NIMBO

Make space for sound.

Visual identity guidelines

SAMPLE

01

Contents

FOUNDATIONS, DESIGN RULES & APPLICATIONS

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02

About the brand

NIMBO

Consumer electronics

PROPOSED BRAND NARRATIVE

NIMBO is a fictional audio accessories concept. This identity study explores a precise wordmark and a structured digital presentation.

This narrative follows the project brief. Use verified brand-supplied information for founding dates, certifications, company history and product claims.

03

Identity at a glance

NIMBO

Make space for sound.

NI

Aa

Manrope

Direct and clear. Introduce the collection without inventing audio performance or technical specifications.

Make space for sound.

#25316B	PRIMARY
#EEF2FF	BASE
#91BCFF	ACCENT
#FFFFFF	LIGHT

One identity. Every expression.

The signature, palette, typography and applications share one system. Edit your identity and export again to keep every asset aligned.

04

Brand foundation

POSITIONING

A clear and composed visual identity for an everyday audio accessories concept.

AUDIENCE

People looking for everyday audio accessories with a clear, uncomplicated brand presentation.

FROM POSITIONING TO DESIGN

Let the audience determine the information hierarchy. Use the positioning to choose copy, imagery and relevant applications. Keep the signature, typography and palette consistent; let real product information lead the design.

05

Voice & expression

Make space for sound.

OUR VOICE

Direct and clear. Introduce the collection without inventing audio performance or technical specifications.

WRITING PRINCIPLES

Use concrete language about the real business.
Give each sentence one clear thought.
Support product, certification and numerical claims with evidence.

06

Professional personality

CHARACTER & TONE

Direct and clear. Introduce the collection without inventing audio performance or technical specifications.

Turn the voice into repeatable behavior, beyond a list of adjectives.

01 **SPEAK CLEARLY**

Explain the product in words your audience uses. Answer their question before introducing the brand.

02 **SHOW UP CONSISTENTLY**

Use the type, palette and spacing in this guide. Start each handoff from the same source files.

03 **MAKE IT CREDIBLE**

Be specific about specifications and scope. Promise only what the business can deliver.

07

Primary signature



The primary signature is typeset in Manrope and exported as vector outlines, independent of installed fonts.

logos/primary.svg

08

Signature variations

NIMBO

PRIMARY

NIMBO

REVERSED

NIMBO

MONOCHROME

NI

COMPACT

09

Clear space & scale



X = 0.5 H

Give the mark room

X is half the visible mark height. Keep at least 1X clear on every side, free from text or graphics.

NIMBO NI

Suggested starting sizes: 120 px full signature; 32 px compact mark. Test complex marks, long names and small print separately.

10

Using the signature



01

KEEP PROPORTIONS

Scale the source uniformly; never stretch one axis.



02

KEEP CONTRAST

Use a dark mark on light surfaces and the reversed version on dark ones.



03

KEEP IT INTACT

Do not rotate it, add outlines or apply arbitrary effects.

11

Color system

01 / PRIMARY

#25316B

RGB 37 / 49 / 107

Recognition & emphasis

02 / BASE

#EEF2FF

RGB 238 / 242 / 255

Primary reading surface

03 / ACCENT

#91BCFF

RGB 145 / 188 / 255

Accent & support

04 / LIGHT

#FFFFFF

RGB 255 / 255 / 255

Space & background

Digital color space: sRGB. Confirm print colors against stock, ink and physical proofs.

12

Color usage

AN ADAPTABLE STARTING POINT



LET THE BASE CARRY CONTENT

Give body copy a calm reading surface with a clear, continuous background.

BUILD RECOGNITION

Use the primary color for signatures, key headings and important actions across channels.

USE ACCENTS WITH RESTRAINT

Use accent color in small areas. Ratios guide composition; verify text contrast separately.

13

Color & accessibility

Aa / Text

10.85:1 AA PASS

#25316B on #EEF2FF

Aa / Text

12.14:1 AA PASS

#25316B on #FFFFFF

Aa / Text

1.73:1 NOT FOR TEXT

#91BCFF on #EEF2FF

Aa / Text

12.14:1 AA PASS

#FFFFFF on #25316B

Aa / Text

1.73:1 NOT FOR TEXT

#EEF2FF on #91BCFF

Aa / Text

6.27:1 AA PASS

#91BCFF on #25316B

14

Typography

Aa

Manrope

Display face / signatures, titles and key expressions

Inter

Clarity in every line.

Noto Sans SC

Body copy uses Inter; Chinese uses Noto Sans SC. Bundled fonts include SIL OFL licenses.

