

NOVU

Established in 2017 in Paris, NOVU began with a manufacturing-first approach, grounded in the belief that modular design solutions could transform any event space. With roots in fashion and retail, we bring industry-specific insight to everything we do.

Today, NOVU operates globally, with headquarters in Paris and offices in Cracow and New York City - allowing us to efficiently serve both European and North American markets.

Our two independent manufacturing facilities specialise in wood, aluminium, and steel, enabling us to deliver high-quality, bespoke solutions across different scales and materials.

We work with fashion institutions, creative agencies, real estate developers, and brands ranging from early-stage startups to established luxury houses.



ELEVATOR PITCH:

NOVU creates furniture solutions and spatial environments for retail, events and showrooms, combining a flexible rental catalogue with bespoke production capabilities.

TERMINOLOGY TO BE USED:

Furniture rental, Bespoke production, Spatial solutions, Retail environments, Brand activations, Display solutions, Modular systems, Showrooms, retail and events

TERMINOLOGY TO BE AVOIDED:

Event furniture company, Furniture supplier, Prop rental, Booth builder, Event styling company

NOVU IN 10 WORDS:

Furniture rental and bespoke production for retail, events and showrooms.

WHY NOVU STANDS OUT:

Combines rental inventory with bespoke production.
Supports projects from concept to installation.
Offers both short and long-term solutions.
Works internationally with a strong presence across Europe and New York.
Understands the needs of fashion, luxury and design-led brands.

BRAND NAME:

The NOVU brand name should always be written in uppercase.

Do: NOVU

Don't: Novu
novu
N.O.V.U.
Novu Rentals

LOGO USAGE:

The NOVU logo should always appear clear, legible and consistent across all touchpoints.

Do: Use the original logo files provided by NOVU.
Maintain sufficient clear space around the logo.
Use the appropriate version for light and dark backgrounds.
Scale the logo proportionally.

Don't: Stretch, compress or distort the logo.
Change the logo colours.
Add shadows, outlines or effects.
Rotate the logo.
Place the logo on busy backgrounds that compromise legibility.
Recreate or redraw the logo.

NOVU uses **ABC Diatype Extended** as its primary typeface across all brand communications and applications. Its extended proportions create a distinctive visual identity that feels contemporary, confident and architectural, while remaining highly functional across both digital and physical environments.

USAGE

ABC Diatype Extended Medium

Used for: Headlines titles, section headings, callouts, short emphasis text

ABC Diatype Extended Regular

Used for: Body copy, product descriptions, captions, supporting information, presentations and documents

TYPOGRAPHY PRINCIPLES

- Prioritise clarity and readability.
- Use generous spacing and clean layouts.
- Allow typography room to breathe.
- Maintain consistency across all touchpoints.

NOVU photography should feel clean, architectural and timeless, documenting spaces as they are experienced rather than overly styling or manipulating them. The focus should remain on atmosphere, materiality and the relationship between objects and space.

COMPOSITION

Prioritise straight lines and balanced compositions.
Capture both wide shots and detailed moments.
Show the relationship between furniture, products and space.
Leave room for negative space where possible.

LIGHTING

Prefer natural light whenever possible.
Preserve shadows and depth rather than flattening the image.
Avoid harsh artificial lighting.

COLOUR GRADING

Colours should remain realistic and true to life.
Keep editing subtle and minimal.
Preserve the texture and materiality of surfaces and finishes.

AVOID

Heavy retouching or unrealistic colour grading.
Overly staged imagery.
Excessive props or visual clutter.
Distorted perspectives or extreme wide-angle effects.





NOVU communicates with clarity, confidence and precision. Our language reflects the spaces we create: considered, functional and visually refined. We speak to brands, agencies, designers and creative teams in a way that feels knowledgeable and approachable without becoming overly technical or corporate.

WE ARE

Confident, not arrogant.
Design-literate, not academic.
Professional, not corporate.
Contemporary, not trend-driven.
Collaborative, not transactional.

WRITING PRINCIPLES

Be clear: Use straightforward language and communicate ideas simply.

Be precise: Choose words intentionally and avoid unnecessary jargon.

Be descriptive: Focus on atmosphere, materiality and spatial experience.

Be confident: Avoid overly promotional language or exaggerated claims.

Be human: Write in a conversational and approachable way while maintaining professionalism.

CONTACT

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