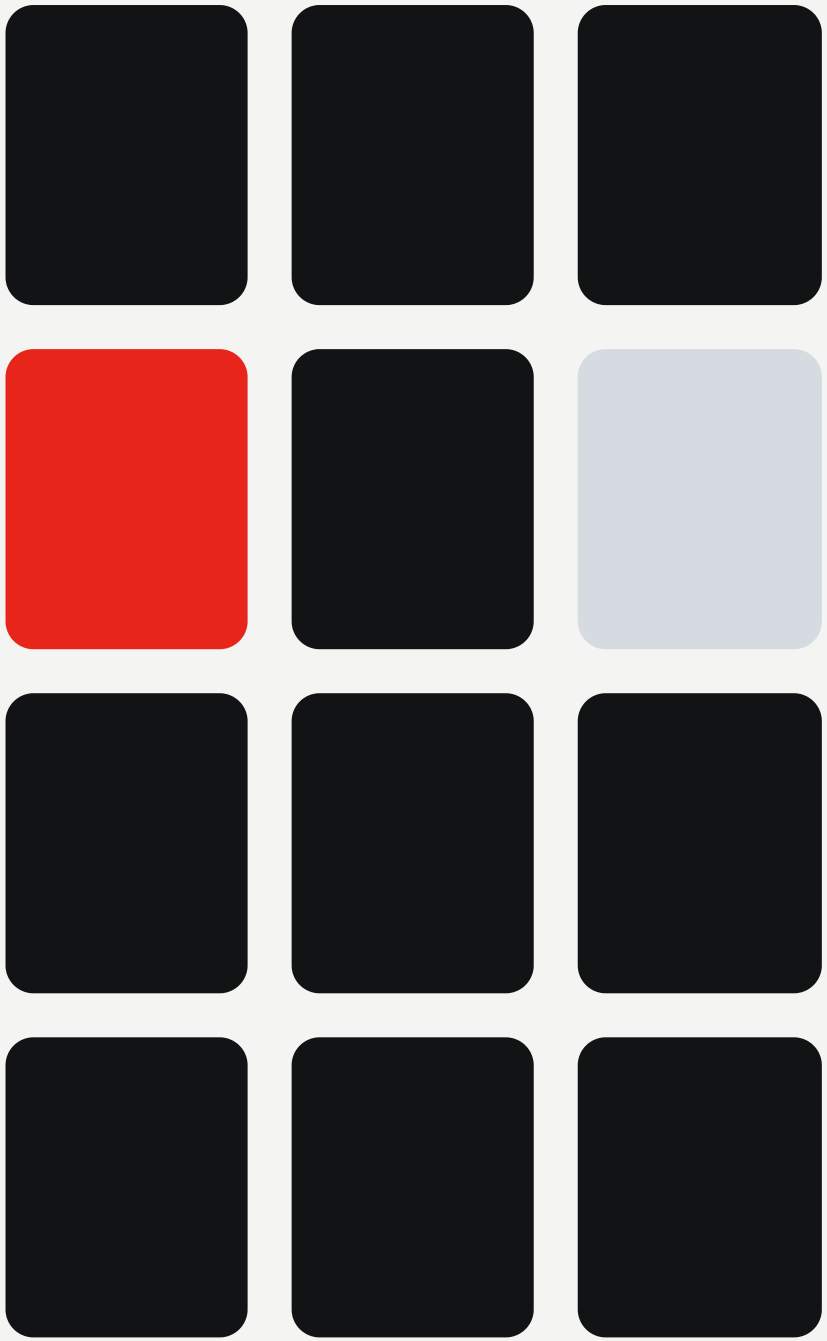
Nook Locker

Brand book

Identity, voice and visual guidelines

Version 1.0 · November 2026



NOOK LOCKER BRAND BOOK

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The brand in use

What Nook Locker stands for

Nook Locker makes a smart locker cabinet for members' clubs: 100 compartments that members open from their phone, even when the power or the internet is down.

