

How we look.

BRAND MANUAL | November 2022

THE/NUDGE
INSTITUTE

Logo

primary logo

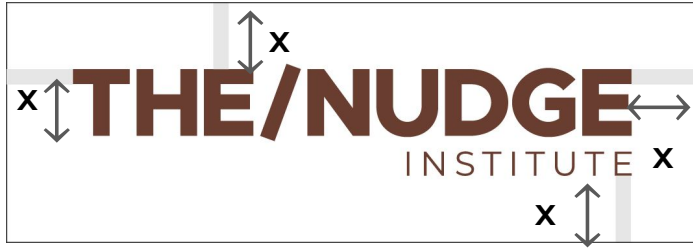


The/Nudge Institute logo to be used on all org-level collaterals. The logo must be clearly visible, with the appropriate white space around it. Proportions of logo should not change. Depending on background and visual appeal, light or dark logo to be used.

Incase the logo can't be used (not visually appealing or has been used on the same collateral somewhere else), slash can be used.

Whitespace on collaterals: There shouldn't be too much whitespace, content of any collateral to be spread to ensure visual appeal. Content shouldn't be cluttered, creating more white space.

Minimum white space around logo



x = height of The/Nudge font

There should be a minimum space (x) around the logo when placed on a creative (post, banner, infographic, website navigation bar, etc)



Specific logo on specific backgrounds



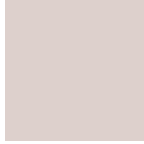
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Primary colour palette



RGB: 221,208,204
CMYK: 12,16,15,0
#ddd0cc



RGB: 105,61,48
CMYK: 40,72,74,43
#693d30

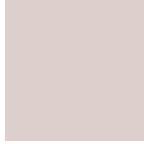


RGB: 255,255,255
CMYK: 0,0,0,0
#ffffff

Earth colour tones of light and dark browns are the primary colors. White space in the creatives as applicable will add minimal characteristic to them.

Colours can be used on visual appeal, but dark brown is preferred and is the primary colour.. Decisions on which shade to be used when need to be made based on what the collateral is and what combination of colours look best.

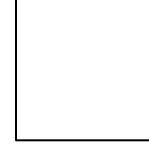
Usage of colour in collaterals



RGB: 221,208,204
CMYK: 12,16,15,0
#ddd0cc



RGB: 105,61,48
CMYK: 40,72,74,43
#693d30

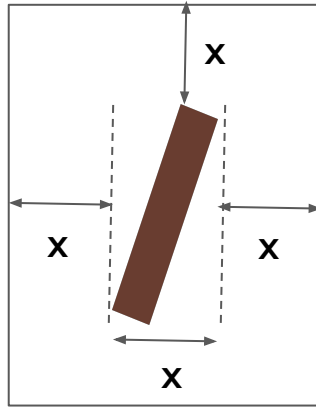


RGB: 255,255,255
CMYK: 0,0,0,0
#ffffff

Collaterals without images should stick to the 3 primary brand colours. If a larger range of colours is needed (for eg: ppts), the following colours can be used:



Usage of The/Nudge slash as logo



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Slash can be treated as a replacement for the primary logo, must be used respectfully.

- Should be present on the top left corner of collaterals, except on PPTs where it may disturb the flow of content. Slash may also be used in the centre if it has better visual appeal.
- The logo must be clearly visible, with the appropriate white space around it.
- Proportions of logo should not change. Angle of slash should not change.
- Size of the slash to be in accordance with the collateral used. Must not be too big, but still visible.
- Depending on background and visual appeal, light or dark logo to be used.

Usage of The/Nudge slash as logo



Allowed



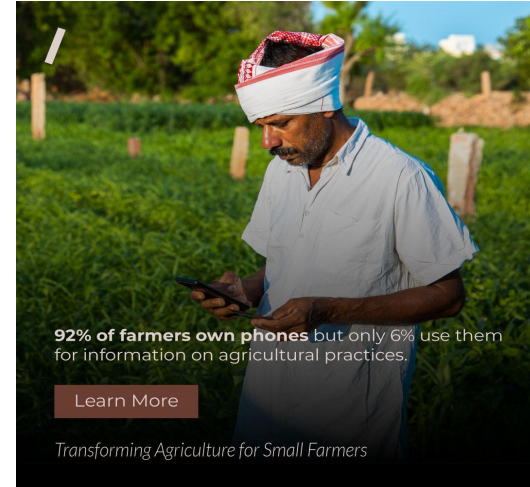
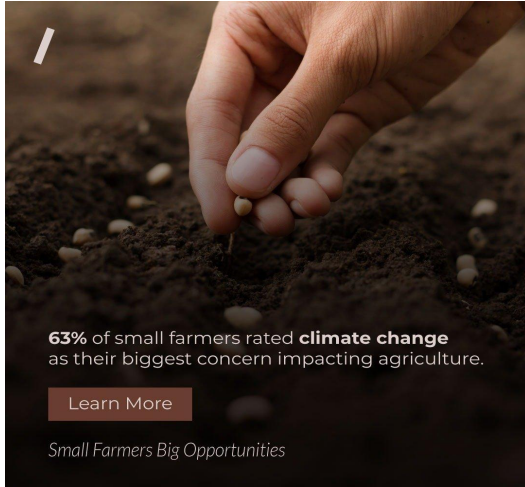
Not allowed

Name

Designation

(incorrect whitespace,
used as a cursor)

Usage of images in collaterals



Collaterals with images: Colours should not be too loud, should have earthy tones.