DISPLAY 56 / 1.1

HEADING 32 / 1.25

BODY 16 / 1.6

15

Typographic hierarchy

SPECIMEN / ONE MESSAGE, CLEAR HIERARCHY

CONSUMER ELECTRONICS

Make space for sound.

A clear and composed visual identity for an everyday audio accessories concept.

NIMBO

01 / EYEBROW

12-14 px / Inter

02 / DISPLAY

40-56 px / Manrope

03 / BODY

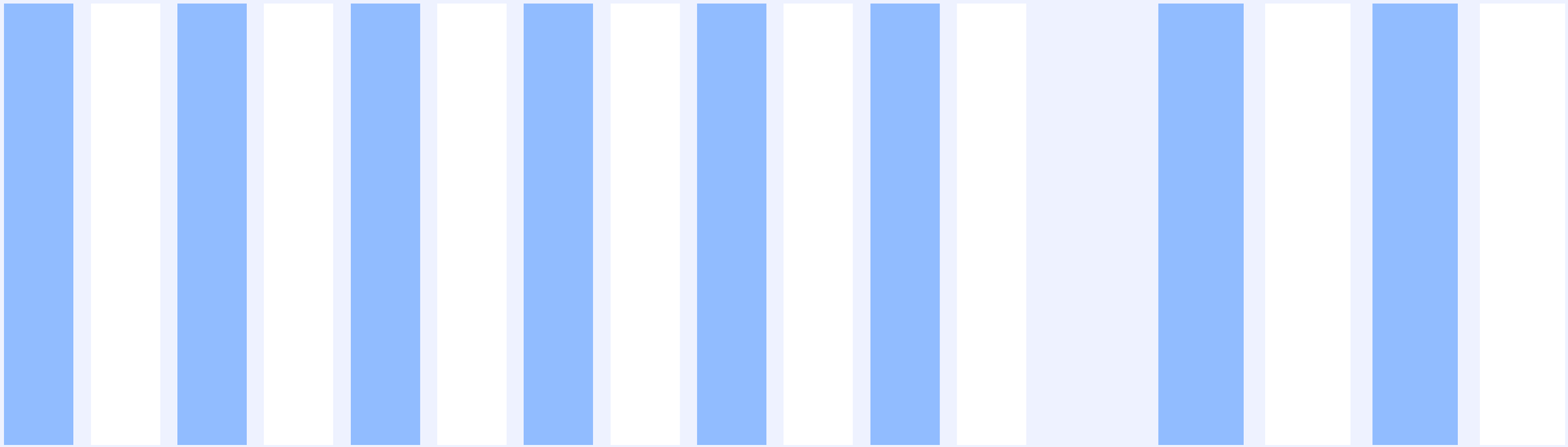
16-20 px / Inter

04 / CAPTION

12-14 px / Inter

16

Layout & rhythm



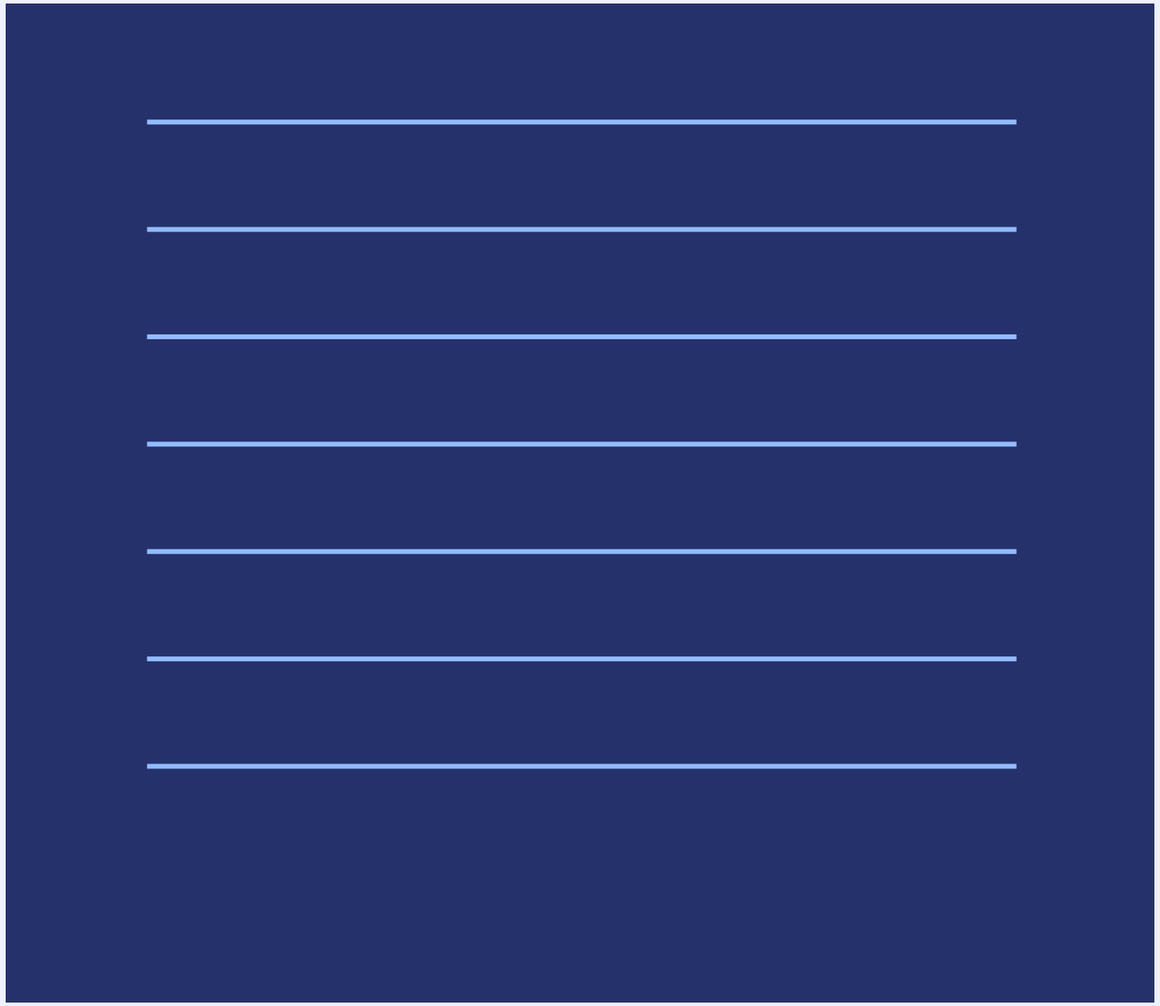
12 COLUMNS / DESKTOP

4 COLUMNS / MOBILE

Use an 8 px spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64. Establish order through alignment and distinguish hierarchy through space.

