



# BRAND IDENTITY STYLE GUIDE

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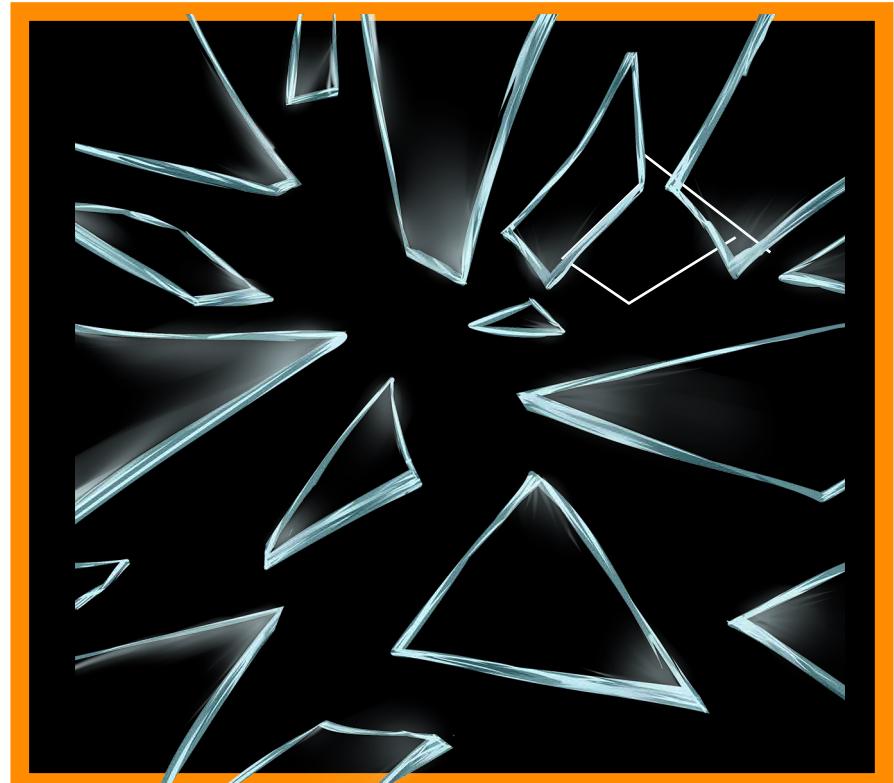
# CONCEPT

Breaking Out of the Norm: The shattering glass effect in the logo reflects Nolly Cine TV's commitment to breaking industry norms. This visual metaphor communicates that Nolly Cine TV is not bound by conventional storytelling but instead shatters expectations, presenting unique, high-stakes content.

Embedded Playback Symbols: The shards of glass with play, move up, and move down symbols embody the digital, interactive nature of the platform. These icons symbolize seamless navigation and an immersive viewing experience, where audiences are in control, choosing from a wide array of content that constantly shifts between suspense and action.

Pulse "N": The pulsating "N" reinforces the brand's promise of suspense and engagement. This visual heartbeat represents the adrenaline-fueled narratives that define Nolly Cine TV, ensuring viewers are kept at the edge of their seats, eagerly anticipating the next twist or thrill.

In sum, Nolly Cine TV's brand identity encapsulates a dynamic, unconventional approach to movie and french entertainment, emphasizing a visually captivating, suspense-driven experience that redefines the genre for a modern, global audience.



NOLLY CINÉ TV  
CONCEPT

# LOGO + USAGE GUIDELINES

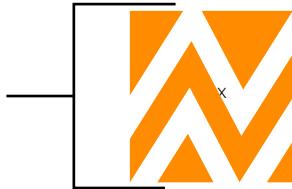


# LOGO

The Nolly Cine TV logo is a vital component of The Nolly Cine TV brand identity. As such, it Needs to be used appropriately and Consistently across all printed and on-screen Applications. Misuse of the logo will weaken the Messaging of the Nolly Cine TV. In order to Preserve consistency with our identity, never Attempt to recreate the logo. The proportions And position of the symbol to the logotype Should never be altered. The following guidelines should be followed Whenever creating original printed or on-screen Pieces for the Nolly Cine TV

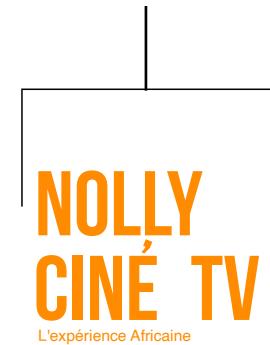
## Logo Icon

This icon consist of a letter "N" & a Square shape. It should never be altered or recreated



## Logotype

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo



# LOGO + USAGE GUIDELINES

# CLEAR SPACE

A clear space is defined to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.

