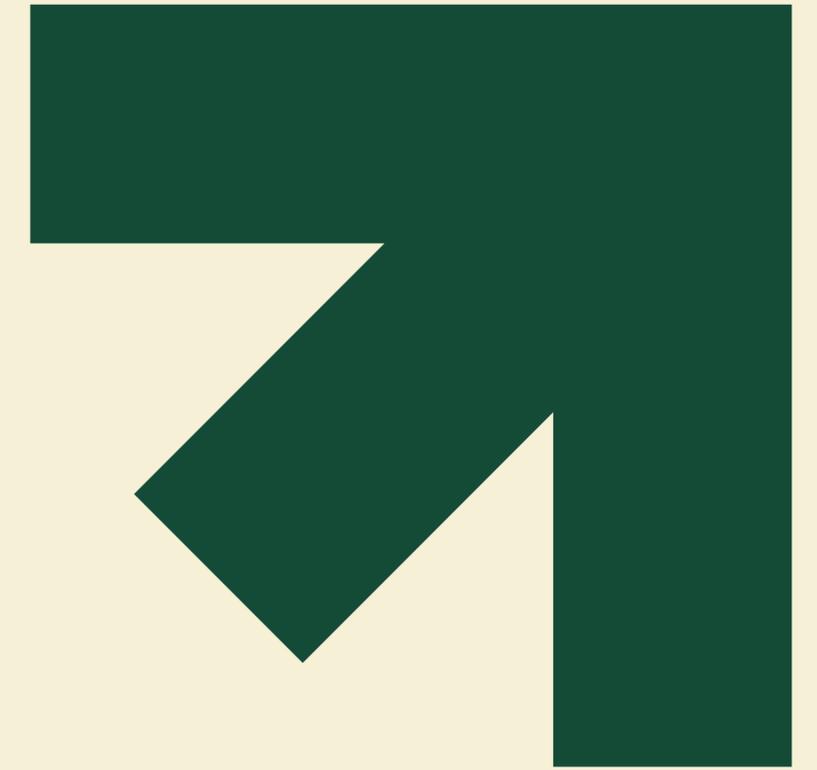


We all need
a guideline
sometimes.



Primary Logo

Our Primary Logo is a central element of our design system. It is a lockup made up of our star symbol and wordmark.

Both the symbol and wordmark should always appear in either **True Green** or **Bright Green**.

For values on these colours, see page 38

The **following** pages in this section outline further rules around how our Primary Logo should and should not be used.



Primary Logo Rules

As a key asset of the toolkit, we must work to maintain our logo's integrity and clarity in every application.

