numi

gentle baby care

Brand book · 2026

A baby-care line for parents who read the label twice.

Soft sage on oat, a round lowercase name, and nothing loud.

The bottle should feel safe to leave on the changing table.



Primary logo

numi

gentle baby care

Clear space and minimum size



Keep a free margin of half the logo height on every side.
Smallest size: 18 mm in print, 80 px on screen.

Logo versions



Main



Reverse



On colour



Icon

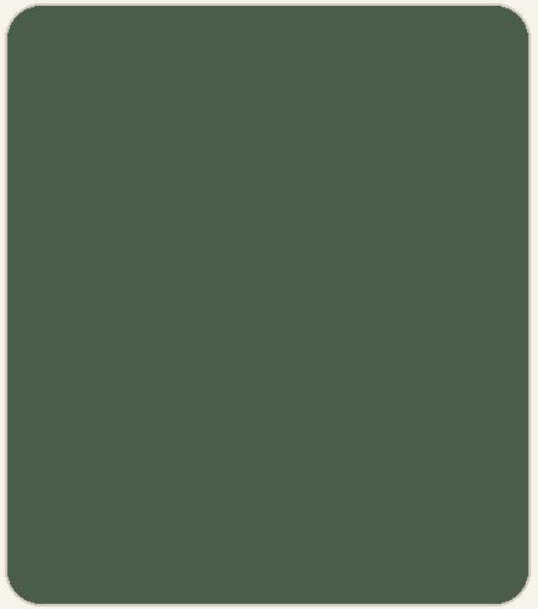
Oat

HEX #E9DFCE
RGB 233 223 206
CMYK 0 4 12 9



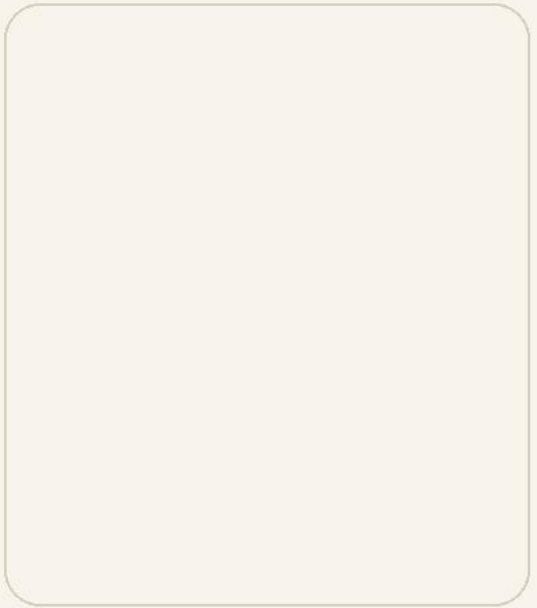
Sage

HEX #8AA086
RGB 138 160 134
CMYK 14 0 16 37



Deep sage

HEX #4A5E49
RGB 74 94 73
CMYK 21 0 22 63



Milk

HEX #F8F4EC
RGB 248 244 236
CMYK 0 2 5 3

Aa

Nunito ExtraBold for the name. Nunito Regular and SemiBold for everything else.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

gentle baby wash · baby lotion · diaper balm

Both fonts are free under the SIL Open Font License.


numi
gentle baby wash


numi
diaper balm
with natural botanicals
75ml
numi
75ml
baby cream
with oat & chamomile
50ml


numi
numi
gentle baby wash
numi
baby lotion
numi
diaper balm


numi
gentle baby wash
numi
baby lotion
numi
baby cream


numi
gentle baby wash


numi
gentle baby wash


numi
gentle baby wash
numi
gentle baby lotion
numi
calming baby balm


numi
gentle baby wash
numi
gentle baby wash
numi
gentle baby wash
numi
gentle baby wash


numi
gentle baby wash


numi
diaper balm
with natural botanicals
75ml
numi
baby cream
with oat & chamomile


numi
numi
gentle baby wash
numi
baby lotion
numi
diaper balm


numi
gentle baby wash
numi
baby lotion
numi
baby cream

numi

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