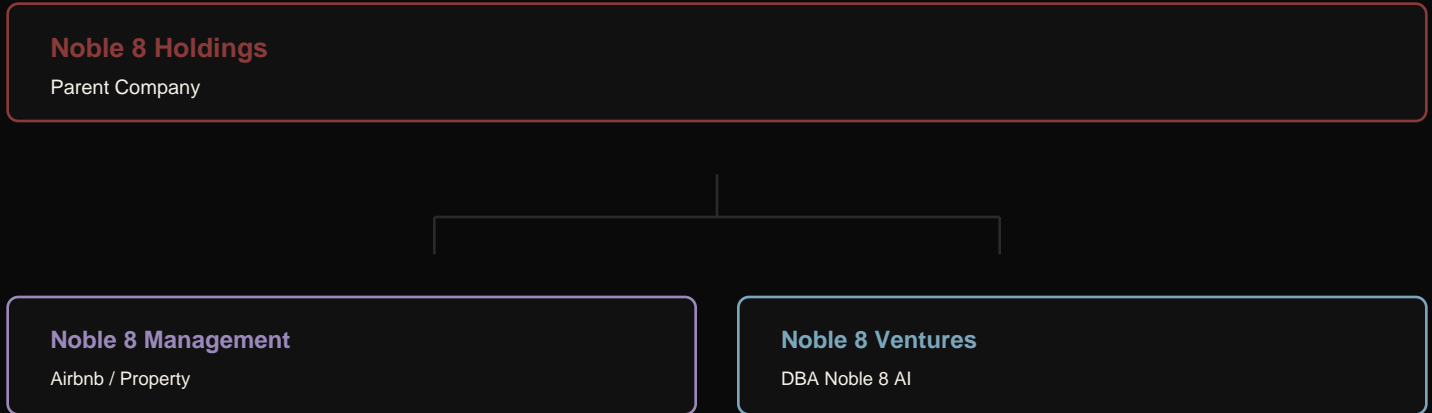




NOBLE

BRAND IDENTITY GUIDE

Corporate Structure



Color Palette

Obsidian #0A0A0A · Primary background — all products	Charcoal #2A2A2A · Borders, dividers, UI elements
Old Gold #C9A84C · Primary accent — headings, highlights	Maroon #8B3A3A · Noble 8 Holdings accent
Champagne #F5F0E8 · Primary body text	Ivory #F8F5EF · Secondary text, light-mode surfaces
Soft Lavender #9B89BC · Noble 8 Management accent	Steel Blue #7BA7BC · Noble 8 AI accent

Typography

NOBLE

Cinzel · Regular 400

Logo Wordmark

Noble 8 Group

Cormorant Garamond · Light 300

Display / Headings

Precision. Efficiency. Sovereignty.

Montserrat · Light 300

Body / UI Text

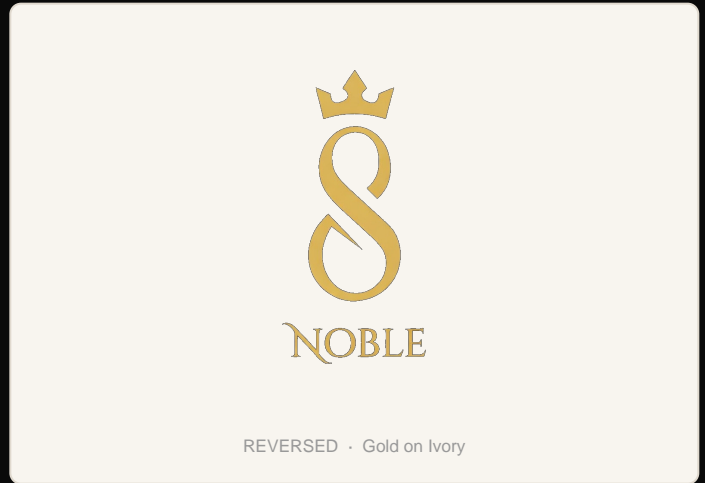
BRAND IDENTITY · 2026

Montserrat · Regular 400 · ALL CAPS · Tracked

Labels / Tags / Headers

NOTE Cinzel and Cormorant Garamond are available free on Google Fonts. Montserrat is also on Google Fonts. Trajan Pro (Adobe) is the closest commercial equivalent to Cinzel for print/apparel use.

Logo Usage



Logo Rules

- DO** Always use the mark in Old Gold on Obsidian black for primary applications.
- DO** Maintain clear space equal to the width of the crown on all sides.
- DO** Scale proportionally — never stretch or compress.
- DON'T** Never place the logo on a colored, patterned, or photo background without approval.
- DON'T** Never recolor, outline, add drop shadows, or alter the logo in any way.
- DON'T** Never use the logo smaller than 0.75 inches / 54px wide.

Brand by Product

Noble 8 Holdings

Parent Company

Obsidian bg · Old Gold primary · Maroon accent · Classic, premium, old-money



#8B3A3A

Noble 8 Management

Airbnb / Property

Obsidian bg · Old Gold primary · Soft Lavender accent · Refined, residential, calm



#9B89BC

Noble 8 AI

Ventures DBA

Obsidian bg · Old Gold primary · Steel Blue accent · Smart, precise, forward



#7BA7BC

Applications

Websites

Dark mode primary. Obsidian background, Old Gold nav and accents, Champagne body text. Product-specific accent for sub-brand pages.

Business Cards

Matte black stock. Gold foil or gold ink for logo and name. Champagne or white for contact details. Minimal layout. No color backgrounds.

Apparel

Black garments only. Gold embroidery or screen print for the mark and wordmark. Never print on light or colored fabrics without approval.

Social Media

Obsidian background with centered mark for profile images. Story/banner templates use full-bleed Obsidian with gold rule and Montserrat caps.

Presentations









Black slides. Cormorant Garamond for titles, Montserrat for body. Old Gold for section headers and data highlights. No decorative clipart.

Signage / Print

Spot gold on black wherever possible. If full gold is not available, use 100% K black with white or Champagne text. Avoid CMYK gold substitutes.

Quick Reference

Color Specifications

Name	HEX	RGB	Use
 Obsidian	#0A0A0A	10, 10, 10	Background
 Charcoal	#2A2A2A	42, 42, 42	Borders / UI
 Old Gold	#C9A84C	201, 168, 76	Primary accent
 Maroon	#8B3A3A	139, 58, 58	Holdings only
 Champagne	#F5F0E8	245, 240, 232	Body text
 Ivory	#F8F5EF	248, 245, 239	Secondary text
 Soft Lavender	#9B89BC	155, 137, 188	Management only
 Steel Blue	#7BA7BC	123, 167, 188	Noble 8 AI only

Typography Specifications

Typeface	Weight	Use	Source
Cinzel	Regular 400	Logo wordmark	Google Fonts
Cormorant Garamond	Light 300	Display / Headings	Google Fonts
Montserrat	Light 300	Body / UI text	Google Fonts
Montserrat	Regular 400	Labels / caps / tags	Google Fonts
Trajan Pro (alt)	Regular	Print / apparel	Adobe Fonts

Minimum Sizes

Logo — Digital	54px wide minimum
Logo — Print	0.75 inches wide minimum
Body text — Web	14px / Montserrat Light
Body text — Print	8pt minimum
Label text	10px / 6pt — Montserrat Regular ALL CAPS