Clear space

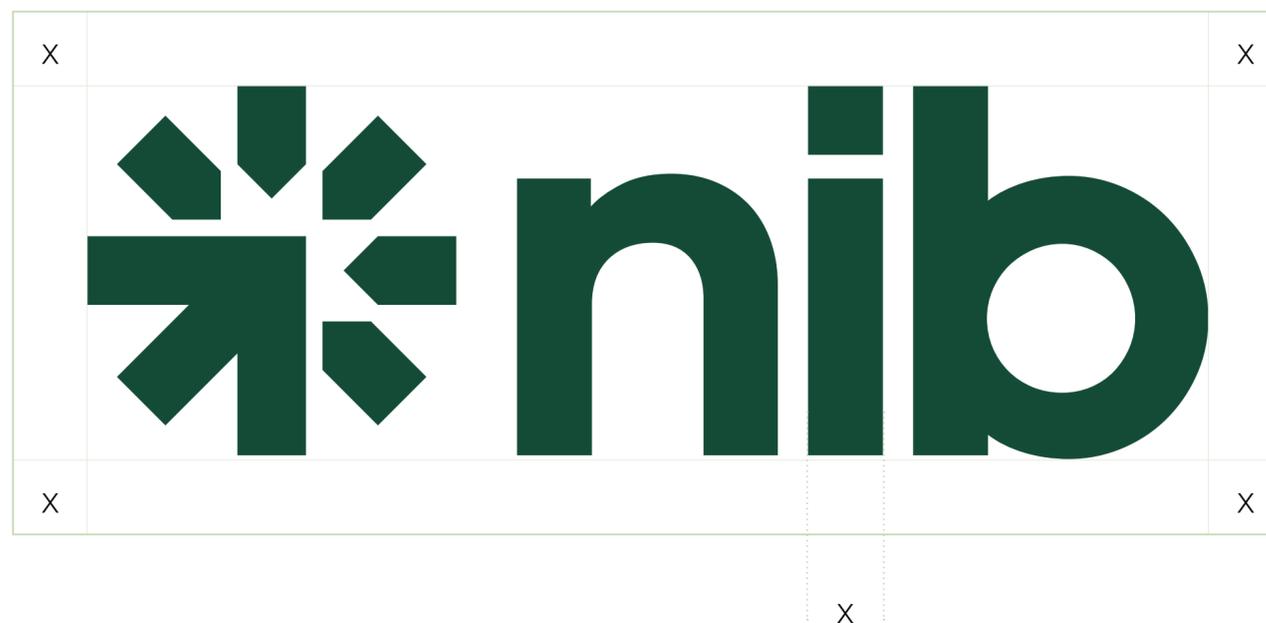
Clear space is given to allow breathing room around the logo and avoid third-party elements, such as typography and graphic devices to obstruct the logo.

The clear space is measured by the width of the letter 'i' in nib marked 'x' and should evenly surround all sides of the logo.

Minimum size

For optimum legibility please adhere to the minimum size measurements noted below:

- Print: 25mm width
- Digital: 100px width



nib

Minimum size
25mm or 100px

Primary Logo Colour Combinations

When placing our primary logo on a coloured background we have primary colour combinations that should be used for brand recognition and secondary colour combinations to allow for brand flexibility.

Primary Colour Combination

Our primary colour combinations are how the brand should be shown in most cases for brand recognition. For high-level brand comms with the most aspiration, **True Green on Bright Green and Bright Green on True Green are our preference.**

In most cases, the brand will live on Clear White backgrounds, so in this case, true green on Clear White colour combination is True Green on Clear White.

When designing, consider the output and context of the design and where each of these three colour combinations would be better fit for purpose.



Primary Colour Combination
True Green on Bright Green



Primary Colour Combination
Bright Green on True Green



Primary Colour Combination
True Green on Clear White

Primary Logo Colour Combinations

When placing our primary logo on a coloured background we have primary colour combinations that should be used for brand recognition and secondary colour combinations to allow for brand flexibility.

Secondary Colour Combination

Our secondary colour combinations are a combination of True Green on our other colours. These combinations allow for flexibility of the brand and should be used when there are other instances of our primary colour combinations in context.

An example of this is within our retail spaces and the primary colour combination is abundant, posters or collateral within this space could use our secondary colour combinations to create variance of messaging and comms.

Limited Use Colour Combination

Our Bright Green colour combination can only be used on Clear White when used larger than 150px wide on screen and 40mm wide in print.



Secondary Colour Combination
True Green on Sage Green



Secondary Colour Combination
True Green on Sunset Pink



Primary Colour Combination
True Green on Warm White



Limited Use Colour Combination
Bright Green on Clear White

Mono Usage

In instances where colour is not available, these mono versions of our primary logo and symbol should only be used.

Examples of when these would be used is for internal documents where colour isn't availble.



