# nile

# Brand Identity Guidelines

Visual Identity System

v1.0 | February 2026

# Overview

Nile's brand identity is defined by a cohesive visual system that includes logo, color, typography, imagery, and design standards. Together, these elements shape how Nile is experienced across every touchpoint.

This brand book outlines the core standards for applying the Nile brand across channels and formats to ensure a consistent and credible presence. These guidelines must be followed by all Nile team members, agencies, and partners to protect and strengthen the brand.

For questions, exceptions, or use cases not covered in this guide, please contact the Brand team at brand@nilesecure.com before creating or publishing assets.

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# 01. Logo System

# The Nile Logo

The Nile logo is the most recognizable expression of our brand. It is designed as a balanced system of symbol and wordmark, built with precise proportions to ensure clarity, consistency, and scalability across all applications.

The logo should always be used in its approved forms and proportions to maintain visual integrity.

**Favicon / Shield Mark Usage:**

The shield icon may be used independently only where the full logo is not practical and where the application is brand-led rather than message-led, such as website favicons, merchandise, brand covers, and large-format graphics.

The shield mark is a secondary brand identifier and should never replace the full logo where space permits.

## Corporate logo





Favicon / Shield Mark

## Construction



The Nile logo combines the shield symbol and wordmark in fixed proportions that must not be altered.

# Logo Color Palette

The Nile logo uses a defined set of primary colors that are integral to its identity and must be applied exactly as specified.

The primary logo shield uses a Solar Amber–Solar Crimson gradient and should always be reproduced as shown. A solid Solar Amber shield is permitted only in print applications where gradient reproduction is not technically feasible.

Do not alter, substitute, or recreate the logo colors. Always use the approved color values provided in this guide.

Solar Amber — Nile Blue

Solar Crimson

## Colors

| Nile Blue | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2388 C | 14 | 78 | 175 | 95 | 77 | 0 | 0 | #0E4EAF |

| Solar Amber | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 1505 C | 255 | 102 | 0 | 0 | 74 | 100 | 0 | #FF6600 |

| Solar Crimson | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 1788 C | 238 | 74 | 89 | 0 | 86 | 59 | 0 | #EE4A59 |

*CMYK values may vary by print process*

# Logo Variations

The primary full-color Nile logo is the preferred version and should be used whenever possible.

Always select the logo that offers the highest contrast and clarity for its background.

**Primary logo usage**

- **Full color (Nile Blue + Solar Amber):** Use on white or light backgrounds.

- **White + Solar Amber:** Icon in color, wordmark in white. Use on black or medium-to-dark backgrounds.

**Alternate logo usage**

- **Single-color (All White or All Black):** For print when Pantone or four-color process is not available.

## Primary logo usage
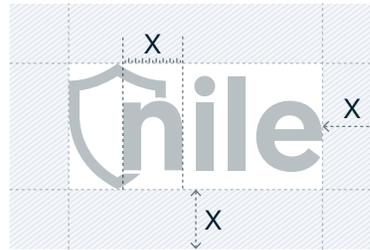


## Alternate logo usage

# Logo Clear Space & Sizing

To ensure clarity and consistency, the Nile logo must always be displayed with adequate clear space, correct sizing, and proper proportion.

Minimum size requirements apply across digital and print applications and must be followed to maintain legibility.

## Clear space guidelines



Maintain a minimum clear space around the logo equal to the width of the "n" in the wordmark (X).

This clear space ensures visibility and legibility across all applications.

No other elements may enter this area.

## Minimum logo size

**Digital:** absolute minimum 45 px wide

**Print:** absolute minimum 20 mm wide

## Size proportion for co-branding

nile | Company Logo

When used alongside partner logos, the Nile logo must appear at equal or greater visual prominence.

Logos should be aligned and separated using a fine rule sized to the height of the combined logo lockup.

# Unacceptable Logo Usage

To protect the integrity of the Nile brand, the logo must never be altered, distorted, or used inconsistently.

The examples shown here illustrate **unacceptable uses of the Nile logo** and must be avoided in all applications.

If there is any uncertainty about logo usage, **contact the Brand team at brand@nilesecure.com before proceeding.**

## ✖ Do not use outdated logos

Do not use previous or legacy versions of the Nile logo. Only the current, approved logo may be used.

## ✖ Do not change logo colors

Do not alter, recolor, or apply effects to the logo. Use only approved color versions as specified in this guide.

## ✖ Do not split logo elements

Do not separate the shield and wordmark.

