

nialliTM

GRAPHIC STANDARDS

PRIMARY LOGO

nialliTM

Pronounced NY-ALL-EE

SOCIAL ICONS/FAVICON



Social icons



Favicon

LOGO COLOR VARIATIONS

nialliTM

BLACK LOGO



WHITE LOGO

Use the white version of the logo on color backgrounds and over a relatively dark area of an image to ensure clarity of the logo.

MINIMUM SIZE

nialli™



Minimum size for Web
0.25" or 18px

nialli™



Minimum size for print
0.5" or 36px

NOTE: Above examples are not shown to scale.

CLEAR SPACE AROUND THE LOGO



It's important to leave clear space around the logo to maximize its impact. The amount of space needed is determined by the negative space found in the "a" of the logo as shown in the example above.

LOGO VIOLATIONS

nialli™

Don't change the color of the logo.

nialli™

Don't stretch or distort the logo.

nialli™

Don't rotate the logo.

nialli™

Don't outline the logo.

nialli™

Don't add embellishments to the logo like a drop shadow, embossing, gradients, etc.



Don't use the primary logo on a busy pattern or image.

Nialli™

Don't change the typeface or manipulate the wordmark.

BRAND COLORS

PRIMARY COLOR



NIALLI GREEN
PANTONE 3405C
CMYK: 92 0 85 0
RGB: 0 175 102
HEX/HTML: #00AF66

SECONDARY COLORS



NIALLI BLUE
PANTONE 7692C
CMYK: 100 45 0 45
RGB: 0 85 135
HEX/HTML: #005587



NIALLI YELLOW
PANTONE 142C
CMYK: 0 24 78 0
RGB: 241 190 72
HEX/HTML: #F1BE48

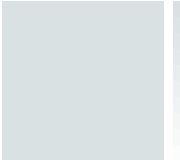
TERTIARY COLORS



NIALLI DARK GREY
PANTONE 446C
CMYK: 71 53 55 53
RGB: 63 68 67
HEX/HTML: #3F4443



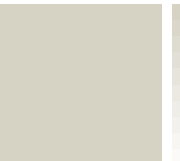
NIALLI MEDIUM GREY
PANTONE 7543C
CMYK: 24 9 8 22
RGB: 152 164 174
HEX/HTML: #98A4AE



NIALLI LIGHT GREY
PANTONE 7541C
CMYK: 7 1 3 2
RGB: 217 225 226
HEX/HTML: #D9E1E2



NIALLI OLIVE
PANTONE 5763C
CMYK: 41 23 69 31
RGB: 115 123 76
HEX/HTML: #737B4C



NIALLI TAN
PANTONE 7527C
CMYK: 12 10 14 0
RGB: 214 210 196
HEX/HTML: #D6D2C4

TYPOGRAPHY

Mr Eaves XL Mod OT is Nialli's primary font and should be used when possible. If Mr Eaves XL Mod OT is unavailable, Century Gothic may be used as an alternative font.

PRIMARY FONT | Mr Eaves XL Mod OT

MrEavesXLModOT Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT-BookItalic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

MrEavesXLModOT Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ALTERNATIVE FONT | Century Gothic

