



Color chart

August 2016



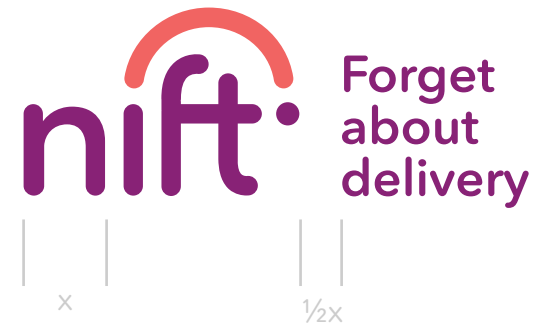
Chapter 1

Logotype

The logotype is the brand's emblem.
A unique combination of shapes, graphic design & specific colors makes it one of the foundations of the brand's core identity.

This is the standard logotype for **nift**.

It can be shown with or without its baseline.



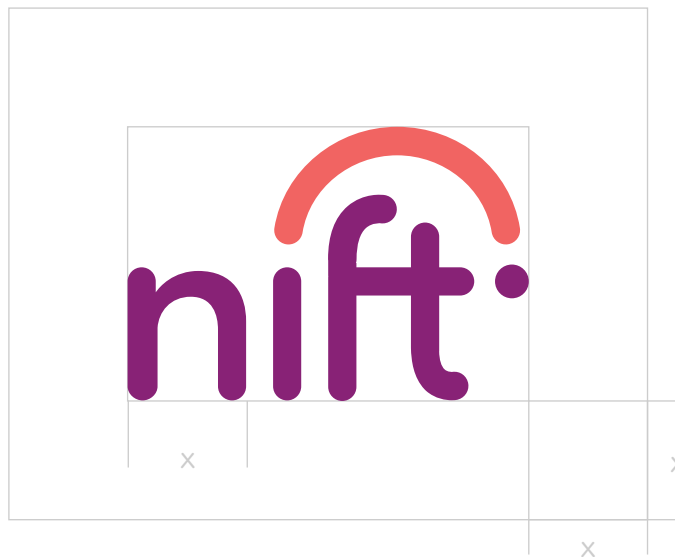
The baseline is a core feature of the brand identity. Thus, it can be written separately, in one line, as shown here.



Forget about delivery.

We have defined a protection zone around the **nift** letters, the length of the "n" letter. The zone shall remain empty.

The minimal reading size of the logotype is 20mm long | 40mm if the baseline is included.



nift
20 mm
28 px

nift Forget about delivery
40 mm
56 px

Chapter 2

Colors

A very pop, fresh, colorful universe:

- main colors are part of the core of the brand identity
- secondary colors are designed to fit with the main colors
- no other color should be used on NIFT communication media

White

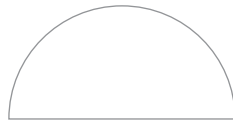
mainly used as a background color.

Plum & coral

the identity color duo.

Black

to be used on corporate media or as a running text typography - never in the logotype.



CMJN

C : 55
M : 97
J : 14
N : 04

RVB

R : 135
V : 38
B : 117

#872675

CMJN

C : 00
M : 76
J : 56
N : 0

RVB

R : 240
V : 92
B : 92

#EF5B5B

CMJN

C : 69
M : 60
J : 56
N : 66

RVB

R : 51
V : 51
B : 51

#333333

3 secondary colors can be used next to the main colors. They shall never be used alone.

2 type of grey (25% & 50%) can be used for running text.



