



Corporate Manual | Brand Guideline

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



Icon



Wordmark

Ninox

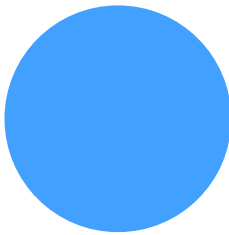
The Icon and Wordmark should only be used together, as shown in the primary logo.

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.

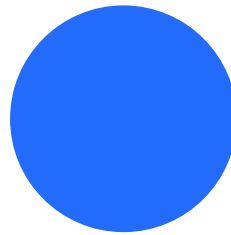
Primary colours

Light blue



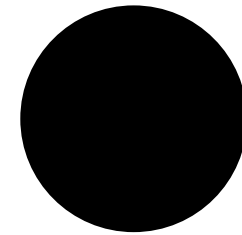
R:66 G:160 B:281
C:62,8 M:30,8 Y:0 K:0
HEX: #42a0ff
Pantone: 298 C

Main blue



R:35 G:107 B:250
C:79,13 M:60,13 Y:0 K:0
HEX: #236bfa
Pantone: 2727 C

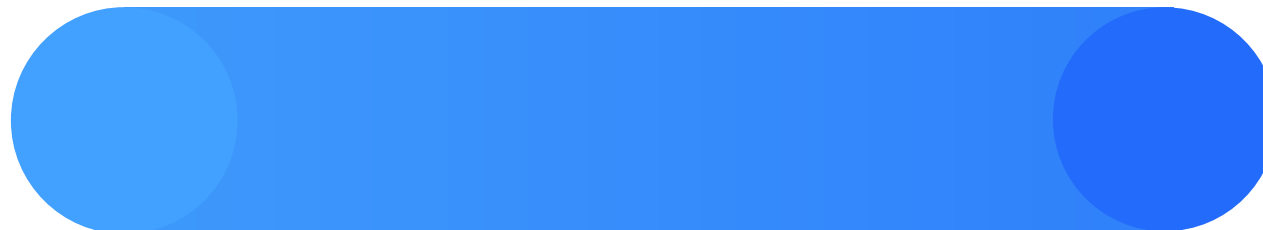
Black



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

Logo gradient

Light blue

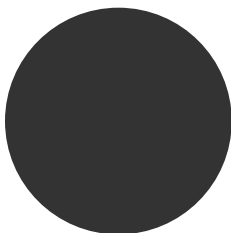


Main blue

Secondary colours

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

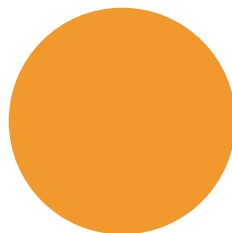
Colours



R:51 G:51 B:51
C:69,48 M:63,18 Y:62,15 K:58,36
HEX: #333333
Pantone: 446 C



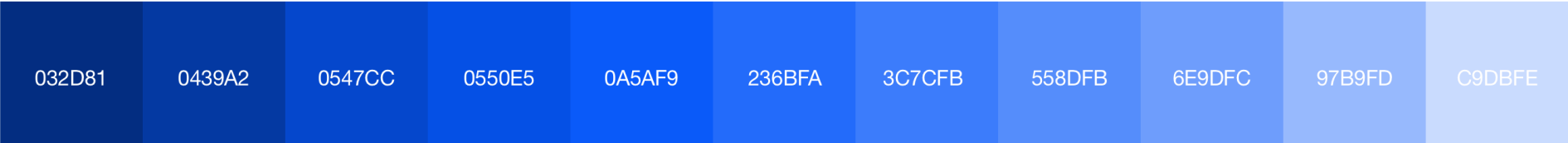
R:240 G:242 B:245
C:4,26 M:2,39 Y:1,55 K:0
HEX: #f0f2f5
Pantone: 656 C



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 logo
blue background



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 bodycopy.

Helvetica Neue Medium

We use this font for headers

Helvetica Neue Medium

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

Helvetica Neue Regular

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’

Copys 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.