## Clear Space

The clear space is determined by the height of the C & the leading space between the two icon and wordmark using a 5mm (5px) rectangular box. Do not let other graphics or text violate this space



**NOLLY CINÉ TV**

VERTICAL LOGO VERSION

# COLOR VARIATIONS

## One Color

The preferred colors for offset printing are Pantone® 151 C and black.

## One Color Negative

The one color negative logo may be used on dark backgrounds—100% to 60% tint and photographic backgrounds that create enough contrast for the logo to stand out

## Black and White

The black and white logo may be used only positive and never reverse. The logo should not appear in a screen tint of black.

Do not use the black and white logo for any print jobs where color is available.



**NOLLY  
CINÉ TV**



**NOLLY  
CINÉ TV**



**NOLLY  
CINÉ TV**



**NOLLY  
CINÉ TV**



**NOLLY  
CINÉ TV**

## Pantone® 151

Used primarily when printed on promotional material: stationery, packaging, presentation folders, direct mail.

## 4-color CMYK

Used primarily for desktop printing: any kind of 4-color print materials

## RGB

Used for all forms of digital and electronic media and on the web.

## 1-color negative

Used primarily on dark backgrounds that create enough contrast for logotype to stand out (100% to 60% screen tint).

## 1-color positive

Used primarily for limited color jobs when the full color signature cannot be achieved.

## Negative color

Used sparingly, should be; only for limited use where the logo is needed in a simplified and subtle way.

# BACKGROUND CONTROL

The preferred background color for the Nolly Cine TV is Orange. If using a background color other than white, a 10-30% tint is preferred. If the background is darker than 70%, use a Negative or 1-Color Negative logo to increase contrast. Avoid solid color backgrounds that wash out the logo. These tints range between 40-60%. If the Nolly Cine TV Logo must be on an Orange background, be sure to use a white.

When placing the Nolly Cine TV logo on a photographic image, the background should always provide sufficient contrast to the signature. Textured backgrounds should be subdued and should never compete visually with the signature.



White background is always preferred

## USAGE GUIDELINES



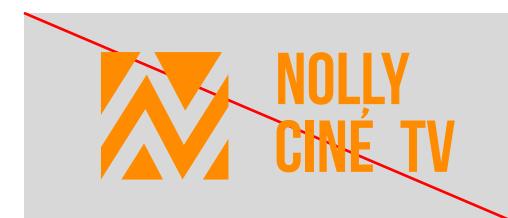
Black 100% provides ample readability.



Black 80% provides ample readability.



If red must be a background, use Negative Color logo signature



Don't use a light grey background



Photographic background should provide sufficient contrast to the signature.

# LOGO

Do not alter or distort the Nolly Cine TV logo in any of the following ways



Do not use a reposition the Logo icon

Do not use change colors of icon or wordmark

Do not convert the signature to grey scale

Do not alter or distort the signature

Do not reposition the signature elements.

## USAGE GUIDELINES

# COLOR PALETTE



# MAIN COLOR PALETTE

Nolly Cine TV Orange and Nolly Cine TV White are the main colors of the Nolly Cine TV corporate color palette.

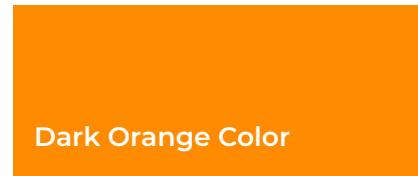
The following guidelines should be followed whenever creating original printed or on-screen pieces for the Nolly Cine TV. Do not convert Pantone® colors to CMYK, RGB or HEX. Only use Pantone® colors when producing a 1 or 2 color print job. Otherwise use CMYK colors for digital printing. To ensure quality color reproduction, refer to the current edition of the Pantone® Color Guide.