CMJN

C : 53
M : 00
J : 40
N : 00

RVB

R : 112
V : 232
B : 180

#70E8BA



CMJN

C : 27
M : 00
J : 02
N : 00

RVB

R : 196
V : 232
B : 250

#C5E9F9



CMJN

C : 02
M : 04
J : 75
N : 00

RVB

R : 255
V : 232
B : 84

#FFE953



CMJN

C : 00
M : 00
J : 00
N : 25

RVB

R : 208
V : 208
B : 208

#D0D0D0

CMJN

C : 00
M : 00
J : 00
N : 50

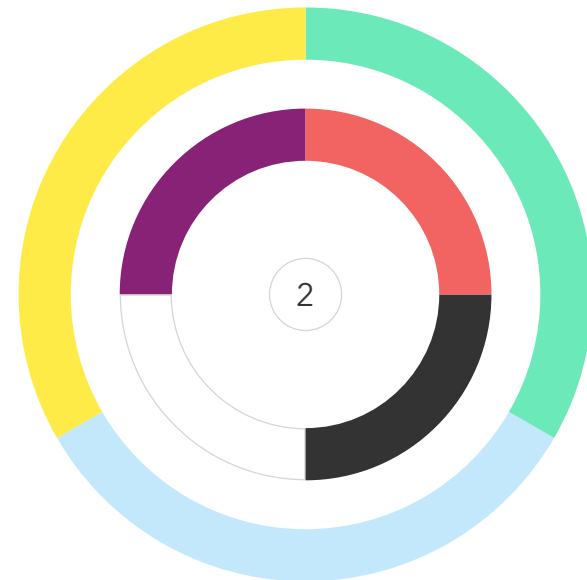
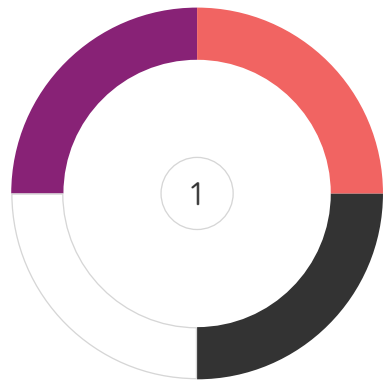
RVB

R : 157
V : 157
B : 157

#9D9D9D

Main colors can all be associated together (cf. Figure 1). In the case of corporate communications, main colors should be used altogether.

Secondary colors can't be used alone. They must be associated with at least one of the main colors (cf. Figure 2).



Chapter 3
Colors & identity

Standard logotype consists of 2 colors.
On a white background, "nift" is shown
in plum and the "jump" is coral-colored.

On colored backgrounds: "nift" is always white, as the "jump"
color is associated with the background.



1



2



- 1 - "nift" is coral-colored
- 2 - "Jump" color is not respected

Logotype can be shown in 3 color combinations :

- "nift" is always plum-colored
- the "jump" takes one of the complementary colors

Logotype can never consist of 2 secondary colors:
it has to show at least one of the main colors
(cf. color combinations).



nift.



nift.



nift.



nift.



nift.

1



nift.

2



- 1 - "nift" in complementary color
- 2 - Only complementary colors

On color backgrounds, "nift" is plum-colored; the "jump" is white.



Standard logotype
on color background.



Chapter 4

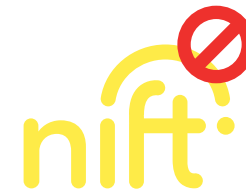
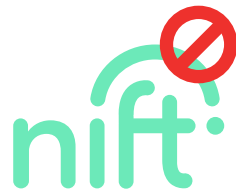
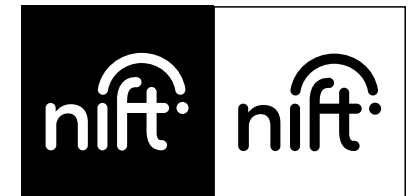
Corporate communications

For corporate communications purposes,
brand identity can become monochromatic.

Monochromatic versions of the logotype shall be used only on corporate documents: expense accounts, annual reporting, and reports.

In the case of technical constraints, this B&W logotype can be used.