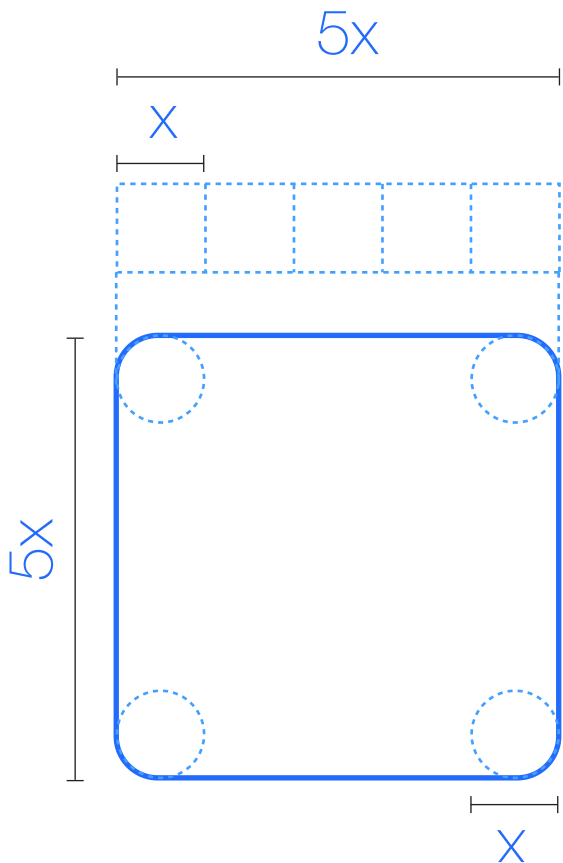
Icons



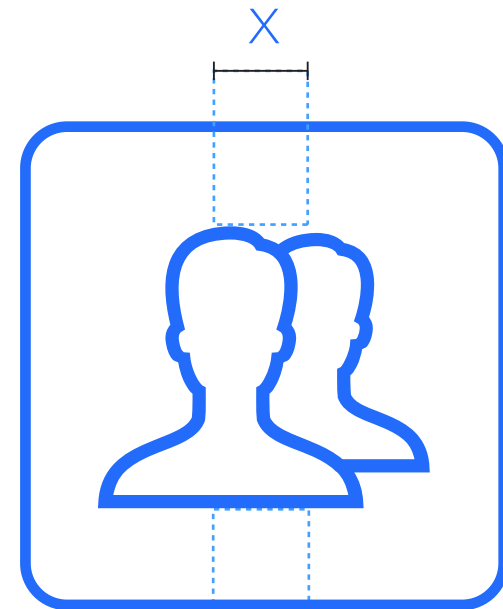
Icon usage

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.