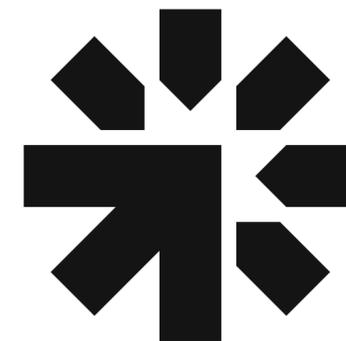
Primary Logo Mono
White



Primary Logo Mono
White



Primary Logo Mono
White

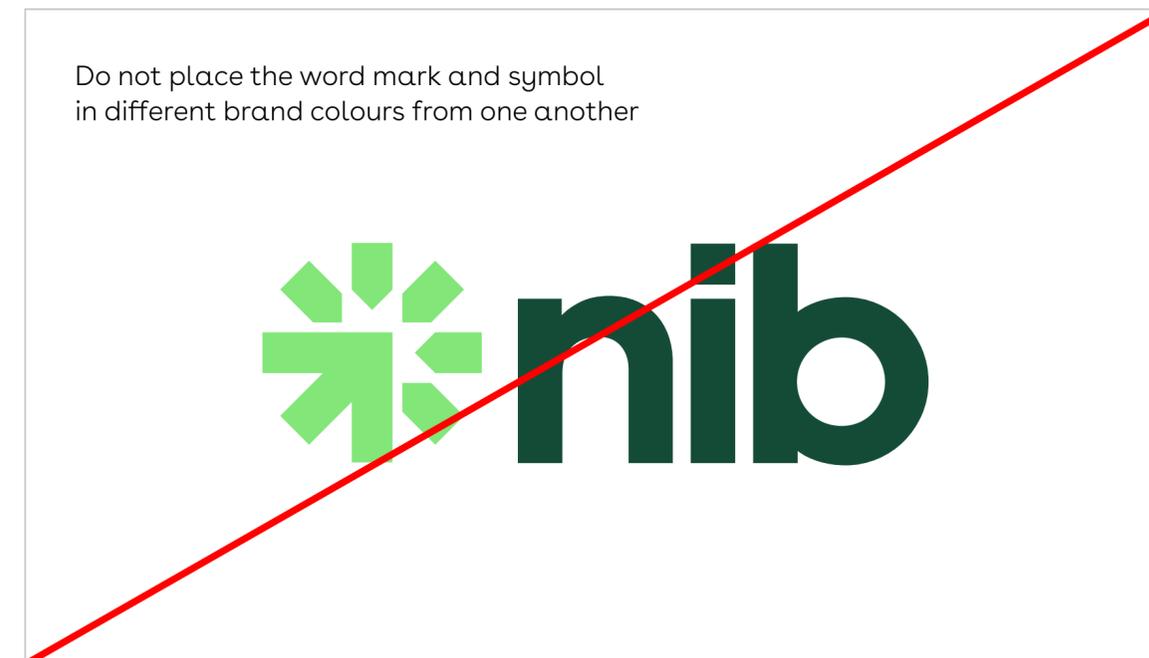
