The brand

In the next pages you will find the guidelines to follow in order to keep the consistency of the brand and use all of it’s elements correctly.

Primary Logo

The Icon and Wordmark should only be used together, as shown in the primary logo.
Colour palette

Ninox will use a color palette defined by the brands main blue, allowing variations between grey and black. Colour usage should represent confidence, responsibility and intelligence.

Primary colours

**Light blue**
- R:66 G:160 B:281
- C:62.8 M:30.8 Y:0 K:0
- HEX: #42a0ff
- Pantone: 298 C

**Main blue**
- R:35 G:107 B:250
- C:79.13 M:60.13 Y:0 K:0
- HEX: #236bfa
- Pantone: 2727 C

**Black**
- R:0 G:0 B:0
- C:100 M:100 Y:100 K:100
- HEX: #000000
- Pantone: Black 6 C

Logo gradient

[Diagram showing a gradient from Light blue to Main blue]
Secondary colours

In this toolkit, there are different secondary colour variations to be used when needed to fit a specific purpose.

Colours

R:240 G:242 B:245
C:4,26 M:2,39 Y:1,55 K:0
HEX: #f0f2f5
Pantone: 656 C

R:242 G:153 B:46
C:2,26 M:46,35 Y:93,23 K:0
HEX: #F2992E
Pantone: 715 C

In this toolkit, there are different Monochromatic variations of "Ninox Main Blue" available to use for specific purposes.

Represented in HEX values.
Clear space

To maintain the integrity of the logo, it’s important not to infringe on it’s space.

Minimum size.

The minimum size of the logo that may be used for print applications is:

- 18px - Height
- 56 px - Width
Colour variations

Please use the approved colour variations in which the logo can be used with.

Full colour Logo

Dark background

One colour logo

One colour greyscale

One colour logo

One colour greyscale
Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logo.

Do not change the logo colour

Do not add any effects to the logo

Do not distort or skew the logo

Do not rotate the logo

Do not resize any aspect or move any element of the logo

Do not use colours variations other than specified
Typography

We use Helvetica Neue as our primary font type for all text, headlines and body copy.

**Helvetica Neue Medium**

We use this font for headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ,.?! 1234556789

**Helvetica Neue Regular**

We use this font for sub headers or short body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz ,.?! 1234556789
**Typography size**

We use 4 different sizes on our typography when using it for digital purpose.

‘Helvetica neue regular’  
Copyys on the website are set to 17px using sentence case.

‘Helvetica neue regular’  
(h3) small headers are set to 24px using sentence case.

‘Helvetica neue regular’  
(h2) sub headers are set to 36px using sentence case.

‘Helvetica Neue Medium’  
Main headers are set to 46px using Word Case.
Icon usage

Icons need to be surrounded by a square with rounded corners.

Icon’s area construction

The square area is divided by 5 smaller squares ("X"), that sets the size for the circle defining our rounded borders, also sets the space between the icon and the background.

Depending on the icon orientation should consider top to bottom space priority or left to right spacing.
Icons

Icons are made to represent our set of features and templates, should only be used for digital purposes.

Icons background colour variations

- R:35 G:107 B:250  HEX: #236bfa
- R:83 G:188 B:138  HEX: #56bc8a
- R:167 G:125 B:194  HEX: #a77dc2
- R:242 G:153 B:46   HEX: #b2992e
- R:54 G:70 B:93    HEX: #36465d

Icons variation examples
Violations for icons

In order to maintain the integrity of the brand icons, never alter or use anything but the approved use.

- Do not resize any aspect or move any element
- Do not change the background form
- Do not distort or skew the icon
- Do not add any effects to the icon
- Do not use colours variations other than specified
- Do not rotate the icon
Screenshots

Screenshots are made to represent our set of features in the Ninox Application.

Full Screenshots

Full screen picture of the Ninox Application.

Details

- Aspect Ratio of 4:3.
- Size may vary. (maintaining same ratio.)

Size Examples

<table>
<thead>
<tr>
<th>W</th>
<th>H</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>2400</td>
<td>1800</td>
<td>4:3 Ratio Sizes in Pixels</td>
</tr>
<tr>
<td>1920</td>
<td>1440</td>
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<td>1600</td>
<td>1200</td>
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<td>1280</td>
<td>960</td>
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<tr>
<td>800</td>
<td>600</td>
<td></td>
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</tbody>
</table>

Header = Adjusted to the fit the Screenshot purpose. (Consider different devices.)
Detailed Screenshots

Detailed screenshots are made to show specific set of features or processes inside the Ninox Application.

Uses.

Various detailed screenshots can be combined for different purposes.

Details

- Aspect Ratio may variate.
- Size may change.
- Header is not mandatory.
- No overlapping

User Icon = Icon shown will be the Unauthenticated User.
(Maintaining consistency.)
Partner Badges
Partner badges

To maintain the integrity of the partner badge, it's important not to infringe on it's space.

Minimum size.

The minimum size of the icon that may be used is:

- 25 px - Height
- 25 px - Width

The area to respect starts at the end of the white border surrounding the badge. (this white border should be the same size as the blue border).
Partners badges variations

In order to maintain the integrity of the partner badges, never alter or use anything but the approved use.

Full colour badge on different backgrounds

It's recommended to use them on the same background colours as the icons.
Violations

In order to maintain the integrity of the partner badges, never alter or use anything but the approved use.

Do not recreate the badge in any way

Do not change the colour of the badge

Do not crop the badge

Do not add any effects to the badge

Do not distort or skew the badge

Do not rotate the badge