When producing designs to be viewed digitally, including websites, use RGB or HEX colors so that the colors appear properly on screen.

Pantone® is a registered trademark of Pantone Inc

## COLOR PALETTE

### Primary Colours



Dark Orange Color

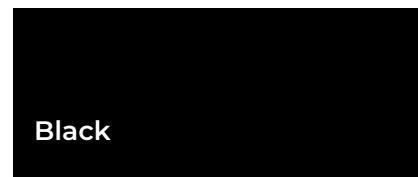


Pure White Color

PMS 151 U or 151 C  
C0 M45 Y100 K0  
R100 G54.9 B0  
#ff8c00

PMS -  
C0 M0 Y0 K0  
R0 G0 B0  
#ffffff

### Complimentary Secondary Colours



Black

PMS -  
C0 M0 Y0 K0  
R0 G0 B0  
#000000



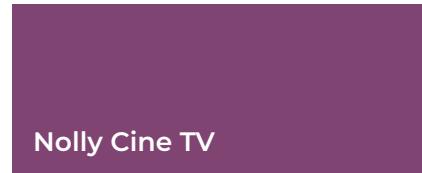
Light Orange

PMS 418 U or 424 C  
C64 M55 Y56 K31  
R85 G85 B85  
#555555

# REGIONAL COLORS

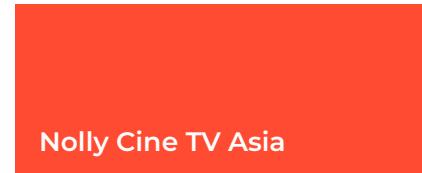
The following colors can be used to define the Nolly Cine TV regions. Nolly Cine TV Orange is used to represent Nigeria.

Follow the rules pertaining to use of Pantone®, CMYK, RGB and HEX colors outlined on the previous page



**Nolly Cine TV**

PMS  
C53 M84 Y31 K11  
R127 G68 B113  
#7f4471



**Nolly Cine TV Asia**

PMS  
C0 M85 Y70 K0  
R255 G75 B51  
#ff4b32



**Nolly Cine TV Europe**

PMS  
C100 M96 Y26 K14  
R20 G37 B113  
#142571



**Nolly Cine TV India**

PMS  
C0 M75 Y100 K0  
R249 G101 B27  
#f9651b



**Nolly Cine TV America**

PMS  
C0 M39 Y94 K0  
R255 G168 B40  
#ffa828



**Nolly Cine TV East**

PMS  
C100 M0 Y85 K0  
R0 G200 B115  
#00c773

## COLOR PALETTE

# TYPOGRAPHY



# PRINT FONT

The Bebas Nue font family is the primary font to be used for brand collateral and other print materials. Bebas Nue Thin should be used for secondary headlines and body. Bebas Nue Bold is to be used for all main headlines.

ABCD

## **BEBAS NUE BOLD**

Used for Heading 1 and Heading 2. Most often in Nolly Cine TV Orange, White, or as a watermark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*

ABCD

## **BEBAS NUE MEDIUM**

Used for Heading 3 and Heading 4 Tiles. Nolly Cine TV Orange, White or Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*

ABCD

## **BEBAS THIN**

Used for Heading 3 and Heading 4 Tiles. Nolly Cine TV Orange, White or Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*

# WEB FONT

Open Sans is the primary font family to be used on the Nolly Cine TV website. The weights and sizes vary to define its uses. When designing anything specific to the Nolly Cine TV brand for the website, be sure to follow these guidelines pertaining to typography.

**Please note:** websites are ever-evolving designed pieces. If guidelines for a specific use are not outlined here, please refer to the existing site and creative judgment for guidance

Abcd

**Open sans Bold**

Used for headlines and buttons.

ABCDEFGHIJKLMNPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Abcd

**Open Sans Regular**

Used for subheads and highlighted text.

ABCDEFGHIJKLMNPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

Abcd

Open Sans Light

Used for body copy and captions.

ABCDEFGHIJKLMNPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*

# OFFICE DOCUMENTS FONT REPLACEMENT

For the office documents such as Microsoft Word and Powerpoints, we require usage of Calibri font to guarantee the consistency accross all systems. It also provides editing accessibility for non-creative teams and individuals

## SPECIAL CASE: USING OTHER FONTS

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than CMO Council main font. In these cases, always ensure you are using a high quality font that complements CMO Council brand fonts.

Abcd

### **Calibri bold**

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

Abcd

### **Calibri regular**

Used only for documents that will be handed off to non-creative teams to edit (i.e., PowerPoint presentations)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*

# GRAPHIC ELEMENT



# Nolly Cine TV ICON AS A GRAPHIC ELEMENT

we are using a Nolly Cine TV icon on stationary. This is a unique application and is not allowed to be replicated on any other materials.



## GRAPHIC ELEMENT



# IMAGERY + GRAPHICS



# GENERAL

Imagery plays an important role in Nolly Cine TV brand as integral part of its own brand identity and also part of an authority leadership content Nolly Cine TV produces. This content includes programs, initiatives, and campaigns; online and live events; reports, white papers, infographics; Nolly Cine TV website, microsites, print digital publications, marketing and advertising; co-sponsored content, etc. To ensure brand integrity of the Nolly Cine TV, it is important that the imagery can be described as

- **Bold:** This is the marketing industry. Bold imagery captivates viewers.
- **Clever:** Clever and playful uses of imagery, whether it is a metaphor or simply a goofy character.
- **Practical:** If layering type over your imagery, Photoshop shades of light or dark to increase the contrast and readability. Be subtle and elegant or else this tactic will look outdated and cheesy.
- **Modern:** Use modern and on-trend images and techniques to best represent the brand

## IMAGERY + GRAPHICS

# PHOTOGRAPHY

Photography style for Nolly cine Tv as a movie company reflecting its values, mission, status and audience. .

**Style:** Clean and in-focus, sharp and crisp .

**Content:** Marketing team collaborating, having a dialogue or exchanging opinions. Image to reflect global and diverse nature of Nolly cine Tv base. The details of the photo such as interior, furniture, clothing, devices and electronics used - are modern, and up-to-date.

**Composition:** The powerful and interesting composition, cropping and angle of the photo is dictated by the need of the creative and media. We also like to use image composites as a powerful way to convey a message.

**Effects:** For certain type of collateral we allow to use such effects as color shading to allow the white text over the image



# IMAGERY + GRAPHICS

# APPLICATIONS



# STATIONERY

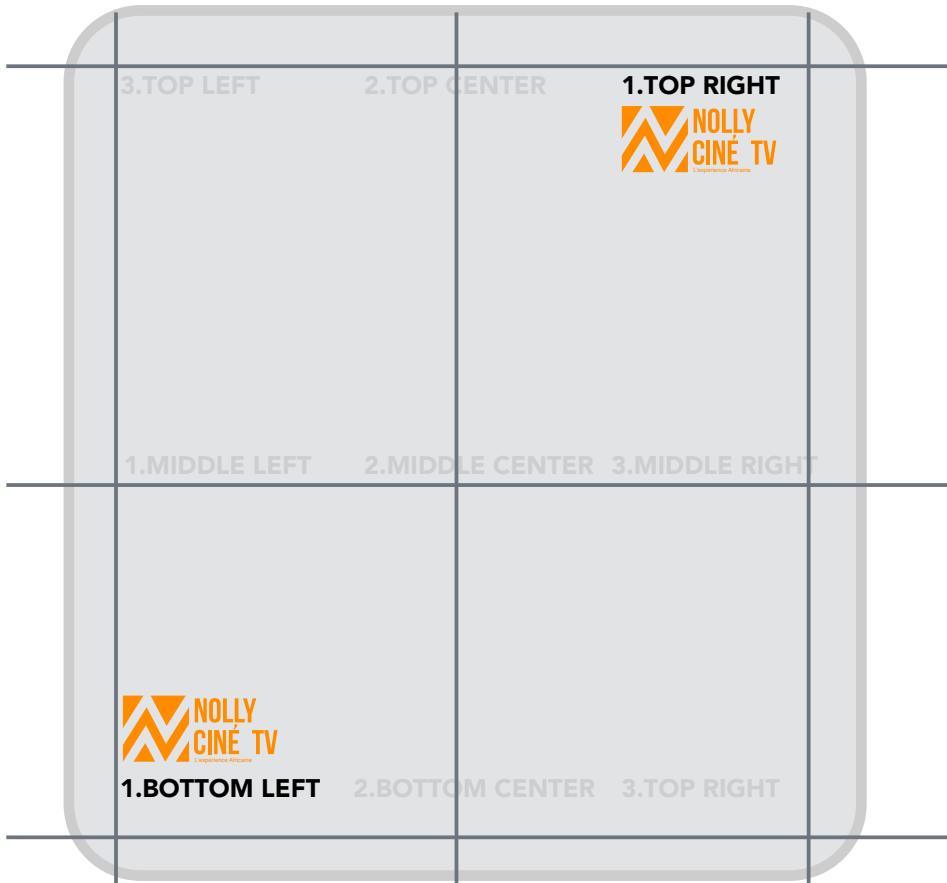
Nolly Cine TV includes:

