Nimvelo.

Brand guidelines
2015 v.2

The following pages showcase your new brand and visual identity.

An Introduction.

Hey, how's it going? You, dear reader, have just stumbled upon the Nimvelo brand guidelines.

The following pages outline the Nimvelo way of doing things and act as a starting point for how we think about the world. Our branding is essential to our success and keeps us consistent across everything we do.

Whether you're new to Nimvelo, or a seasoned veteran, these guidelines will act as an introduction, refresher or gentle reminder of how and why we do the things we do.

The Nimvelo story

We're Nimvelo. We reinvent technology to get your business off the ground.
We look at the ways businesses interact with their people and use the latest technology to make things simple, beautiful and more effective. We innovate and mix things up to make technology useful and accessible for new and growing businesses.

Businesses run on effective communication. Whether it's saving time, money or effort, we invent more effective ways for businesses to operate.

Nimvelo. Inventing new ways of working.

Our values (the things people know us for)

Nimble

We know from experience small businesses and start-ups needs to be quick on their feet. If a customer wants to use our products but it doesn't suit their business, we always work quickly to find a solution. At Nimvelo, we always make it work.

Human

Technology can be confusing. We don't just make technology easier to use, we take complex language and make it clear enough for anyone to understand. Our human approach to technology sets us apart and makes us less robotic than our competitors.

Innovative

We invent new ways to help businesses communicate with their people. Nimvelo was born off the back of our own curiosity and ambition. These traits carry through to everything we do.
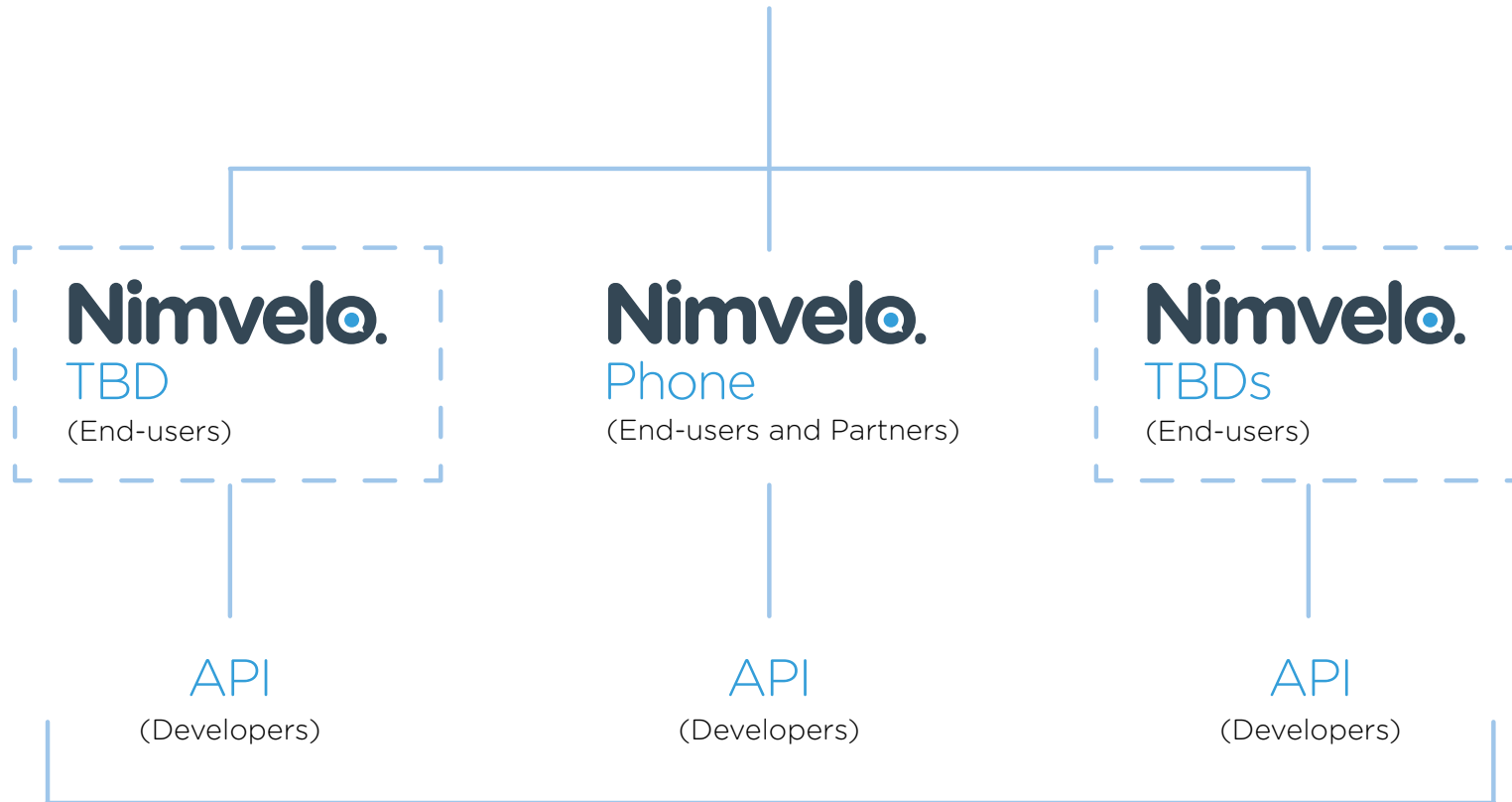
Ambitious