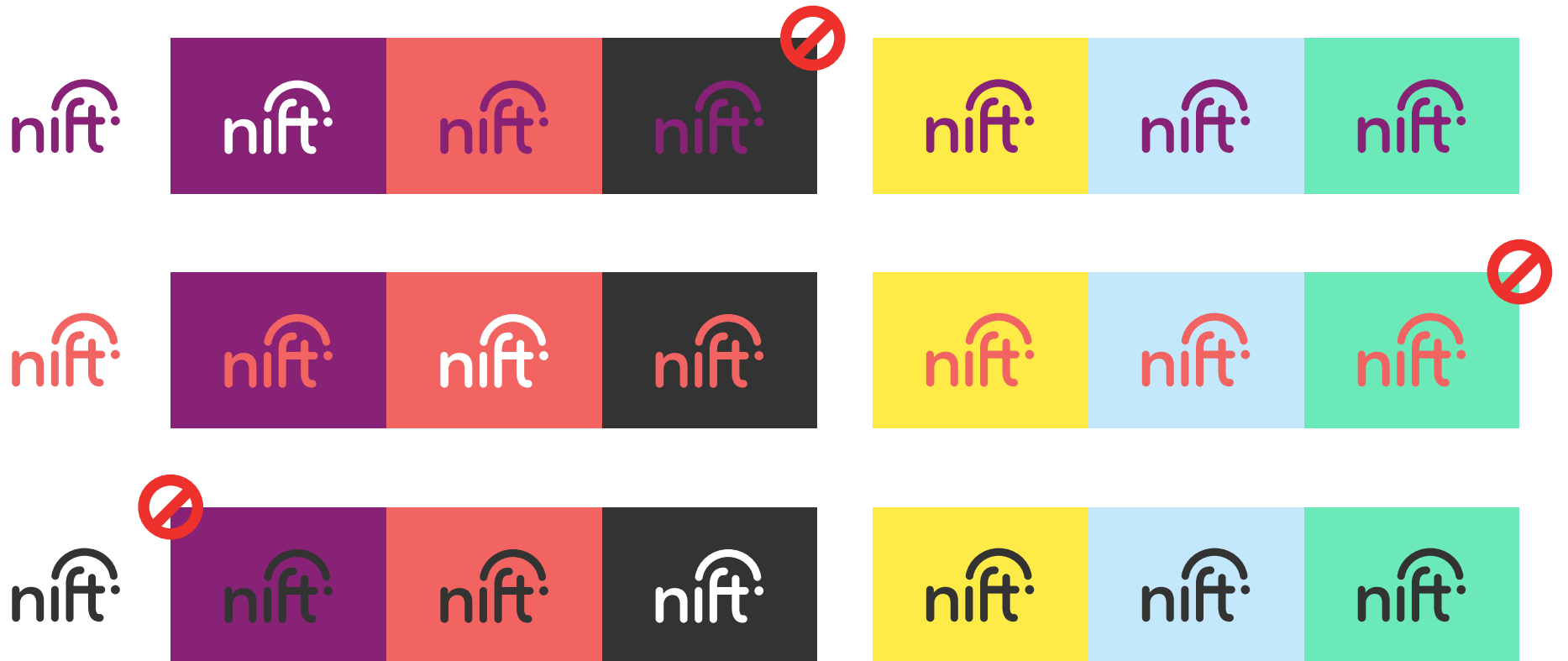
Monochromatic versions of the logotypes only exist in main colors.



Use complementary colors in the monochromatic version of the logotype.

On main colors :

On complementary colors :













Chapter 5
















Index

Here are listed all logotype versions
and the files' names.



Bichromatic

										
RVB files	RVB_1.png	RVB_2.png	RVB_3.png		RVB_4.png	RVB_5.png	RVB_6.png	RVB_7.png		
CMJN files	CMJN_1.eps	CMJN_2.eps	CMJN_3.eps		CMJN_4.eps	CMJN_5.eps	CMJN_6.eps	CMJN_7.eps		

Monochromatic

															
RVB files	RVB_8.png					RVB_9.png					RVB_10.png				
CMJN files	CMJN_8.eps					CMJN_9.eps					CMJN_10.eps				

Monochromie

		
Files	BLANC.png	NOIR.png

Forget about delivery.