## ✖ Do not modify the logo

Do not alter typeface, stretch, rotate, skew, outline, or apply shadows, or other visual effects.

## ✖ Do not place inside containers

Do not enclose the logo in a box or any other shape unless explicitly approved.

## ✖ Do not use busy backgrounds

Do not place the logo on a busy background or any solid background that does not provide strong contrast with the logo colours.
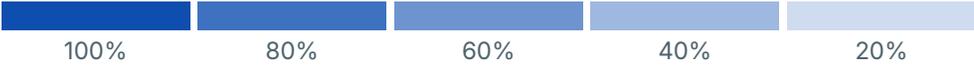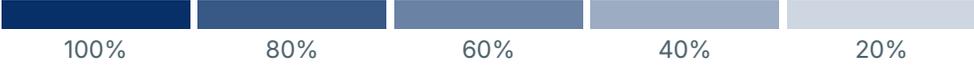
# 02. Color Palette

# Primary Colors

The Nile color palette conveys trust, clarity, and confidence across all brand touchpoints.

Nile Blue is the primary brand color and the foundation of the visual identity. It anchors all communications and establishes consistency across digital and print experiences.

Deep Nile Blue and Bright Nile Blue extend the core palette, enabling flexibility while maintaining a cohesive and unified system. These colors should remain dominant across all applications.

### Nile Blue

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2388 C | 14 | 78 | 175 | 95 | 77 | 0 | 0 | #0E4EAF |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

### Deep Nile Blue

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2945 C | 7 | 47 | 104 | 100 | 90 | 31 | 21 | #072F68 |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

### Bright Nile Blue

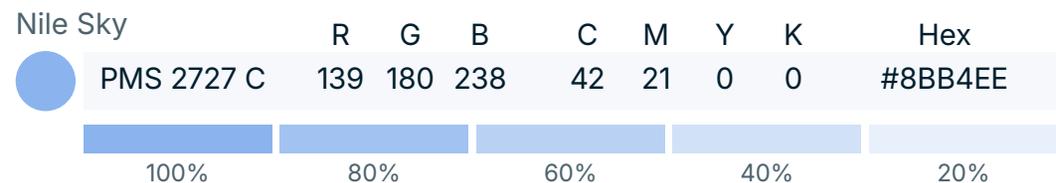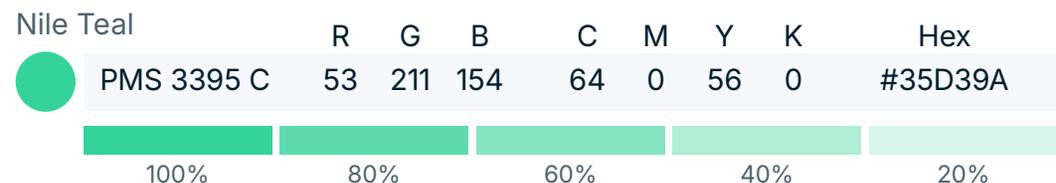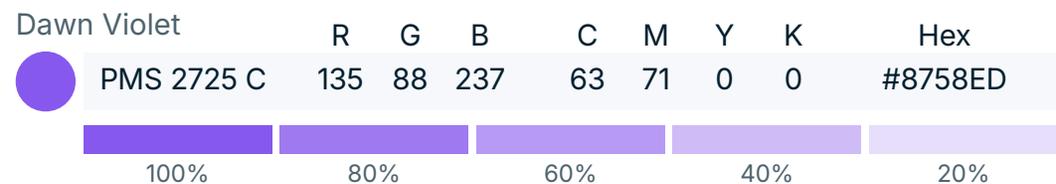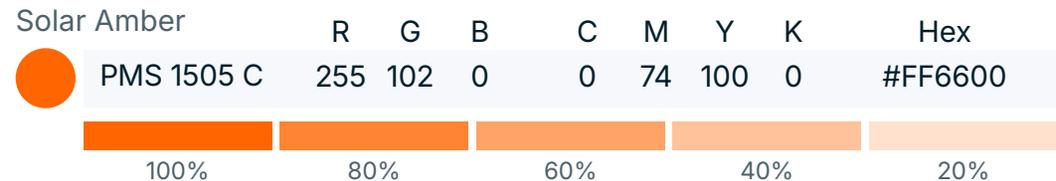| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2945 C | 32 | 112 | 225 | 80 | 57 | 0 | 0 | #2070E1 |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

*CMYK values may vary by print process*

# Secondary Colors

The Nile secondary color palette includes Solar Amber, Nile Teal, Dawn Violet, and Nile Sky.

