

# nilenso

BRAND GUIDELINES 2021

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## What are Brand Guidelines?

This document is a set of brand guidelines for nilenso. It explains how the logo should be used on brand communication and all customer-facing touchpoints. These guidelines provide specific instructions about the elements of our logo and how they should be used in all forms of branded communication.

In other words, by following logo guidelines, our brand can leave its fingerprint across all touch points in a consistent manner. This document introduces you to the nilenso logo, and includes instructions related to using the logo and brand assets— colour and typography.

## Why we need Brand Guidelines

Every brand needs a unique set of guidelines because these make it possible for the brand to move through the steps of brand building effectively. Our brand needs to be consistently portrayed and communicated so as to create a seamless experience for patrons, investors and potential customers across all platforms. Following the instructions in this book can ensure that our brand is always portrayed consistently, so consumers have the opportunity to develop trust in our brand and its promise.

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## Overview

The nilenso logo is essentially a wordmark- that is, a specially designed lettering style which forms the corporate logo. Our logo was crafted of lowercase letterforms, geometric shapes and simple structures that echo our brand personality. The letter 'o', is exaggerated to a perfect circle, with a smaller counter form that creates a point of focus, a critical aspect of meditative expression. The word mark is friendly, playful and approachable while remaining bold, and just a tad unpredictable.

« Using the Logo

*When using any version of the logo, please use the master artwork provided.*



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## Versions of the logo

The nilenso logo can be used in a few variations within the brand colour palette. This allows for flexibility when using the logo across a range of digital and printed material. The slides that follow will help you understand when, and how best to use each version of the logo keeping in mind context and constraints of production.

[« Using the Logo](#)

*When using any version of the logo, please use the master artwork provided.*



Logo Version 1

*This is the primary version of our logo. On a white background, this version of the logo appears on our website and brand stationery.*



Logo Version 2

*This is the secondary version of our logo, that heroes our brand colour- a bright fuschia. This version of the logo is an excellent choice for merchandise and other forms of branded communication where the goal is to make nilenso instantly recognisable and eye-catching.*



Logo Version 3

*This is the secondary version of our logo. On a black background, this may be the simplest to reproduce on various forms of printed material. The fuschia 'o' stands out as a graphic element that can be used in interesting ways across merchandise.*

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## Scale

The nilenso logo can be scaled up to any desired size. However, a minimum size has been prescribed to ensure that the subtle details of the logo are always reproduced clearly.



*Digitally, a minimum size cannot be prescribed, since different contexts will change requirements. A minimum size is best determined visually.*



Minimum width - 20 mm

*For print usage, a minimum size is prescribed above, where the size is determined by the width of the wordmark. This ensures perfect clarity and absolutely no loss of detail.*

## « Scaling the Logo

*The logo must always be reproduced and scaled from the master artworks provided.*

The logo must always be scaled proportionately. To scale an object proportionately using vector software, press and hold the shift key while dragging the corners. Do not use a compressed file (.JPEG, .TIF) to scale the logo as it may result in a loss of clarity.

