

# **NIRVANA**

## **BRAND GUIDELINES**

**NIRVANA**

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# LOGO

Our logo is a key element of our identity and provides instant recognition, therefore it is essential that it is always reproduced correctly. Our primary logo is the Nirvana orange version and is to be used on the majority of communications.

PRIMARY LOGO



**NIRVANA**

MONO LOGO



**NIRVANA**

REVERSE LOGO



**NIRVANA**

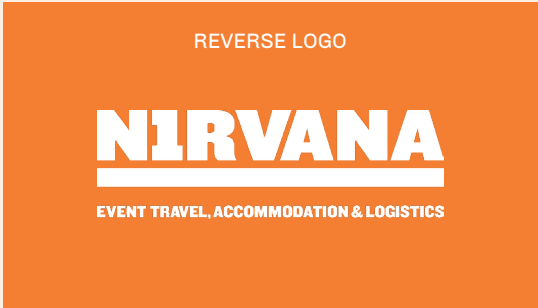
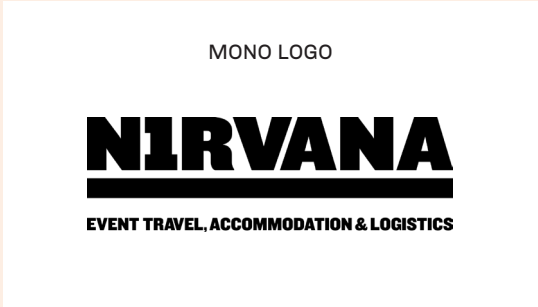
REVERSE MONO LOGO



**NIRVANA**

# LOGO

The Nirvana logo comes in two forms, with the business name in three colours the most commonly used. All logo's come in both PNG and JPEG format, however, PNG use against a transparent background is preferred.



# LOGO

## SOCIAL LOGOS

For use as social media profile picture and platforms.  
Dimensions: 1080px x 1080px

The logo consists of the word "NIRVANA" in a bold, white, sans-serif font. A thick white horizontal bar is positioned directly beneath the text. The entire logo is centered on a solid orange background.

STANDARD COLOUR COMBINATION



REVERSED COLOUR COMBINATION

# LOGO

## MINIMUM SPACE

In order to maintain the integrity of our logo it must always be surrounded by a minimum clear space, which must remain free from other graphic elements. This distance is equal to the x-height of the logo and should be increased when possible.



This spacing must also be used as a formula when positioning the logo on printed and digital media. Minimum size for both print and digital use is 10mm in height



# LOGO

## BIRTHDAY LOGOS

This year is our 25th birthday. To celebrate we have redesigned our logo to highlight our 25 years in business. These logos are light, fun and whimsical. A reflection of our celebration.



STANDARD COLOUR COMBINATION



SOCIAL MEDIA & REVERSED COLOUR COMBINATION

# LOGO RULES

## Do:

Use any of the brand colours outlined on page 7

Make sure the logo is visible on any background

## Don't:

Never scale the logo disproportionately

Never rotate the logo

Never use a colour outside of the brand palette

Never sit the logo in shapes

Never sit the logo on gradients or non-brand colours



### CORRECT USAGE

Full logo on legible background colour.



### INCORRECT USAGE

Ineligible background colour not within brand guidelines.



### CORRECT USAGE

Full logo outline legible on photo background.



### INCORRECT USAGE

Incorrect logo colour choice and logo in shape.

# COLOURS

Wherever elements of the visual identity appear, it is important that the exact colour specifications are used in order to maintain visual harmony. It is important that our colours are used consistently and correctly for both web and print.

## ORANGE

CMYK: 0/62/90/0  
RGB: 239/121/38  
HEX: ef7926

## WHITE

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

## DARK BLUE

CMYK: 100/96/32/25  
RGB: 20/13/99  
HEX: 140d63

## BLACK

CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000



# TYPOGRAPHY

An important part of building a distinctive visual identity is the consistent and correct use of typography. The primary typeface is the Chivo family. Its dynamic stylisation allows the brand messaging to speak clearly to the viewer whilst varying weights provide flexibility and diversity. Chivo is a Google font and is available [here](#).

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# TYPOGRAPHY

MAIN HEADLINE FONT

**CHIVO BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789;-?/!)**

Chivo Black is the font used for headlines and titles.

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COMPANY NAME

**NIRVANA**

The company name NIRVANA, wherever it appears, should always be written in all caps, to keep us inline with our partners like IRONMAN and UTMB.

SUPPORTING FONTS

**CHIVO BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789;-?/!)**

CHIVO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789;-?/!)

Chivo Bold and Chivo Regular can both be used as sub-heading, text or as an alternative to Chivo Black.

FORMAL COMMUNICATION FONTS

**CALIBRI BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789;-?/!)**

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789;-?/!)

Calibri is the font used for body text within content and all formal communication including internal and external emails, business letters etc.

[nirvanaeurope.com](http://nirvanaeurope.com)

**NIRVANA**

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