- Business Cards
- Letterhead
- Return Envelope



# APPLICATIONS

# LOGO PLACEMENT



# Samples



# APPLICATIONS

# PARTNERSHIP LOGO PLACEMENT

Horizontal Logo placement



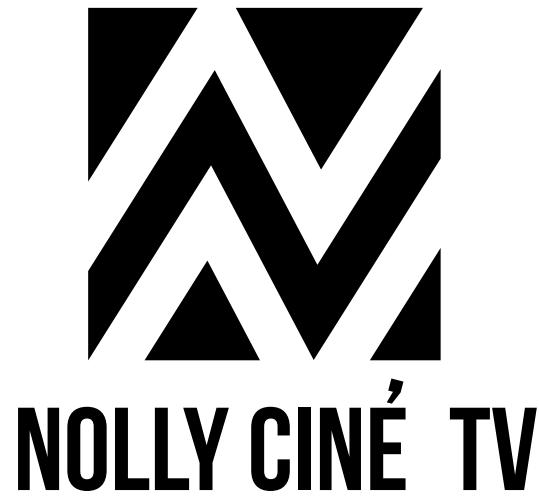
PartnersLogo's

# NOLLY CINE TV PATTERN





NOLLY CINÉ TV





# T-SHIRTS/MERCH LOGO VERSION & MOCK UP





# MORE MOCK UPS AND LOGO USAGE













NOLLY  
CINE TV



**Nolly Cine Tv**

500,000 subscribers

[SUBSCRIBE](#)

HOME

## VIDEOS

## PLAYLISTS

## CHANNELS

## DISCUSSION

## ABOUT



### Editable Video Name - Example

## UPLOADS

# YouTube banner sample 1

# L'EXÉRIENCE AFRICaine



Nolly Cine Tv  
500.000 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Editable Video Name - Exemple

VIDEO NAME - Editable

Laemus resumere dolor. Ut quemadmodum apparet, quod est ad eisdem tempore  
incertum ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis  
est laborum. Exercitationes ullamco laboris nisi ut labore et dolore magna aliqua.  
Doloremque idem, ut labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitationem ullamco laboris nisi ut labore et dolore magna aliqua.  
Doloremque idem, ut labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitationem ullamco laboris nisi ut labore et dolore magna aliqua.

sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium  
doloremque idem, ut labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitationem ullamco laboris nisi ut labore et dolore magna aliqua.  
Doloremque idem, ut labore et dolore magna aliqua. Ut enim ad minim veniam,  
quis nostrud exercitationem ullamco laboris nisi ut labore et dolore magna aliqua.

UPLOADS

PLAY LIST



Thumbnail  
Highlight



Thumbnail  
Highlight



Thumbnail  
Highlight



Thumbnail  
Highlight



Thumbnail  
Highlight



Thumbnail  
Highlight

# YouTube banner sample 2

W









# L'expérience Africaine