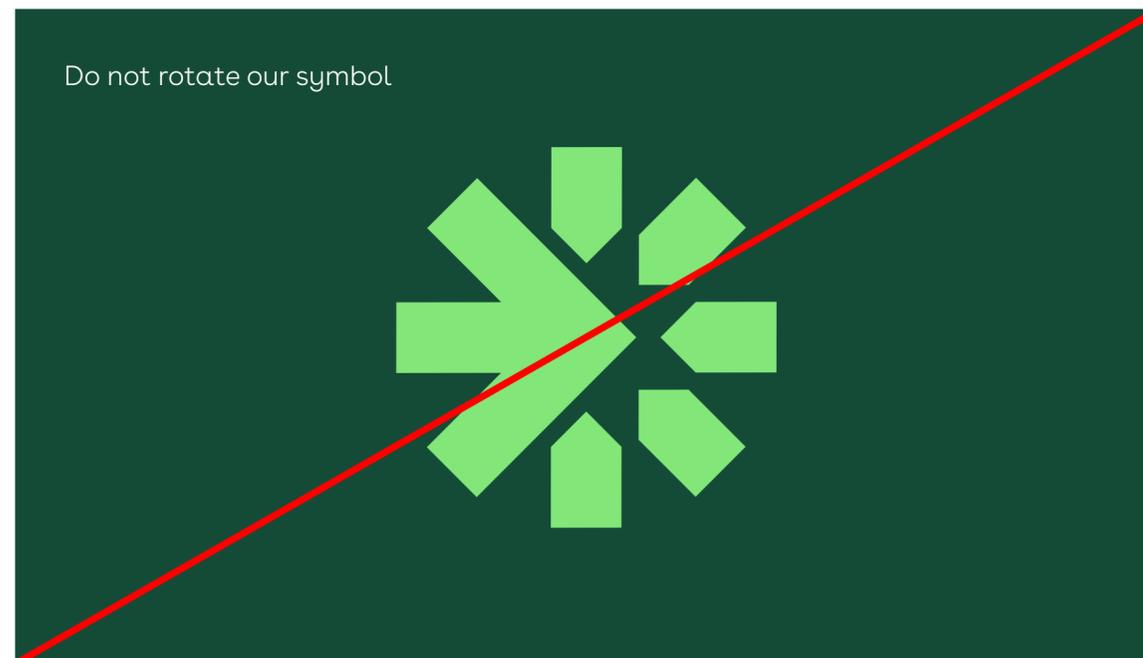
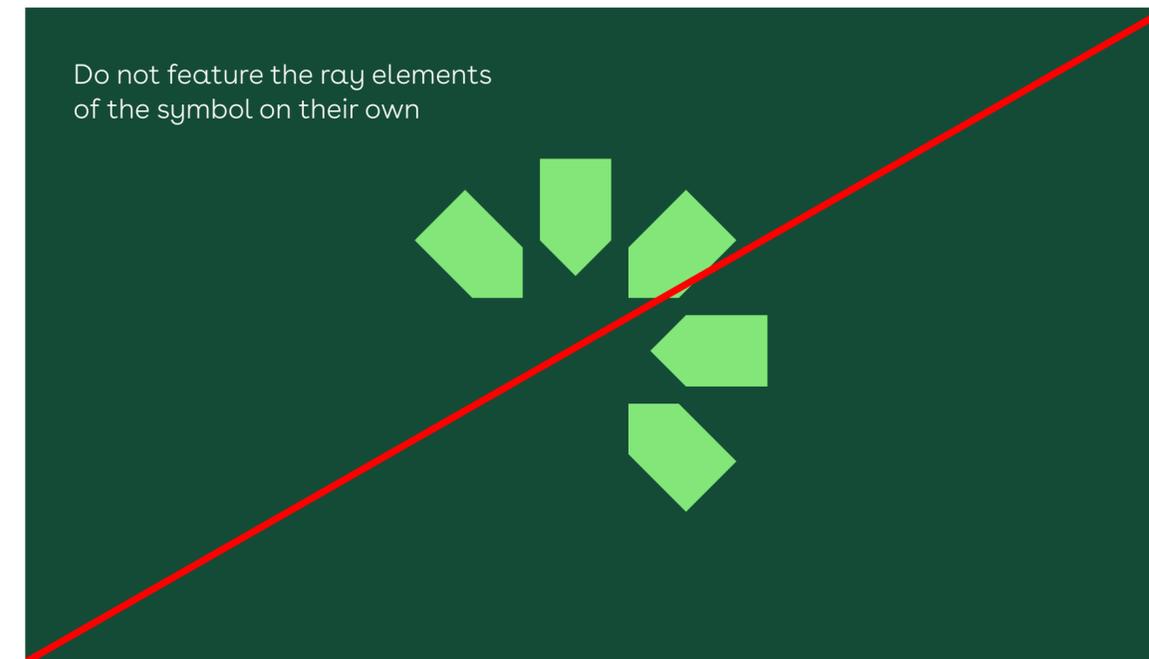
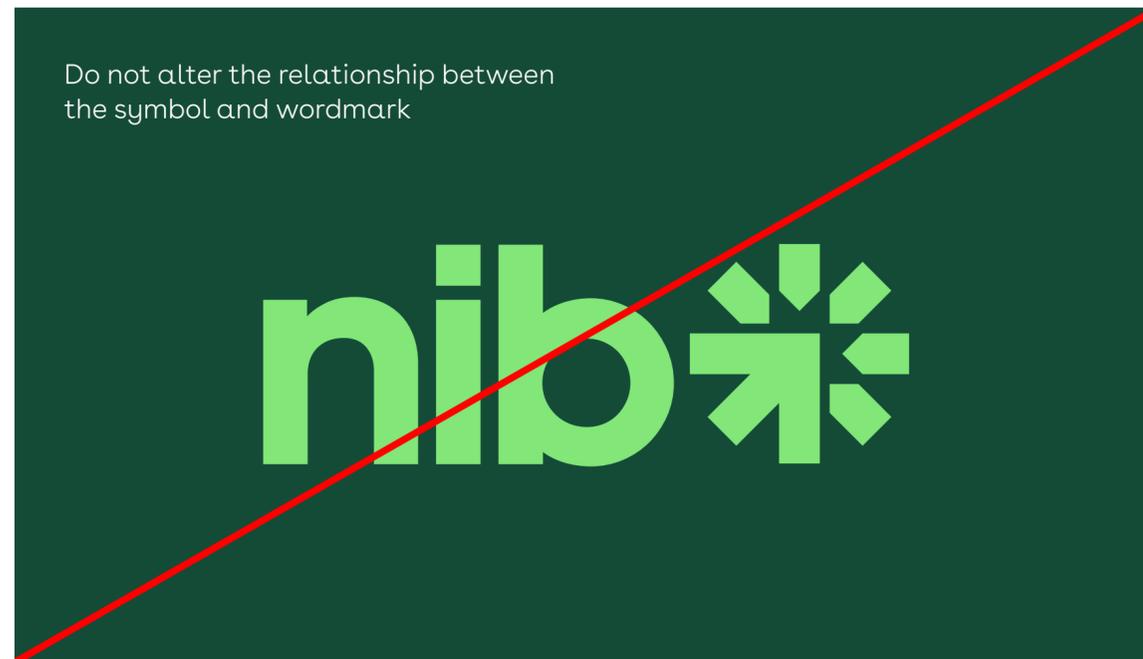