The brand looks like the product: a black steel frame, white doors, one red signal. It is precise, calm and practical, and it has one loud moment, Nook Red, used sparingly.

A locker for members, not parcels.

Positioning line

1. **Built, not decorated**
   Every shape comes from the cabinet: square compartments, steel frames, a grid. No gradients, glows or ornament.

2. **One red thing**
   Each page, slide or screen has a single element in Nook Red. Two compete; three is noise.

3. **Numbers over adjectives**
   "100 compartments", "€89 a month". Never "innovative" or "seamless".

4. **Works when things fail**
   Outages, offline modes and refusals are designed with the same care as the happy path.

02 · VOICE

How Nook Locker writes

Plain and short

Short declarative sentences. Lead with the fact, then the detail: “The door locks itself. Every opening is logged.”

Sentence case

Titles, buttons and menus in sentence case: “Unlock locker”, “Use of funds”. Uppercase only for eyebrows.

The right words

members, **compartment** or **locker**, **cabinet**, **club** or **venue**. Never box, bin or slot. No emoji, no exclamation marks.

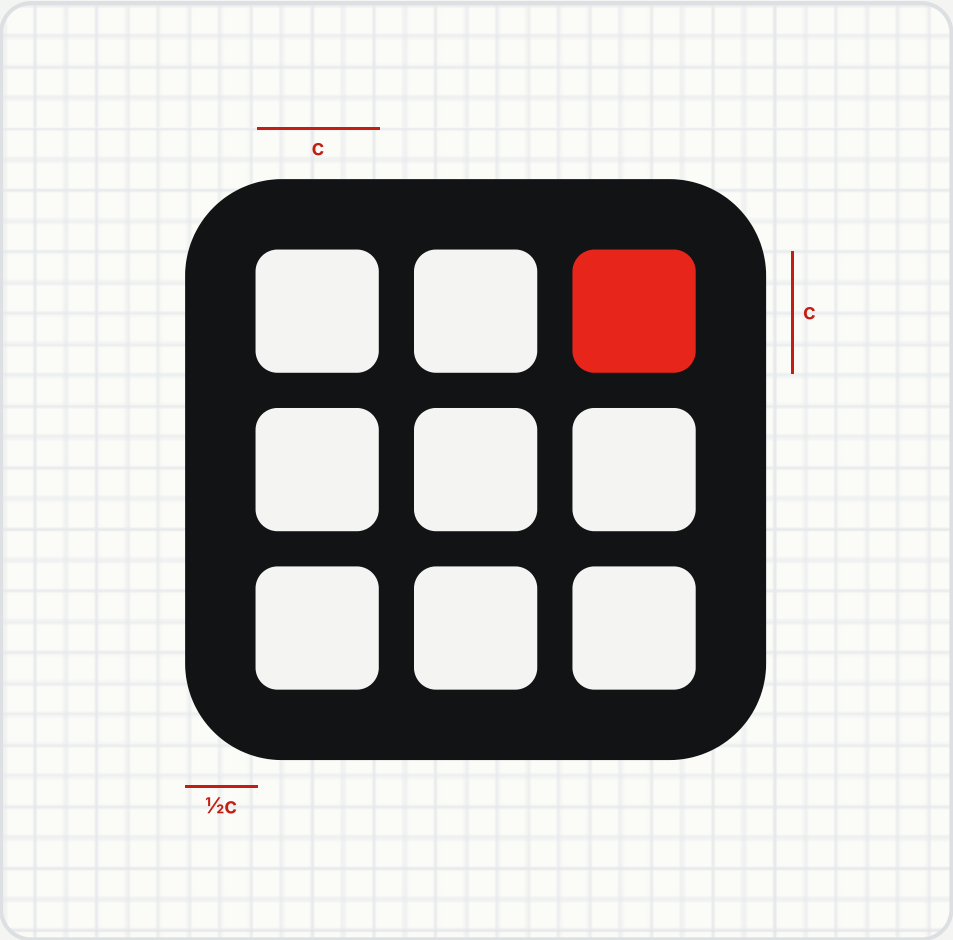
Write like this

- Three steps, no keys, no queue.
- More compartments, lower price, works offline.
- Members open their locker over Bluetooth during an outage.
- €3,490 per cabinet, €89 a month.

