

nile

Branding Guidelines

V1.2 FEBRUARY 2024

SECTION B

Nile Visual Identity

Our Logo

Primary Usage

The Nile logo is composed of a logotype set in two single colors, Corbeau and White.

Always use the logo files provided. Do not re-create.

nile



Our Logo

Secondary Usage

The exception to the single color rule is the Nile dot. In certain situations, the dot can be used with Robin's Egg or Magenta.

Always use the logo files provided. Do not re-create.



Our Logo

Usage

The Nile logo is composed of a logotype set in two single colors, black and white.

The exception to the single color rule is the Nile dot. In certain situations, the dot can be used with Lapis Lazuli.

Always use the logo files provided. Do not re-create.



Do not distort the logo



Do not use a different color



Do not use a different typeface



Do not outline the logo



Do not use a different dot color



Do not use a drop shadow



Do not rotate any part of the logo



Do not place anything within the logo

Color Palette

Primary Colors

The Nile identity is based on Nile Sapphire. Our blue must be included in every form of media that is put out.

In no situation should the Nile colors be adjusted or modified.

Nile Sapphire

HEX 1E57F7
RGB 30, 87, 247
CMYK 88, 65, 0, 3

Corbeau

HEX 0E111E
RGB 14, 17, 30
CMYK 54, 43, 0, 88

White

HEX FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Color Palette

Secondary Colors

Our secondary colors can be used with our primary colors. They should never be used on their own or without an accompanying primary color. None of the colors are a substitute for the Nile Sapphire.

Dark Cornflower

HEX 163489
RGB 22, 52, 137
CMYK 84, 62, 0, 46

Robin's Egg

HEX 2BF9EB
RGB 43, 249, 235
CMYK 83, 0, 6, 2

Magenta

HEX FF0092
RGB 255, 0, 146
CMYK 0, 100, 43, 0

Cloud

HEX E6E7E8
RGB 230, 231, 232
CMYK 1, 0, 0, 9

Color Palette

Greys

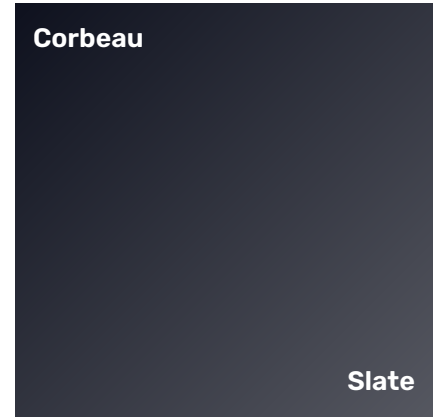
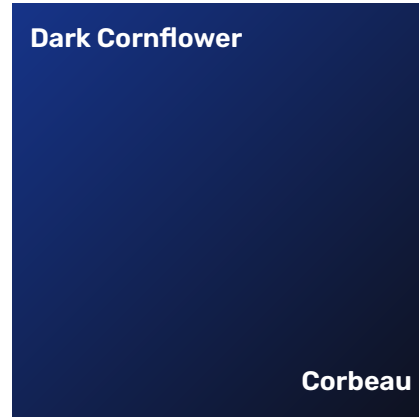
The Nile greys should be used for mainly for backgrounds with the exception of Obsidian and Slate which can be used as font colors.

Obsidian HEX 262834 RGB 38, 40, 52 CMYK 27, 23, 0, 80	Slate HEX 565861 RGB 86, 88, 97 CMYK 11, 9, 0, 62	Smoke HEX 6E7078 RGB 110, 112, 120 CMYK 8, 7, 0, 53
Rhino HEX 86888E RGB 134, 136, 142 CMYK 6, 4, 0, 44	Steel HEX B6B7BB RGB 182, 183, 187 CMYK 3, 2, 0, 27	Cloud HEX E6E7E8 RGB 230, 231, 232 CMYK 1, 0, 0, 9

Color Palette

Background Gradients

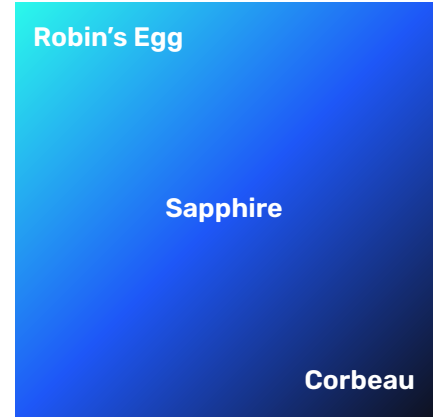
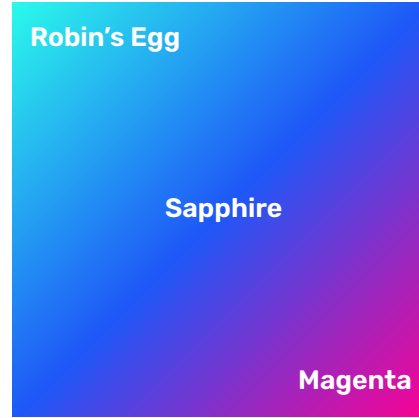
There are four acceptable gradients to use for backgrounds. These may not be manipulated in any way except for the direction of the gradient. These should only be used in a linear gradient, with the exception of circles which can be used with a radial gradient.



Color Palette

Element Gradients

There are four acceptable gradients to use for graphic elements, including text. These may not be manipulated in any way except for the direction of the gradient.



Shift Happens

Podcast Branding

Nile's Podcast, Shift Happens, uses different branding to separate itself.

In no situation should the Shift Branding colors be adjusted or modified. These colors may not be used in any other Nile branding.

Shift Green

HEX 33FF66
RGB 20, 100, 40
CMYK 80, 0, 60, 0

Black

HEX 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

White

HEX FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Typography

Header Typeface

Our primary and secondary header typeface is Gabarito, a Google font that is readily available. The primary use for Gabarito is in the bold weight, but can be used in light weight in certain situations.

Gabarito

This is our header font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/!';=+-()#@\$

Typography

Body Typeface

Our primary body typeface is Rubik, a Google font that is readily available. The primary use for Rubik for screens and longform text.

Rubik

This is our body font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/!' ;=+-() ?#@%\$

Visuals

Nile Data Rain

Nile's proprietary data rain imagery is used to convey the idea of data rushing through our network and filtering to your device.

The data rain is to be used mainly for backgrounds and must always come in from the top right corner of an element.

