Brand Guidelines

Updated: January 2026

Noibu

Table of Contents

Brand Overview 01

Logo & Usage 02

Colors 03

Typography 04

Iconography 05

Graphics & Patterns 06

Applications 07

01

The Brand

Brand Positioning

Noibu is an ecommerce analytics & monitoring platform, built to surface what matters most across the customer journey, from errors and performance gaps to experience insights that influence conversion.

Mission

Help ecommerce teams grow revenue by uncovering friction and opportunities to improve conversion, and giving them the insights to act fast.

Vision

To empower ecommerce teams with data-driven insights to eliminate customer-impacting errors, performance issues, and friction, and to drive conversion growth.

Value Prop

Our value proposition is built on four pillars:

1. **Discover** every critical conversion opportunity.
2. **Focus** on the biggest revenue drivers.
3. **Act fast** with clear ecommerce context and next steps.
4. **Partner** with experts who know your world.

Brand Positioning

Core Offerings

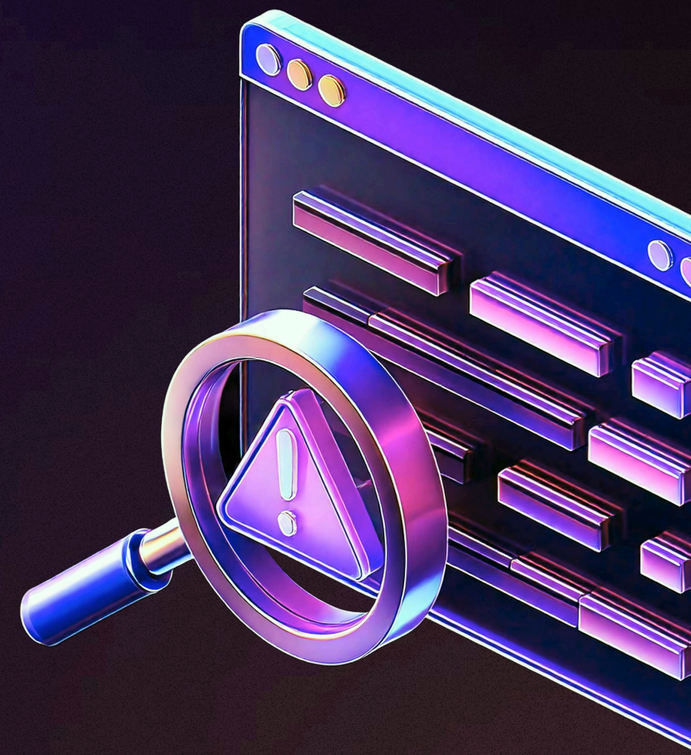
- **Issues & Alerts:** Identify critical technical issues that block customers and revenue.
- **Sessions:** Replay real user sessions to understand friction in context.
- **Performance Monitoring:** Track and optimize site speed, stability, and interactivity.
- **Page Analysis:** Analyze individual pages for errors, performance, and user behaviour.

Customer Benefits

- **Clarity:** See exactly which issues cost revenue.
- **Prioritization:** Focus on the fixes that matter most for growth.
- **Speed:** Move from problem to resolution faster.
- **Partnership:** Work with a customer success team that lives and breathes ecommerce.

Industry Benefits

Move from reactive problem-solving to proactive revenue optimization.



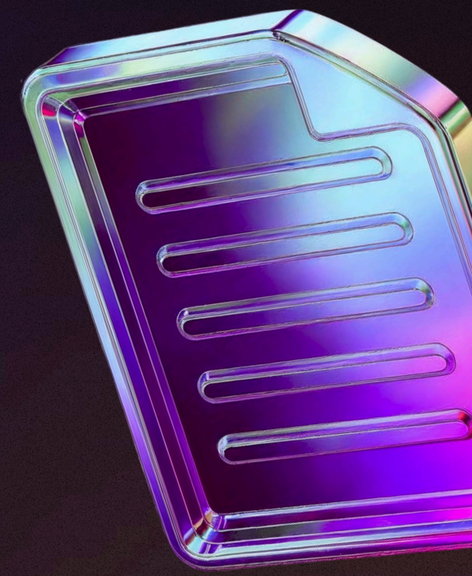
How to use this guide

It is important that all brand guidelines are followed strictly to ensure brand consistency and maintain a high-level of external trust.

→ If you are unsure of something outlined in this guide, please contact the Marketing Team for clarification.

→ Part of the purpose of this guide is to give team members across all areas of the company more autonomy and faster collateral processing. But, in order to represent Noibu in the most consistent and high-level way possible, all external facing materials should be approved by the Marketing Team before use. The Marketing Team will do their best to approve things in a timely manner. Try to have material submitted for review at least 48 hours before you need it to allow for edits. Please use these starting templates to speed up this process.

→ Part of the purpose of this guide is to give Noibu Partners more autonomy with partnership material. But, in order to represent Noibu in the most consistent and high-level way possible, all materials created by partners that contains Noibu branding should be approved by the Marketing Team before use.



02

The Logo

Primary Logo

Download the full logos here.

Overview

This is the full logo that consists of the brand workmark and icon.

Usage

- This is the default logo that should be used in 90% of situations.
- There are no restrictions on which type of material the full logo can be used on. Marketing collateral, social images, stationery, etc.

Noibu

Logo Wordmark

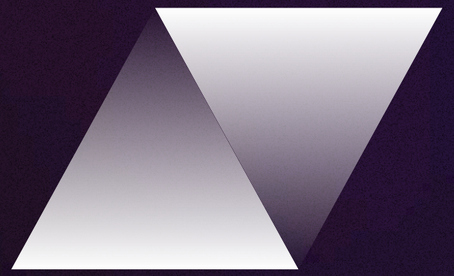
Download the wordmark logo here

Overview

This is the standalone wordmark separated from the full logo lockup.

Usage

- When the icon is being used elsewhere in the collateral as a graphic device.
- Marketing collateral, social images, stationery.



Logo Icon

Download the logo icons here

Overview

This is the standalone icon separated from the full logo lockup.

Usage

- When a full logo is not needed (i.e. social posts that already have the full logo or company name on the page profile image).
- As a graphic device (background image, in a pre-approved pattern, etc).

