

BRAND GUIDELINE



ABOUT OUR BRAND

This manual contains Nischint's graphic profile. It is a rulebook that determines the appearance of our communication. Our graphic profile has two purposes:

The most important being to provide a clear image of Nischint – it should be very easy for the recipient to see who is contacting them.

The second purpose is to simplify. You shouldn't have to think about how to use the brandmark, colours and typography. And the recipient shouldn't have to think about who we are. If the brand book is followed, our graphic profile will be a tool that makes us clear and profitable. If this guide can both inspire and provide the fixed guidelines we need to clearly make us Nischint, then we will have succeeded. But the actual work, no manual can do that for us. We do that together.

BRANDMARK AND ICONS

We have aimed for a friendly human look without falling for short-lived trends. Our entire brandmark and icon are symbols, where the text also act as an image.



Our Brandmark



Nischint for Parent app icon
(Also to be used as the corporate brand icon)



Nischint for Women app icon

EXCLUSION ZONE & MINIMUM SIZE

Exclusion Zone

Always maintain a minimum clear space around the Nischint brandmark to preserve its integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Nischint brandmark is the height of the x-height of the letter 't' as shown below.



Minimum Size

To protect the integrity, legibility and impact of Nischint's brandmark and icons they must never be reproduced in size no smaller than 45 px in height for mobile usage and 8mm in height for print usage as shown below. Any further reduction would impair its legibility.



Minimum Size - Mobile Usage



Minimum Size - Print Usage

USE & MISUSE OF OUR BRANDMARK

The Nischint brandmark or Icon should only be placed on a white or grayscale background (Refer to Brandmark & Icons page). Always ensure that it is highly visible at all times and that the colours on the rest of the page / app DO NOT clash with those of the brandmark. In most circumstances use the full-coloured version.

Do not

- Stretch out brandmarktype horizontally or vertically.
- Squeeze in brandmarktype horizontally or vertically.
- Misalign or unjustify the brandmarks in relation with each other.
- Skew or warp brandmarktype.
- Add dropshadow to either of the two brandmarks.
- Change colour of any brandmarks.
- Use gradient backgrounds to place brandmarktype.
- Use other colour backgrounds other than black or white.
- Use pattern or image as background.



COLOUR PALETTE

Colour provides a powerful means of identification. We have our own specific colour palette.

Our Nischint colour have been created to distinguish our brand. After the landmark, the primary colours are the second most important elements used to identify Nischint.

Specifying the brand colours

The colour palette provides Pantone breakdowns in CMYK and RGB for the corporate landmark as well as the Nischint for Women app to provide consistency across print and on-screen application.

In the case of advertising and other printing mediums where Pantone may be difficult to use, please refer to the specified CMYK and / or RGB breakdowns of those colours for consistency across the brand.

Do not

- Introduce any other colours to the colour palette.
- Allow the background colours to clash with our landmark.

Corporate Brand Primary Colour



| | |
|----------------|---|
| Spot colour | Pantone 312 C |
| Process colour | C 85 M 0 Y 11 K 0 |
| RGB values | R 0 G 173 B 208 |
| HTML | 00ADD0 |

Corporate Brand Colour Palette - Secondary (Common to all Sub-Brands)



Spot colour Pantone 116 C
Process colour C 0 M 14 Y 100 K 0
RGB values R 254 G 203 B 0
HTML FECB00



Spot colour Pantone 114 C
Process colour C 0 M 4 Y 87 K 0
RGB values R 249 G 222 B 66
HTML F9DE42

Corporate Brand Colour Palette - Tertiary



Spot colour Pantone 115 C
Process colour C 100 M 12 Y 21 K 44
RGB values R 0 G 105 B 131
HTML 006983



Spot colour Pantone 3025C
Process colour C 100 M 27 Y 10 K 56
RGB values R 0 G 81 B 114
HTML 005172

Nischint for Women Sub-Brand Colour Palette - Primary



Spot colour Pantone 214 C
Process colour C 0 M 100 Y 24 K 4
RGB values R 201 G 0 B 98
HTML C90062

Nischint for Women Sub-Brand Colour Palette - Tertiary



Spot colour Pantone 221 C
Process colour C 9 M 100 Y 24 K 38
RGB values R 145 G 0 B 75
HTML 91004B



Spot colour Pantone 229 C
Process colour C 26 M 100 Y 17 K 63
RGB values R 102 G 32 B 70
HTML 662046

TYPOGRAPHY PALETTE

The clean, contemporary and soft shapes of the letters of **Lato** have been selected to complement the Nischint brandmark. This type family is part of Google font families making it easy to use for app and online usage.

The typefaces selected must never be altered or condensed in any way and should be kept consistent throughout all applications.

Aller is the typeface to be used for internally in Word and PowerPoint presentations.

Corporate Brand Typography Palette - Primary

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&* 0123456789

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&* 0123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&* 0123456789

Corporate Brand Typography Palette - Internal Usage

Aller Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!\$%&'()*+,-./:;<=>?@[]^_`{|}~0123456789

Aller Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!\$%&'()*+,-./:;<=>?@[]^_`{|}~0123456789

Aller Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!\$%&'()*+,-./:;<=>?@[]^_`{|}~0123456789