Not like this

- ~~The revolutionary smart storage experience!~~
- ~~Seamless, next-gen locker innovation 🚀~~
- ~~UNLOCK THE FUTURE OF STORAGE~~
- ~~Super affordable pricing~~

The mark

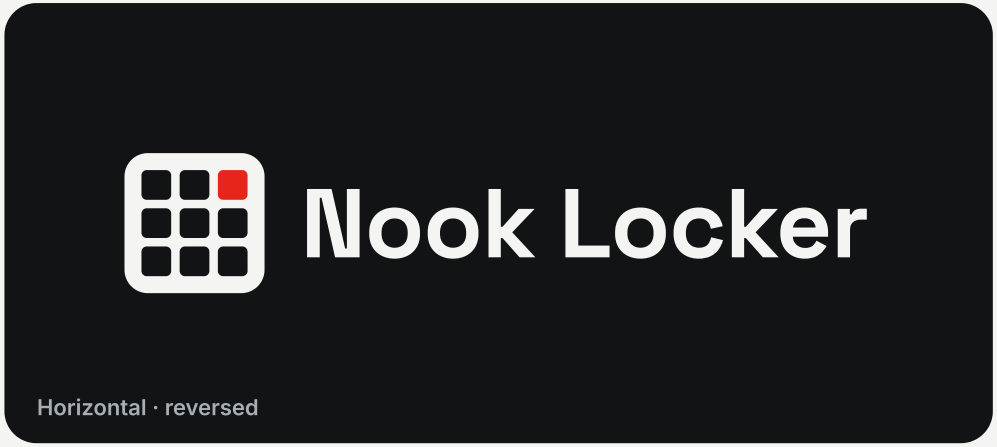


The mark is the cabinet seen from the front: a rounded steel square holding a 3 × 3 grid of compartments, the top-right one open in Nook Red.

Grid	3 × 3 compartments, cell **c**
Gap and margin	gap = 2/7 c · outer margin = 4/7 c
Corner radius	body 22/132 of the mark · cells 5/28 of c
Open compartment	always top right, always Nook Red #E8251A
Wordmark	Space Grotesk Bold, tracking −1.2, outlined