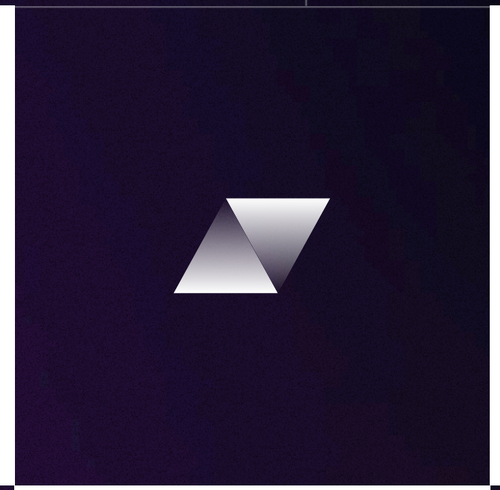
Padding & Spacing

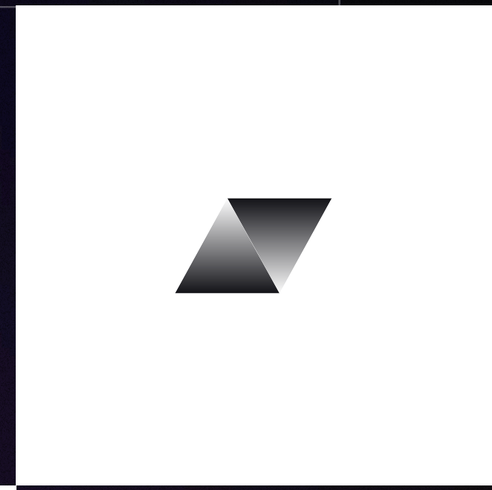
Overview

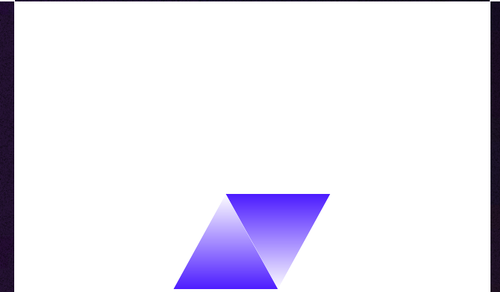
Make sure there is adequate spacing around the logos to avoid crowding and to allow the logo to standout/be easily identified.

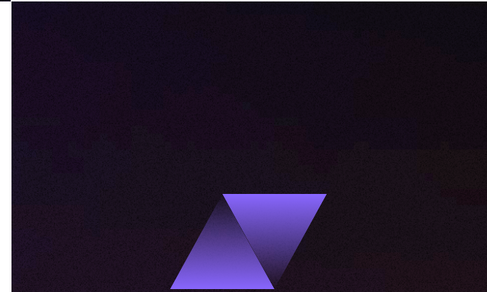
Usage

A good way to determine how much space to leave around the logo is to reference the width of the height of the logo as the ***minimum*** measurement needed on all sides.









Logo Colors

Usage

- It’s imperative that the logo color never deviate from the approved options (even if deviated color is part of the brand palette).
- Single color logos should be used in most cases so it does not compete with colors in the rest of the design.
- It’s best to use the color logos for limited-color designs or in stand-alone applications (stickers, partner sites, signage, etc), but it can be used in any instance.
- The contrast ratio must meet accessibility standards (see page ??).

1

2

3

4

5

1

2

3

4

5

Dos & Don’ts

Do

1. Ensure contrast ratio accessibility (see page ?).
2. Use unaltered versions of the logo.
3. Use approved logo colors.
4. Use the logo on brand colors and neutral colors.
5. Use the logo on approved brand patterns.

Don’t

1. Distort the logo (stretch, sqush, rotate, etc.)
2. Distort the logo or use harsh dropshadows.
3. Apply non-approved colors to the logo.
4. Use on non-brand or non-neutral colors.
5. Use on non-approved imagery and patterns.

03

Colors

Refer to the UI guide for all website shades and variations.

Primary Brand Colors

Blurple
#7A55FF

Black
#141319

White
#FFFFFF

Magenta
#C53DE8

Gradient
#B66C77
#A83789
#7B2D9A

Color Hierarchy

Primary colors

Black usage: 50%
The primary background color for all brand applications, usually with a brand gradient applied.

White usage: 25%
Used for most design’s text.

Secondary colors

Purple, magenta, and gradient: 8% each

Use the secondary colors as accent text to highlight and draw attention to important areas of designs and as primary colors in graphics.

Background
#020300

The base for dark background designs with textured gradient overlay (see page ??).

Black
#141319

For all headline and header text on a white backgrounds.

Gray 1
#3E3B4D

For all body copy text when designs have a white backgrounds.

Gray 2
#787294

For secondary text such as footnotes and captions on white backgrounds.

Gray 3
#ADAABE

When a medium gray is needed for uses such as card/container outlines.

Gray 4
#DAD9E2

For secondary text such as footnotes and captions on dark backgrounds.

Gray 5
#F5F5F7

Can be used for light backgrounds as an alternative to white.

White
#FFFFFF

For headline, header, and body text on dark backgrounds.

Full Color Palette Usage

Usage

The color usage guidelines should be strictly followed to ensure brand consistency and accessibility.

If you have clarifying questions about how to use a color, please reach out to the marketing team.

Primary Blurple
#8968FF

For highlighted text on a dark background and a primary color in brand graphics.

Dark Blurple
#3E3B4D

For highlighted text on a white background and a secondary color in brand graphics.

Primary Magenta
#C53DE8

For highlighted text on a dark background and a primary color in brand graphics.

Dark Magenta
#8F15AE

For highlighted text on a white background and a secondary color in brand graphics.

Dark Gradient
#B66C77 → #A83789 → #7B2D9A

For highlighted text on white backgrounds and buttons (with white text).

Light Gradient
#D08691 → #C54AA2 → #A342CA

For highlighted text on dark backgrounds.

Full Color Palette Usage

Usage

The color usage guidelines should be strictly followed to ensure brand consistency and accessibility.

If you have clarifying questions about how to use a color, please reach out to the marketing team.

Colors on white

Black
#141319

Dark Blurple
#3E3B4D

Gray 1
#3E3B4D

Dark Magenta
#8F15AE

Gray 2
#787294

Dark Gradient
#B66C77 → #A83789 → #7B2D9A

Colors on black

Gray 4
#DAD9E2

Primary Blurple
#8968FF

Gray 5
#F5F5F7

Primary Magenta
#C53DE8

White
#FFFFFF

Light Gradient
#D08691 → #C54AA2 → #A342CA

Color Accessibility

Usage

Color applications must meet contrast ratio accessibility standards.