17

Graphic language



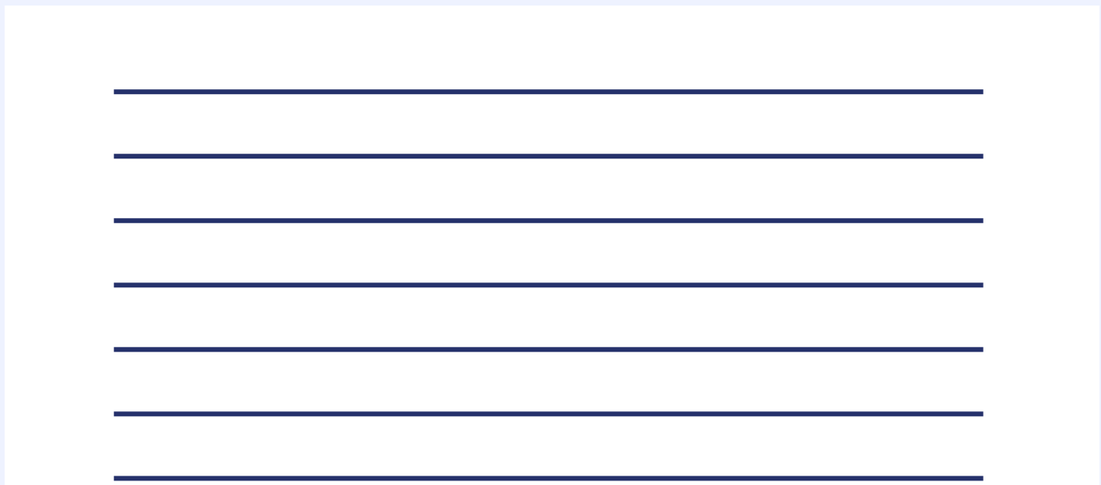


Repeat, with room.

The graphic motif connects applications. Keep it within the palette, control its density and protect the signature’s clear space.

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Design elements



MOTIF / LINES



LABELS & DIVIDERS

KEEP INFORMATION ALIGNED

Build from one visual vocabulary.

Repeat the motif, fine dividers and clear labels. Keep line weight and alignment consistent. Avoid unrelated decoration and keep graphics clear of copy and signatures.

