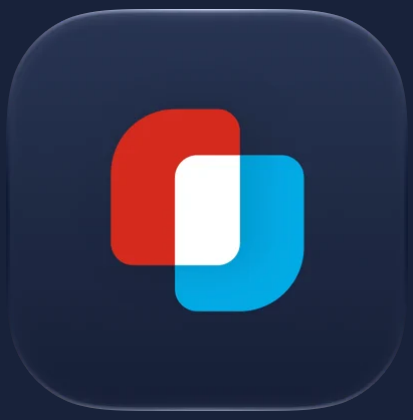


NUM BRAND SYSTEM

Clear connection. Wherever you land.

Public standards for the Num name, symbol, color, typography, voice, imagery and partner use.

The supplied icon is designated in this document as the official Num symbol v1.0.

1. Brand foundation

Brand name

The customer-facing brand is Num. Use the descriptor travel eSIM when the audience may not know the product category. The legal operator is WorkersLab LLC; use the legal name only where ownership, billing, contracts, regulation or formal attribution requires it.

Approved naming

First reference: Num travel eSIM
Later references: Num
Legal reference: Num, a brand of WorkersLab LLC
Website: numesim.uk

Brand idea

Connected clarity. Num removes uncertainty from travel connectivity: what a plan includes, what it costs, how it installs, when it starts and where to get help.

CLEAR	CAPABLE	HUMAN	HONEST
Explain price, limits and steps before purchase.	Make complex telecom actions feel simple and dependable.	Use calm language and provide a reachable support path.	Show the conditions, dates and cases where Num is not the best fit.

Brand promise

Travel data that is easy to understand before you buy and easy to use when you arrive.

Approved tagline

Land connected. Use it as a campaign or closing line. Do not attach it permanently inside the logo artwork.

2. The Num symbol



The symbol is formed by two interlocking rounded forms. Red and cyan meet around a white center on a midnight field. The visual meaning is connection across boundaries: two places, networks or moments joining through one clear path.

The white overlap represents clarity and successful handoff. The rounded geometry keeps the technology approachable rather than technical or institutional.

This meaning is the approved brand interpretation. Do not rename the forms as flags, speech bubbles, cards or chain links in public copy.

Identity roles

Asset	Role	Use
Num symbol	Primary visual identifier	App icon, favicon, avatar, product badge and compact brand presence.
Num word	Verbal identifier	Headlines, navigation, legal attribution and contexts where the symbol may be unfamiliar.
Num signature	Symbol plus typeset name	Press, partner pages, presentations and wider marketing where name recognition matters.
Land connected.	Campaign tagline	A supporting line, never part of the permanent logo construction.

Master-artwork status

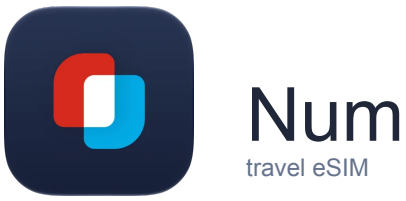
The supplied master is a 400 x 400 px transparent PNG. It is suitable for this guide, digital documents and moderate on-screen use. It is not a vector master and must not be enlarged for signage, exhibition graphics, packaging or high-resolution print. Create and approve an SVG/PDF/EPS master before those uses.

3. Logo configuration

Primary symbol

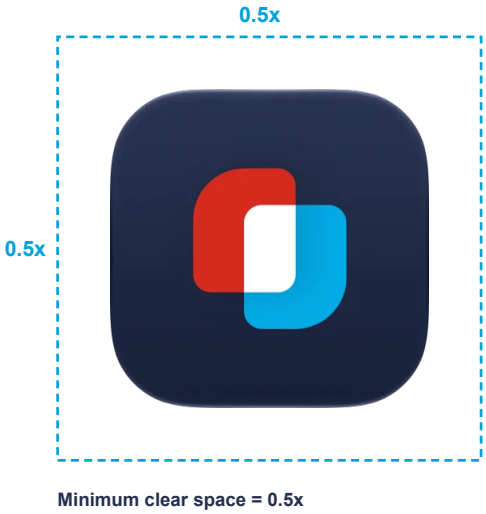
		
Preferred display	**Compact use**	**Minimum use**
Use the full supplied artwork, including the midnight tile.	Use when the Num name appears nearby.	32 px digital or 10 mm print.