Refer to this guide for the correct accessibility usage of each color or check the accessibility score on an online accessibility checker.

Accessibility Scores

If using the online accessibility checker, the contrast ratio between the color of the text and the color behind it, must meet these scores:

AA Large: Large Text - 18pt/24px
AA Normal: Normal Text - 16px

White headline on dark background

Background Black with textured gradient overlay (see page ??)

Highlighted gradient text

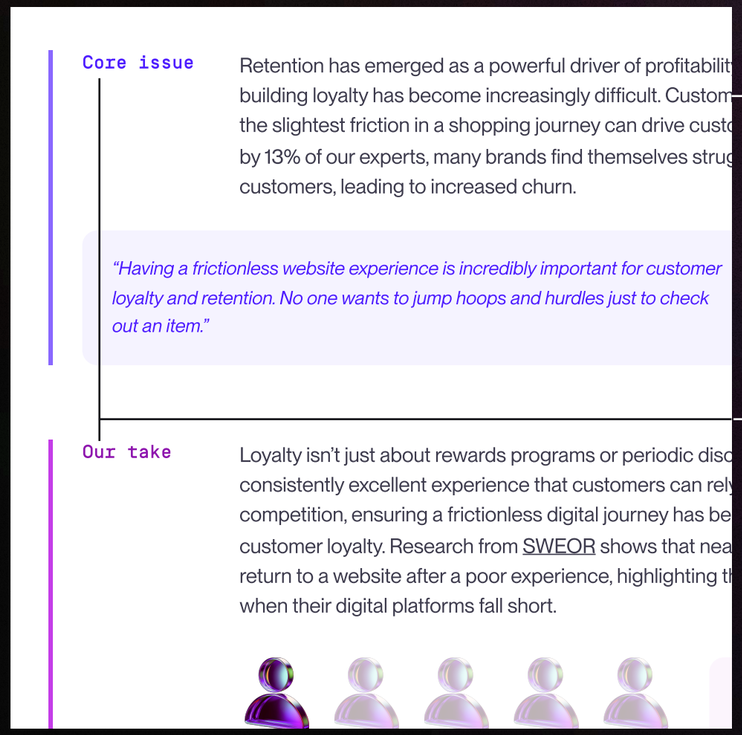
Magenta and Blurple used for graphic

Correct Color Usage Examples

Usage

Refer to these examples closely for how you ***should*** apply brand colors when creating new material.

If you are unsure about how you've used a color in your design, please have the marketing team review.



Gray 1 body text

Dark magenta and blurple text on white background

Black headline on white background

Correct Color Usage Examples

Usage

Refer to these examples closely for how you ***should*** apply brand colors when creating new material.

If you are unsure about how you've used a color in your design, please have the marketing team review.

Dark Blurple as a headline color

+

An inaccessible color combination

Magenta as a background color

Non-brand color headline

Gradient in brand graphics

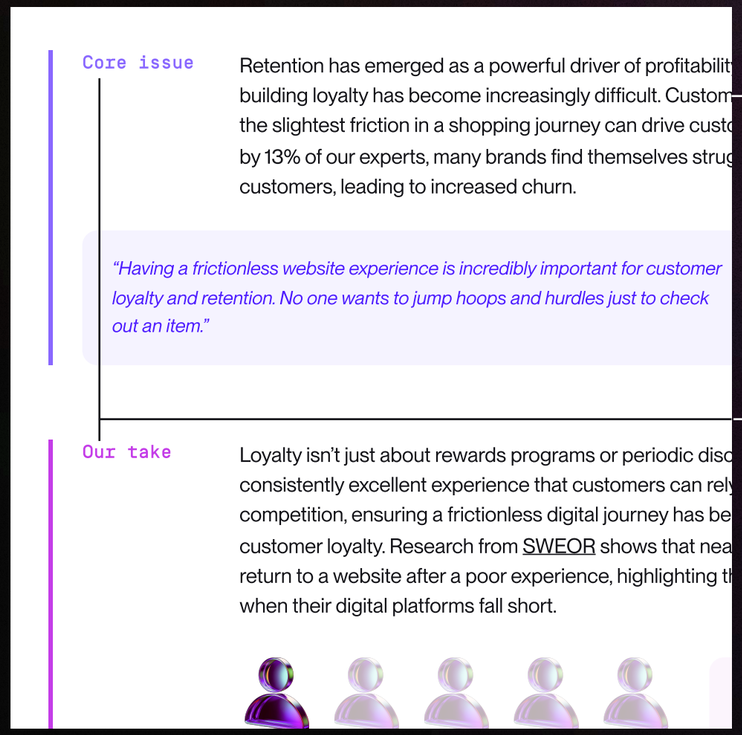
Incorrect Color Usage Examples

Usage

Refer to these examples closely for how ***not*** apply brand colors when creating new material.

You should ***not*** use any color ***outside*** of the approved brand color palette for Noibu materials.

If you are unsure about how you've used a color in your design, please have the marketing team review.



Black body text

Primary magenta and blurple on white

Gray headline

Correct Color Usage Examples

Usage

Refer to these examples closely for how you ***should*** apply brand colors when creating new material.

If you are unsure about how you've used a color in your design, please have the marketing team review.

04

Typography

PP Neue Montreal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*()_+[]“‘{}«\

Aa

Medium
Headlines and headers

Book
Paragraph/body text

Semibold
Bold text

Primary Typeface

Download the font here

Use Helvetica when PP Neue Montreal is not available on certain applications (Google Docs, email, etc)

Overview

PP Neue Montreal is the primary brand typeface due to it’s clean, modern aesthetic and versatility. This font conveys the brand’s professional, yet approachable personality and reinforces the voice clarity and authority.

Usage

- Medium weight for all headlines
- Book weight for body text
- Regular weight can be used as an alternative to body text if it improves readability
- Semibold for bold text

Simplon Mono

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%^&*[]_+[]“’{}«\

Aa

Regular

For most use cases
[overlines and imagery]

Medium

When text needs to
stand out more

Secondary Typeface

Download the font here .