19

Image direction

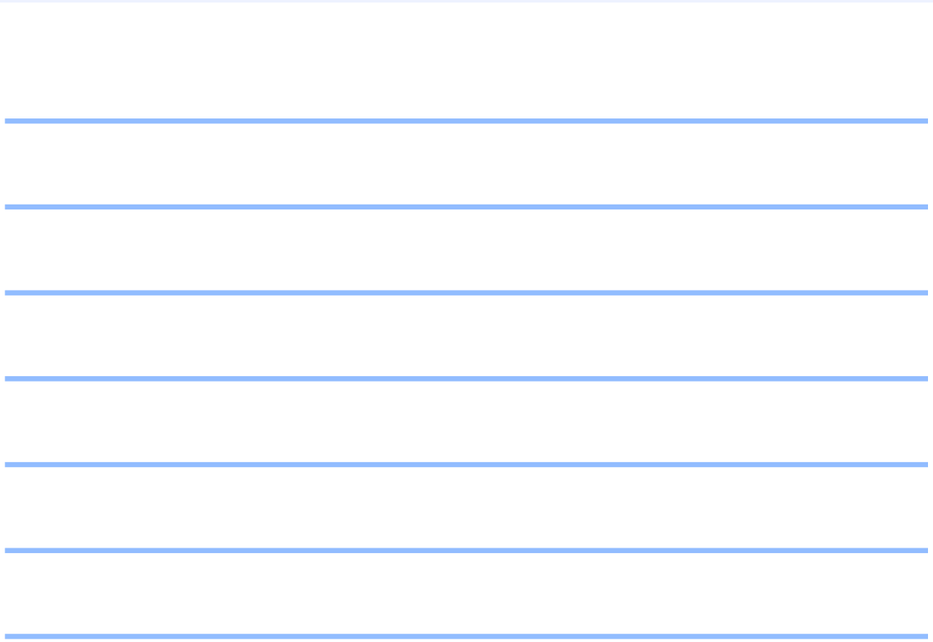


IMAGE SPACE / ADD YOUR PRODUCT PHOTO

Use approved photographs of the actual product. Show its shape and controls clearly, with a simple background and room for a headline.

Verify product shape, labels and materials against the source. Review AI images against originals; missing images are never counted as delivered assets.