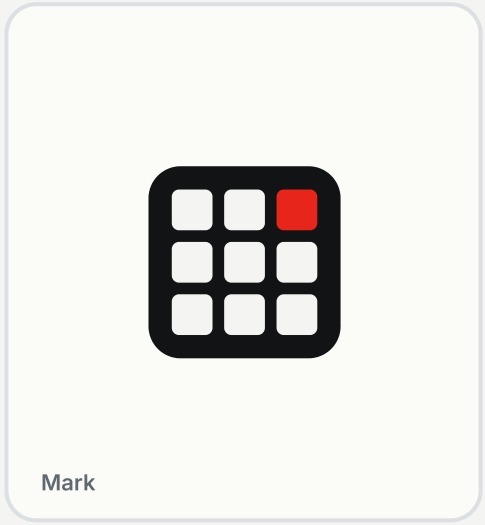
Logo versions

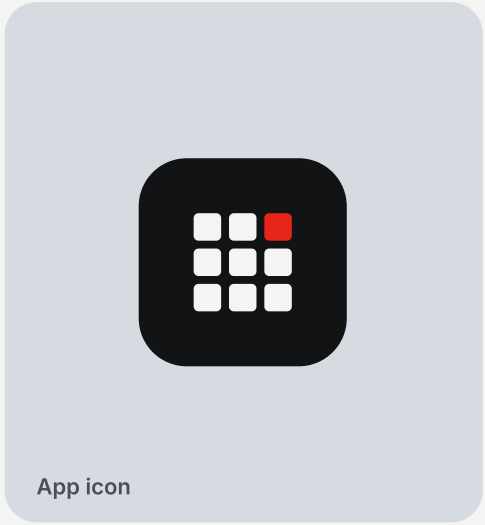




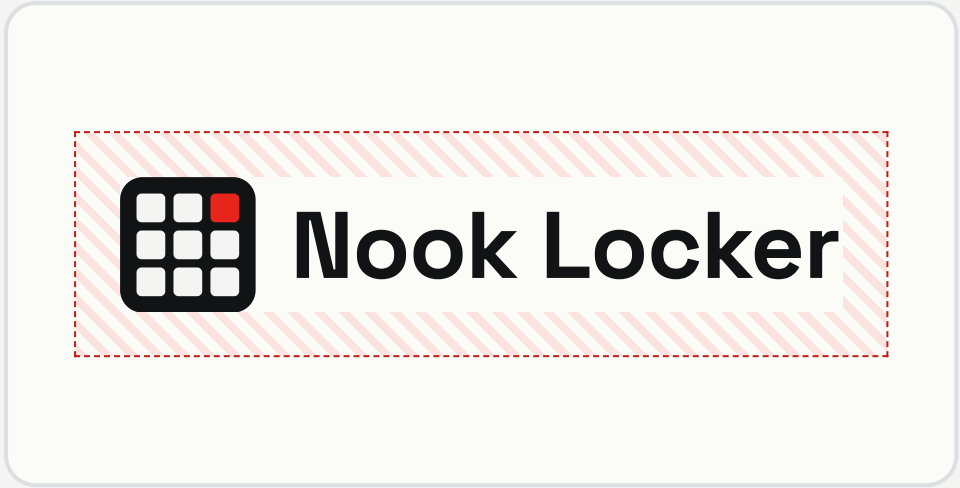








Clear space, size and misuse



Clear space
One compartment width (c) on every side.



Minimum size
Lockup 24 px / 8 mm high · mark 20 px / 6 mm



✕ Don’t recolour it



✕ Don’t stretch it



✕ Don’t rotate it



✕ Don’t move the red



✕ Don’t add effects



✕ Don’t use busy backgrounds

Primary palette

Ink

Headings, text, primary buttons, dark grounds

HEX #111315
RGB 17, 19, 21

Paper

Page and slide background

HEX #F4F5F2
RGB 244, 245, 242

Nook Red

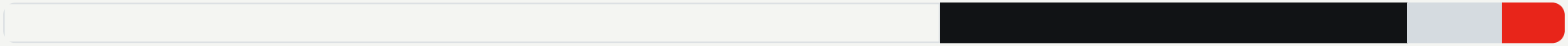
One signal per page: the open compartment, a highlight

HEX #E8251A
RGB 232, 37, 26

Steel

The cabinet's metal: neutral fills, tracks

HEX #D5DBE0
RGB 213, 219, 224



Paper ≈ 60% Ink ≈ 30% Steel and lines ≈ 6% · Red ≈ 4%

Secondary colours and contrast

Ink body
#4A4F55 · Body copy

Ink muted
#62686F · Captions, sources

Red text
#C21E14 · Red as text, eyebrows

Line
#DCE0E3 · Hairlines

Success
#1F7A4D · Online, open

Warning
#A35B00 · Battery, queued

Data 1
#2563B8 · First series

Data 2
#E0663A · Second series

Contrast pairs

Aa
17 : 1
Ink on paper
Any size

Aa
7.6 : 1
Ink body on paper
Body copy

Aa
5.5 : 1
Red text on paper
Eyebrows, links

Aa
4.2 : 1
Ink on Nook Red
24 px+ or bold 19 px+ only

Aa
17 : 1
Paper on ink
Dark sections

Aa
6.6 : 1
Red text on ink
Eyebrows on dark

Status colours always come with a word. Data series use blue and orange, validated for colour-blind readers; never red against green.