These colors are used to introduce emphasis, energy, and visual contrast while supporting the primary blue palette. Secondary colors should be applied sparingly, typically accounting for no more than 10–20% of any composition.

Usage should be intentional and focused, reserved for moments of emphasis such as highlights, calls to action, data points, and key visual moments. Secondary colors should never overpower the primary blues.

## Solar Amber

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 1505 C | 255 | 102 | 0 | 0 | 74 | 100 | 0 | #FF6600 |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

## Dawn Violet

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2725 C | 135 | 88 | 237 | 63 | 71 | 0 | 0 | #8758ED |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

## Nile Teal

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 3395 C | 53 | 211 | 154 | 64 | 0 | 56 | 0 | #35D39A |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

## Nile Sky

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| PMS 2727 C | 139 | 180 | 238 | 42 | 21 | 0 | 0 | #8BB4EE |

| 100% | 80% | 60% | 40% | 20% |
|---|---|---|---|---|

*CMYK values may vary by print process*

# Neutral Colors

The Nile neutral palette provides balance, readability, and breathing room across the visual system.

These colors are designed to support content clarity and accessibility, particularly for typography, backgrounds, and interface elements. Neutral tones should remain understated and functional, allowing primary and secondary brand colors to stand out where emphasis is required.

## Text colors

**Nile Ink**

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| | 0 | 30 | 45 | 91 | 73 | 56 | 68 | #001E2D |

Primary body text for maximum readability

**Nile Slate**

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| | 77 | 98 | 108 | 72 | 52 | 45 | 20 | #4D626C |

Muted or secondary text

**White**

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| | 255 | 255 | 255 | 0 | 0 | 0 | 0 | #FFFFFF |

Text on dark or brand-colored backgrounds

## Background neutrals

**White**

| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| | 255 | 255 | 255 | 0 | 0 | 0 | 0 | #FFFFFF |

**Cloud Mist**
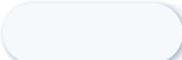
| | R | G | B | C | M | Y | K | Hex |
|---|---|---|---|---|---|---|---|---|
| | 246 | 248 | 251 | 2 | 1 | 0 | 0 | #F6F8FB |

Light, open surfaces for content-heavy layouts
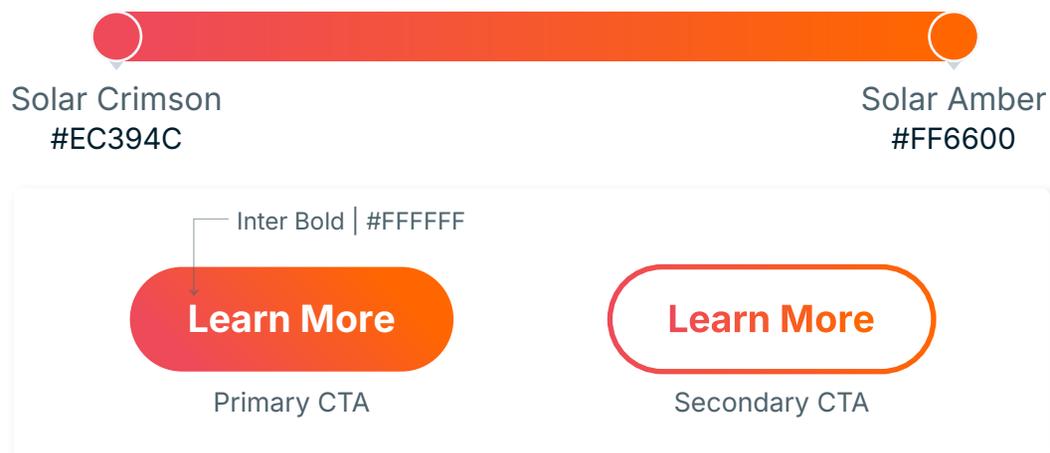
*CMYK values may vary by print process*

