

THE BOOK OF

Brand Guidelines



AI • SHORT-VIDEO STUDIO



WE MAKE IDEAS MOVE

NOW WOW is an AI-driven short-video studio — we script, generate and edit **scroll-stopping** video at the speed of culture.



This book is the single source of truth for the brand: how the logo behaves, how colour and type carry our voice, and how it all comes together. Keep it close.

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OUR NORTH STAR

See it. Hear it. **Wow.**



MISSION

**Make every brand impossible
to scroll past.**

VISION

**A world where great video is
instant, not expensive.**

PROMISE

**Fast, fearless and
unmistakably WOW.**



THE MASTER SIGNATURE

Wordmark + Mark

The **NOW** wordmark sits beside the **WOW** mark — a waveform that gives the brand its motion. This lockup is the preferred, default expression.

FORMAT .SVG / .EPS / .PNG

SPACING FIXED — DO NOT REBUILD

Four ways to wear it

PRIMARY / ON LIGHT



REVERSED / ON DARK



ON BRAND CYAN



MONOCHROME / WHITE





SIGHT • SOUND • STORY

A waveform in motion

The mark abstracts the letters **WOW** into a rising waveform — three peaks for the three things every great video needs: something to **see**, something to **hear**, and a **story** to carry it.

USE AS → APP ICON • AVATAR • FAVICON • WATERMARK

MINIMUM CLEARSPACE = X



Keep clear space equal to **X** — the height of the **WOW** mark — on every side.

MINIMUM SIZE



Never reproduce the logo smaller than these limits. Below them, switch to the standalone **WOW** mark.

Six things to never do

DON'T STRETCH



DON'T RECOLOUR



DON'T ROTATE



DON'T ADD EFFECTS



DON'T FADE



DON'T USE LOW CONTRAST



Two colours. Loud and deep.

Electric Cyan

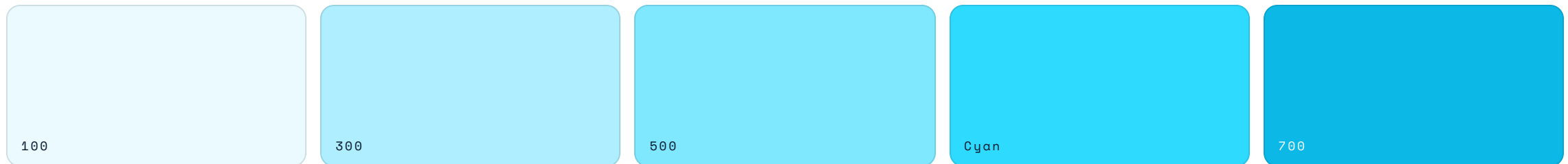
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Deep Navy

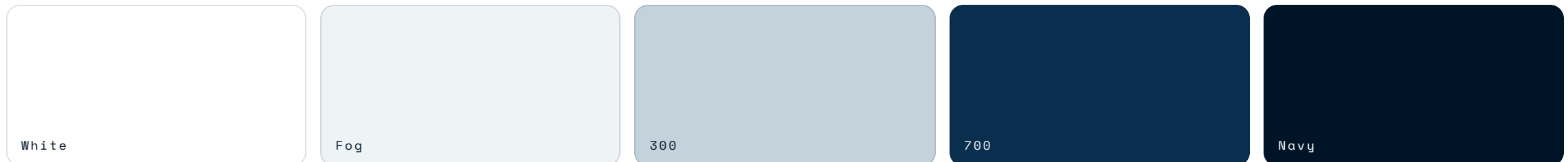
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Room to breathe

CYAN TINTS



NAVY & NEUTRAL



SIGNATURE GRADIENT



Aa

Sora

Our primary typeface. Geometric, confident, built for screens and motion.