20

Brand stationery



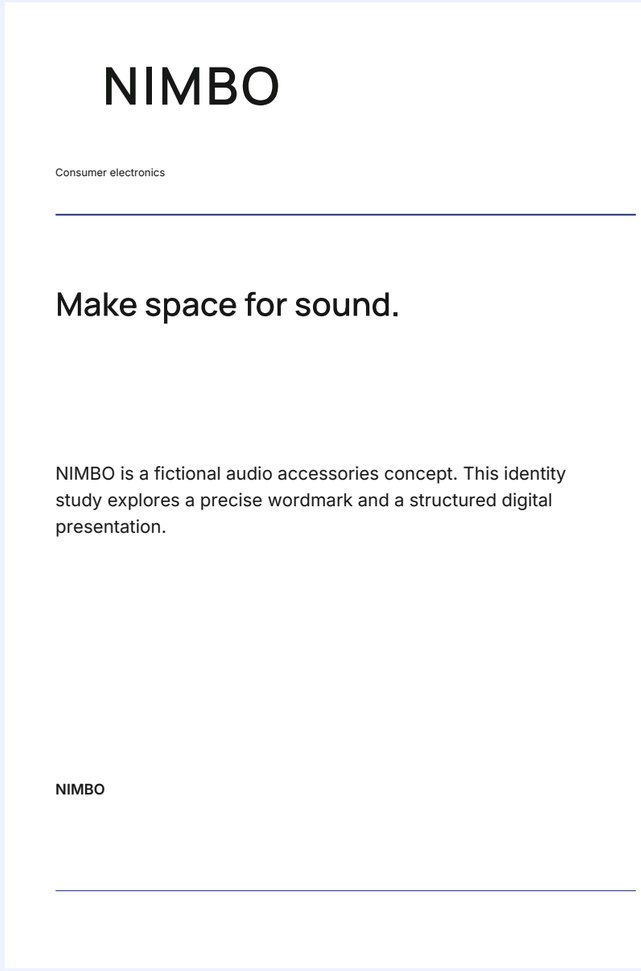
EDITABLE SVG / 1050 × 600

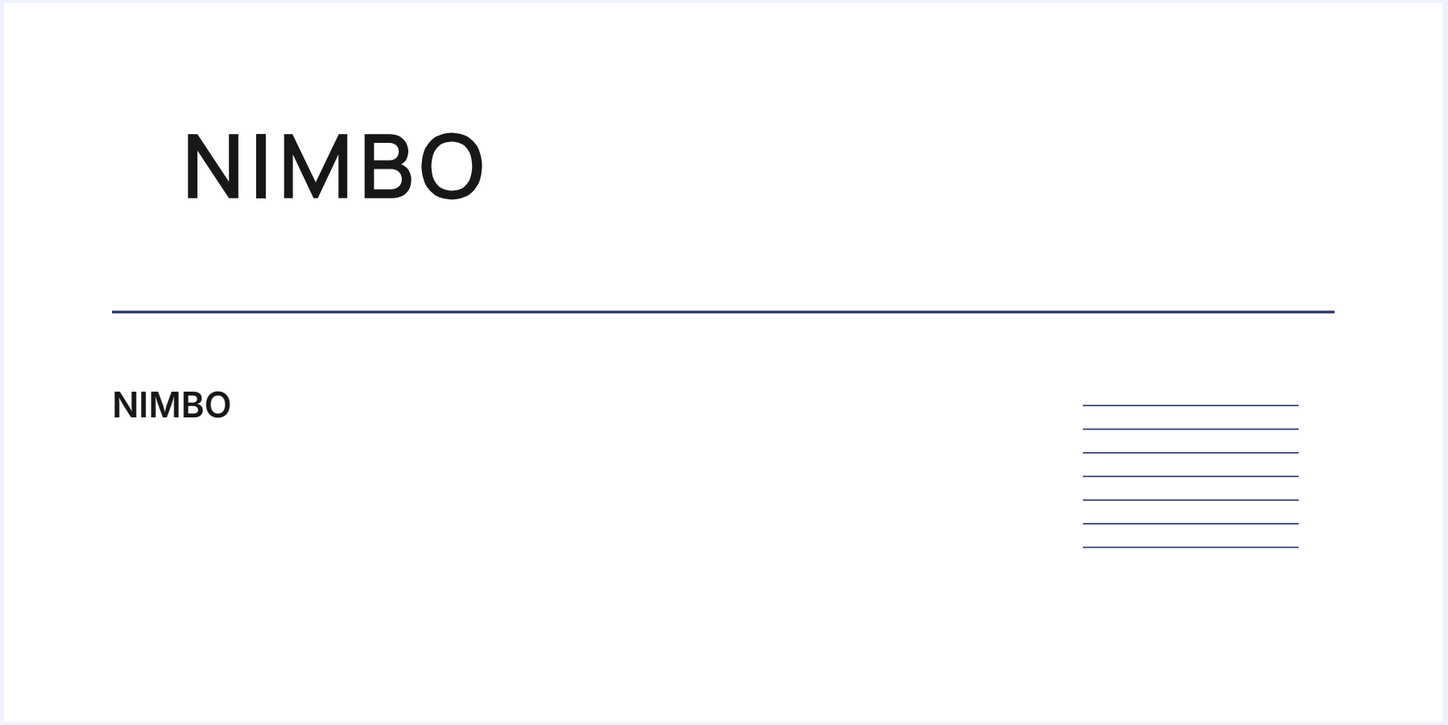


Every introduction
is part of the brand.