Impact stories can be colourful with attention on them, but need to stick to images which aren't too loud and don't have too much going on.

Usage of centre and program logos



All logos to follow same guidelines as primary logo (the minimum whitespace and fixed proportions)

Confused on which logo to use? Use the closest available logo in the logo hierarchy. eg: IAF logo to be used on all IAF collaterals, not CSI or TNI.

We should not use centre/program specific logos interchangeably with slash. We should try to fit in the appropriate logo as we want to establish those brands.

Collaterals with partner logos to be made with the partner's logo and branding specifications followed carefully + the closest logo from The/Nudge. (program/centre logo)

Centre logos



THE/NUDGE | Centre for
INSTITUTE Social Innovation

THE/NUDGE | Centre for
INSTITUTE Rural Development

THE/NUDGE | Centre for Skill Development
INSTITUTE & Entrepreneurship

THE/NUDGE | Centre for
INSTITUTE Social Innovation

THE/NUDGE | Centre for
INSTITUTE Rural Development

THE/NUDGE | Centre for Skill Development
INSTITUTE & Entrepreneurship

THE/NUDGE | Centre for
INSTITUTE Social Innovation

THE/NUDGE | Centre for
INSTITUTE Rural Development

THE/NUDGE | Centre for Skill Development
INSTITUTE & Entrepreneurship

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Program/Product logos



[Download All HD Logos](#)

Creation of new logos



New products, programs, variants that require a new logo to be made, marketing head to approve making sure it's brand aligned (it needs to follow the usual template)

If there is a new brand being made with a requirement of a completely new logo, then Atul S to approve.

Typography



primary font

Montserrat light

secondary font

Montserrat regular

secondary font

Lato Light Italic

All content on the collaterals to be written using Montserrat Light font.

If a bolder option is needed, Montserrat regular can be used.

If variation is needed, use *Lato Light Italics* font. Usually saved for low priority content.

Dark color font (#693d30) to be used on white and light brown (#ddd0cc) background.

Light color font (#ddd0cc) to be used on dark brown (#693d30) background.

White font is least preferred.

[Download fonts](#)

Typography



THE/NUDGE
INSTITUTE

header font

Montserrat light

body font

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Lato light italic

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Typography



THE/NUDGE
INSTITUTE

header font

Montserrat light

body font

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Lato light italic

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Typography - Consistency in Case



Sentence case on formal and government docs is necessary.

Title case is preferred ONLY for Heading 1.

Sentence case is recommended for Heading 2, Heading 3, paragraph text, and Call to Action (CTA).

All caps should be used ONLY for the CTA button.

There is flexibility on using lowercase style of writing for programs as long as it fits tonality and audience.

Centre names and program names should continue in the style established.

Physical collateral and merchandise



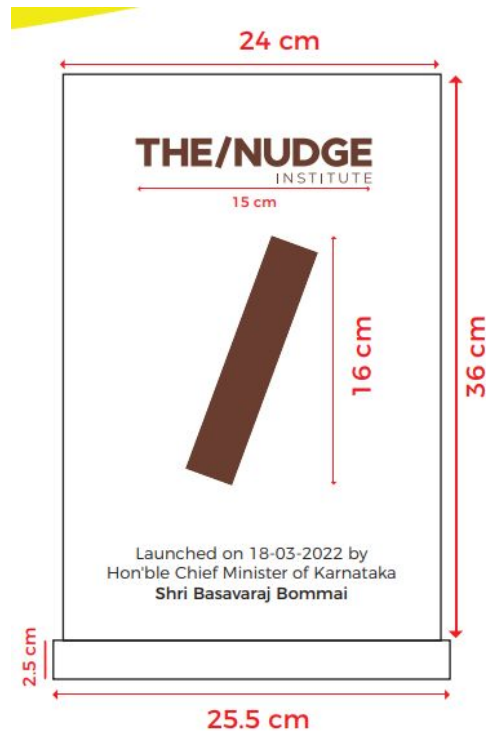
Teams can design collateral themselves, after going through brand guidelines and brand training. If teams are designing it themselves, they need to share it with the marketing team for Quality Assurance. Only after marketing team's approval can it go to the vendors.

All physical org-level collateral to have the primary logo unless there is a reason which is approved by marketing team to not use it. All centre and program level collateral to use the closest available logo in the logo hierarchy.

Physical collateral must be made in the most optimum way to showcase the logo. Usual guidelines for logo placement must be followed. It is important to ensure correct colour matching on all collaterals, even if they are made from different material. Would be ideal to stick to our regular vendors who are aligned on colours. Samples can be asked from new vendors to verify the colour.

Collaterals to stick the usual 3 brand colours, no other colours to be used (unless approved reason is given).