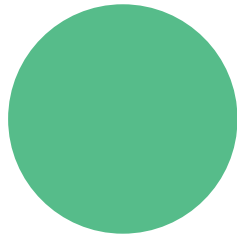
Icons

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

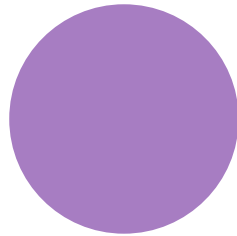
Icons background colour variations



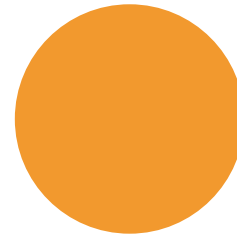
R:35 G:107 B:250
HEX: #236bfa



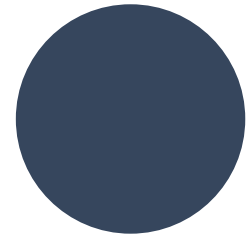
R:83 G:188 B:138
HEX: #56bc8a



R:167 G:125 B:194
HEX: #a77dc2



R:242 G:153 B:46
HEX: #p2992e



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



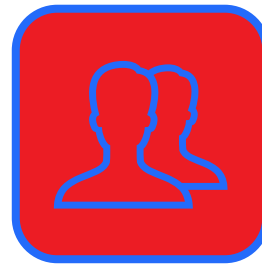
Do not change the background form



Do not distort or skew the icon



Do not add any effects to the icon



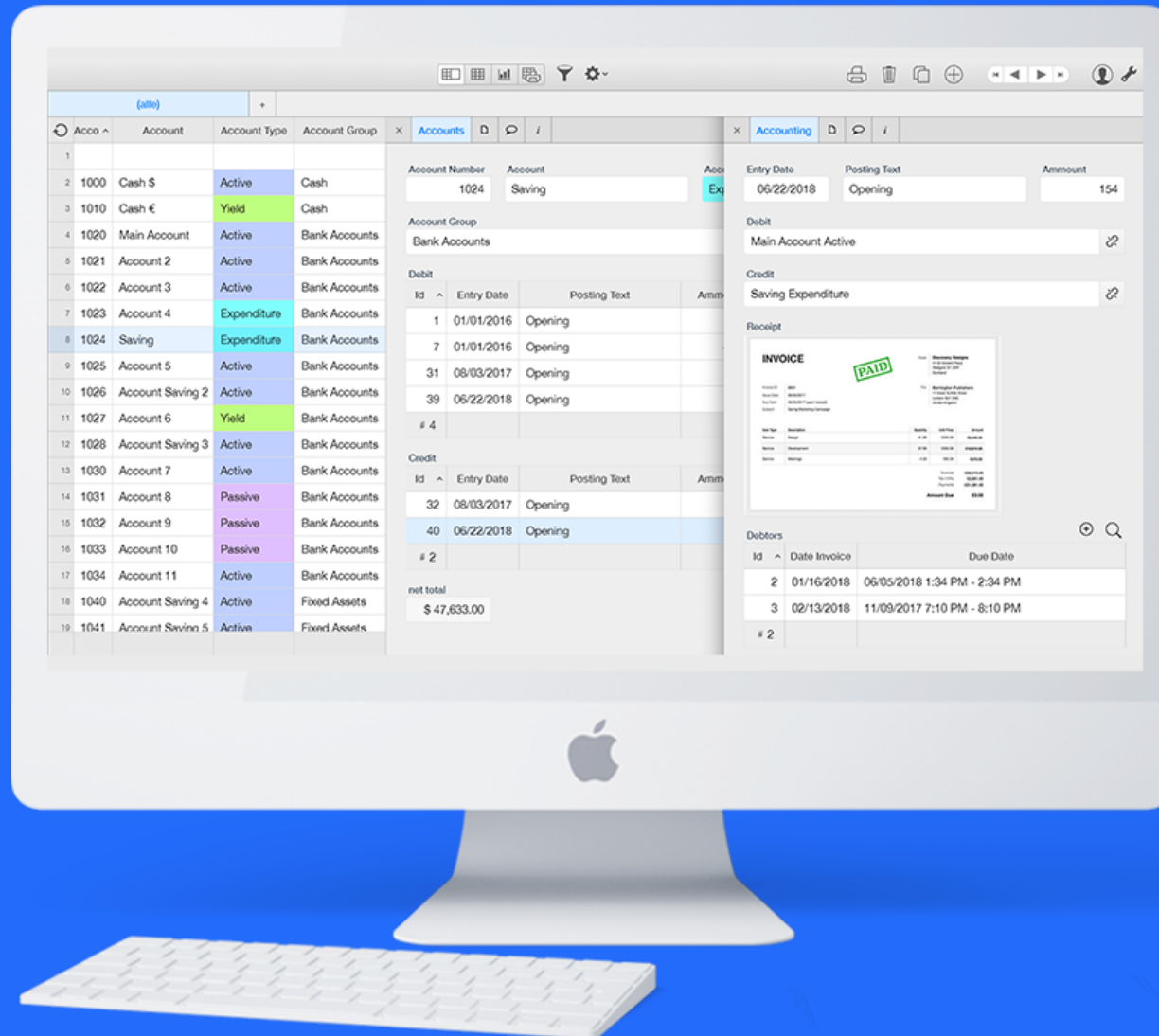
Do not use colours variations other than specified