Primary Logo Mono
White

Logo Don'ts

It's essential for our logo to appear in a consistent way so please always use the master logo artwork.

No modification or reinterpretation of the logo should occur, as illustrated in the examples here.



Partnership Logo Lockups

When locking up the nib logo with sponsorship or endorsed partner brand logos follow the rules outlined on this page.

Positional

The third party logo sits to the left with our Primary nib logo on the right. We use a solid line as a divider.

The size of the third party logo should be visually equivalent to the nib logo and should be centered visually.

Ideally the third party logo sits within the height of our primary logo. However to maintain visual equality between the two marks there will be instances where the third party logo must be at a greater height. the height must never exceed more than 150% of our logo height.

Logos should be spaced as shown here.

Colour

Both the primary nib logo and the divider line should be set in either True Green or Bright Green, depending on the background it is being applied to. For instances where colour can't be used our mono logos are recommended instead.

Logo lock up with a third party



Logo lock up guides



Lockup Exceptions

There are rare exceptions to the previous rules and lockups, such as the Well app logo, which lives across both nib and GU Health.

We've created a set of rules that follow a similar logic to our previous lockups to create cohesion between the brands, but this would be the only time these rules are applied.





Colour Palette

- Colour Palette
- Digital Palette
- Unsuccessful Contrast

Colour Palette

Primary colours

We have three primary brand colours True Green, Bright Green and Clear White. All applications should feature one or more of these colours as they create brand recognition.

Secondary colours

The brand has three secondary colours that can be used within applications tonally. These sit along our primary colours.

For specific colour rules see the following pages:

- Primary logo colours combinations: P26
- Graphic colour pairings: P61
- Type colour usage and pairing: P47

Please also note that the colours vary across computer/ tablet/ phone screens and as such may not be a true representation of the colour.