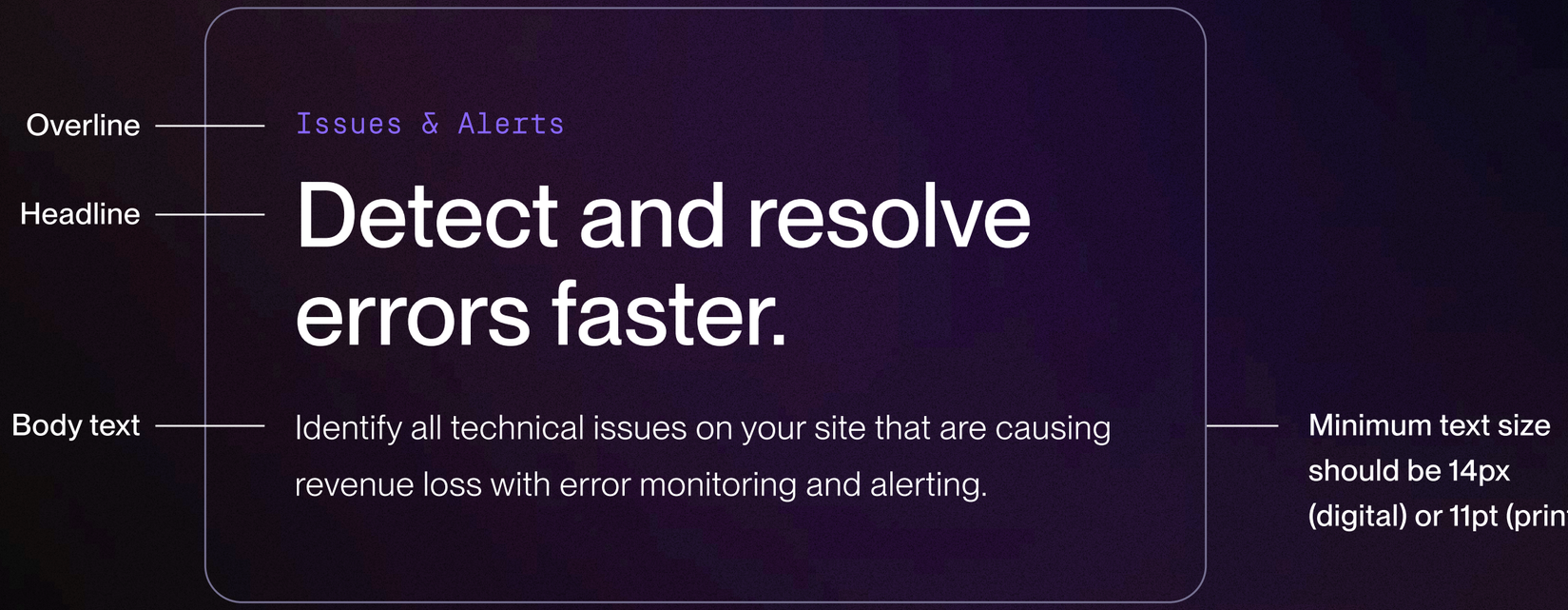
IBM Plex Mono when Simplon Mono is not available on certain applications (Google Docs, email, etc.)

Overview

Simplon Mono is the brand’s secondary typeface to convey the “tech-forward” nature of the product.

Usage

- For labels and overline text
- In product illustration imagery when referencing code and/or data
- For stats and graphic applications



Type Hierarchy

Overview

Simplon Mono is the brand’s secondary typeface to convey the “tech-forward” nature of the product.

Usage

- For labels and overline text
- In product illustration imagery when referencing code and/or data
- For stats and graphic applications

04

Iconography

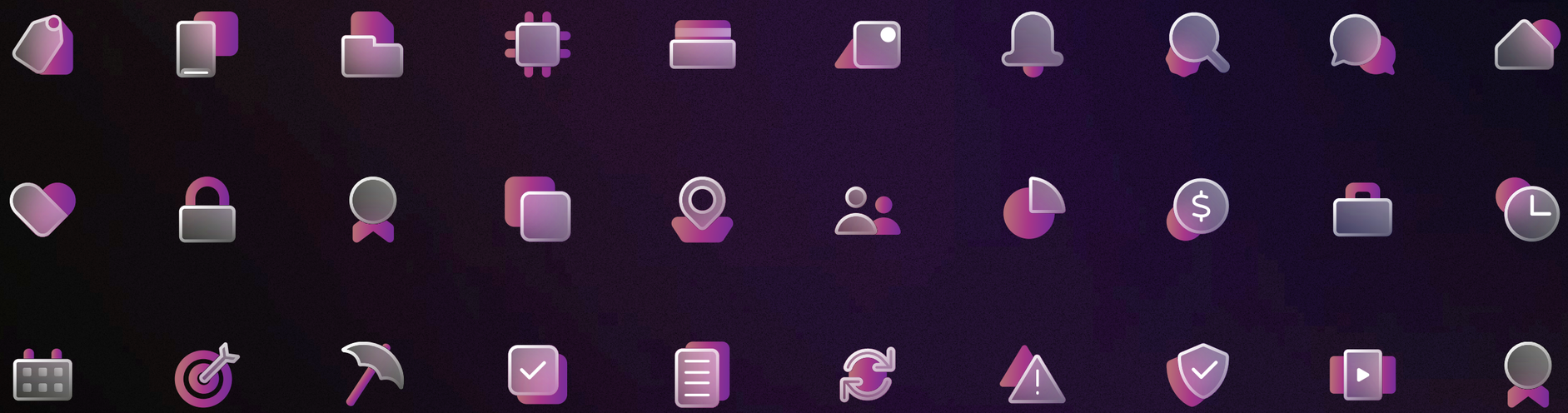
Brand Icons

You can download all icons here.

3D Glass Icons

These icons should be used when more visual interest is needed and/or to highlight the importance of certain text.

These icons should remain much larger than the accompanying text and not be used as bullet points.



Brand Icons

You can download all icons here.