Typefaces

Display · titles, numbers, wordmark

Aa

Space Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 € % → ’ “ ”

Weights 600 SemiBold · 700 Bold

Text · sentences, labels, tables

Aa

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 € % → ′ ″ ″ é à ç

Weights 400 Regular · 600 SemiBold

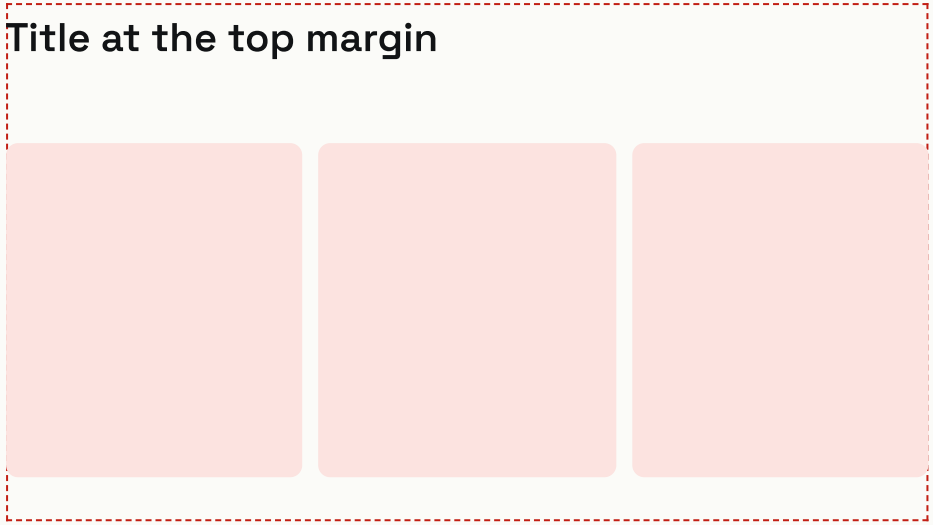
05 · TYPOGRAPHY

Hierarchy

Display 56 / 1.05 · Space Grotesk 700	A locker for members
Heading 1 40 / 1.1 · Space Grotesk 600	Three steps, no keys, no queue
Heading 3 22 / 1.25 · Space Grotesk 600	Staff assign a locker
Stat 64 / 1 · Space Grotesk 700	€3,490
Lead 20 / 1.5 · Inter 400	Members open their compartment with one tap.
Body 16 / 1.55 · Inter 400	Closing the door locks it. Every opening is logged with time and member.
Eyebrow 13 · Inter 600 · +1.6 · uppercase	HOW IT WORKS

Slides on a 1920 × 1080 canvas use 112 / 64 / 40 / 30 / 24 px. Nothing on a slide is smaller than 24 px.

Grid, spacing and radii



Slides: 128 px margins on 1920 × 1080, three columns with 32 px gaps. Web: 1280 px max width, 3-column card grids.

Spacing, 8 px rhythm



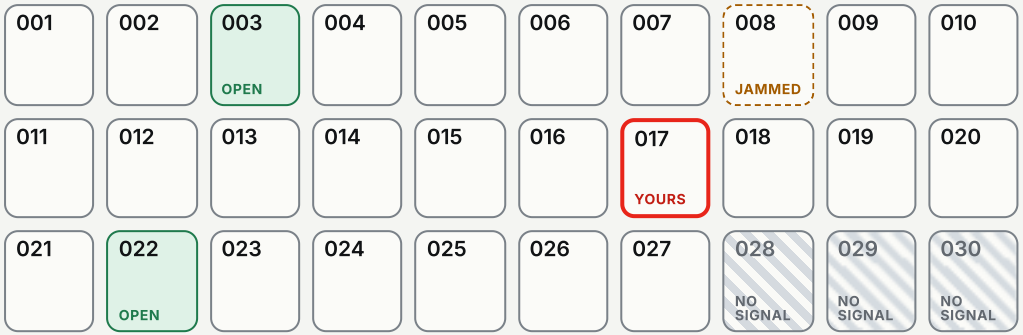
Radii



xs	sm	md	lg	pill
4	8	10	16	pill

Core components

Locker tiles



Every state other than closed writes its word in the tile.