Nimvelo products and services are being used right now by new and emerging businesses across the UK, but it's only the beginning. Nimvelo was created by entrepreneurs, for entrepreneurs. Whether at work, or tinkering about at home, we are constantly looking for new ways to reinvent technology to help businesses run smoothly.
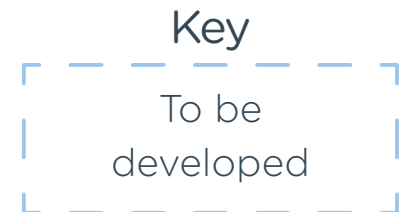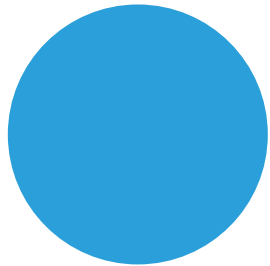
Brand architecture

Nimvelo.

Products

Nimvelo. TBD
(End-users)

Nimvelo. Phone
(End-users and Partners)

Nimvelo. TBDs
(End-users)

Access Points

API
(Developers)

API
(Developers)

API
(Developers)

Nimvelo. Marketplace
(End-users & Developers)

Key

To be developed

Nimvelo colour palette.

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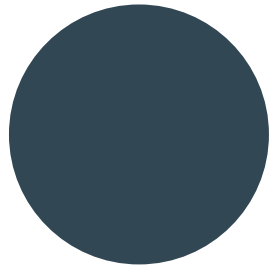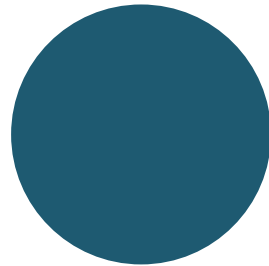
Sky Blue

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

26a0da

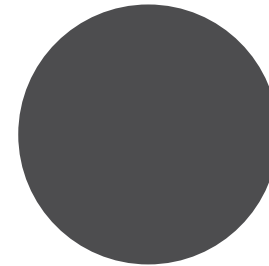**Sky at night**

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

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.

Logo reversed out

30mm

50mm

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.

2.

3.

4.

5.

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

Website.

Below, you'll see an example how the Nimvelo visual identity works in action. Lovely isn't it?

Nimvelo.

Home   Internet phone service   Support Status   Login

Say hello to Nimvelo Phone. The best phone system for your business.

Learn more

Answer anywhere
Calls can be answered anywhere regardless of

Look professional
Looks more professional than a mobile number

No contract
Completely free to try. Add or remove features at
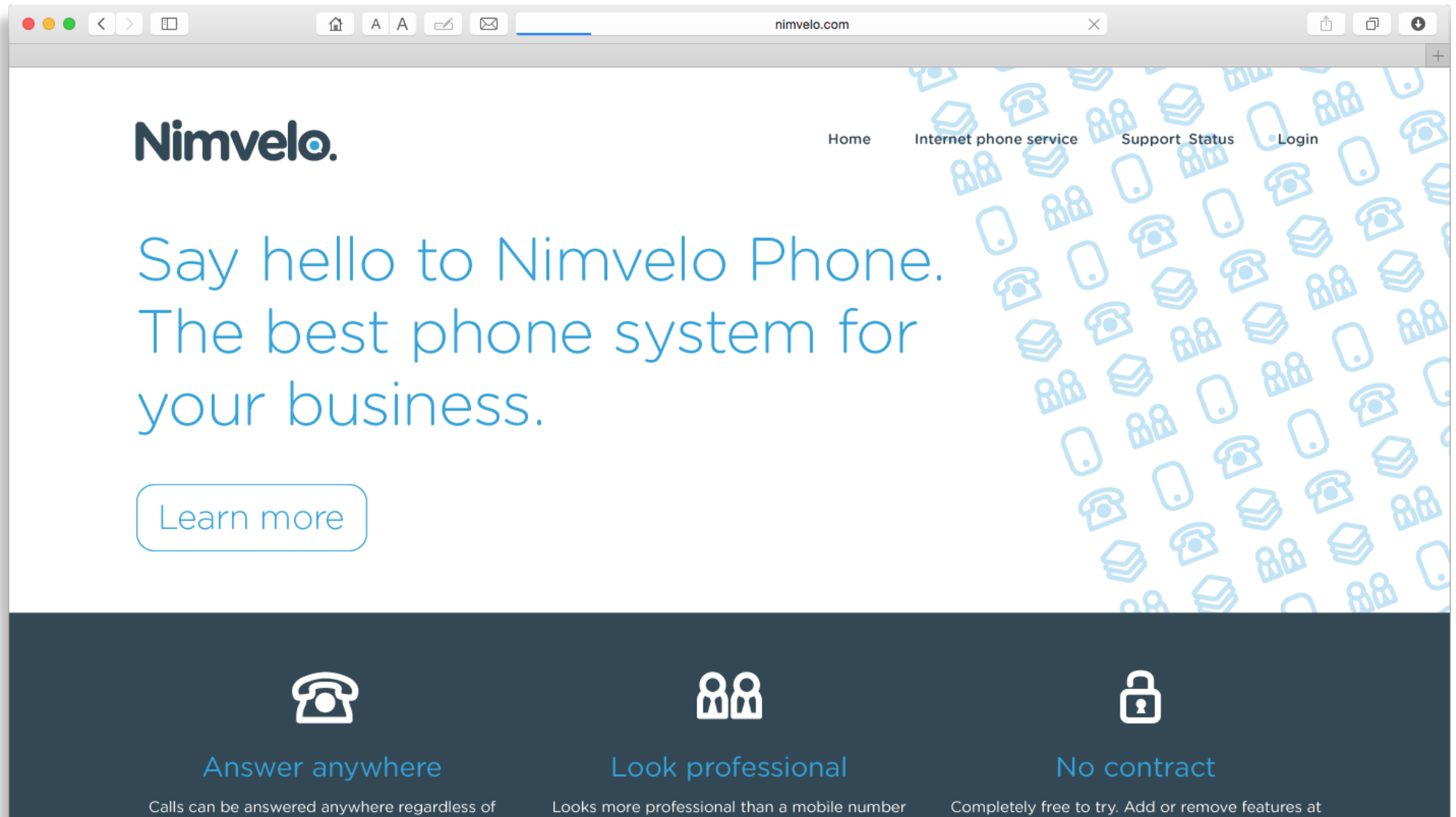
Tone of voice