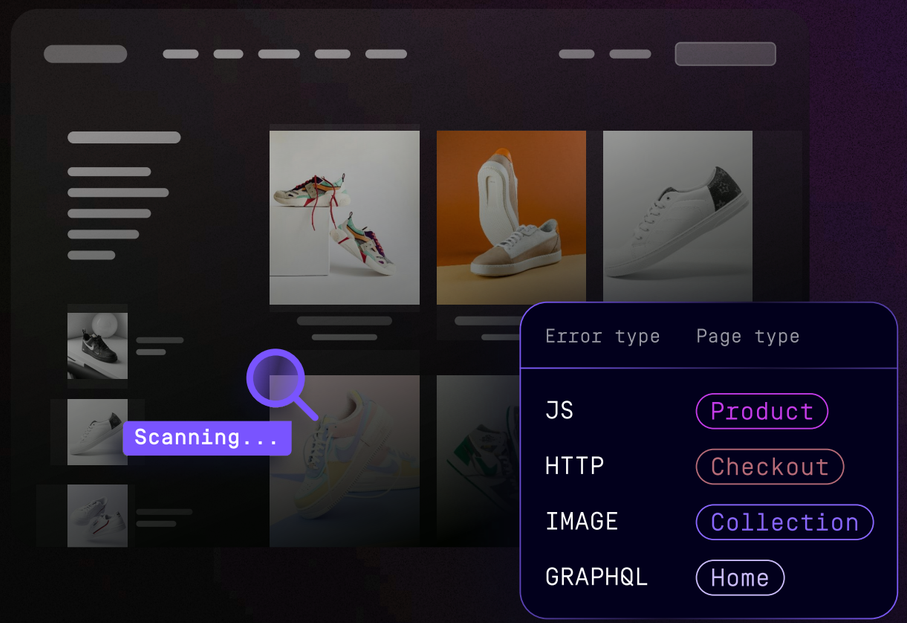
Duotone Icons

These icons should be used primarily as “bullets” for lists and grids of text to help add visual interest and support the accompanying copy.

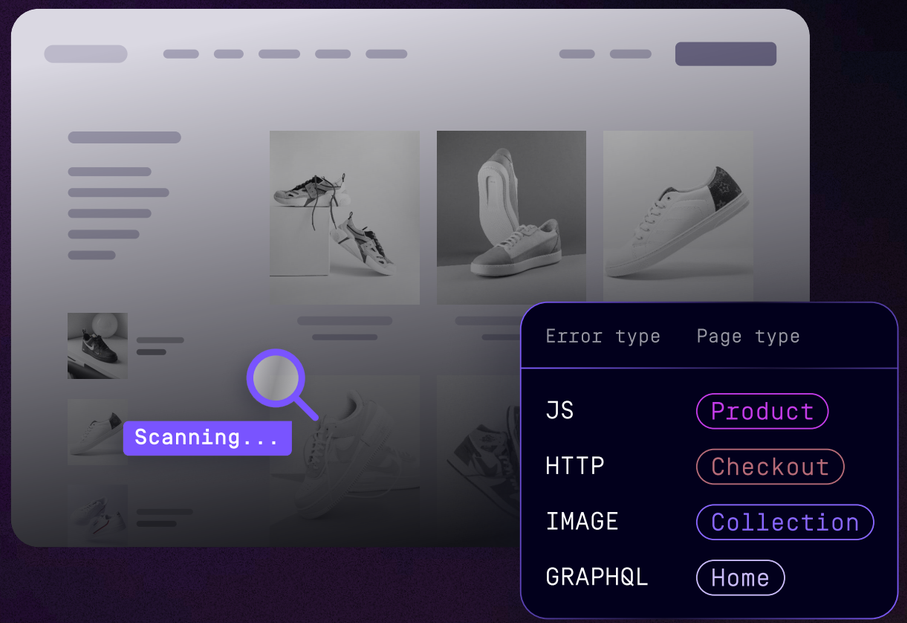
05

Product Illustrations

Dark product shots should be used in majority of cases on dark backgrounds



White product shots can be used when white/light backgrounds are needed



Product Illustrations

You can download product illustrations here.

Overview

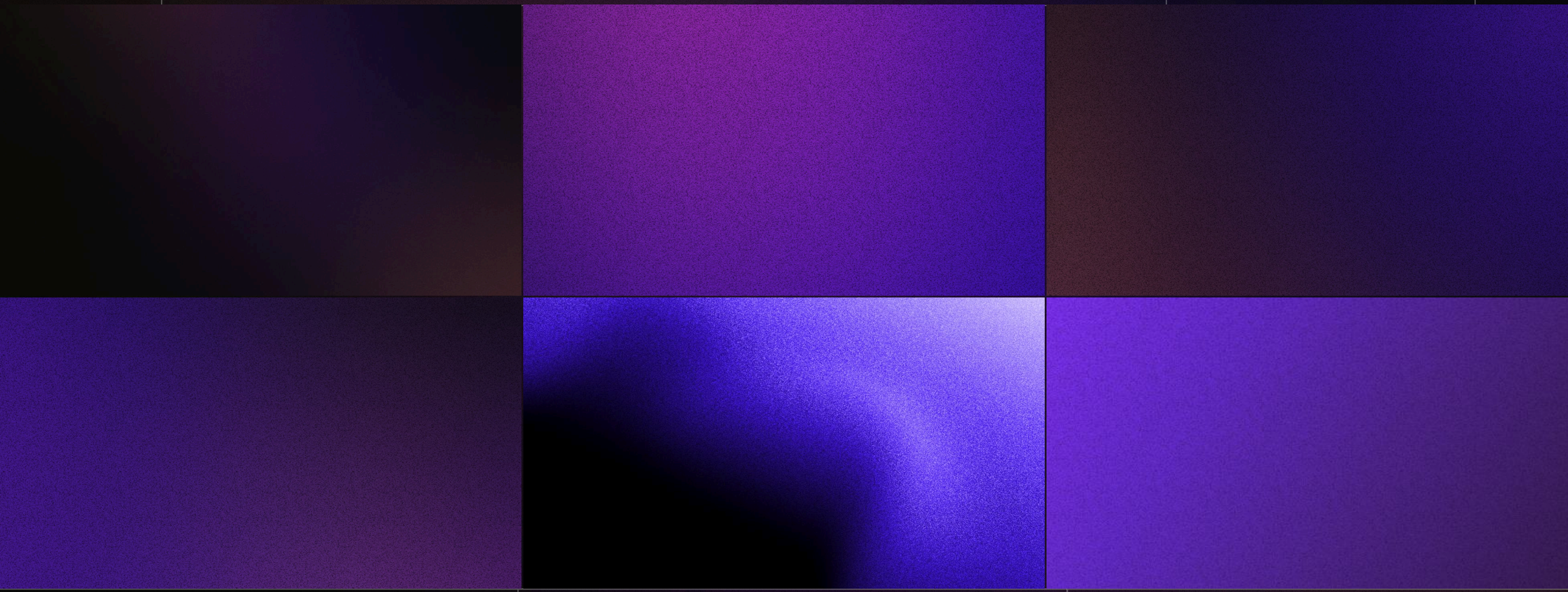
The product graphics are a mixture of stylized UI from the Noibu application and representations of customer sites. The graphic style is meant to easily communicate highlighted features while emphasizing the professional and “tech-forward” nature of the product.

