

Nimvelo.

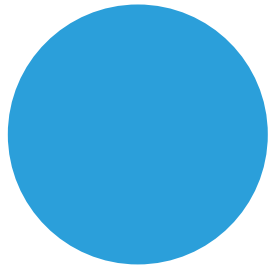
Brand guidelines

2015 v.2



Nimvelo colour palette.

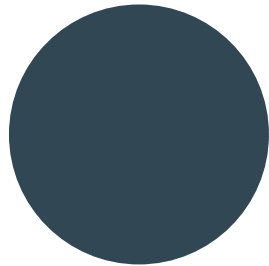
These are the Nimvelo brand colours. Aren't they lovely?



Sky Blue

C - 72%
M - 22%
Y - 0%
K - 0%

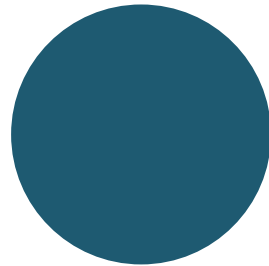
26a0da



Sky at night

C - 82%
M - 63%
Y - 49%
K - 35%

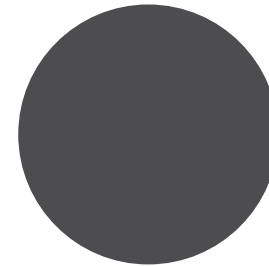
314755



Overlay

C - 90%
M - 57%
Y - 40%
K - 19%

1e5a71



Copy

C - 0%
M - 0%
Y - 0%
K - 85%

4d4d4f

Gotham Rounded

What pretty font is that? Good question, it's Gotham rounded (which sounds a bit like something out of Batman, but cooler). Gotham Rounded is clean, light, open and inviting (just like us). It's also strong, solid and structured in the way it's been constructed (also like us). Ultimately, it's assured and has a certain charisma as well as being timeless and beautiful.

Gotham
Rounded

A B C

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&0123456789*#@+<=>'"%?£\$

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&0123456789*#@+<=>'"%?£\$

The Nimvelo logo



Nimvelo.

Forget the font, what is that beautiful logo? Again, great question. That right there is the Nimvelo logo. It's our trademark, our identity, and the core of our visual identity.

Nimvelo.



30mm

Nimvelo.

50mm

Nimvelo.

80mm

Scalability of the logo.



This is the Nimvelo monogram which is used when there isn't enough room for the full logo. It is also used as a profile image on social media channels.

Logo rules.

1. Do not rearrange the elements of the logo.
2. Do not squash or distort the proportions of the logo.
3. Do not add unnecessary effects to the logo.
4. Do not alter the colour of the logo to match non-brand colours.
5. Do not sit the logo on backgrounds that are too busy.

1. **Nimvelo.**

2. **Nimvelo.**

3. **Nimvelo.**

4. **Nimvelo.**

5. **Nimvelo.**

The image shows a server rack with many blue network cables plugged into ports. The Nimvelo logo is overlaid in a semi-transparent dark blue color across the center of the image.

Icons.

Hello icons, nice to meet you. These are the six brand icons that are used independently of the logo to visually distinguish Nimvelo products and their sub-brands.



Mobile



API



Phone



Partners



International



No Contract