Buttons

Unlock locker

Unlock from the app

Download STEP

Status chips

Cloud online

On battery · 64%

Board 3 not answering

Locked

Cards and numbers

Subscription

€89 / month

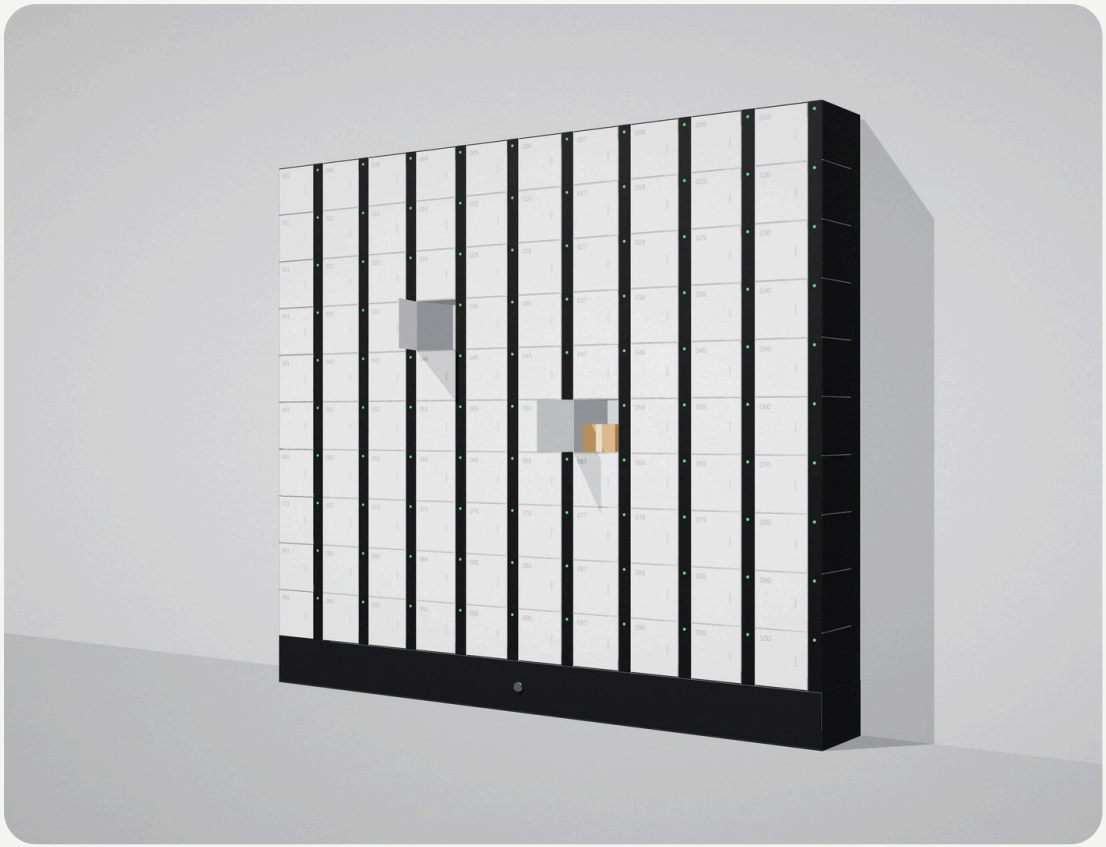
App, cloud, updates, support.

Per cabinet

€6,075

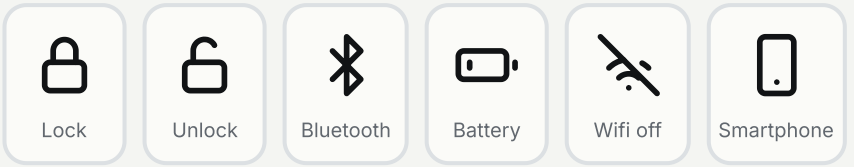
Gross profit, five years.