21

Print media



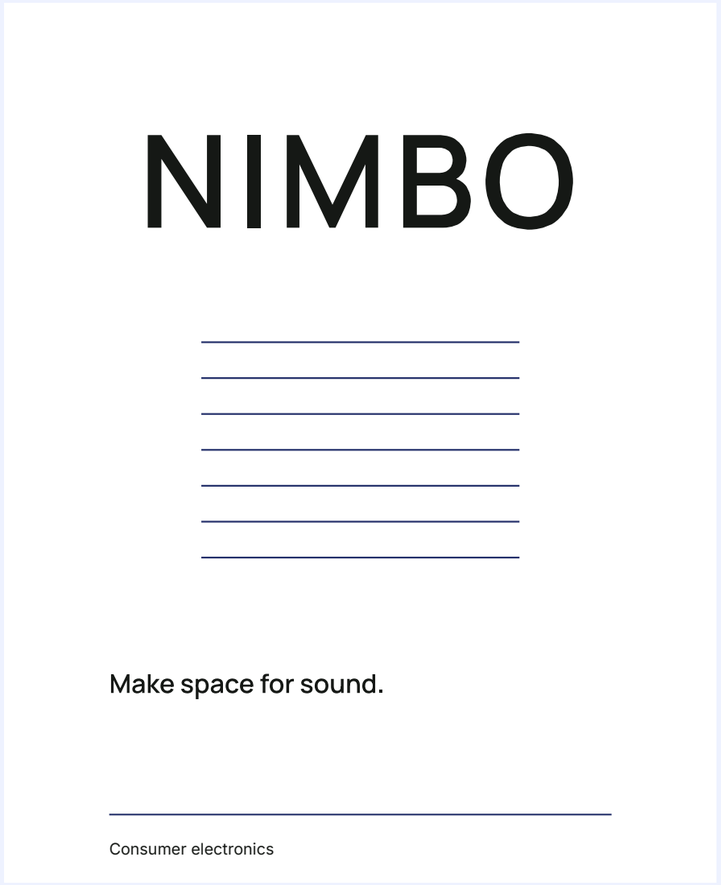


LETTERHEAD & ENVELOPE

Carry the signature, contact details and shared alignment into print. SVGs are sRGB concept sources; confirm physical size, bleed, paper and CMYK conversion with the printer, then proof.

22

Packaging concept



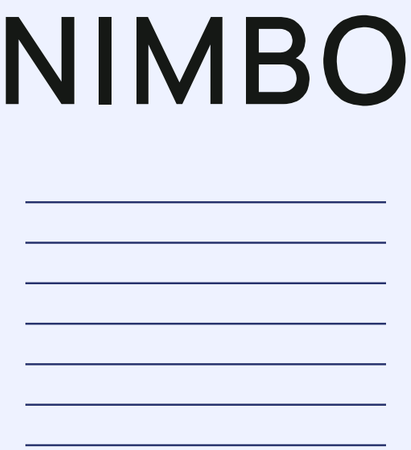
Carry the identity onto the package.

An editable label concept establishes signature, headline and information hierarchy.

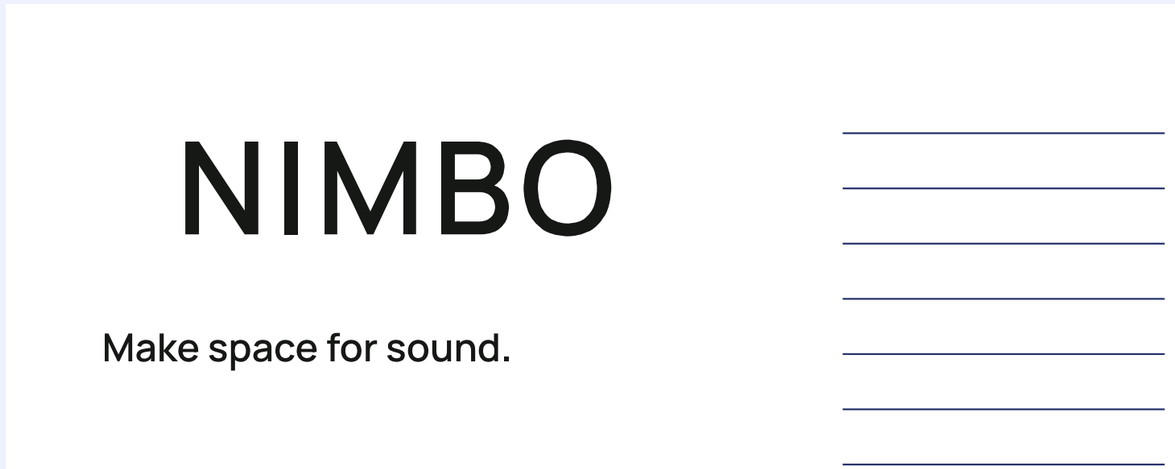
Before production, supply real specifications, ingredients, barcodes and regulatory text, then confirm dielines and materials with your supplier.

