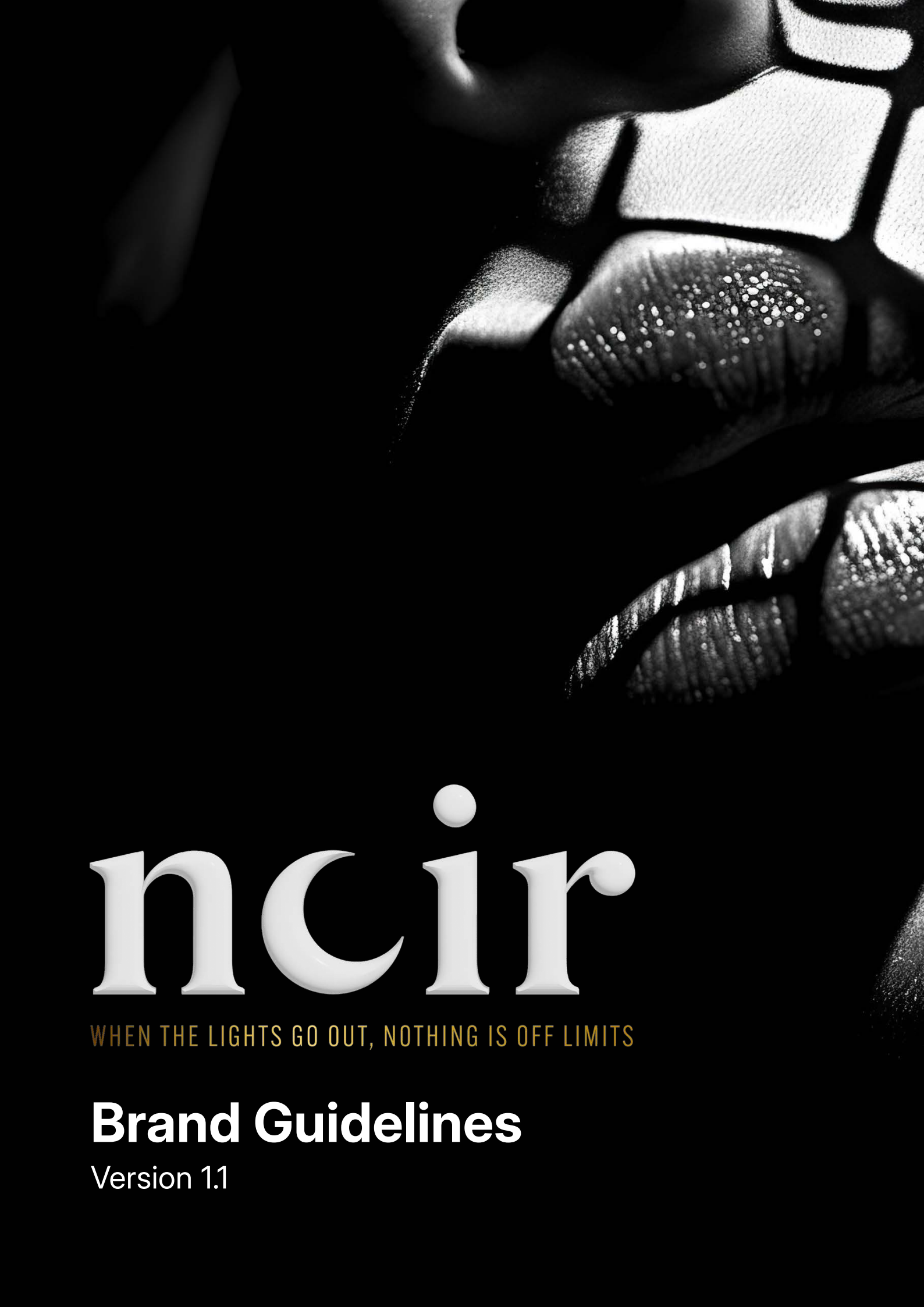




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WHEN THE LIGHTS GO OUT, NOTHING IS OFF LIMITS

Brand Guidelines

Version 1.1

01. Introduction & Overview

Welcome to the Noir Brand Guidelines. This document serves as a comprehensive guide for the consistent and effective use of our brand elements. Adhering to these guidelines ensures that our brand is represented cohesively across all platforms and communications, reinforcing our identity and message.

Our brand is more than just a logo; it's the sum of every interaction, visual, and message we put out into the world. These guidelines are designed to empower everyone involved in creating communications for Noir to maintain a strong, unified, and recognisable presence.

02. Our Brand Story, Mission & Vision

Brand Story

Noir is a bold, sensual platform founded by Susannah Schofield OBE, a successful businesswoman, entrepreneur, applauded public speaker and business author. Susannah has also involved Saffron Noir, an acclaimed adult novelist who knows exactly what women want, and what men desire.

Designed by women, for women who are to begin their next chapter in life with confidence and desire. Rooted in the elegance of classic noir - a gentle nod to Susannah's prose - and the quiet thrill of unapologetic seduction, Noir offers a space where experience is power, mystery is magnetic, and second beginnings are just as intense as first loves.