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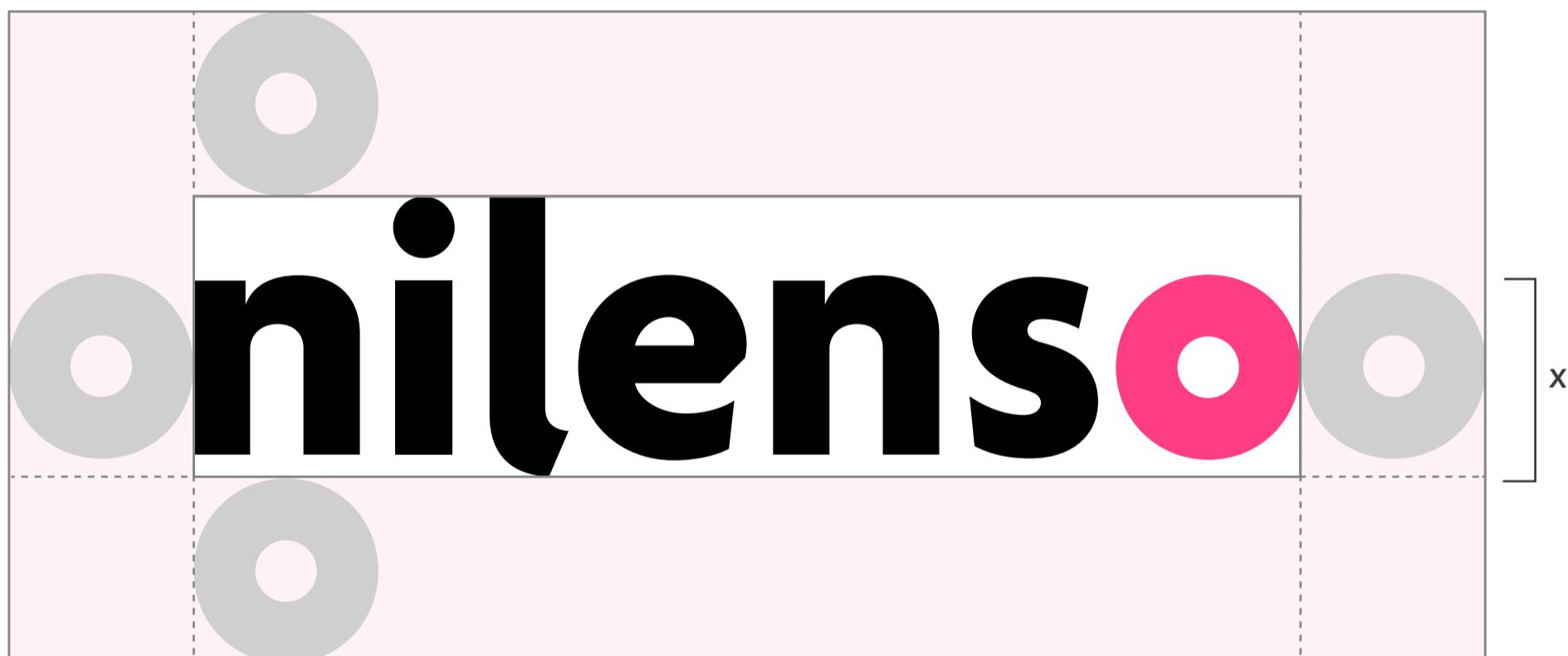
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## Clearspace

Clearspace is the clear area that surrounds the nilenso logo. To ensure that the logo remains clear and has impact, this clear area must be maintained around it at all times. This margin must be maintained between the logo and the edge of a page, bounding box or colour field. No typography, imagery or any other visual information should appear within this zone.



[« Determining Clearspace](#)

With our logo, the clearspace is determined by 'x' where 'x' is height of the letter 'o' from our logotype [see Figure alongside] at the size it is being reproduced at. Absolutely no text or images should ever be placed in the area marked in pale pink.

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## Guidance- What not to do

1. Do not try to re-create the logo or logotype in part or in whole.
2. The logo must never be scaled disproportionately, squashed or stretched
3. Never apply gradients, drop-shadows or any other effects to the logo
4. Do not place the logo at an angle
5. Do not use the logo in other colours or combinations other than those specified
6. Do not create new lock-ups, or change the size or spacing of the letters

1. **nilenso**

2. **nilenso**

3. **nilenso**

4. **nilenso**

5. **nilenso**

6. **nilens o**

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## Brand Typeface

To complement our wordmark, we use Museo Sans as our brand typeface. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use, designed and distributed by the Exljbris Type Foundry.

[« Using the Typeface](#)

*Up until June 2021, Museo was available as a license free web font on google fonts. At present, licenses can be purchased at [fontspring.com](https://fontspring.com) starting at \$16.50 for a single webfont.*

# This is Museo Sans.

Museo is available in five weights, with italicized versions of each.