23

Merchandising



TOTE / PRINT AREA

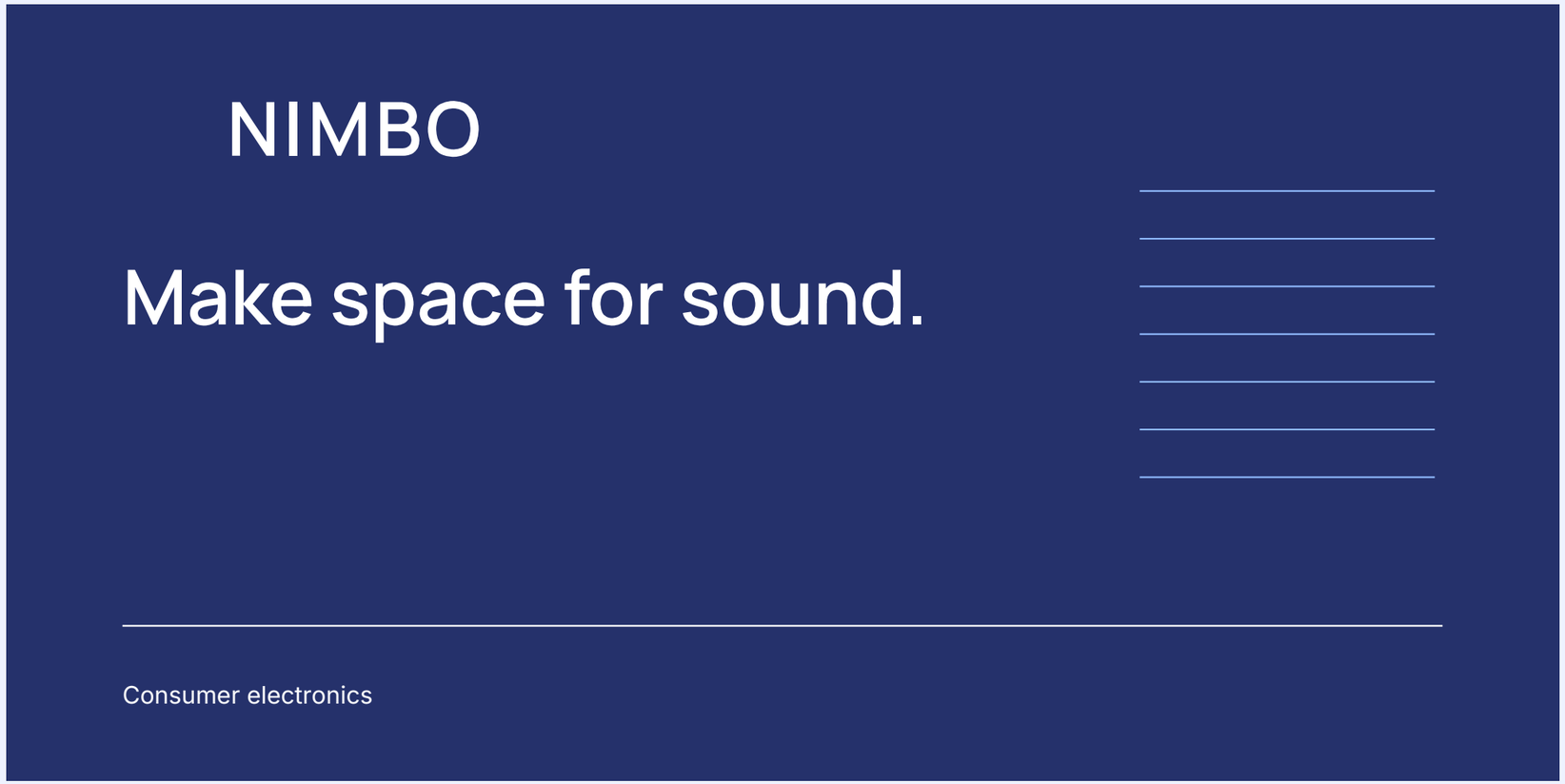


MUG / FLAT WRAP ARTWORK

Artwork demonstrates the identity on merchandise. Confirm supplier templates, printable areas, seam placement and process limits before production.

24

Outdoor applications



KEEP THE DISTANCE MESSAGE SIMPLE

Use one headline, one signature and one destination. Test type at the actual viewing distance; prepare size, bleed and installation files to the media supplier’s specifications.

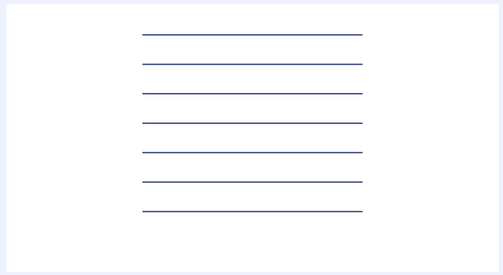
25

Mobile app

NIMBO

DISCOVER

Make space for sound.



Consumer electronics

Explore the brand

Bring the identity into everyday interfaces.

The concept carries the signature, type, palette and action hierarchy into a mobile screen. Use a four-column layout and an 8 px spacing rhythm, with a clear primary action.

This is an editable interface design SVG. Interactions, accessible states, responsive behavior and functionality need implementation and device testing.