Conversational

Nimvelo makes communication technology accessible for everyone. The way we speak, the way we write and the things we say should always reflect this. Start sentences with 'hello' and ask questions. It makes for a much friendlier dialogue, wouldn't you agree?

Human

Nimvelo is known for being a nimble, agile brand. Your target customers don't have time to read reams of text. If you can cut down a sentence, cut it down. The most effective writing removes the unnecessary, and focuses on the necessary.

Innovative

We are experts in our field, but our real skill is taking complex information and translating it into language anyone can understand. When you write something, try to consider whether your postman or your Nan would understand it. If the answers no, rewrite and rewrite again until the answer is yes. All of our communication should be simple and crystal clear.

Ambitious

Nimvelo is all about transparency and honest communication. People connect emotionally with companies that tell it like it is. This doesn't mean using clichéd words like 'transparent' but simply making sure you don't flower up language and make false claims. Just spell it out and tell it like it is. Our customers will reward us for it with loyalty.

Style guide

Style guide

Feeling stylish? Good. Here are some rules to make sure all Nimvelo content is consistent, clear and the right style.

General style

- Always keep language clear and concise.
- Keep your sentences short and get to the point quickly.
- Replace long words with short ones where possible.
- Avoid jargon and technical terms when you can.
- Avoid subjective concepts such as 'good' or 'bad' unless absolutely necessary.

Tone and person

- Use the active rather than passive voice – these have more energy and readability, e.g. you are, we will be.
- Write in the first person as much as possible – you, us etc. This helps engage your audience and make what you are saying more relevant to them.
- Use contractions (e.g. can't).
- Make sure copy is gender neutral wherever possible. Use them, their, they etc.

Our name and product names

- When referring to us, we are Nimvelo, but Nimvelo products should always be spelled out in full when referring to specific products (e.g. We are Nimvelo and we invented Nimvelo Phone).
- Our products should always have a capital first letter (e.g. Nimvelo Phone).

Dates

- Dates should be written with the number only and not with any additional letters, e.g. 28 February, not 28th February.

Style guide

Emphasising text

Underlining looks clumsy and reduces readability. You can use bold to emphasise or highlight words. This can work well as a document or paragraph title, or in **the middle of a sentence** or paragraph. Please use **Gotham Rounded Medium** for this.

Numbers

- Spell out numbers under 10 and use numerals for 10 upwards.
- Always use commas and decimal points when needed.
- Spell out large numbers if necessary e.g. one million instead of 1,000,000.
- If a number under 10 and a number over 10 appear in the same sentence, spell out all of the numbers for consistency, e.g. "Two people said they used their Nimvelo Phones twelve times an hour on average."

Abbreviations and acronyms

Abbreviations and acronyms should be restricted to situations in which they make things clearer or easier to read i.e. when your copy refers repeatedly to a lengthy name or term that has a commonly accepted abbreviation. For example, use 'voice over internet protocol' (VoIP), and then VoIP thereafter. However, terms like VoIP, API and PBX don't always need to be spelled out as they are commonly referred to in their abbreviated form and people don't need to know the full term unless absolutely necessary.

Punctuation

The general rule with punctuation is to use just enough for clarity. The most straightforward approach is to read a sentence aloud and add punctuation to explain the pauses you make when speaking.

Nimvelo.