Museo sans works well as a display typeface at larger sizes and is a clear, highly legible text style as well.  
*Museo Sans italics can be used on presentation templates and in large paragraphs of text where type differentiation and highlights are useful.*

**Museo Sans 100**

**Museo Sans 100 Italic**

**Museo Sans 300**

**Museo Sans 300 Italic**

**Museo Sans 500**

**Museo Sans 500 Italic**

**Museo Sans 700**

**Museo Sans 700 Italic**

**Museo Sans 900**

**Museo Sans 900 Italic**

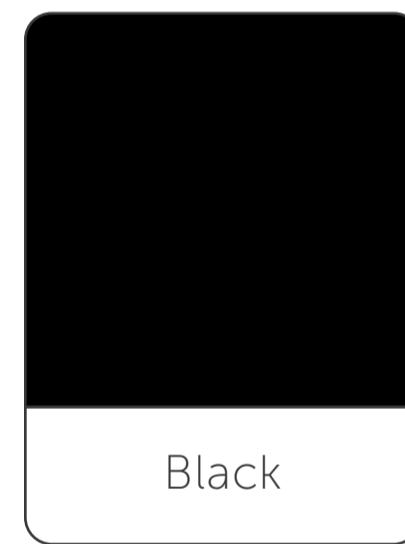
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## Brand colour palette

The nilenso colour palette is vibrant and cheerful. At the center of the palette is a bright fuschia, connecting the new logo with the older version. Along with this, we use a black, charcoal, pale gray and white.



Digital	
RGB	255, 61, 132
HEX	FF3D84
Print	
Pantone	213 C
CMYK	0, 89, 17, 0



Digital	
RGB	0, 0, 0
HEX	000000
Print	
Pantone	Black C
CMYK	100, 100, 100, 100



Digital	
RGB	130, 130, 130
HEX	828282
Print	
Not Used in Print	



Digital	
RGB	233, 235, 235
HEX	F3F3F3
Print	
Not Used in Print	

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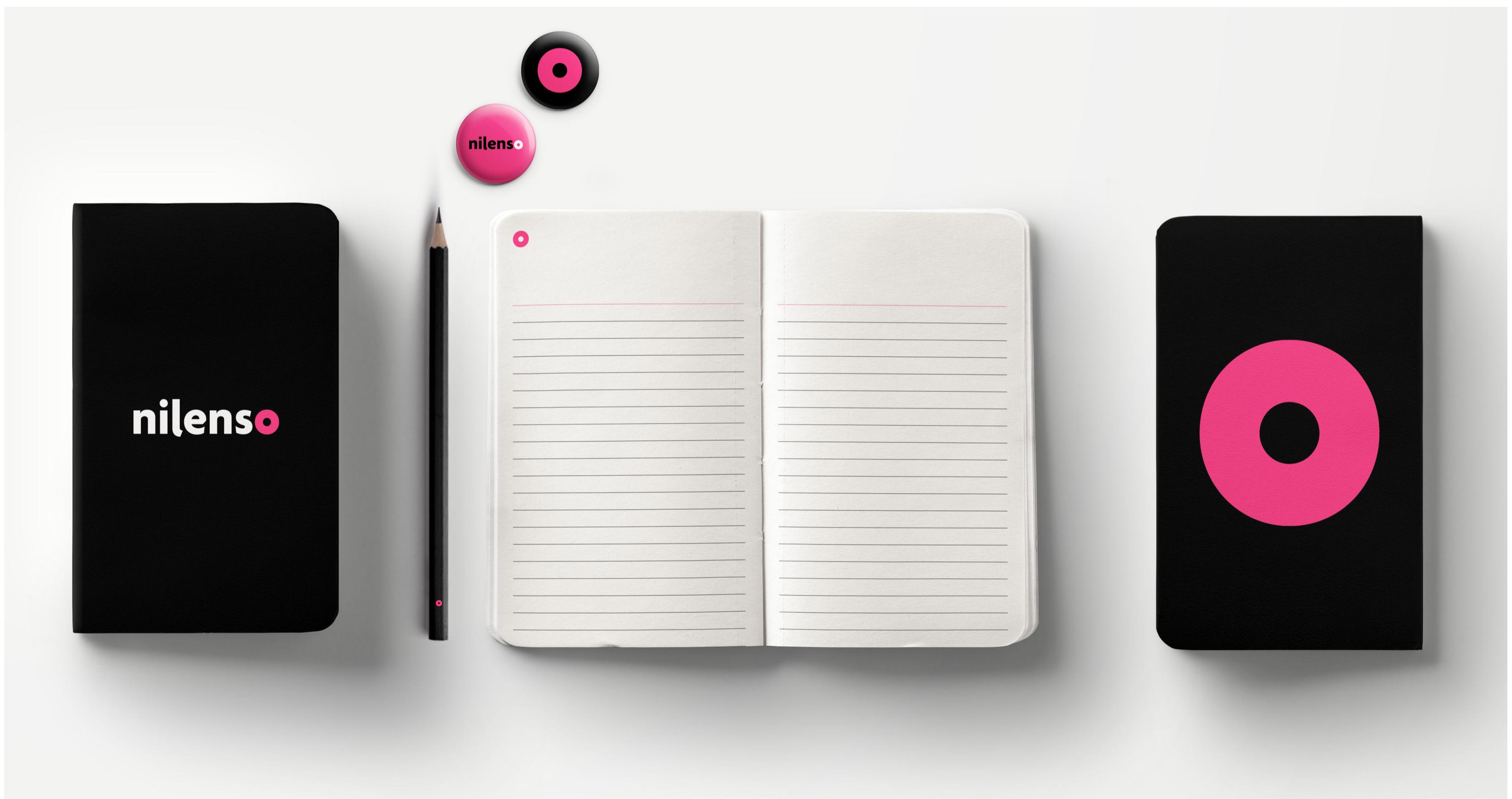
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## Logo Applications

