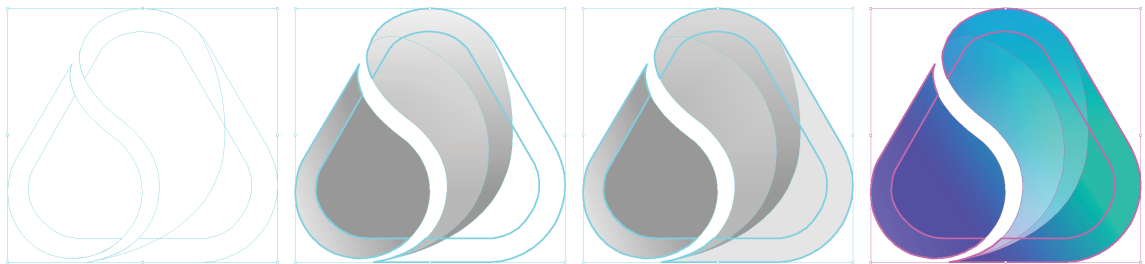


Introducing the new brand for Nui Markets. The objective was to be able to easily add sub brands, to freshen up the look with a more pleasing colour palette, update the font to a more modern version, and last but not least, to change the tagline to a more fitting one.

### Icon

The new icon is formed by 2 natural, organic shapes, symbolising trade partners. The two shapes are encapsulated within the existing triangular shape that holds/brings the two parties together.



### Font family

The chosen font is the Poppins font family:

- Poppins Thin
- Poppins ExtraLight
- Poppins Light
- Poppins Regular
- Poppins SemiBold**

### Logo



### Colour theme



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