Name companion



For practical public use, set the word Num in Inter SemiBold or the approved Arial fallback. Keep the symbol as a separate, unmodified image. Do not redraw or typeset a combined logo into a new permanent artwork until a vector lockup is approved.

Clear space



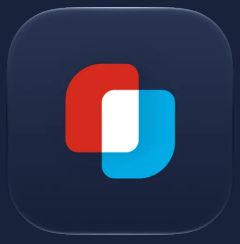
Minimum clear space = 0.5x

Define x as the width of the white central overlap in the symbol. Keep at least 0.5x of empty space around the full square artwork. Use 1x when the symbol appears next to another brand, a page edge or a strong graphic.

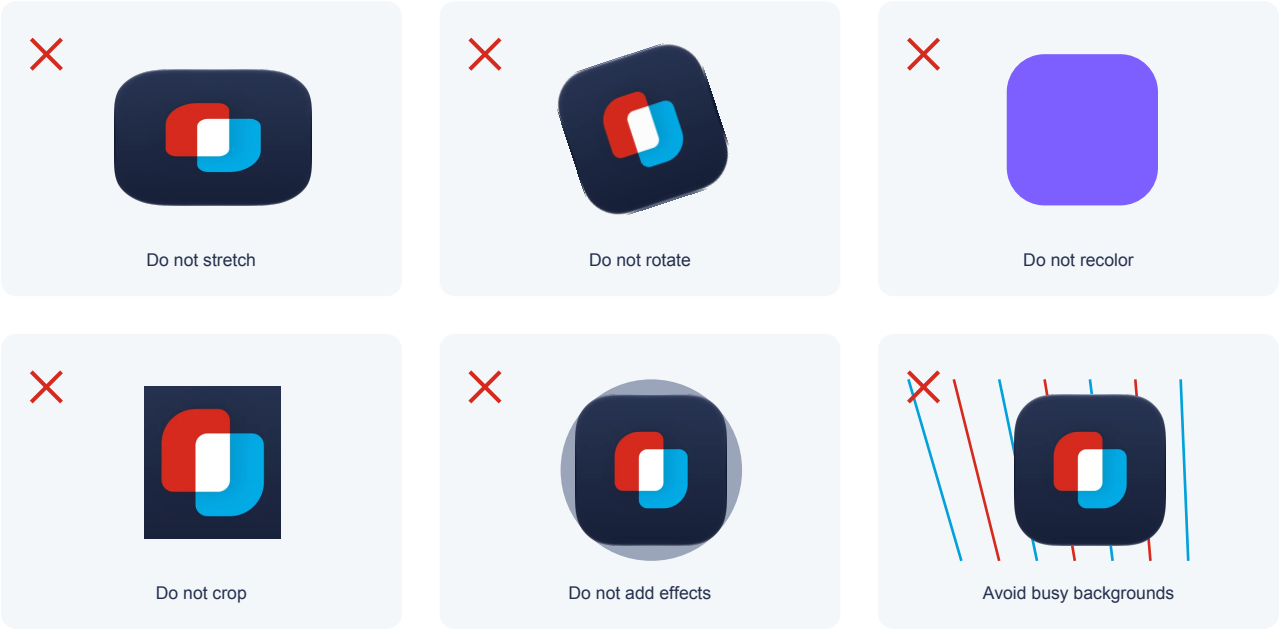
App stores and operating systems may apply their own masks; upload the full approved square asset and let the platform crop it.

4. Placement and misuse

Approved backgrounds

WHITE	MIST	MIDNIGHT
		
Default documents	Soft UI surfaces	Campaign / premium

Never alter the mark



- Do not separate, reorder, redraw or animate the internal red, white and cyan forms without a separately approved motion system.
- Do not place text, partner logos, flags, prices or badges inside the symbol.
- Do not use the symbol as a repeating pattern at a size where it becomes visual noise.
- Do not imitate the symbol to brand a third-party product or imply that Num endorses it.

5. Color system

The palette balances trustworthy midnight tones with two active signals: red for urgency and human energy, cyan for movement and connection. White creates the moment of clarity at the center.