/ Space Mono – labels, specs & code

Make it move

SORA LIGHT

Make it move

SORA REGULAR

Make it move

SORA SEMIBOLD

Make it move

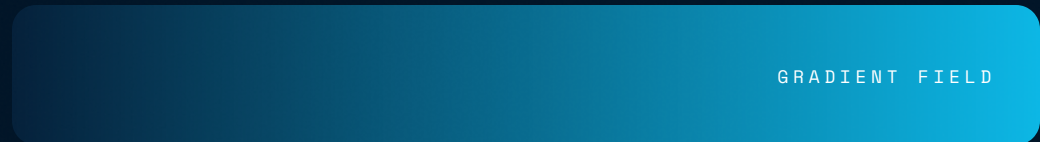
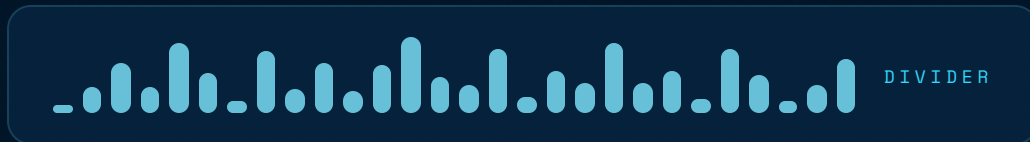
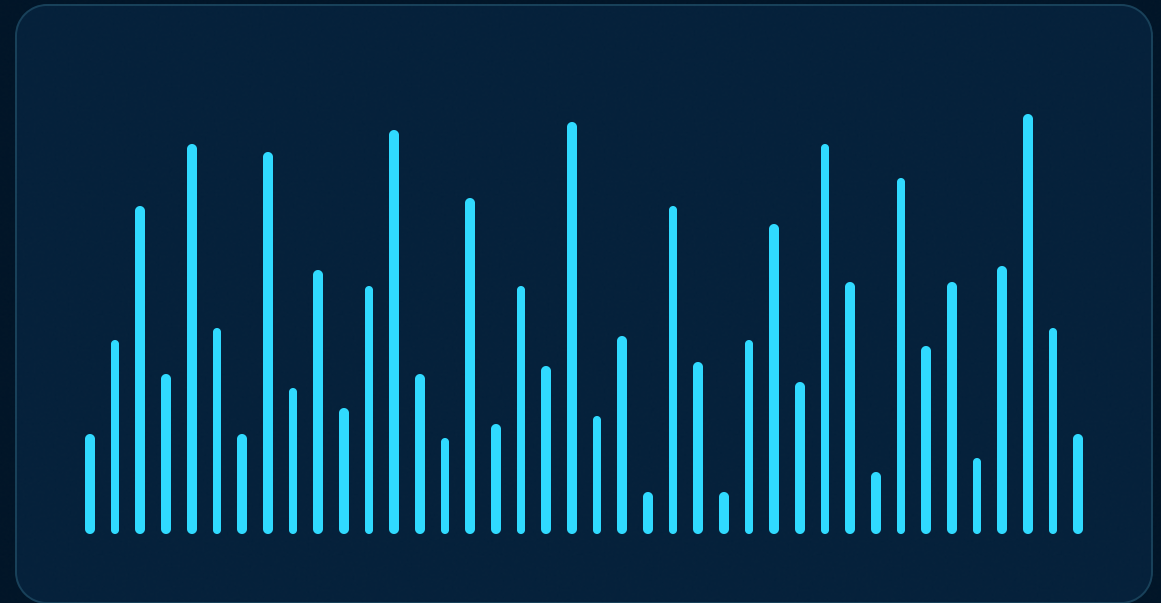
SORA EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 &%@

EVERYTHING MOVES

Built from frequency

Our graphic language grows from the WOW mark: equaliser bars, motion lines and a frequency grid. Use them to frame, divide and energise.



Out in the world

APP ICON



STICKER



VIDEO THUMBNAIL • 16:9



BUSINESS CARD



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THAT'S THE BRAND

Now go make something **WOW.**

hello@nowwow.studio

nowwow.studio

@nowwow

