GUIDELINE
Guide to corporate style

nice1

Guide to corporate style

This document has been developed to ensure the correct use of the corporate image of Nice1.

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1. LOGOTYPE

MAIN VERSION OF THE LOGO

The logo of the «Nice1» represents the image of a gamming computer key.

This is the main version, although in the next pages you can see a different version including naming.

Main version

BASIC ELEMENTS AND MINIMUM SIZE OF THE LOGO

It can be considered that it is a logomark since it combines text (the letter "n" of nice and the number one) below these is the symbol that in this case is identified as a gamming computer key.

The minimum size is width equal of 20 mm.

20 mm

Logomark

On that page you can see the basic proportions of the logo. With these measures the logo can be reproduced identically; in this case the "x" is 2 mm

x

7,9x   19,35x   7,9x

x

9,37x

16,62x

9,37x

To be sure that the logo is reproduced properly, it is very important to take the measures established in the clear space to avoid distortions and maximize visibility and impact

2X

2X

2X

X

2X

Monochromatic implies a single color throughout the logo design. It contains no other effects, shadows or shapes other than the selected color.

The monochrome version of the logo is for printing in products, for scans and fax or for dealing with other companies, since it is necessary to have a logo that can be printed in one ink correctly.

Monochrome version

The main logo has a version that includes naiming. It can be used in cases where you want to provide more information to a new public. However it is used to avoid confusion with other company names ("N1 casino", "News1", "Number 1 group" ...)

In case you want to put the logo in a circular space, such as in the telegram avatar, it will be done in the following way. You can choose between this two options.
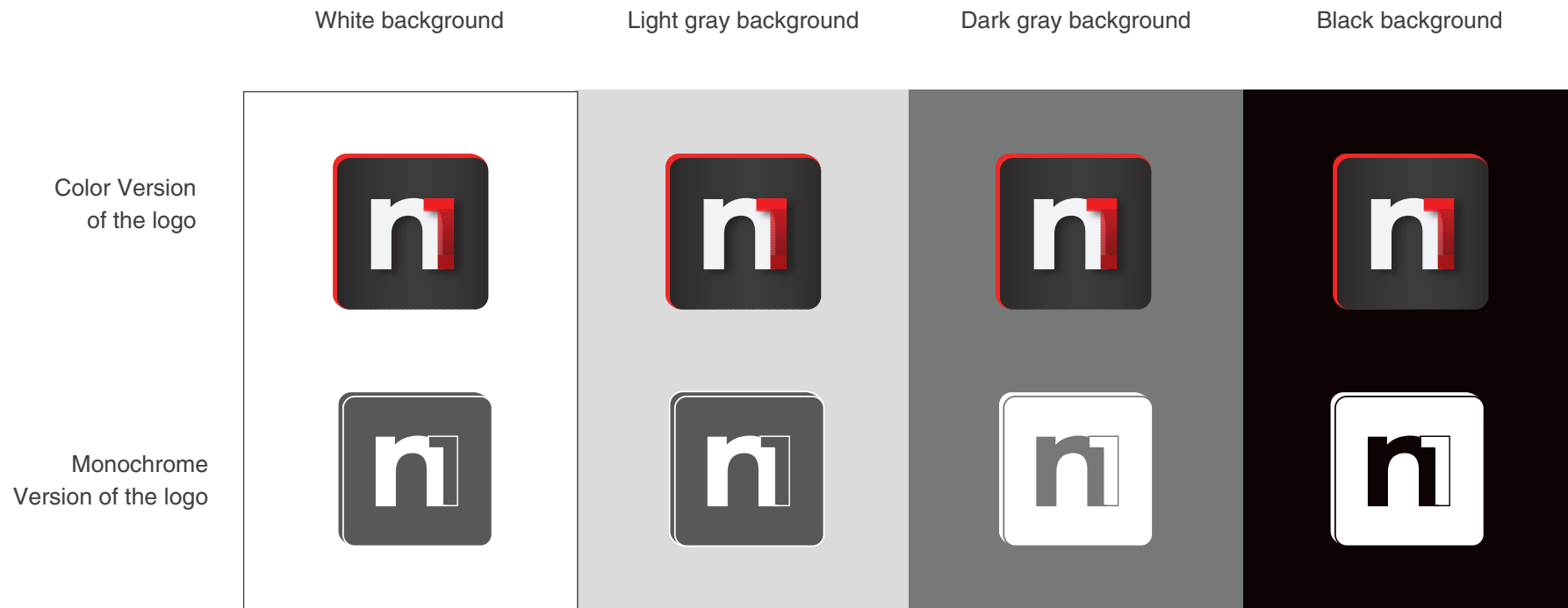

Option 1

Option 2

RECOMMENDATIONS FOR USING THE BACKGROUND

When the background is light it is recommended to use dark gray for the logo. On the other hand when de background is dark it is advisable to use the white color for the version monochrome. This creates enough contrast and a correct reproduction of this

White background	Light gray background	Dark gray background	Black background

Color Version of the logo

Monochrome Version of the logo

In relation to the logo it is forbidden to perform the
following actions:

set the logo vertically   application of transparency   distortion of proportions   change the order of colors   change the character size

use of shadows   composition change   use blur effect   Modification of the
rounded square   change the font to
uppercase

2. COLOR PALATTE

On this page you can find the colors that are used in the «Nice1» brand.

With the colors on the right you get the gradients that form the key and the number 1. On the other hand are the solid colors of the logo, in this case the red of the shadow and the white color of the letter "n"

Images in the RGB model are used only for display on monitors of digital devices. The CMYK color model is used for printing.

#E30913

CMYK
0.99'61.100.0

RGB
227.9.19

#A61410
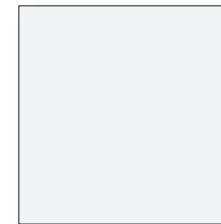
CMYK
12i.100.100.27

RGB
166.20.16

#1D1D1B

CMYK
0.0.0.100

RGB
29.29.27

#3A3938

CMYK
0.0.0.91

RGB
58.57.56

#F6F6F6

CMYK
0.0.0.5

RGB
246.246.246

#E41F1B

CMYK
0.96.95.0

RGB
228.31.27

3. FONT

BRAND FONT

The typeface used in the nice 1 brand is Montserrat Bold. It is part of the sans serif font family.

It is a neutral typography that adapts perfectly to the logo and brings modernity and professionalism.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789