

Novum Supports Brand Guidelines



Table Of Contents

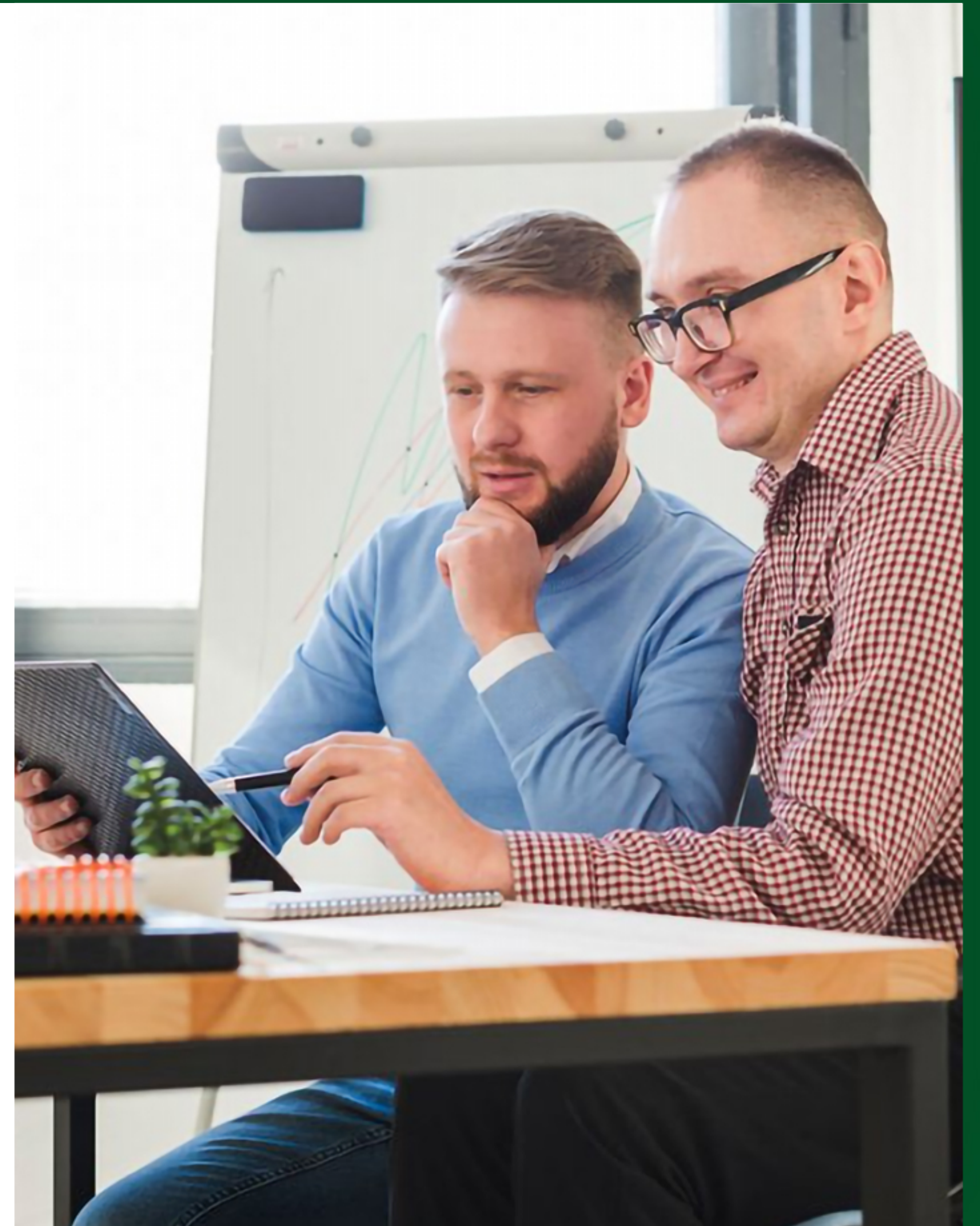
About Novum Supports	3
Our Mision and What does Novum do?	4
What does Novum mean?	5
Our Logos	6
Colors	7
Fonts and Typography	8
Suggested Hashtags to Use	9
Thank you	10



About Novum Supports

Your New Beginning Starts Here

Novum Supports was founded in 2011 because we wanted to make a difference for people with intellectual and developmental disabilities. We felt there was a more effective way to make their lives better, so we set out on a different path.



Our Mission

Our mission is to help improve the lives of those we serve. No matter what you've been through, your new beginning can be found here!

What does Novum do?

Novum Supports provides support to Individuals with disabilities through Medicaid and Department of Health and Human Services /Division of Services for People with Disabilities (DHHS/DSPD) contracts. We offer our clients the ability to join our program, experience a new beginning, and help them lead the lives they want and deserve for themselves.

What does Novum mean?

“Novum” is a Latin word. Its loose translation means “New Beginnings”. We think it describes our program and what we do in a beautiful, simplistic way:

No matter the background, no matter the circumstance, or what someone may have been through, Novum Supports offers our clients a second chance, a fresh start, a “New Beginning”.



Our Logos

Primary Logo



Secondary Logos



Logo Files:

<https://tinyurl.com/5asssmsx>

Colors

Primary Colors



#004b23

RGB
0, 75, 35

CMYK
90, 42, 100, 47



#37b000

RGB
55, 176, 0

CMYK
76, 2, 100, 0

Secondary Colors



#c1c1c1

RGB
193, 193, 193

CMYK
24, 19, 20, 0



#d3efc7

RGB
211, 239, 199

CMYK
17, 0, 27, 0



#061400

RGB
6, 20, 0

CMYK
73, 58, 74, 82

Fonts & Typography

Heading

Montserrat

Body Text

Golos Text

H1

48 PX - Montserrat

H2

36 PX - Montserrat

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Suggested Hashtags to Use

Brand Emphasis:

#NovumSupportsNewBeginnings

#NovumSupportsYourFreshStart

General Search:

#NewBeginnings

#StartAgain

#ImprovingLives

#RebuildingLives

To Attract New Accounts:

#DHHS

#DSPD

#UtahSupportedLiving

#UtahGroupHome

#UtahIndependentLiving

#UtahDaySupports

#UtahAdultFosterCare



Thank You



Sites *by* SaraTM
your online success partner

[SitesbySara.com](https://sitesbysara.com) | hello@sitesbysara.com | (385) 355-5351