Here, passion meets sophistication - for women who know what they want and aren't afraid to take it.

Mission Statement

Provide a highly secure adult platform allowing members to share, communicate and explore their own sexuality and / or that of their partner, or to find a lover within the dating area who matches their long-term objectives and desires for love and relationships.

Bringing together the industry's best collaborators and content creators to achieve an environment built on trust, experience and exploration, the Noir platform ensures that the user gets access to award-winning advice, and answers to all the questions they never dared to ask, all within one exclusive club.

Vision Statement

To provide a safe haven for heterosexual individuals looking to explore new connections on a secure and validated platform. We ensure there are no AI bots, no cat-phishing and no fake identities, allowing individuals to make exciting new connections whilst they explore the various networks within the Noir platform.

Through allowing members to learn and grow with advice from hundreds of health, wellbeing and sexual advisors, Noir will be the go-to platform to learn about yourself and to connect with others in a totally secure network that allows you to be you, to improve your current love life, or to start a new journey.

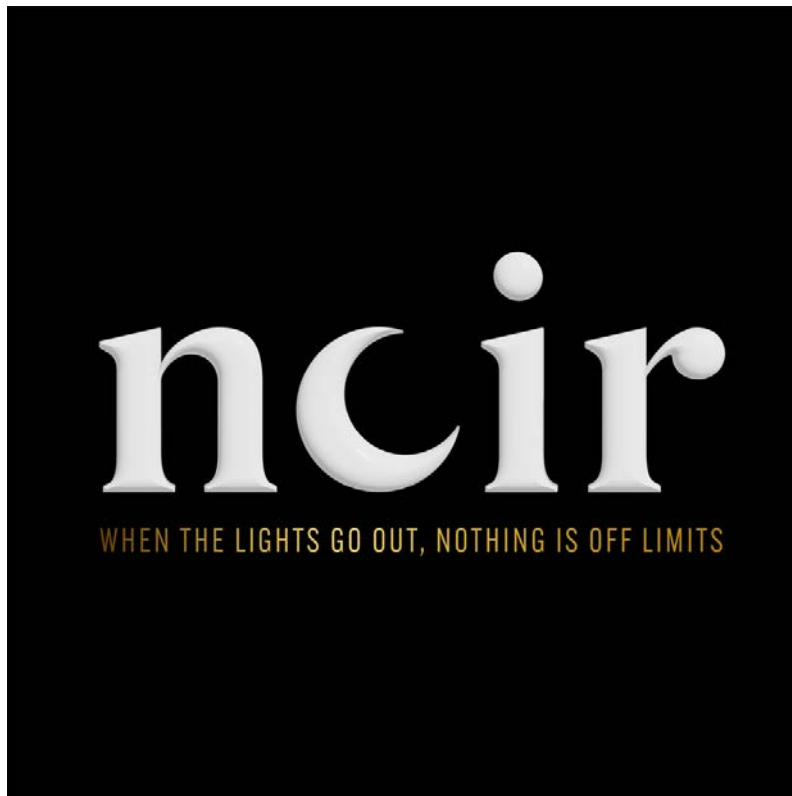
Core Values

Safety, integrity, privacy, anonymity, honesty, respect, openness, collaboration.

03. Logo Usage

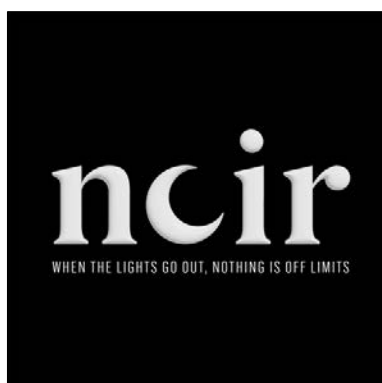
The Noir logo is the primary visual identifier of our brand. Consistent and correct usage is crucial for maintaining brand recognition.

Primary Logo With Strapline

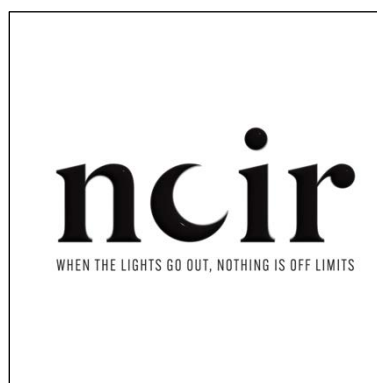


Logo Variations

Monochrome:



Monochrome (Reversed):



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Logo-only Version:



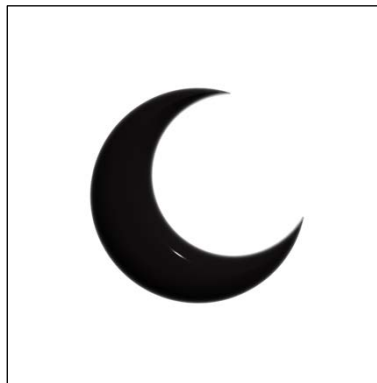
Logo-only Version (Reversed):



Icon:



Icon (Reversed):



To request any version of the Noir logo, please e-mail your request to stuart@stuartmurraymedia.com, stating the format required and for what purpose.