# CTA Colors

Call-to-action (CTA) buttons must always use the Solar Crimson–Solar Amber gradient. This gradient creates a dynamic, balanced, and visually comfortable call to action while maintaining strong brand recognition. Solid accent colors must not be used for CTA buttons.
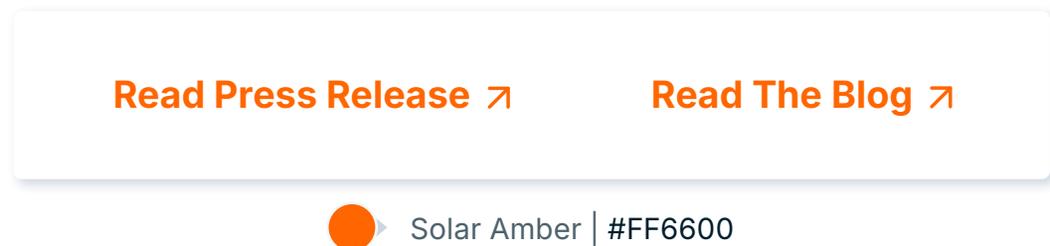
CTA text should appear in solid Solar Amber or white, depending on contrast requirements.

This rule applies across all digital experiences, including web, landing pages, and product interfaces.

## CTA buttons

Solar Crimson
#EC394C

Solar Amber
#FF6600

Inter Bold │ #FFFFFF

**Learn More**

Primary CTA

**Learn More**

Secondary CTA

## CTA text

**Read Press Release** ↗      **Read The Blog** ↗

Solar Amber │ #FF6600

# Background Colors

The Nile brand gradient is designed to evoke motion and forward momentum. It represents the convergence of trust, energy, and progress within the brand.

The gradient is composed of Nile Blue, Solar Crimson, and Solar Amber and should be used sparingly to introduce dynamism. Recommended applications include website tickers, section dividers, highlight strips, and select brand moments.

Background colors across digital and print applications include a controlled mix of solid colors and gradients, as defined below. These backgrounds should support content clarity and never compete with primary messaging.

## Brand gradient

| Nile Blue | Solar Crimson | Solar Amber |
|---|---|---|
| #0E4EAF | #EC394C | #FF6600 |

## Gradient backgrounds

| #0E4EAF | #2070E1 | #F6F8FB |
|---|---|---|
| #072F68 | #072F68 | #8BB4EE |

## Solid backgrounds
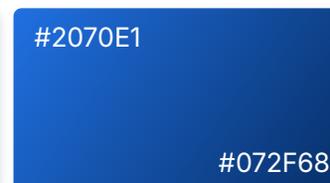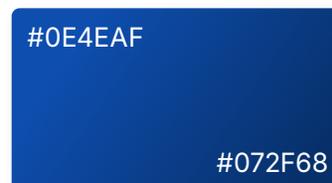
| #0E4EAF | #072F68 | #FFFFFF | #F6F8FB |
|---|---|---|---|
| Dark 1 | Dark 2 | Light 1 | Light 2 |

# 03. Typography

# Typography

Inter is the primary typeface for the Nile brand and must be used across all digital and print brand communications, including websites, advertisements, banners, and marketing collateral.

**Type hierarchy**

- **Inter Semibold:**
  Used for headlines and subheadings

- **Inter Regular:**
  Used for body copy and long-form content

- **Inter Bold:**
  Reserved for CTA text

For internal and editable documents such as PowerPoint presentations and Word files, use Arial.

Arial is selected to ensure compatibility and consistency across Windows and macOS systems when brand fonts are unavailable.

Do not substitute or mix additional typefaces within the Nile brand system.

## Inter (Regular, Semibold & Bold)

Inter Semibold
56pt | #001E2D → **This is the headline**

Inter Semibold
36pt | #001E2D → **This is the sub-headline**

Inter Regular
20pt | #001E2D → Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad min veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut.

Inter Bold
20pt | #001E2D → **Learn More** ↗

## Arial (Regular & Bold)

ABCDEF  abcdef
123456789

**ABCDEF abcdef**
**123456789**

# 04. Textures & Patterns

# Textures & Patterns

Nile textures and patterns are a supporting visual layer used to express the secured networking fabric—flow, protection, intelligence, and connectivity.

These elements add depth and visual interest when subtly overlaid on brand layouts, photography, and lifestyle imagery, and are commonly used across banners, ads, campaign assets, and digital experiences.