True Green

RGB

20, 75, 55

HEX

144A38

CMYK

87, 13, 72, 56 C
87, 13, 72, 56 U

PMS

343C
343U

Bright Green

RGB

130, 230, 120

HEX

82E578

CMYK

54,0,64,0 C
49,0,65,0 U

PMS

360C
360U

Clear White

RGB

255, 255, 255

HEX

FFFFFF

CMYK

0, 0, 0, 0

Sage Green

RGB

195, 215, 180

HEX

C2D6B5

CMYK

33,0,39,0 C
33,0,39,0 U

PMS

2260C
2260U

Sunset Pink

RGB

253, 214, 188

HEX

FDD6BC

CMYK

0,18,24,0 C
0,18,24,0 U

PMS

489C at 90%
489U at 90%

Warm White

RGB

245, 240, 215

HEX

F5F0D6

CMYK

0, 6,15,0 C
0,5,14,0 U

PMS

9224C
9224U



Photography

- Photography Scale
- Your Health In Your Hands
- Getting You On Your Way
- Photography Don'ts

Your Health In Your Hands

At the beginning of people's journey towards good health, it is important that we encourage confidence and trust through optimistic imagery.

When selecting or art directing imagery for this end of the scale we've outlined a few considerations:

- A combination of **portraits** and **candid moments** make up the most of this art direction.
- Make sure people look **optimistic** and **confident** about taking their first steps.
- The aim of the photography at this end of the scale is be **relatable** and **approachable**, encouraging trust and assurance of ease.
- Poses should feel **natural** and unforced.
- Candid moments of taking action should feel relatable. For example, using the app by the kitchen bench, or looking at health cover on the bed.
- **Warm** colours and lighting should be considered when selecting images to compliment our warm brand colour palette.



Getting You On Your Way

At the beginning of people's journey towards good health, it is important that we encourage confidence and trust through optimistic imagery.

When selecting or art directing imagery for this end of the scale we've outlined a few considerations:

– **Active** photography and **vibrant activity** make up most of this art direction.

– Make sure people look **empowered**; actively embracing **confidence** and a sense of liberation.

– The aim of the photography at this end of the scale is be **aspirational** without excluding people and demonstrating the energy that comes from empowering prevention.

– Poses should feel **in the moment**.

– Compositions should be **alive** with **movement** and **emotion** or **intimate**, embracing and inviting.–

– To create distinction, we encourage showing more **creative perspectives** of the everyday, like people dancing their hearts out in the kitchen.

– **Warm** colours and lighting should be considered when selecting images to compliment our warm brand colour palette.



Photography Don'ts

To ensure photography communicates our brand idea of empowering prevention, we've put together a few things to avoid when art directing or selecting images.



Avoid shooting at awkward angles that aren't flattering to the people within the photo.



Avoid shooting subjects from too far away, in a way that isn't intimate or detached from the moment.



Avoid shooting subjects with hard flash photography to retain tone in the subjects.



Avoid shooting subjects in cliched scenarios of wellness.

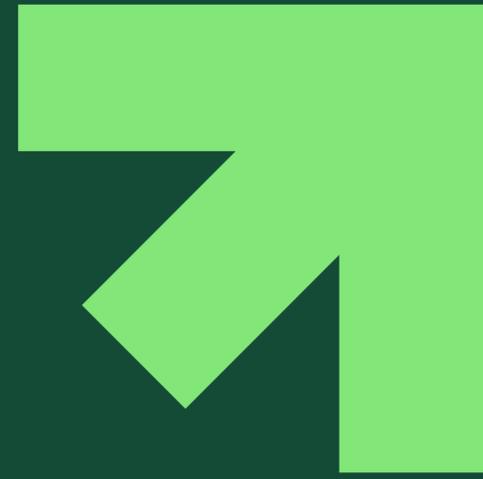


Avoid shooting subjects in a manner that could be seen as dangerous for those involved.



Avoid shooting subjects in a way that they look uncomfortable or stressed out.

Thanks
for making
it this far.



nib.com.au/travel