

BRAND GUIDELINES_
The nicva Mark



Master Logo



Boundary Box Rule
Ideally the logo should never appear on a full colour image. If it must appear and the reversed white option is not clearly visible then the logo must be placed within a Pantone 432 box 110% Horizontally and 135% Vertically larger than the logo.



Reversed out of black



Mono - Positive



The logo may only be reversed out of the NICVA Colour Palette. When used on any other colour the Boundary Box rule must be applied.



Reversed out of Pantone 432



Mono - Negative



Use on light colour - Boundary Box rule must be applied.



Mark Clearance Zone



As shown here, the mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from becoming lost or crowded.

Incorrect Usage of the Mark



The correct variations of the JCI Mark are supplied on the official brand cd.

- _ Do not change the appearance, shape or size of any element of the mark.
- _ Do not use the elements of the mark independently from one another.
- _ Do not cut off any part of the mark.
- _ Do not change the proportions of any part of the mark in relation to the other parts.
- _ Do not place the mark on an unspecified colour or tint.
- _ Do not use the mark below the minimum width of 37mm.

Primary Colour Palette



PMS Pantone 2915
CMYK 59c 7m 0y 0k
RGB 132r 187g 227b



PMS Pantone 432
CMYK 23c 2m 0y 77k
RGB 85r 92g 100b



BLACK



WHITE

Secondary Colour Palette



PMS Pantone 123
CMYK 0c 24m 94y 0k
RGB 237r 194g 33b



PMS Pantone 158
CMYK 0c 61m 97y 0k
RGB 212r 118g 18b



PMS Pantone 485
CMYK 0c 95m 100y 0k
RGB 198r 36g 6b



PMS Pantone 7446
CMYK 43c 38m 0y 0k
RGB 154r 151g 199b



PMS Pantone 299
CMYK 85c 19m 0y 0k
RGB 74r 153g 215b



PMS Pantone 368
CMYK 57c 0m 100y 0k
RGB 150r 185g 47b