

Nile Logo Usage Guidelines

September 2022



Building a Consistent Brand Image



Purpose and Intended Use of This Guide

This Nile Brand Usage Guidelines has been created to help strengthen the global Nile brand, protect the Nile partners logo and the Nile individual logo and brand. Further to nurture the co-branded partnership between your company and Nile Partners. This document acts as a structural set of guidelines intended for all third parties to express the partnership in printed, electronic and written applications. In order to maintain a strong brand in the minds of clients, a clear and consistent brand image must be maintained.

This guide should be given to and used by anyone else within the company charged with maintaining printed and electronic messages that represent the Nile brand. These guidelines must be implemented and utilized by all individuals within your company.

Building a Strong Brand

Establishing a consistent brand image is a fundamental step in the creation and definition of Nile's corporate identity. A company's corporate identity defines a company internally and externally and serves as a measure of an organization's credibility. It is essential for a company to maintain a consistent brand image at all contact points to assure a uniform transmission of its brand by all members.

Each third-party doing business with Nile has the freedom of customizing its digital and printed designs to be representative of its destination. This Guide is designed to aid third parties in the application of the Nile logo in its communication materials and gives basic application guidelines that aim to standardize Nile's global brand.

Issues such as space, size, color, and backgrounds are addressed in this document. By adhering to the guidelines defined in this document, third parties will ensure the protection of a global brand that is coherent and constant at all communication points.

The primary Nile logo, showing the word "nile" in a dark blue, lowercase, sans-serif font. The letter "i" has a small orange circle above it.

Primary



Reversed

Logo Clearspace Requirements

For the logo to maintain its intended design and impact, the area surrounding the logo and customized signature must remain clean and free of extraneous graphical elements. This includes graphics, photography, typography and any other visual elements in both print and digital formats.

The space is designed to ensure a clear, readable, and legible logotype. The minimum space requirement is relative to the size of the logotype being reproduced, but regardless of the size of the reproduction, the minimum space shown must be maintained on all four sides of the logotype.



Logo Sizing

The Nile logo, consisting of the word "nile" in a bold, blue, sans-serif font. The dot above the letter "i" is a small orange circle.

The logo can be represented and applied in different sizes, as seen in the illustration below. The minimum acceptable size of the logo should maintain a width of 3 inches and should never be reproduced smaller.. This proportion must never be altered in any reproduction of the logo.

In general, the only instance where the logo should be reproduced in its smallest size of 1 inch width, is on a business card application..

A large-scale version of the Nile logo, showing the word "nile" in blue with an orange dot above the "i".

Width

3 inches

A small-scale version of the Nile logo, showing the word "nile" in blue with an orange dot above the "i".

Width

1 inch

Incorrect Logo Usage

The logos shown here have been intentionally altered to demonstrate the incorrect uses and unauthorized applications of the Nile logo. Any distortion to the logo design or proportions will impact the logos appearance and will invalidate its purpose and messaging associated.

Never put logo inside a box or shape



Never condense or alter proportions



Never add "shade" or drop shadow



Never alter the dot



Additional Incorrect Usages

Never outline the logo

Never change the logo fonts

Never change the font color (except when reversing white, see next slide)



Color Usage Requirements



The Nile colors help define the logo and have a direct impact on the message delivered. The Nile brand is directly associated with its colors, and the use of color in all applications are required to be consistent with Nile brand standards.

The Nile logo should always appear in color applications in one of formats represented in the examples below. The logo should be used in its full color version whenever possible. When printing in full color, the Nile logo must be used in its full color version with no exceptions.

If printing in full color is not an option, then the logo must be used in the white format. The Nile logo may not be used in any other color or format. To the left is the Pantone Matching System, the CMYK and RGB color palettes for the Nile brand. This palette should be followed when applying the Nile logo within your printed and digital elements.

	Pantone	CMYK	RGB
	PMS 7690	92 – 60 – 31 - 11	23 – 93 -129
	PMS 1375	0 – 53 – 100 - 0	255 – 142 - 0

Acceptable Logo Colors



Primary Logo



Reversed