Do not rotate the icon



Application Screenshots



Screenshots

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

Full Screenshots

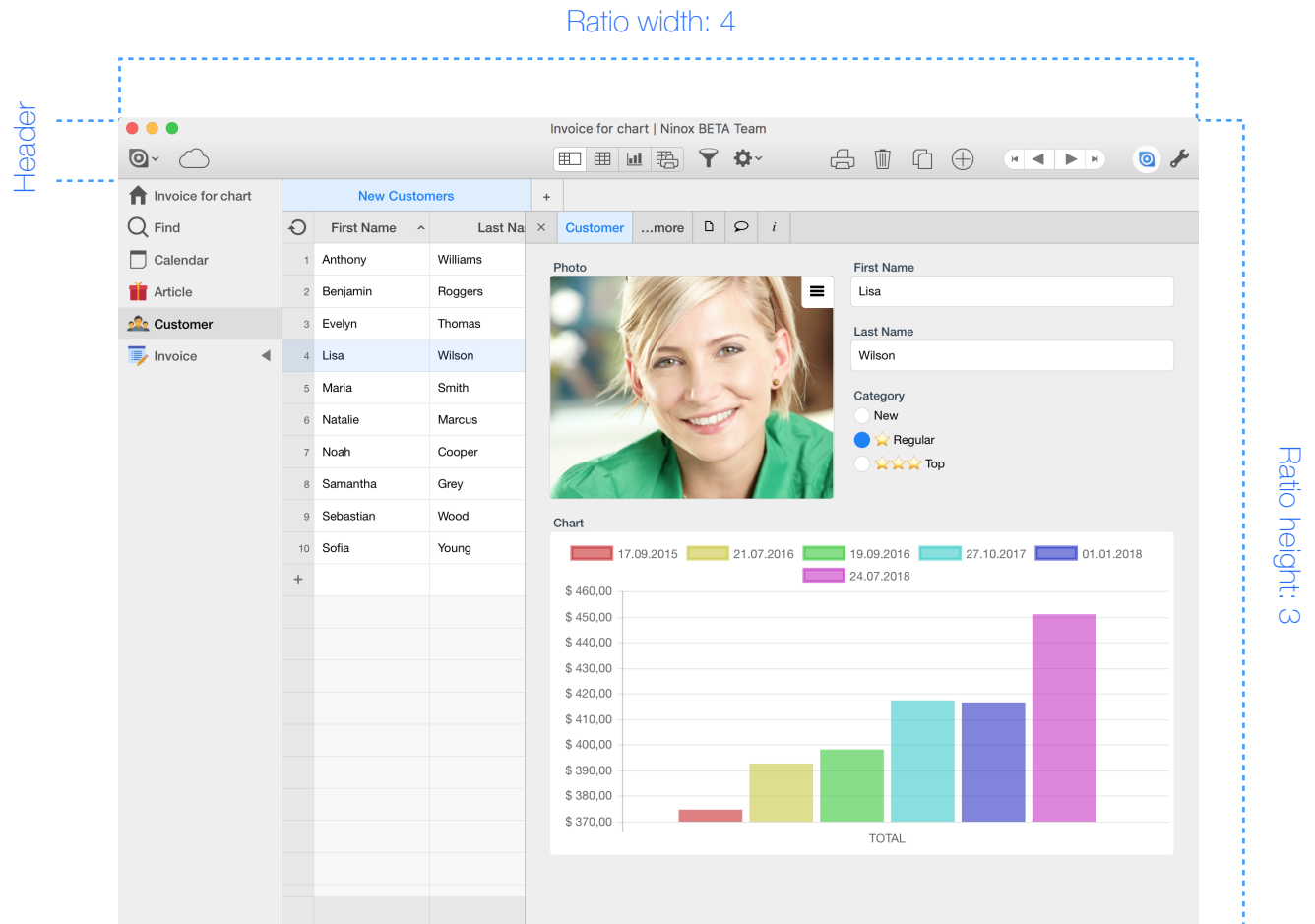
Full screen picture of the Ninox Application.

Details

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

Size Examples

4:3 Ratio Sizes in Pixels			
W	2400	H	1800
W	1920	H	1440
W	1600	H	1200
W	1280	H	960
W	800	H	600



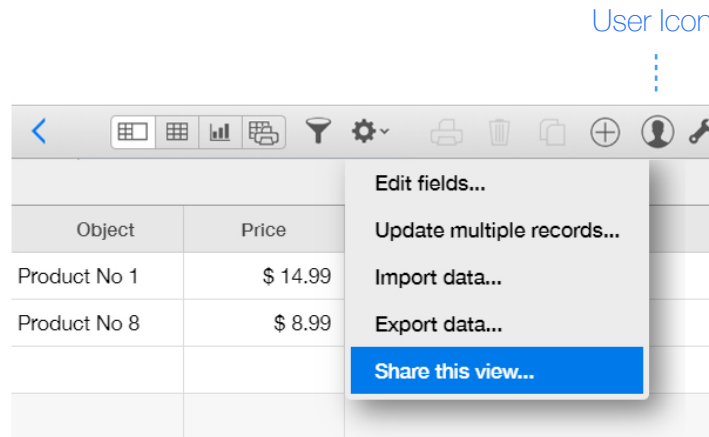
Header = Adjusted to the fit the Screenshot purpose.
(Consider different devices.)