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

NIALLI VISUAL PLANNER LOGO



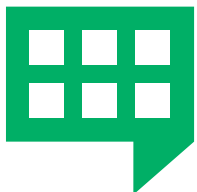
Nialli™ Visual Planner

STACKED LOGO

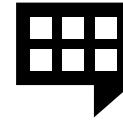


HORIZONTAL LOGO

ICON



LOGO COLOR VARIATIONS

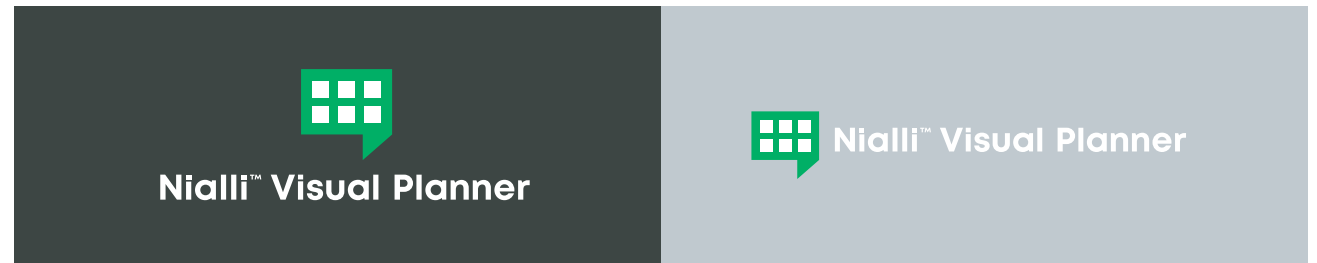


Nialli™ Visual Planner



Nialli™ Visual Planner

BLACK LOGOS



COLOR ICON WITH WHITE TEXT LOGOS

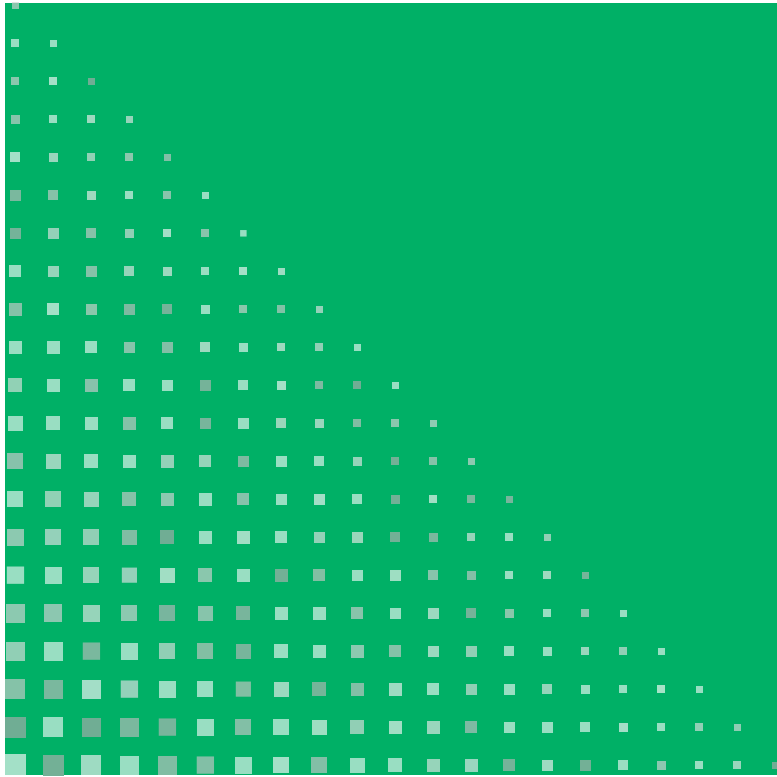


WHITE LOGOS

Use the white version of the logo on color backgrounds and over a relatively dark area of an image to ensure clarity of the logo.

NIALLI GRAPHIC ELEMENTS

MULTI-GREY SQUARE PATTERN



GREEN BACKGROUND



WHITE BACKGROUND

MINIMUM SIZE



Minimum size for Web
0.625" or 60px



Minimum size for print
1" or 72px



Minimum size for Web
1" or 96px



Minimum size for print
1.25" or 120px



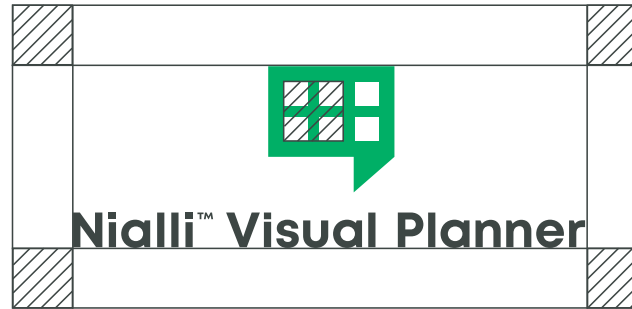
Minimum size for Web
0.16667" or 16px



Minimum size for print
0.16667" or 16px

NOTE: Above examples are not shown to scale.

CLEAR SPACE AROUND THE LOGOS



It's important to leave clear space around the logo to maximize its impact. The amount of space needed is determined by the square created within the speech bubble as shown in the examples above.

LOGO VIOLATIONS



Nialli™ Visual Planner

Don't change the color of the logo.



Nialli™ Visual Planner

Don't stretch or distort the logo.



Nialli™ Visual Planner

Don't rotate the logo.



Nialli™ Visual Planner

Don't outline the logo.



Nialli™ Visual Planner

Don't add embellishments to the logo like a drop shadow, embossing, gradients, etc.



Nialli™ Visual Planner

Don't use the primary logo on a busy pattern or image.



Nialli™ Visual Planner

Don't change the typeface.



Nialli™ Visual Planner

Don't change the scale of the icon.

NIALLI TRADEMARK USAGE

The company name acts as the trademark and *Visual Planner* acts as the descriptor. We capitalize the V and P to denote that the three words should be read together as a proper noun.