**Textures and patterns must always:**

- Be treated only in approved Nile brand colors or gradients
- Be used with low opacity to support, not compete with, primary content
- Preserve clarity and legibility of logos, headlines, and CTAs

These assets are intended for use only by Nile's internal design team and approved agencies. They should be applied consistently and with restraint to maintain a cohesive and premium brand expression.
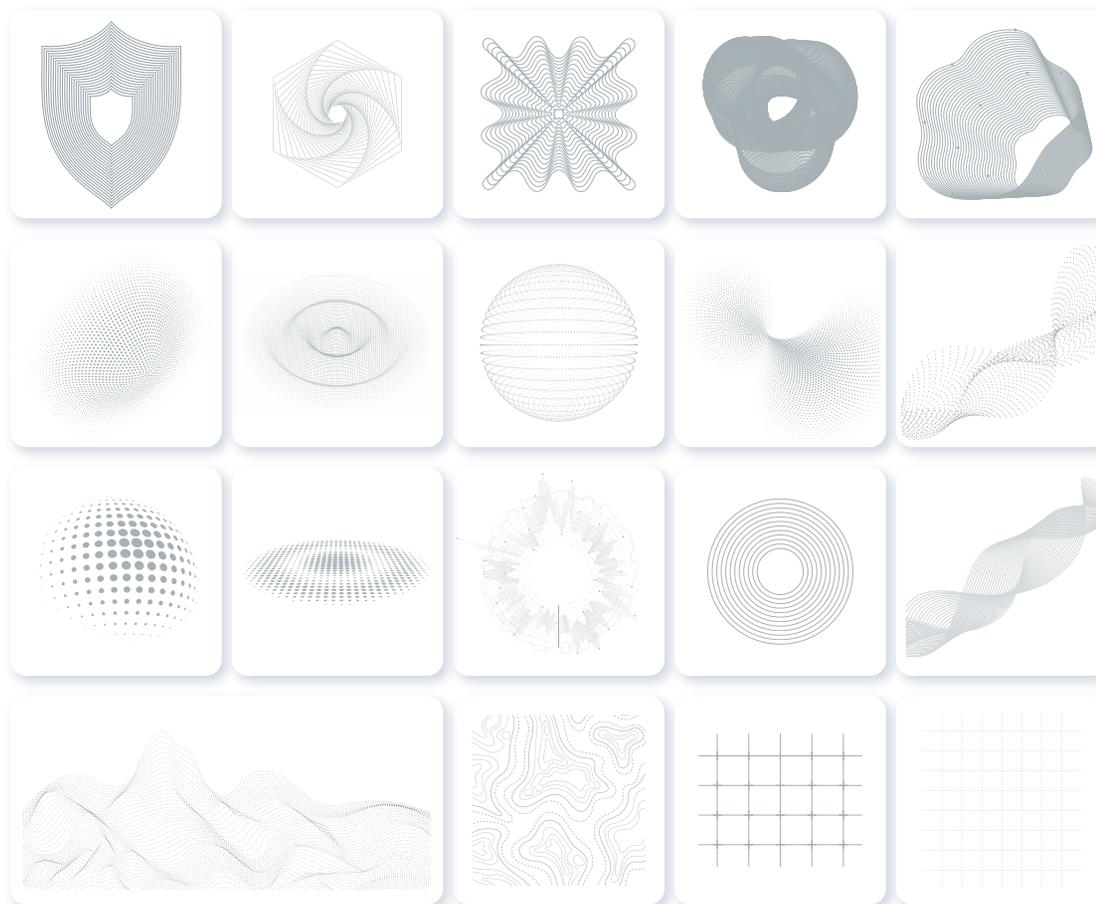


❌ Do not use as standalone backgrounds without supporting content
❌ Do not distort, recolor, or combine multiple patterns in a single layout
❌ Avoid dense placement behind body text or CTA text

# 05. Iconography

# Iconography

Icons are a supporting visual element and must be used sparingly.

They are not a replacement for text or bullet points, and should only be used when they add clarity to the message. Inconsistent or excessive icon use reduces comprehension and weakens communication.
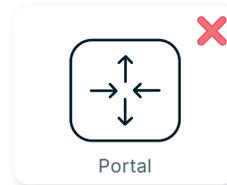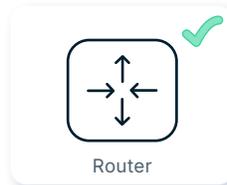
If a suitable icon does not exist for a concept, use text or an alternative visual approach instead.

## Lineart icon

Use lineart icons only.

Filled, solid, or mixed-style icons are not permitted.

## Do not repurpose icons

Router

Portal

Icons must only represent their assigned meaning. Do not reuse an icon to imply a different concept.

Labels or supporting text are recommended where clarity is required. Icons may be used without text only when the meaning is universally clear.