Imagery, icons and motion



Product renders
White doors, black frame, light neutral studio, three-quarter view, soft shadow and vignette. Corners at 16 px. Never text over a busy area.

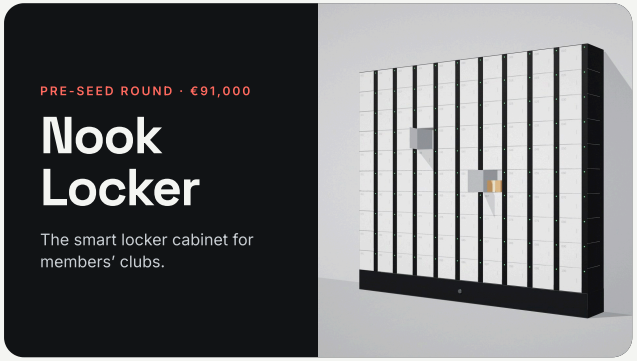
Icons
Lucide line icons: 24 px grid, 2 px stroke, round caps, in ink. An icon supports a word, it never replaces one.



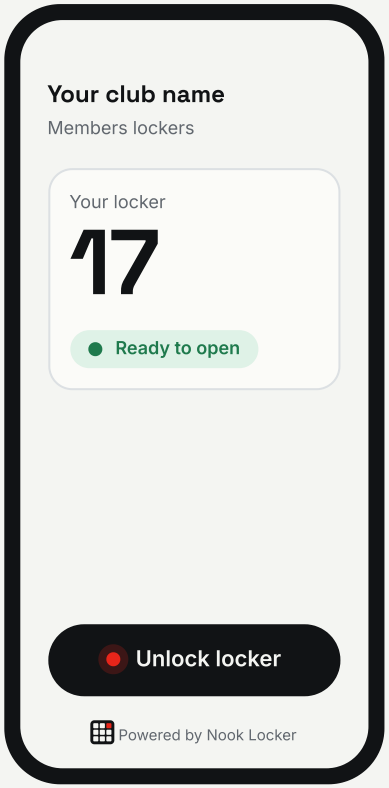
Motion
Content rises 24 px and fades in over 600 ms, staggered by 120 ms. The pulse on a live unlock button is the only loop. Both stop with Reduce Motion.

People
Members appear as stylised figures in use-case scenes, never as stock photography. Customer branding only with permission.

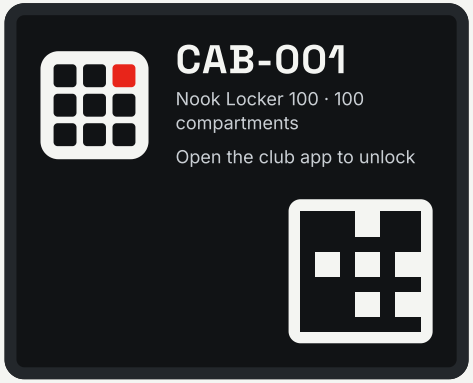
Applications



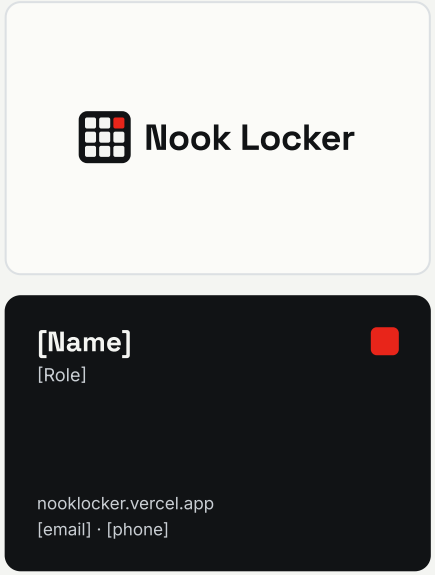
Investor deck



Member app



Cabinet front plate



Business card



Nook Locker

nooklocker.vercel.app · github.com/dz-root

Logo files, colour values, fonts and components are kept in the Nook Locker design system.
Use those files; never redraw the logo.