



Brand Guidelines

The Nimiq Brand

This document is designed to provide you with a guide to the Nimiq brand identity.

It explains what the brand stands for, how it is expressed, and how different elements fit together in all communications.

The guide should be adhered to when creating any forum of content that will reflect the brand and will be seen by the public.

A strong brand is a valuable asset. To be effective the brand needs to be applied consistently so that anyone encountering Nimiq understands our values and what we represent. Everyone has a part to play in achieving this.



Logo & Brandmark

Primary Logo & Brandmark	4
Symbol	5
Exclusion Zones	6
Colour Usage	7
Incorrect Use	8
Minimum Sizes	9

Typography

Corporate Font	10
Web Fonts	11

Colour Palette 12

Further Information 13

Primary Logo & Brandmark

The NimiQ brandmark is unique and should only be reproduced from the approved artwork.

Artwork is available in the approved colour ways, in vector and/or postscript formats, including Illustrator EPS, PNG and JPG formats.

All graphic elements can be found within the artwork section of the official NimiQ github.



The Symbol

The Nimiq symbol aims to symbolise the key facets of the brand, namely simplicity, innovation and collaboration. Nimiq is an Inuit word for an object or force that binds things together.

The logo seeks to achieve these elements by combining the internationally recognisable Dollar symbol with the Nimiq shape, a hexagon with rounded corners.

The hexagon shape is prevalent throughout the Nimiq brand and can be used for a variety of purposes. In its main state as the logo we feel it provides a powerful, simple expression of the brand values that we wish to express.



Logo Exclusion Zones

Always observe the exclusion zone around the NimiQ logo, as defined by the blue parallel lines shown here.

The exclusion zone is equivalent to the width of the logo's 'N' - also shown in blue.

This is the minimum area around the logo that must be entirely free of any other typography or graphics.

Always apply this formula regardless of the size at which the logo is reproduced.



EXCLUSION ZONES

Logo Colour Usage

The primary colour for reproducing the NimiQ logo is Pantone Black and white, with the symbol in the official colour. However, it can be used in a number of permissible colours and combinations, depending on the application.

Artwork for each version is available in CMYK, Pantone and RGB formats. For black and white applications reproduce the text either white reversed out of black (C) or black on white (B). Where the logo is required over halftone images always prioritise the text in white where possible.



Incorrect Logo Usage

The NimiQ logo must always be clearly visible and recognisable. Never alter, distort or visually obscure the logo.



Don't apply effects
i.e. drop shadows or glows



Don't place inside frames or boxes



Don't place on an angle.
Logo must always appear on a horizontal plane.



Don't alter proportions of the logo



Don't place on any unapproved
backgrounds

INCORRECT USE

Minimum Sizes

To ensure that the NimiQ logo is always legible, never reproduce it at less than 25mm in print or 60 pixels online.

These are the minimum, not preferred, sizes and must be adhered to in all cases.



Source Sans Pro

Our corporate font is Source Sans Pro.

Source Sans Pro should be used for all printed materials and publications.

Source Sans Pro is a flexible, contemporary font available in a variety of weights. As a general rule Light and Regular are used for body copy, while Bold and Black work well for headers and titles.

SOURCE SANS PRO EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO EXTRA LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SOURCE SANS PRO BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

abcdefghijklmnopqrstuvwxyz

1234567890@£\$%&*()?!

CORPORATE FONT

Web Fonts

For web fonts, NimiQ does not use a fixed structure. Instead, the system font family is used. This is intended to improve user experience and speed. NimiQ is intended to be a slick, intuitive and user-friendly platform, which system fonts help to facilitate.

The command *font-family: system-ui;* can be used to implement these fonts when building for web use.

font-family: -apple-system, BlinkMacSystemFont, "Segoe UI", "Roboto", "Oxygen", "Ubuntu", "Cantarell", "Fira Sans", "Droid Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;

font-family: system-ui;

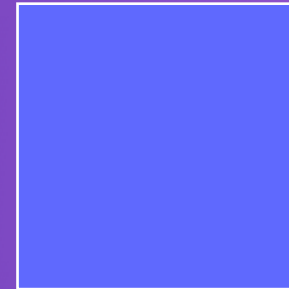
Primary Palette

Pantone 279C is the primary brand colour. Tints can be used to complement the solid colour, but should not be used as a standalone colour.

We have used the Pantone Matching System (PMS) as a globally recognised colour system to produce the breakdowns shown here.

RGB equivalents are also shown for use in word processing and presentation software.

The logo colour should only ever be used on the logo, and not elsewhere in brand material. Faded backgrounds using the undertone are acceptable.



BRAND COLOUR

C71 M64 Y0 K0

PANTONE 279 C

R74 G92 B255

HEX: #5f69fe



PRIMARY LOGO

C1 M25 Y99 K0

R255 G193 B7

HEX: #ffc107

PRIMARY PALETTE

For further help or guidance please consult the official Nimiq github:

github.com/nimiq

Alternatively, please discuss any brand use with a member of the team. They can be contacted on Telegram, Discord or by email at:

hello@nimiq.com

Pura vida!



FURTHER INFORMATION