

Brand Guidelines

Guidelines for using the
Nightingale brand and assets



NIGHTINGALE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101021957



The Logo

The NIGHTINGALE logo has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer.

The combination of a heart, a heartbeat line and a nightingale bird symbolises the caring and responsive core directive of the NIGHTINGALE project.

The text uses a modern uniform style to give impact, instant legibility and to represent clear, concise outcomes.



Using the Logo

Here we show how the logo should be used and highlight some common mistakes.

Primary logo

This is how the logo should look in use



X Do not recolour

Do not recolour the logo or individual elements



X Do not re-arrange

Do not re-arrange the parts of the logo



X Do not warp

Do not distort or warp the logo in any way



The Mark

The NIGHTINGALE mark symbolises the core aspects of the project and can be used on its own to add distinctive branding to collateral and images without the need for the full logo.

When using the NIGHTINGALE mark on it's own there are two usage versions for both the light and dark versions.

Use whichever variation suits the space it will occupy best.



Coloured



Solid



Coloured

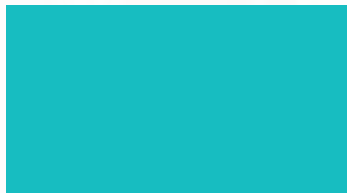


Solid

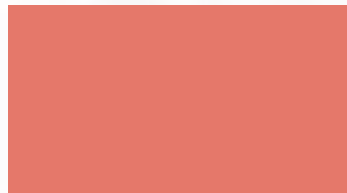
The Colour Palette

The NIGHTINGALE colour palette has been specifically designed to work in a digital arena. The colours are vibrant and modern, giving impact and contrast to our on-screen products.

Primary Colour Palette



17BDC1
R:23 G:189 B:193
C:88 M:2 Y:0 K:24



#E5786A
R:229 G:120 B:106
C:0 M:48 Y:54 K:10



#04727A
R:4 G:114 B:122
C:97 M:7 Y:0 K:52



#052E30
R:5 G:46 B:48
C:90 M:61 Y:63 K:62

Secondary Colour Palette



#6B6B6B
R:107 G:107 B:107
C:0 M:0 Y:0 K:58



C8AD55
R:200 G:173 B:85
C:0 M:14 Y:58 K:22



80475E
R:128 G:71 B:94
C:0 M:45 Y:27 K:50

The Font Palette

The two brand fonts are Be Vietnam and Nunito Sans.

Both fonts have been specifically designed for on-screen clarity while still working well for print.

Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility.

The fonts are included in the NIGHTINGALE resource pack.

They are also embedded in the presentation templates so can be used even if the user does not have them installed.

Alternatively you can download them from fonts.google.com

Header Font
Be Vietnam

Body Font
Nunito Sans

Windows Font
Calibri

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Penultimate

The spirit is willing but the flesh is weak

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SCHADENFREUDE

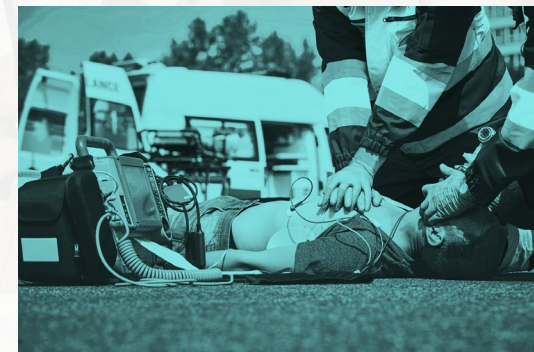
3964 Elm Street and 1370 Rt. 21

Images

Use images that are consistent with the images provided in the NIGHTINGALE Stock Image Pack.

Images can be used full colour or faded against a dark teal background.

Try not to use images that are monochrome and do not use images with a strong colour fade in front.



Images

An entire stock image library has been curated for use by partners on the project.