Midnight 900
#18223A
Primary background / text

Midnight 700
#25304E
Headings / elevated surfaces

Connection Cyan
#02A1DB
Links / active states / data

Signal Red
#D52A1D
Alerts / emphasis / brand energy

Clear White
#FFFFFF
Space / overlap / reverse text

Cloud Mist
#F4F7FA
Panels / quiet backgrounds

Accessibility combinations

Combination	Contrast	Public-use rule
White on Midnight 900	15.80:1	Passes WCAG AA and AAA for normal text.
White on Midnight 700	13.03:1	Passes WCAG AA and AAA for normal text.
Midnight 900 on Connection Cyan	5.36:1	Passes WCAG AA for normal text.
White on Signal Red	5.03:1	Passes WCAG AA for normal text; reserve for concise emphasis.
White on Connection Cyan	2.95:1	Do not use for text; use Midnight 900 instead.
Signal Red on Midnight 900	3.14:1	Large text only; do not use for body copy.

Do not communicate state through red or cyan alone. Pair color with a label, icon or pattern. Test final interfaces against WCAG 2.2 contrast requirements.

6. Typography

Primary typeface

Use Inter for digital product, website, social and marketing work. Inter is open-source, highly legible and neutral enough to let the Num symbol carry the distinctive visual identity.

Land connected.
Travel data in 190+ countries

Compare total price, data allowance and validity before checkout.

Role	Weight	Guidance
Display	Inter Bold 700	Short, benefit-led lines. Sentence case.
Heading	Inter SemiBold 600	Describe the section; avoid clever ambiguity.
Body	Inter Regular 400	16 px minimum on the web; comfortable line spacing.
Label/data	Inter Medium 500	Use for plan data, statuses and controls.
Fallback	Arial / system sans	Use when Inter cannot be embedded or installed.

Typesetting rules

- Use sentence case for headings, buttons and navigation.
- Use tabular numerals for prices, data amounts and validity tables when available.
- Write currencies explicitly when the market could be unclear: USD 9.12, not just $9.12.
- Keep paragraphs short. Use lists for setup instructions and plan conditions.
- Avoid all caps except compact category labels. Never use condensed type for essential plan terms.

7. Graphic language and imagery

Core shapes

Use overlapping rounded rectangles and open white space to express connection. Rounded corners should feel related to the symbol, but the exact logo geometry must never be reused to create unofficial icons or partner marks.



Two places.
One clear connection.

Photography

Prefer	Avoid
Real travel moments immediately before arrival, at transit points or while navigating a destination.	Generic luxury travel imagery unrelated to connectivity.
One person or small groups using a phone naturally, with a sense of place.	People staring at blank screens, staged call-center smiles or floating network graphics.
Natural light, clear composition and truthful destination context.	Oversaturated filters, artificial neon or flags used as decoration.
UI screenshots that show real product states with fictional data.	Real customer email, QR, activation code, order reference or location data.

Icons and data graphics

- Use simple outline icons with rounded joins and a consistent 2 px stroke at 24 px.
- Use cyan for active/positive connection states and red for destructive or urgent states; always add text.
- Tables and comparison charts must include date, currency, allowance, validity and source.
- Do not use maps or coverage graphics that imply network availability more precise than the supplier data supports.

8. Voice and messaging

Num sounds calm, direct and useful. It explains telecom details without sounding like a telecom company.

Principle	Write like this	Not like this
Clear	Your plan starts when it first connects in Japan.	Experience seamless next-generation global connectivity.
Specific	3 GB total for 30 days.	Plenty of data for your adventure.
Honest	Another provider is cheaper for this plan size.	We are always the cheapest.
Human	If issuance fails, contact us with your order reference.	Please initiate a service remediation request.
Calm	Turn on data roaming for the Num line after you land.	URGENT: You must activate roaming immediately!

Message hierarchy

Level	Approved message
Brand	Land connected.
Category	Prepaid travel data for 190+ countries.
Value	See the total price and plan limits before checkout.
How it works	Pick a plan, pay, install by QR.
Control	Track usage and top up supported plans.
Trust	If an eSIM cannot be issued, the failed order is refunded automatically.

Claim discipline

Every comparative, price, coverage, speed, support or refund claim needs an owner, source, review date and visible conditions. Never turn a best-case plan feature into a brand-wide promise.