Physical collateral and merchandise



Thickness : 12mm(Upper) , Base Depth: 58 mm



Our Purpose



poverty-free India, within our lifetime

Lower case 'p', no 'a' in the beginning. Comma is needed.

When being used in a text or being used as part of a larger paragraph, 'a' can be used in the beginning for correct grammar.

Usage of The/Nudge Institute in text



The/Nudge Institute is how the organisation's name is always written in text. Including hashtags.

Low stake collaterals with long text can use The/Nudge after the first usage of The/Nudge Institute.

About The/Nudge Institute

The/Nudge is an action institute working towards a poverty-free India, within our lifetime. We partner with governments, markets and civil society to build resilient livelihoods for all, through our Centre for Skill Development and Entrepreneurship (CSDE), Centre for Rural Development (CRD) and Centre for Social Innovation (CSI).

Our voice - Tonality of content



We are contributing to a poverty-free India. We are one of the players in this space.

We are collaborators, working together with different stakeholders to achieve our goals.

Tone of content is hopeful while also acknowledging the challenges and the reality.

Tone is humble, serious and professional.

We can address the challenge/problem we are trying to solve. We can focus on the solution when speaking about specific programs or products - how is it helping solve the challenge.

We are diplomatic, don't take sides.

We do not take on the topics of religion and politics.

We can show our support to things, not have a strong opposition wrt politics, religion, etc

Our voice - Tonality of content



Room for experimentation for programs:

1. Heaviness of tonality: Programs are free to pick a level of tone which best suits their own voice + gets the right engagement. Marketing team is open to experimenting various levels of tonality to see what works best for specific programs.
2. Problem vs solution centric communication: Based on the audience of the communication and the need, the narrative can be more problem centric (eg: when looking for talent or applicants) or solution centric (eg: donor communications)

Style of writing



US vs UK spellings

We use UK spellings in our text. Correct spellings include: Centre, organisation, etc

Exception:

Program - As this is the spelling we have followed across collaterals and this spelling is even present in some program names and descriptions.

Usage of Nudgester/individual pictures in collateral



Official Nudgester picture to be on a dark grey background with white Nudgester shirt. This can be used in colour.

Currently, only a few Nudgesters have a picture in this format. Hence we will use a professional picture provided by the Nudgester themselves but we will use them in B&W. This is to keep uniformity and reduce too much noise.

If the individual is an external stakeholder, can use their images in B&W

Images can be used in colour if more vibrancy is needed, but the colours shouldn't be too loud. Need to stick to our subdued palette.

We prefer headshots of the individual.

Collateral for Social Media



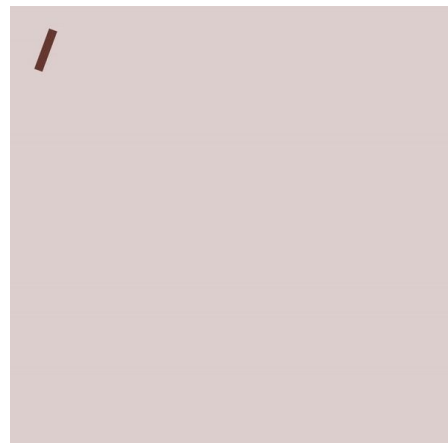
Adherence to the guidelines mentioned so far in terms of logo placement, typography, colours, palette, tonality and pictures.

We are open to experimenting with GIFs as they garner better engagement. We can do GIFs for all programs as long as it's a clean, minimalist design, following the brand guidelines and is appropriate in tonality to the content and program itself.

Best practice is to give max real estate to the pictures of the people, rather than text. Lesser number of people in 1 slide (2-3) with big images is ideal.

If we are using an image with faces in the background, then no face should be covered or cut off by content

Whitespace: Less whitespace is ideal, content of any collateral to be spread to ensure visual appeal. Content shouldn't be cluttered.



Social Media hierarchy



Where do we post?

We currently have an org-level Institute handle - The/Nudge Institute, and centre pages for CSI, CSDE and CRD. We also have a Forum page.

Posts will be shared on the closest handle in the brand hierarchy. If it is a high priority post (to be decided together by program and marketing team) which we want up on the TNI handle, the same can be re-shared. We do not want to populate the TNI with too much program related content so we will need to be very selective of the post we re-share, saving this only for milestone announcements and call for applications.

eg: IAF posts will be shared on CSI handles, not TNI. The announcement of a new cohort can be re-shared from TNI handles as it is a milestone announcement.

The/Nudge Dictionary



The/Nudge Dictionary contains the words, phrases and terms we use frequently in our communication. We should try to incorporate the appropriate terms in our communication and marketing, replacing them with other synonyms we might currently be using instead. The purpose of this is to ensure a level of uniformity across the organisation, with respect to the language we use and make sure we have a similar meaning associated with the word, phrase or term.

Please find the dictionary [here](#).

This is an evolving document, we are always open to adding more phrases! Please reach out to us if you feel like we need to add anything more or you feel we need to edit anything that's currently mentioned.

Marketing PoC for branding



preyashi.roy@thenudge.org