Detailed Screenshots

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

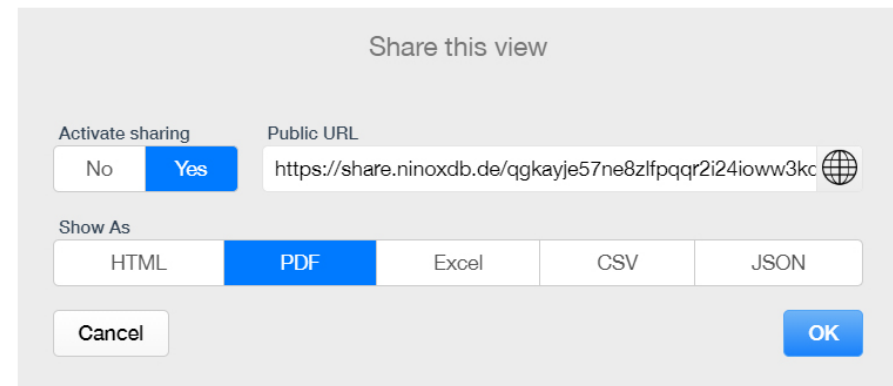
Uses.

Various detailed screenshots can be combined for different purposes.



Details

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



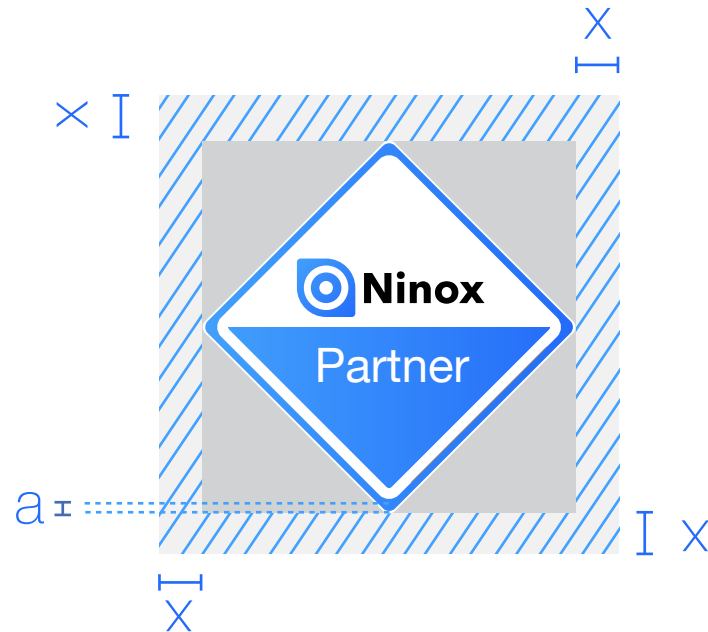
User Icon = Icon shown will be the Unauthenticated User.
(Maintaining consistency.)

Partner Badges



Partner badges

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

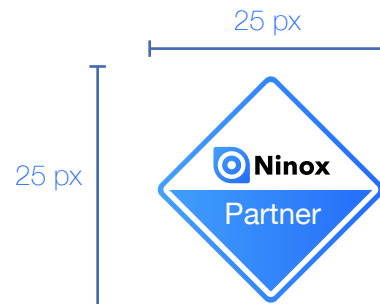


$a =$ The area to respect starts at the end of the white border surrounding the badge.
(this white border should be the same size as the blue border).

Minimum size.

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

- 25 px - Height
- 25 px - Width



Partners badges variations

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

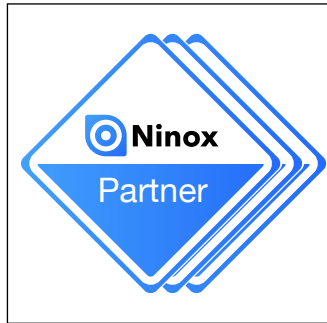
Full colour badge on different backgrounds

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



Violations

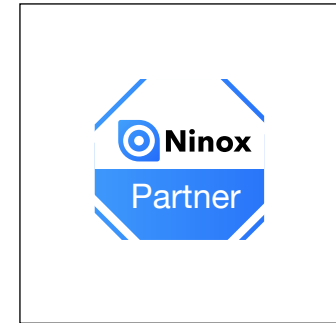
In order to maintain the integrity of the partner badges, never alter or use anything but the approved use.



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



