

NILFISK

Brand Guidelines | February 2023 | 2.0



EXTRACT

*Click here to see the
Nilfisk Brand Guidelines*

Confidential and Proprietary

Introduction

Every interaction with the Nilfisk brand should reinforce what we stand for and promote a consistent and positive impression. These design and messaging guidelines will help ensure that all brand expressions remain in alignment with the new Nilfisk look, sound and feel.

Wordmark

Backstory and rules

Wordmark

Our primary branding element is the Nilfisk “wordmark”.

Wordmarks are unique text-based names that have trademark protection.

Wordmarks are not to be confused with “Logos” which are symbol-based intellectual property.

The new Nilfisk “wordmark” font is designed to be simple, strong and bold.

The timeless geometry of the “wordmark” projects a new confidence while being reproducible in all media.



NILFISK



NILFISK

Wordmark Detail

The letter "S" in Nilfisk is inspired by the "racetrack" signature detail, in form and letter spacing.



Wordmark

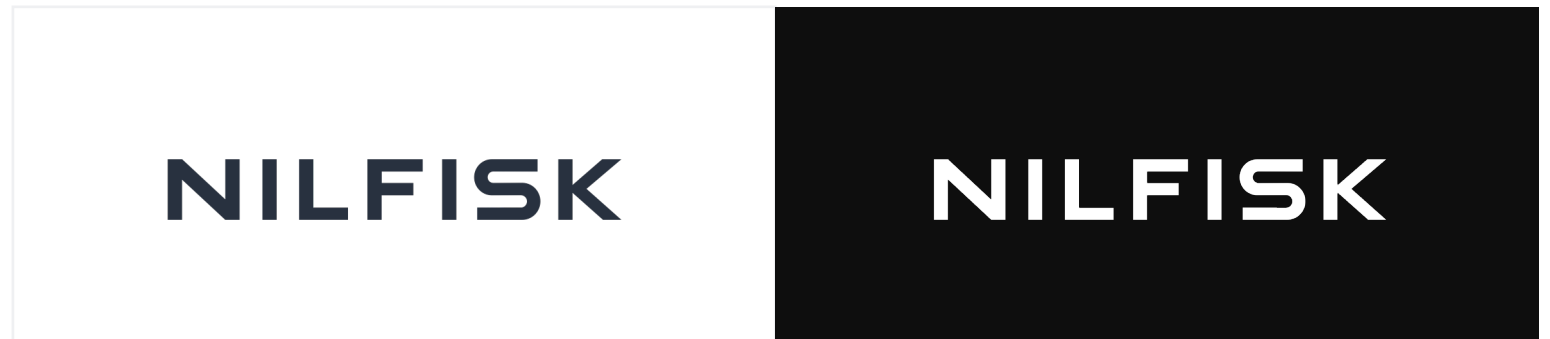
Color

The wordmark is only to be used in the Nilfisk Dark color or white.

If one-color printing is required, then 95% black can be used.



Alternative version:



Wordmark

Clear space

The clear space around the wordmark on all sides should be equal to the width of the 'N' in Nilfisk for maximum legibility and impact.



Wordmark

Minimum size

To preserve legibility, the wordmark should never appear smaller than 10 pixels tall and never be printed smaller than 3 mm tall.

Wordmark

Improper uses

The wordmark cannot be altered or redrawn in any other way. Previous versions should never be used, and the wordmark must not appear in a line or block of text. The word Nilfisk should be typed out in body copy.



Wordmark colors are inconsistent with brand standards



Wordmark in any other color than Nilfisk Dark, Black or White



Letters are stretched out and distorted



Background colors are inconsistent with brand standards



Any form of the old logo and/or wordmark



Never rotate or make a curve out of the wordmark. Vertical text should never read top downwards



The **NILFISK** wordmark must not appear in a line or block of text



Never abbreviate Nilfisk to an N or NF

Wordmark

Other applications

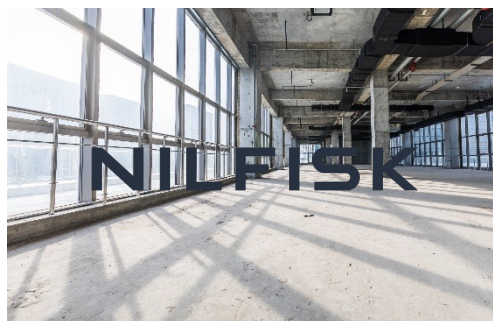
The Nilfisk wordmark should always be displayed clearly and letters should also be legible.



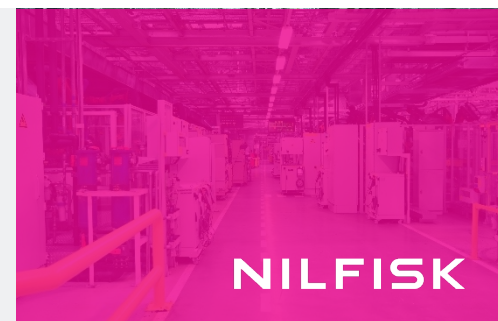
✓ This is an acceptable use of the wordmark on an image with blank space.



✓ If the wordmark needs to be placed on a busier image then a darkened or lightened version of the image using one of the brand colors must be used.



✗ Do not force the wordmark onto an image or background that compromises its legibility.



✗ Do not use a color that is not in the brand guidelines to color the entire image.



✗ Do not force the wordmark onto conflicting patterns.

Wordmark Graphics

The new Nilfisk wordmark must not be added to existing graphical or logo elements. Contact Brand & Design for further advice.



Graphics approved
by Brand & Design

NILFISK VOICE
– your opinion matters

NILFISK WORLD



Do not force the
wordmark onto a
graphic element
without approval
from Brand &
Design.



Video and motion

Real footage

3D Animation

Use of on-screen graphics

Interviews

Audio

Wordmark animation

Technical requirements



EXTRACT

*Click here to see the full
video and motion guidelines*

Wordmark animation

Film / motion

The Nilfisk Wordmark animation should be used as a silent outro on all videos. It can also be used as an intro for internal, in-store, and events videos.

Versions:

- **Full length:** all versions.
- **Short version:** only to be used for advertisements on social media and display banners.

Do's:

- Produce the wordmark animation in 25fps

Don'ts:

- Add music to the Wordmark animations
- Create shorter versions or unique versions.



NILFISK

Play example outro above

Our new CVI guidelines are being released in phases.

Version 2.0, released in February 2023, significantly expands the depth and variety of guidelines including – internal branding, marketing assets, video motion, and interim tradeshow design. Upcoming releases will provide guidelines relating to new product development and their associated packaging and POS assets.

Templates and technical files can be found via Nilfisk World under the Brand & corporate materials tab.

Please reach out to the Brand and Design team for further information.