Our brand extends beyond our logo to every piece of collateral that our customers experience and come in contact with. It is important, therefore, to pay attention to the finest details and ensure that our brand evokes extends consistently over every touch point. The following pages will take you through a range of visualized logo applications.

### « Please Note

These are indicative only [not all the applications here have artworks provided for them] but demonstrate how the logo and the brand colours may be used.



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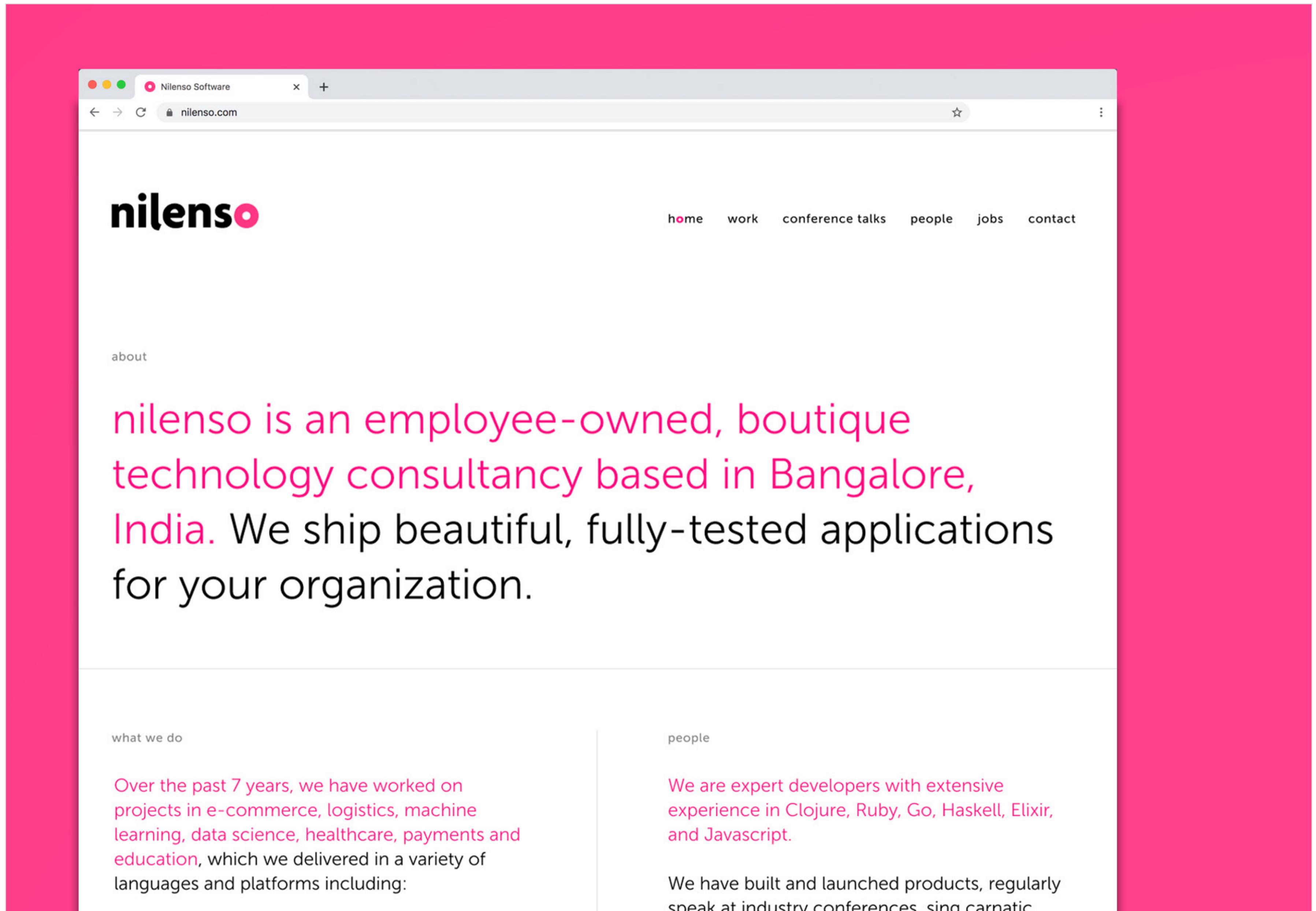
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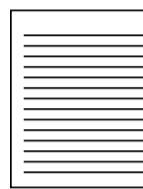
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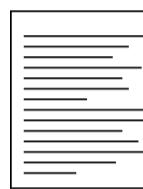
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**Alignment of Type:** Positioning of successive lines of type. Alignment of type usually follows one of four arrangements.



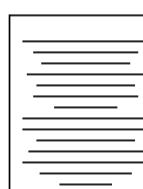
**Boxed Setting/ Justified**

Type is aligned to both left and right sides. Hyphenation and careful typesetting is essential in all box settings.



**Left Aligned**

Successive lines of type align along the left margin, but remain free along the right margin. Hyphenation is optional.



**Centered**

Successive lines of type are arranged symmetrically along a central axis. Hyphenation is not recommended.



**Right Aligned**

Successive lines of type align along the tight margin but remain free along the left margin. Hyphenation is optional.

**Font:** A typeface or specific lettering style which is identifiable by name. A font family has the same typeface in different weights with italic versions.

**Serif:** In typography, serifs are non-structural details on the ends of some of the strokes that make up letters and symbols. Typefaces with serifs are often considered easier to read in long passages than those without.

**Sans Serif:** In typography, a sans-serif typeface is one that does not have the small features called ‘serifs’ at the end of strokes. It is commonly believed that, in contrast to the case for printed material, sans serif fonts are easier to read than serif fonts on screen.

**Logotype/ Wordmark:** Specially designed lettering style which forms the corporate logo.

**GSM** (Grams per Square Meter) is the a of weight describes the thickness of the paper.

**Master Artwork:** The original version from which any item is to be reproduced or printed.

**Artwork:** The final layout with text matter and visuals in position in high resolution are handed over by the design/advertising company to the printer/ fabricator.

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