

nile

# Branding Guidelines

V1.3 MARCH 2025

**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.

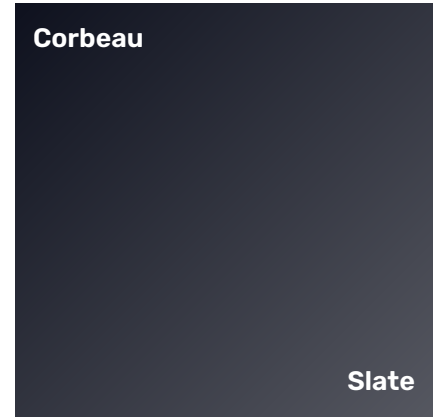
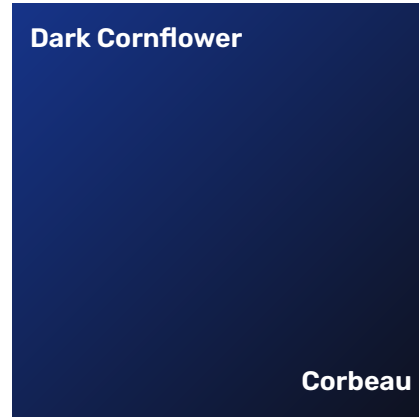
<b>Obsidian</b> HEX 262834 RGB 38, 40, 52 CMYK 27, 23, 0, 80	<b>Slate</b> HEX 565861 RGB 86, 88, 97 CMYK 11, 9, 0, 62	<b>Smoke</b> HEX 6E7078 RGB 110, 112, 120 CMYK 8, 7, 0, 53
<b>Rhino</b> HEX 86888E RGB 134, 136, 142 CMYK 6, 4, 0, 44	<b>Steel</b> HEX B6B7BB RGB 182, 183, 187 CMYK 3, 2, 0, 27	<b>Cloud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



# Color Palette

## Background Gradients

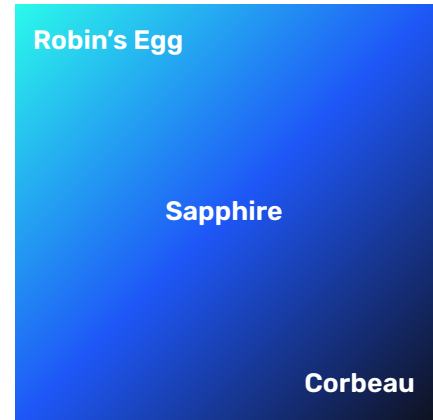
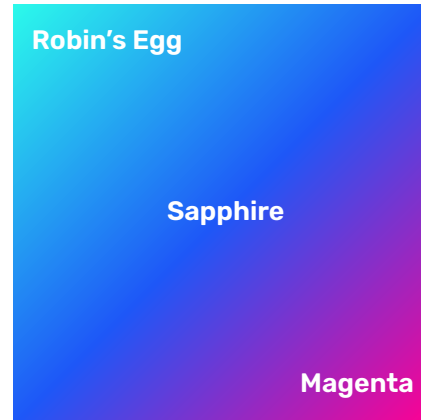
There are four acceptable gradients to use for backgrounds. These may not be manipulated in any way except for the direction of the gradient. These should only be used in a linear gradient, with the exception of circles which can be used with a radial gradient.



# 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.



# 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.

