



Brand book

ब्रान्ड पुस्तिका

Logo · clear space · colour · typography · do and don't

2 • Logo

लोगो



Full colour on white or snow



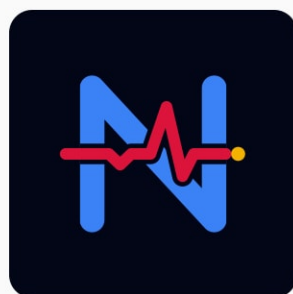
Full colour on ink: N and “Nepal” in Sky



White on crimson, blue or the gradient



Mark ≥ 48 px



Mark on ink



Compact mark, 16–47 px

- The pulse mark: a blue N cut by a crimson news pulse ending in a gold live dot.
- The pulse always runs left to right; the knock-out gap is never filled.
- Use the master files only: never redraw, stretch, rotate, outline or shadow.
- On dark surfaces the blue becomes Sky (#3B82F6) so the N stays readable.
- Lacsplace appears only as the technology credit, never next to the mark.

3 • Clear space and minimum size

खाली ठाउँ र न्यूनतम आकार



Clear space

X = the height of the mark.
Keep X clear on every side of the logo: no text, edges or images.

Minimum size

Mark: 24 px on screen, 6 mm in print.
Compact mark at 16–47 px.
Lockup: 96 px or 24 mm wide.
Wordmark alone: 72 px or 18 mm.



96 px lockup

4 • Colour

रङ्ग

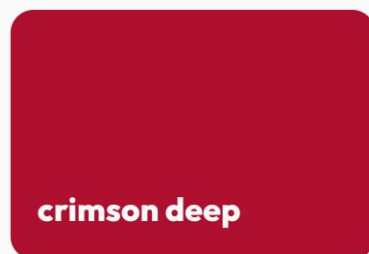


HEX #DC143C

RGB 220 · 20 · 60

CMYK 0 · 91 · 73 · 14

primary

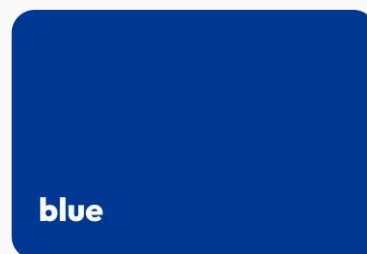


HEX #B0102F

RGB 176 · 16 · 47

CMYK 0 · 91 · 73 · 31

primary pressed, gradients

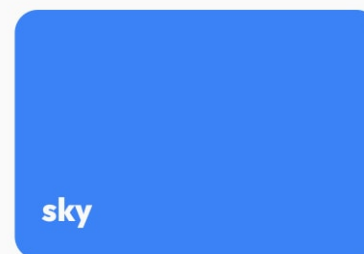


HEX #003893

RGB 0 · 56 · 147

CMYK 100 · 62 · 0 · 42

secondary



HEX #3B82F6

RGB 59 · 130 · 246

CMYK 76 · 47 · 0 · 4

interactive on dark, links on dark

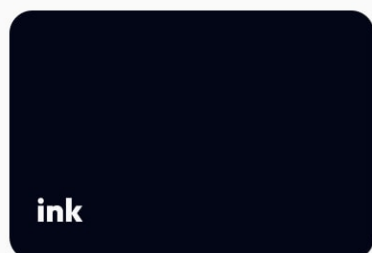


HEX #F5B301

RGB 245 · 179 · 1

CMYK 0 · 27 · 100 · 4

highlights, Pulse, sun

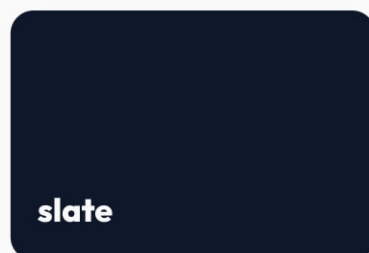


HEX #020617

RGB 2 · 6 · 23

CMYK 91 · 74 · 0 · 91

dark surface

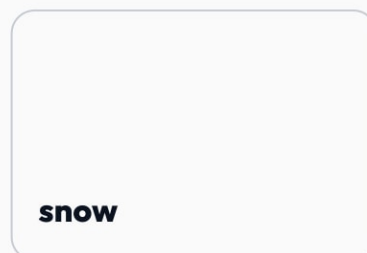


HEX #0F172A

RGB 15 · 23 · 42

CMYK 64 · 45 · 0 · 84

dark surface raised

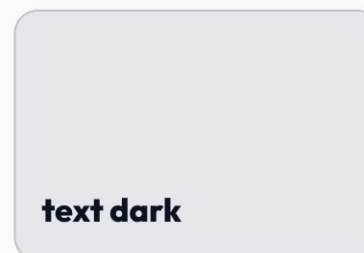


HEX #FAFAFA

RGB 250 · 250 · 250

CMYK 0 · 0 · 0 · 2

light surface

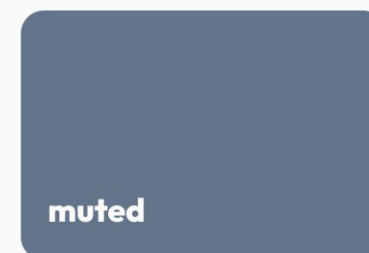


HEX #E5E7EB

RGB 229 · 231 · 235

CMYK 3 · 2 · 0 · 8

text on dark



HEX #64748B

RGB 100 · 116 · 139

CMYK 28 · 17 · 0 · 45

secondary text

CMYK values are computed from sRGB with no ICC profile: approximate, confirm with your printer (ask for a proof on their press profile). Source: palette/colors.json.

Outfit 800

Wordmark, headlines

Nepal, in minutes.

Inter 400 / 600

Body copy, UI, captions

Independent news for Nepal, in our own words.

Mukta 700

Nepali headlines

नेपाल, मिनेटमै।

Mukta 400

Nepali body copy

नेपालको स्वतन्त्र समाचार, हाम्रै शब्दमा।

Sentence case. Tight tracking on display sizes only. Never fake bold, stretch or italicise Nepali text. All three families are OFL (typography/fonts).

6 • Do and don't

गर्नुहोस् / नगर्नुहोस्

Do



Full colour on white



Full colour (Sky) on ink



White on crimson



Lockup with clear space

Don't



Stretch or squash



Flag blue on ink (unreadable)



Recolour outside the palette



Rotate, outline or shadow

7 • Files and credit

फाइल र श्रेय

- Masters: brand/sources/masters (pulse family 01, 11, 12, 14). Every export is generated from them.
- Logo files: general/ (mark, wordmark, lockups, monochrome, clear space). SVGs are outlined: no fonts needed.
- Colour tokens: palette/colors.json (HEX, RGB, approximate CMYK), CSS, SCSS, TS.
- Fonts: Outfit, Inter, Mukta (OFL) in typography/fonts.
- Bylines: staff or "WeNepal Newsroom". No "AI" taglines on cards, captions, thumbnails or video.
- Website: wenepal.com/brand · Questions: hello@wenepal.com



Technology infrastructure: Powered by Lacspace