9. Applications

Surface	Brand treatment	Required content
App Store	Primary symbol; benefit-led screenshots; Travel category.	Truthful current features, support URL, privacy URL and subscription conditions.
Website	Symbol in navigation; Midnight headings; cyan actions.	Current total price, data, validity, activation, compatibility and support.
Destination page	Country name leads; Num signs the offer.	Visible update date and no unsupported coverage language.
Comparison page	Num and competitors shown neutrally.	Provider-owned sources, matching plan terms, check date and stale warning.
Partner page	Equal visual respect; 1x separation between brands.	Relationship description, owner, support path and no implied exclusivity.
Social post	One message, strong whitespace, symbol as signature.	Source/date on price or comparison claims; accessible alt text.
Email/support	Word name is enough; symbol optional.	Named support route, order reference guidance and realistic response expectation.

Co-branding

- Keep each logo visually independent. Do not combine marks into one shape.
- Use 1x clear space between Num and a partner logo; separate with a neutral divider when needed.
- Match optical size, not bounding-box size. Neither logo should imply ownership of the other.
- Use 'Powered by Num' only for an approved technology/reseller relationship and with written approval.

Accessibility and privacy

- Add meaningful alt text, for example: 'Num travel eSIM logo' or 'Num app screen showing remaining data.'
- Never publish a live QR code, activation code, EID, customer email, order reference or precise travel itinerary.
- Keep essential text outside images whenever possible and preserve zoom/reflow in documents and web pages.

10. Public logo-use policy

Num and the Num symbol are brand identifiers of WorkersLab LLC. This guide helps media, reviewers, directory operators, partners and vendors represent the brand consistently. It does not transfer ownership of the artwork or create a partnership, endorsement or license beyond the uses described below.

Use	Status	Conditions
News, editorial coverage, reviews and factual app directories	Permitted	Use the official asset unchanged; identify the product as Num; do not imply endorsement.
Linking to Num or showing that Num is supported	Permitted	The Num mark must be secondary to your own brand and link to numesim.uk or the official App Store page.
Approved reseller, API or technology partner page	Approval required	Use the agreed relationship wording, co-branding layout and current partner terms.
Paid advertising, campaigns, packaging, events or press releases	Approval required	Obtain written approval for artwork, wording, market and duration.
Merchandise, domains, social handles, app icons or a modified/derived logo	Not permitted	Do not create goods, accounts, identities or derivative marks that could be confused with Num.
Illegal, deceptive, defamatory, adult or unsafe content	Not permitted	The mark may not be used in a way that harms users or the Num brand.

Required presentation

- Use only the official, unmodified source asset supplied by Num.
- Follow minimum size, clear space, background and accessibility rules in this guide.
- Do not suggest that Num sponsors, certifies or endorses a product without written agreement.
- Remove or update the asset when Num provides a replacement or requests correction of misleading use.
- For permissions and production files, contact emma@workerslab.com.

Public attribution

When formal attribution is appropriate, use: Num is a travel eSIM brand of WorkersLab LLC. Do not add a registered-trademark symbol unless WorkersLab LLC confirms registration for the relevant jurisdiction and mark.

11. Quick reference

Item	Approved standard
Brand	Num
Descriptor	travel eSIM
Legal owner/operator	WorkersLab LLC
Tagline	Land connected.
Primary asset	Num symbol v1.0 - supplied 400 x 400 PNG
Minimum size	32 px digital / 10 mm print
Clear space	0.5x minimum; 1x for co-branding
Primary colors	#18223A, #25304E, #02A1DB, #D52A1D, #FFFFFF
Typeface	Inter; Arial/system sans fallback
Primary message	Prepaid travel data with price and limits shown before checkout.
Website	https://numesim.uk/
Brand/permission contact	emma@workerslab.com

Production checklist

Before publishing: correct master asset - sufficient resolution - clear space - approved colors - accessible contrast - truthful current claim - source/date for comparisons - no customer data - correct support link - approval where required.

Asset roadmap

- Rebuild and approve the symbol as SVG, PDF and EPS from the original design geometry.
- Export production PNGs at 32, 64, 128, 256, 512 and 1024 px.
- Approve horizontal and stacked vector signatures with an Inter-based wordmark.
- Create tested monochrome and small-size variants only from the approved vector master.
- Publish a versioned brand-assets page and replace the 400 px source in partner workflows.

Document control

Version 1.0 - 12 October 2026. Public guidance based on the Num artwork supplied by WorkersLab LLC. Review after any logo, product, legal-owner, support-channel or positioning change.