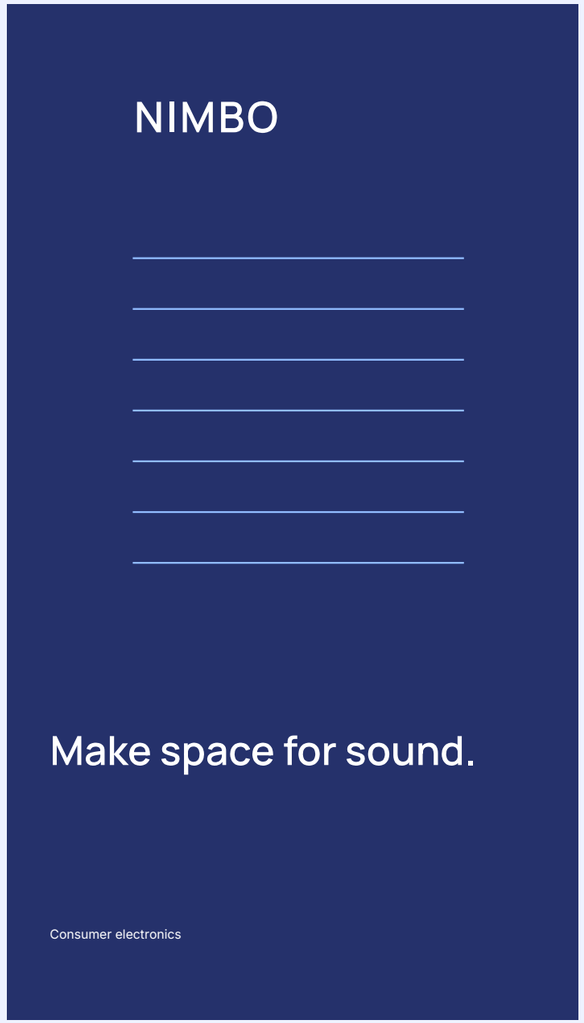
26

Social expressions

NIMBO

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Consumer electronics



One system.
Two formats.

1080 × 1080
1080 × 1920

Keep signature, title and motif hierarchy consistent.

27

Website & presentation

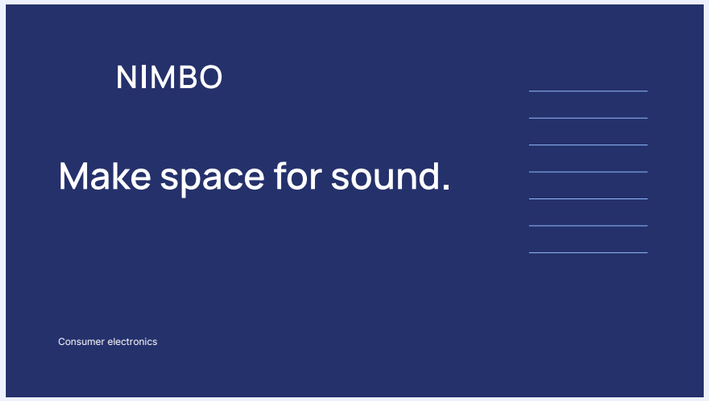
NIMBO

Consumer electronics

Make space for sound.

A clear and composed visual identity for an everyday audio accessories concept.

Discover the brand



Website & presentation

Applications are editable SVG design sources. Website behavior belongs to implementation.

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Your asset library

Inside your complete source package:

01 / GUIDE & SIGNATURES

brandbook.pdf
brand-board.pdf
brand-board.svg
brand-system.json
palette.css
logos/primary.svg
logos/reversed.svg
logos/black.svg
logos/compact.svg

02 / APPLICATIONS

applications/card-front.svg
applications/card-back.svg
applications/social.svg
applications/story.svg
applications/packaging.svg
applications/letterhead.svg
applications/web.svg
applications/presentation.svg
applications/envelope.svg
applications/tote.svg
applications/mug.svg
applications/outdoor.svg
applications/mobile.svg

03 / FONTS & NOTES

fonts/Manrope-600.ttf
fonts/Inter-400.ttf
fonts/Inter-600.ttf
fonts/NotoSansSC-Regular.ttf
fonts/LICENSES.txt
README.txt

PDF, SVG, JSON, CSS and font licenses are included.

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Version & use notes

ABOUT THIS GUIDE

Version 1 / 2026-11-03
This is an editable fictional-brand sample used to demonstrate the system.

The signature is a typographic proposal. Check name and mark availability in your market. Fonts use SIL Open Font License 1.1; licenses accompany the source package.

BRAND-SUPPLIED INFORMATION

A fictional audio accessories brand needs a name-led identity for its website, product announcements and retailer presentation. The brief supplies a category and audience, without a product photograph or technical specifications.

Source: Original fictional Brandfolia demonstration brief. Curated sample settings; no customer data or live AI analysis.

Digital artwork uses sRGB. Print files, dielines and materials require separate proofing. Customer review does not replace legal or production approval.