Usage

- To be used on website marketing pages and any marketing materials.
- Actual product screenshots can be used for blog posts and other educational material

06

Gradients



Gradients

You can download background gradients here.

Overview

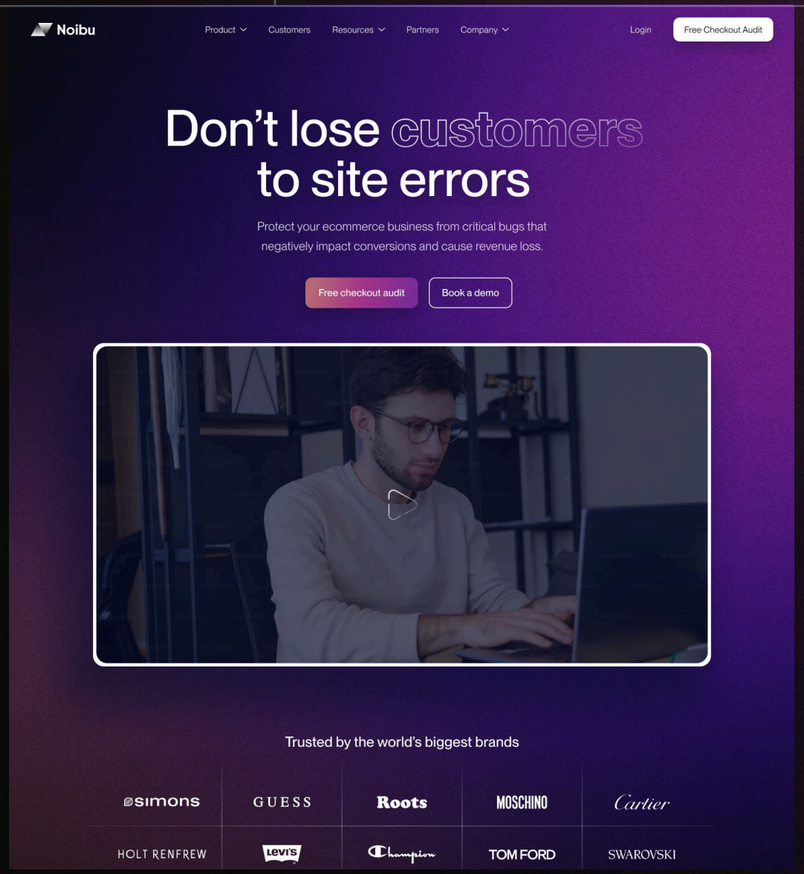
The textured gradients add subtle depth and interest to backgrounds while conveying the “tech-forward” aspect of the Noibu product.

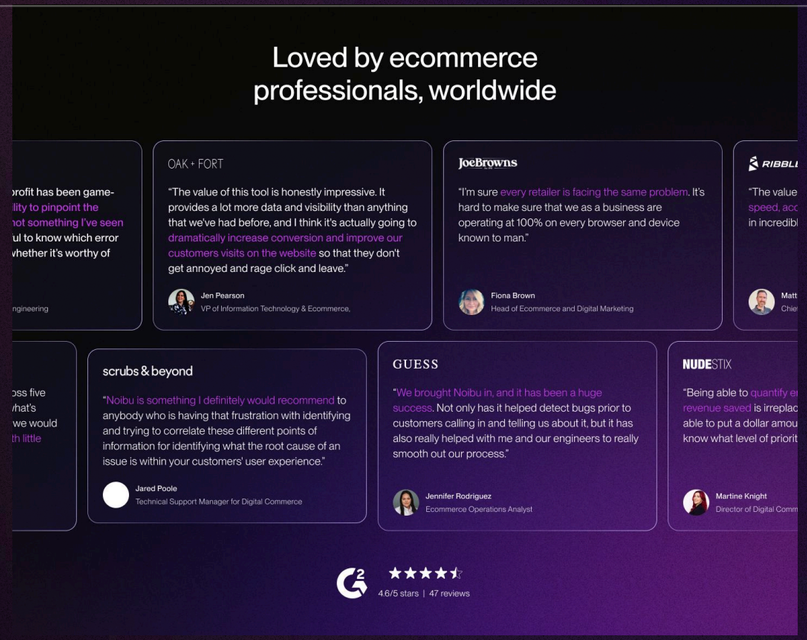
Usage

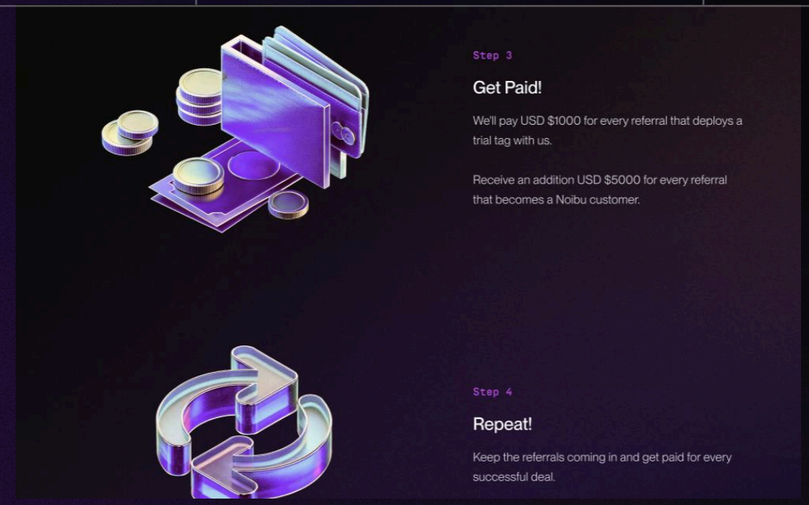
- Website
- Marketing materials
- Social images