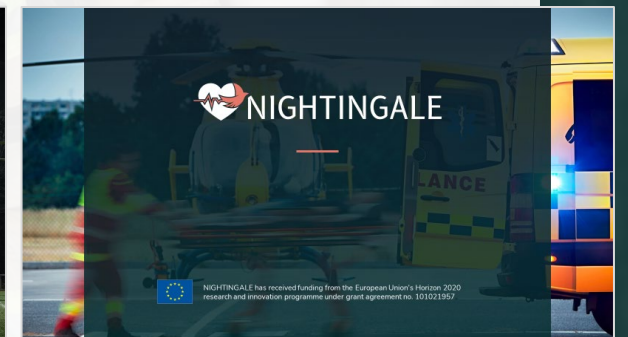
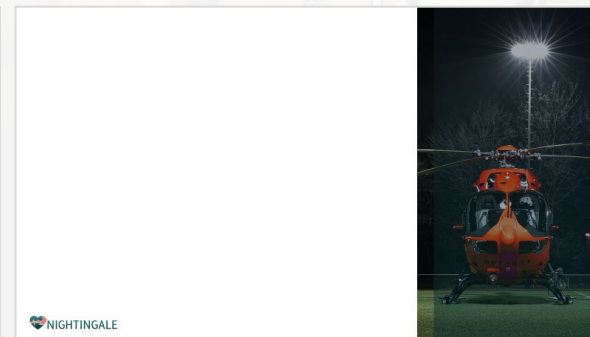
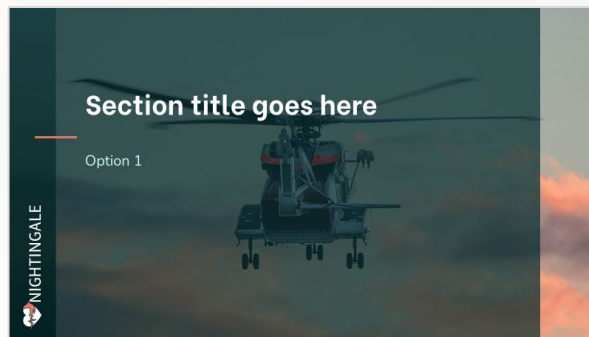
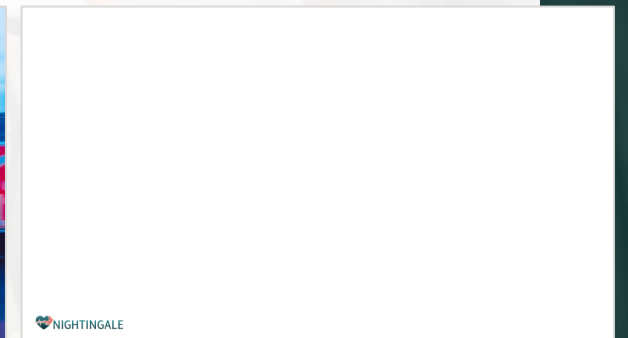
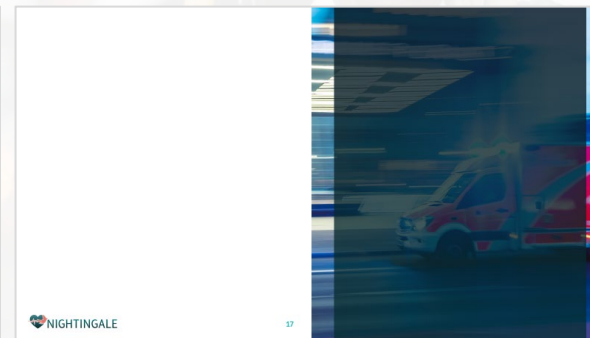
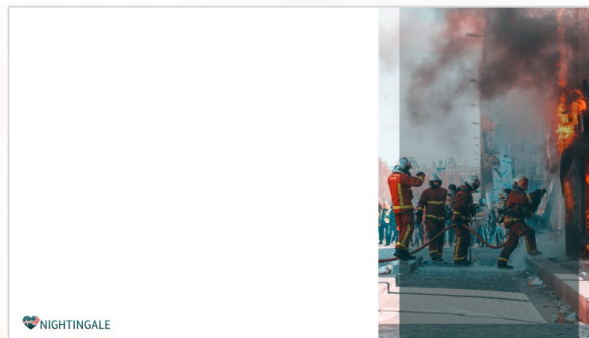
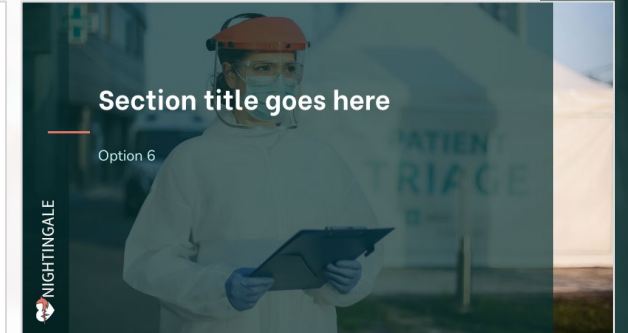
These can be found in the NIGHTINGALE brand pack

The Templates

Project specific branded presentation templates have been created for use during the project.

These include various different slide types including Title slides, Section title slides, content slides and closing slides.

They also have the project fonts and colours built in so please use accordingly.





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