## Icon colors

Gateway

Gateway

Gateway

Gateway
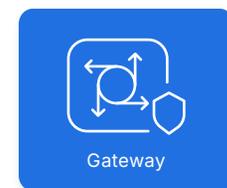
Use Nile icons in Nile Ink (#001E2D) or Nile Blue (#0E4EAF) on white or light backgrounds to maintain maximum contrast.

On dark backgrounds, primary brand colors, or gradients, use icons in white only.

Always prioritize contrast and legibility.

*Do not alter stroke weight, corner radius, or proportions of icons.*

# 06. Photography

# Photography

Photography plays a key role in expressing the Nile brand.

Imagery should depict real people in authentic, everyday environments—primarily in business, technology, and modern work settings. Photos should feel confident, calm, and intelligent, reflecting trust, innovation, and clarity.

Avoid staged, overly polished, or exaggerated visuals. Imagery should feel natural, contemporary, and human.

Photography should follow a consistent visual treatment to align with the brand system.

Images should be desaturated by approximately 30% to create a controlled, cohesive look. Brand textures or patterns may be applied as subtle overlays using only approved primary or secondary brand colors.



Photography should reflect diversity across people, roles, and environments. Final image selection and treatments should be reviewed by the Nile design team.

## Photo treatment

Examples below illustrate approved photo treatments.



Original image      Desaturated (30%)    Cool tone overlay ✅

# 07. PowerPoint

# PowerPoint

PowerPoint is a primary channel for communicating the Nile story—whether with customers, partners, or at industry events. Every slide should clearly and consistently reflect the Nile brand.

Using the approved templates and design standards ensures clarity, consistency, and immediate brand recognition across all presentations.

**Guidelines:**

- Use approved templates only.

- Follow defined fonts and colors. Arial is the standard font for PowerPoint and Word.

- Do not rely on color alone to convey meaning.

- Keep slide footers visible with correct copyright.

Any deviation from these standards requires prior approval from the Brand team.
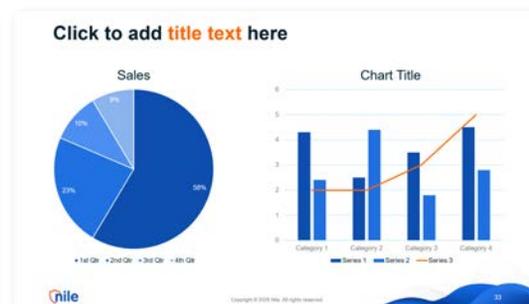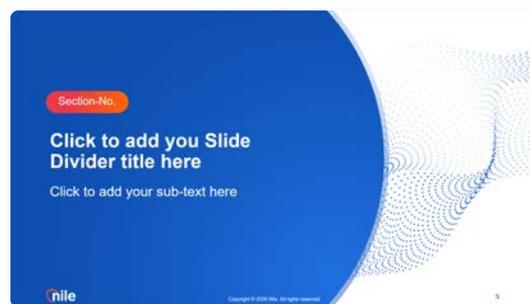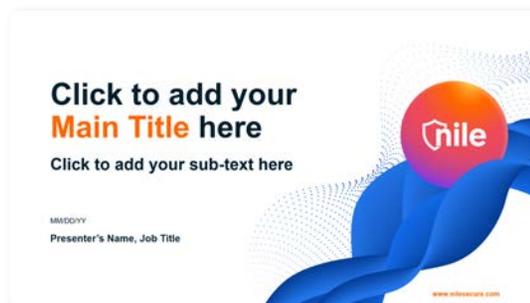
# 08. Brand In Action

# Brand In Action

These examples show how the Nile brand comes to life across real-world touchpoints.

They are representative, not exhaustive, and demonstrate correct application of the brand system.

While formats may vary, the core brand elements, logo, color, typography, and tone, must remain consistent.

## Datasheet



## Report & eBook



*These examples illustrate intent and quality standards—not fixed layouts.*

# Brand In Action

## Digital Banner



## Merchandise



## Print





*These examples illustrate intent and quality standards—not fixed layouts.*

# nile

This guide exists to ensure the Nile brand is expressed clearly, consistently, and confidently across every touchpoint.

When applied correctly, our brand strengthens recognition, builds trust, and reflects the quality of our work.

For questions, exceptions, or new use cases not covered here, please contact the Brand team at brand@nilesecure.com before creating new assets.

Thank you for helping protect and elevate the Nile brand.

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