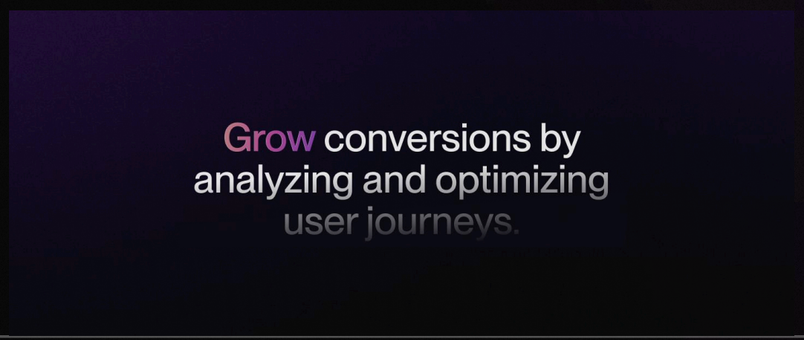
07

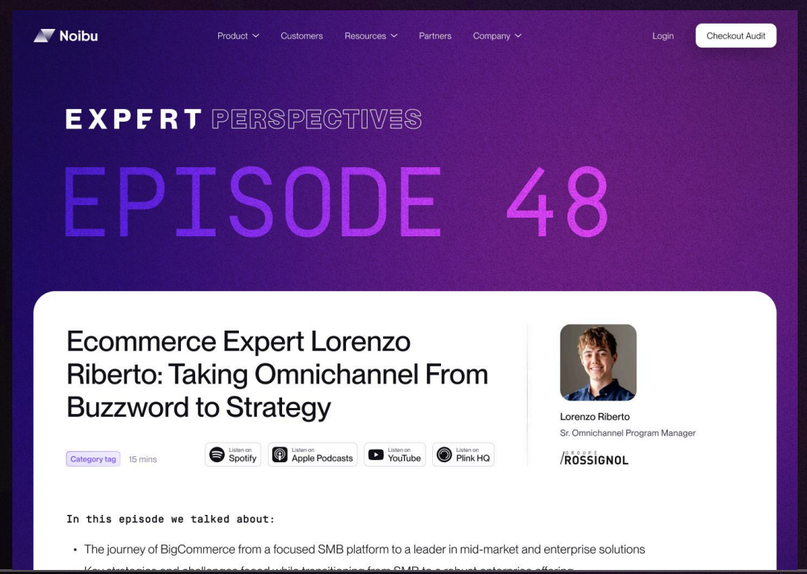
Applications

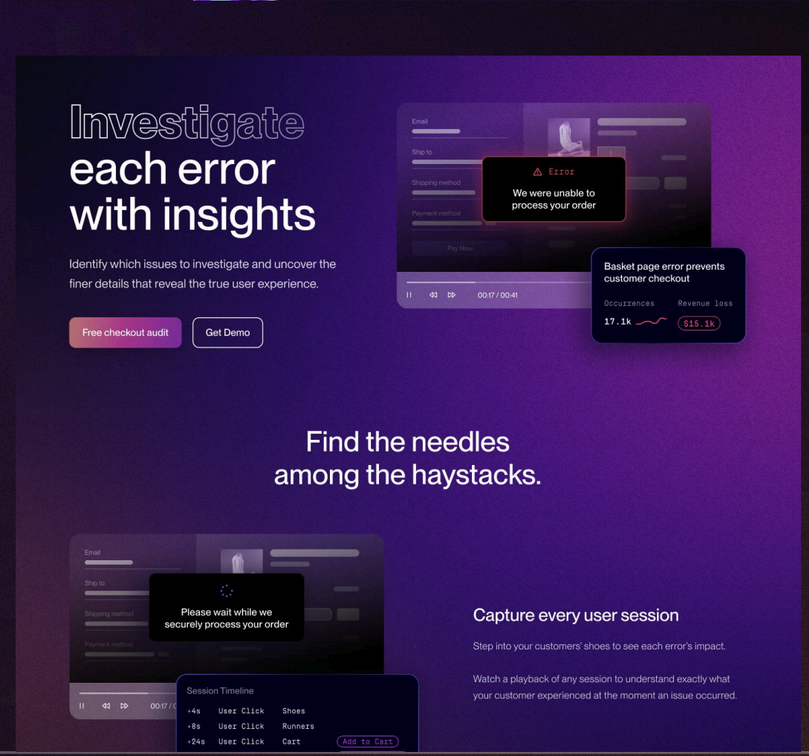

Noibu
Product
Customers
Resources
Partners
Company
Login
Free Checkout Audit
Don’t lose customers to site errors
Protect your ecommerce business from critical bugs that negatively impact conversions and cause revenue loss.
Free checkout audit
Book a demo
Trusted by the world’s biggest brands
simons
GUESS
Roots
MOSCHINO
Cartier
HOLT RENFREW
Levi’s
Champion
TOM FORD
SWAROVSKI


Loved by ecommerce professionals, worldwide
OAK + FORT
“The value of this tool is honestly impressive. It provides a lot more data and visibility than anything that we’ve had before, and I think it’s actually going to dramatically increase conversion and improve our customers visits on the website so that they don’t get annoyed and rage click and leave.”
Jen Pearson
VP of Information Technology & Ecommerce,
JoeBrowns
“I’m sure every retailer is facing the same problem. It’s hard to make sure that we as a business are operating at 100% on every browser and device known to man.”
Fiona Brown
Head of Ecommerce and Digital Marketing
scrubs & beyond
“Noibu is something I definitely would recommend to anybody who is having that frustration with identifying and trying to correlate these different points of information for identifying what the root cause of an issue is within your customers’ user experience.”
Jared Poole
Technical Support Manager for Digital Commerce
GUESS
“We brought Noibu in, and it has been a huge success. Not only has it helped detect bugs prior to customers calling in and telling us about it, but it has also really helped with me and our engineers to really smooth out our process.”
Jennifer Rodriguez
Ecommerce Operations Analyst
NUDESTIX
4.6/5 stars | 47 reviews

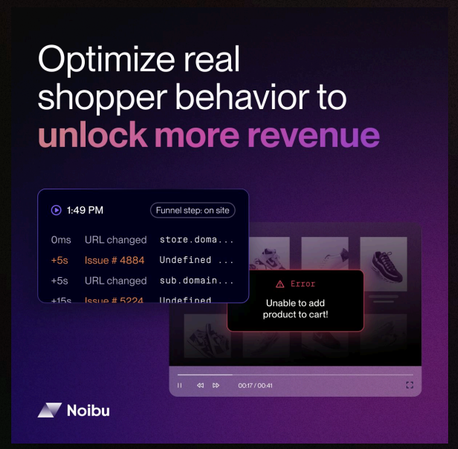

Step 3
Get Paid!
We’ll pay USD $1000 for every referral that deploys a trial tag with us.
Receive an addition USD $5000 for every referral that becomes a Noibu customer.
Step 4
Repeat!
Keep the referrals coming in and get paid for every successful deal.