Incorrect Usage

Adhere to these rules when using the logo:

- Do not stretch or distort the logo
- Do not alter the colours of the logo (unless using approved monochrome versions)
- Do not add effects (shadows, gradients) not part of the official design
- Do not place the logo on busy backgrounds that compromise visibility
- Do not rotate the logo

Alternative Straplines

The following straplines may also be used:

- The art of intimacy, redefined
- Where connection meets chemistry
- Your sanctuary of sensuality
- What your body's been dying to say
- Indulge. Confess. Repeat
- Raw advice. Real connections. Zero filters
- Where naughty meets knowledge
- Come curious. Leave ignited
- You're not the only one thinking it
- Lights off. Clothes optional. Questions welcome
- It's not just sex. It's seduction
- You don't just feel it. You burn for it

04. Colour Palette

Our brand colours are integral to our visual identity, evoking specific emotions and associations.

Primary Colours

BLACK

- **HEX:** #000000
- **RGB:** 0, 0, 0
- **CMYK:** 0, 0, 0, 100

Usage Notes: Primarily used for main backgrounds, however when a light background is required, black should be primary colour for text.

WHITE

- **HEX:** #FFFFFF
- **RGB:** 255, 255, 255
- **CMYK:** 0, 0, 0, 0

Usage Notes: Primarily for text, however when a dark background is required, white should be primary colour for text.

Secondary Colours

These colours complement the primary palette and can be used for accents, graphics, or specific functional elements.

GOLD

- **HEX:** #CAA964
- **RGB:** 202, 169, 100
- **CMYK:** 15, 26, 67, 4

Usage Notes: Only to be used as an accent colour only on a black background - it should never be used for the Noir logo or Noir icon, nor on a light background.

05. Typography

Typography plays a vital role in conveying our brand's personality and ensuring readability.

Primary Typeface

Butler

- **Usage:** Headlines, subheadings, key messaging
- **Weights:** Bold

Example of Headline

Secondary Typeface

Inter

- **Usage:** Body text, captions, supporting information
- **Weights:** Light, Regular, Medium, Bold

Example of body text using Inter Light. It is used for readability and conveying detailed information.

06. Imagery & Photography

Our imagery should be consistent in style, content, and quality, reflecting our brand's values and tone.

Style & Tone

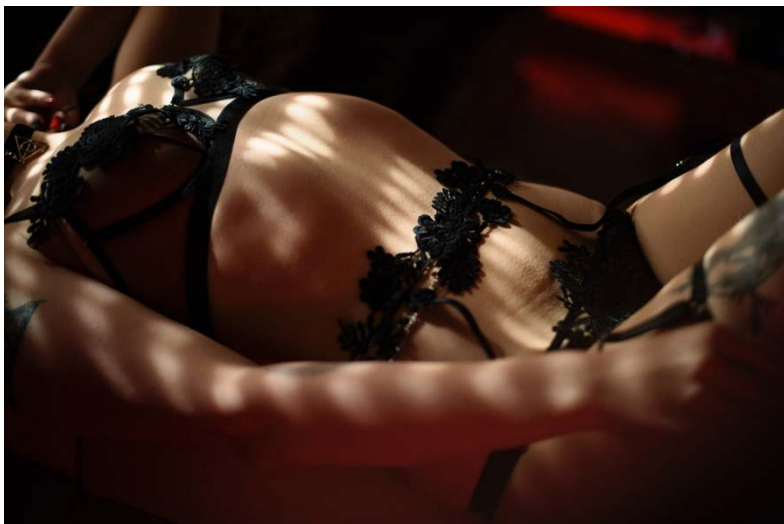
- **Authenticity:** Images should feel real and relatable, avoiding overly staged scenarios
- **Emotion:** Focus on conveying positive emotions relevant to our brand, seductive, sexy, intimate, risqué, provocative, suggestive, elegant
- **Composition:** Images should contain a lot of dark space, with the subject of each image being deliberately masked or hidden by darkness
- **Lighting:** Dark themes, all at night, dramatic lighting

Things To Avoid

All images must avoid hardcore imagery that is too explicit or blatantly sexual - anything that could be deemed to be NSFW (not safe for work).

Photography Examples







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07. Imagery & Photography

Our brand's voice is how we communicate our personality and values through written and spoken words.

Our Brand Personality

- Sexy
- Exciting
- Intriguing
- Alluring

We will always **TEASE, TANTALISE** and **SUGGEST**.

We will never **FORCE, DENEGRATE** or **OBJECTIFY**.

08. Contact Information

For any questions regarding these brand guidelines or for approval of new materials, please contact:

Susannah Schofield OBE

E-mail: susannah@dmmhq.co.uk

Tel: +44 (0)7771 595036

Stuart Murray

E-mail: stuart@stuartmurraymedia.com

Tel: +44 (0) 7359 025648

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