Grow conversions by analyzing and optimizing user journeys.

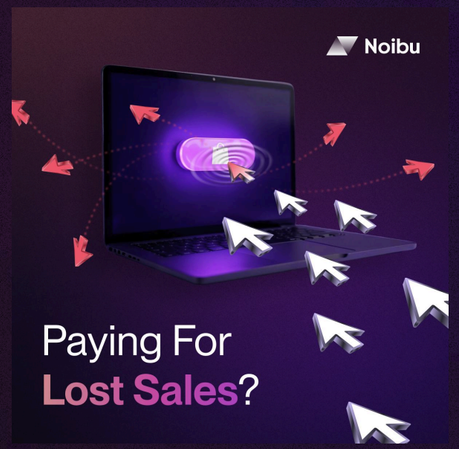

Noibu
Product
Customers
Resources
Partners
Company
Login
Checkout Audit
EXPERT PERSPECTIVES
EPISODE 48
Ecommerce Expert Lorenzo Riberto: Taking Omnichannel From Buzzword to Strategy
Category tag
15 mins
Listen on Spotify
Listen on Apple Podcasts
Listen on YouTube
Listen on Plink HQ
Lorenzo Riberto
Sr. Omnichannel Program Manager
ROSSIGNOL
In this episode we talked about:
The journey of BigCommerce from a focused SMB platform to a leader in mid-market and enterprise solutions

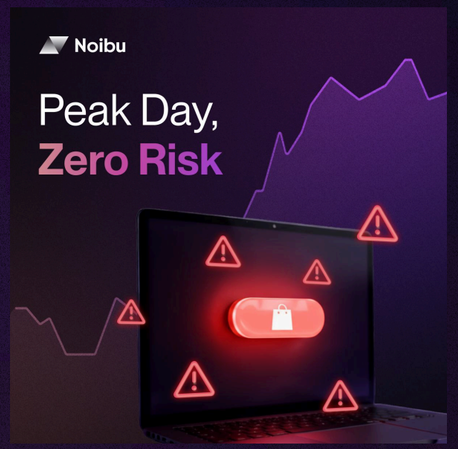

Investigate each error with insights
Identify which issues to investigate and uncover the finer details that reveal the true user experience.
Free checkout audit
Get Demo
Error
We were unable to process your order
Basket page error prevents customer checkout
Occurrences
Revenue loss
17.1k
$15.1k
Find the needles among the haystacks.
Please wait while we securely process your order
Session Timeline
Capture every user session
Step into your customers’ shoes to see each error’s impact.
Watch a playback of any session to understand exactly what your customer experienced at the moment an issue occurred.

Web


Optimize real
shopper behavior to
unlock more revenue
1:49 PM
Funnel step: on site
0ms URL changed store.doma...
+5s Issue # 4884 Undefined ...
+5s URL changed sub.domain...
Error
Unable to add product to cart!
00:17 / 00:41
Noibu

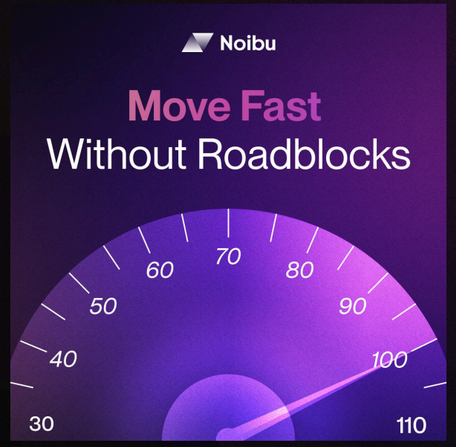
Harman protected
$2.2M in revenue
with Noibu
Noibu


Noibu
Paying For
Lost Sales?

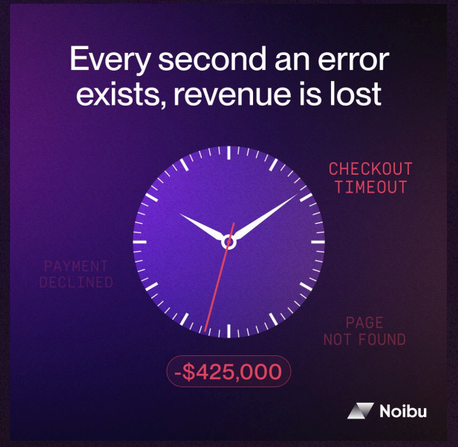

Noibu
Peak Day,
Zero Risk

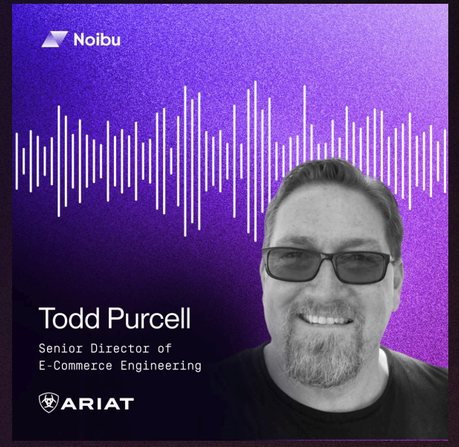
Noibu
We're not just
fixing bugs, we're
unlocking
revenue.
Person's Name
Job Title
Champion

Every Click
Should Count
ADD TO CART
Noibu


Noibu
Move Fast
Without Roadblocks
30
40
50
60
70
80
90
100
110

Make 2025 the year of
error-free checkouts
0
10
20
30
40
50
Errors fixed: 50
Prevented lost revenue: $400k
Noibu


Every second an error
exists, revenue is lost
CHECKOUT
TIMEOUT
PAYMENT
DECLINED
PAGE
NOT FOUND
-$425,000
Noibu


Noibu
Todd Purcell
Senior Director of
E-Commerce Engineering
ARIAT

Social & Ads