

N I L E

Brand Guidelines

January 7, 2019

BRAND *narratives*

BRAND NARRATIVES

Following are the principal narratives and statements of purpose which will be the key selling points and foundation for all marketing communications.

WE ARE *problem solvers.*

EVERY PROJECT IS AN OPPORTUNITY TO SHOW CLEAR RESULTS.

The team at Nile digs eagerly into the details of each project to understand the issues, roadblocks and opportunities it presents. The results we execute showcase our understanding of the many complex considerations that our clients face and our ability to deliver for them.

WE ARE *teammates.*

ALL SUCCESSES AND FAILURES ARE EQUALLY SHARED.

The artistry of an architect only works when the systems of an engineer support the vision.

Every project is a collaboration and we rely on the expertise of everyone involved to carve out the best results. Our architects and engineers collaborate daily in the belief that when our clients are successful, so are we.

WE ARE *effective.*

A SUCCESSFUL PROJECT BEGINS WITH A WELL DEFINED ROAD MAP.

The team at Nile brings many years of project delivery. We know the markets we serve and are engaged in the best practices taking hold throughout the industry. We are efficient and focused, delivering successful projects everywhere, every day. We get the job done.

WE ARE *interested.*

WE ENGAGE EACH CLIENT IN A ROBUST ONGOING DIALOGUE.

The priorities of clients vary so we must listen to them! Nile actively engages and listens to the priorities, ideas and needs of our clients. We build long term relationships by prioritizing the value of their interaction and invite clients to the table continuously.

WE ARE *people.*

WE BUILD RELATIONSHIPS AND TAKE PRIDE IN WHAT WE DO.

When clients commit, they do not commit to the founders who have long since retired. They commit to our staff, because they like *them* and find confidence in *them*. Clients will know the people who will get the job done, who will fight hard to succeed for them, and enjoy the camaraderie of the team.

WE ARE *realists.*

TIME ISN'T WASTED WITH HEADS IN THE CLOUDS OR IN THE SAND.

We do not suggest ideas that are out of reach for our clients or ignore the critical details that they count on us to deliver. We make sure to have a thorough understanding of the project so we can help our clients distinguish and move between their needs, wants, obstacles and dreams.

WE ARE *storytellers.*

WE ARE A COMMUNITY STRENGTHENED BY SHARED EXPERIENCES.

A building's value is realized only after we let go of it. We want to showcase how each project is envisioned, the journey to create it and the stories that emerge in the hands of its users. Buildings have no value without people. We are promoters of our clients, recognizing their success.

WE ARE *intentional.*

OUR STRENGTH IS THE DIVERSITY OF OUR WORK.

Nile is a place where ideas grow and potential is explored across many landscapes. While we do maintain focal areas, we purposely cultivate a diverse portfolio of work believing our projects are stronger for the influence of the other markets we serve.

WE ARE *nile.*

WE ARE NOT A SERVICE, BUT A COLLECTIVE.

Nile is not the buildings we draw, the walls of our offices or the bodies within it. It is a collective of experiences, ideas and results that draw together. As clients engage us, they expand our reach like the tributaries connecting along a river define direction and growth. Our employees at work encourage a voice, a shape, and a culture. Nile is not service, but rather the lens through which we see the experience of all who are involved.

STYLING OF THE

Logo

SINGULAR DESIGN

The logo mark for Nile is simple. Four letters - no more, no less. Due to this simplicity and lack of symbol/icon, there are no other logo variations. The logo is Engravers' Gothic BT at 220 tracking.

N I L E

DARK BACKGROUNDS

Preference will always be to have the logo on a white background. In the event it must be on a dark background, then it should be white to always emphasize contrast.



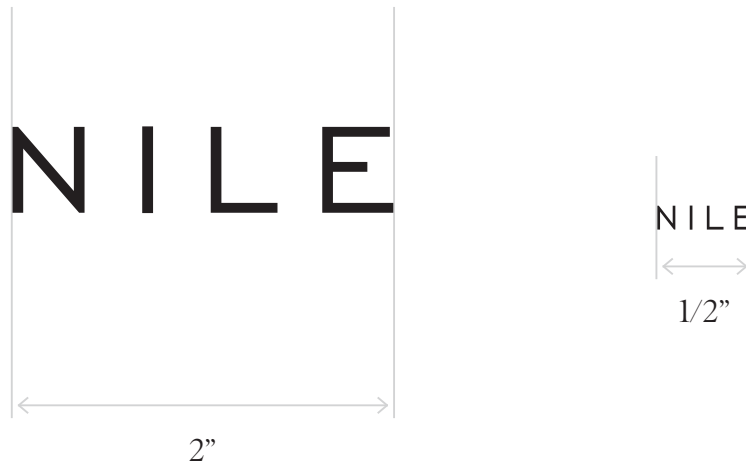
N I L E

SIZE RECOMMENDATIONS

Size recommendations noted below are to ensure logo use remains consistent and legible.

The suggested logo size for a standard 8.5x11 sheet is no larger than 2".

To ensure legibility, the logo should never be smaller than 1/2".



CLEAR SPACE

The Nile brand is as much about what it doesn't say as what it does. White space is key as *a visual representation of our emphasis on listening* and the room we leave for client engagement. Therefore, the logo needs sufficient visual space maintain that branding. Images, graphical elements or text should be kept away from the logo by a minimum distance of the letter 'N' in Nile on all four sides, as shown below.



INCORRECT LOGO USE

The Nile logo is clean and simple with 4 letters - no more, no less. Please avoid altering this simplicity with any added elements or treatments.



Do not add shadows or embossing.



Do not add boxes which constrain flow.



Do not change the font spacing or case.



Do not rotate (only 90 degrees as needed).



Do not outline.

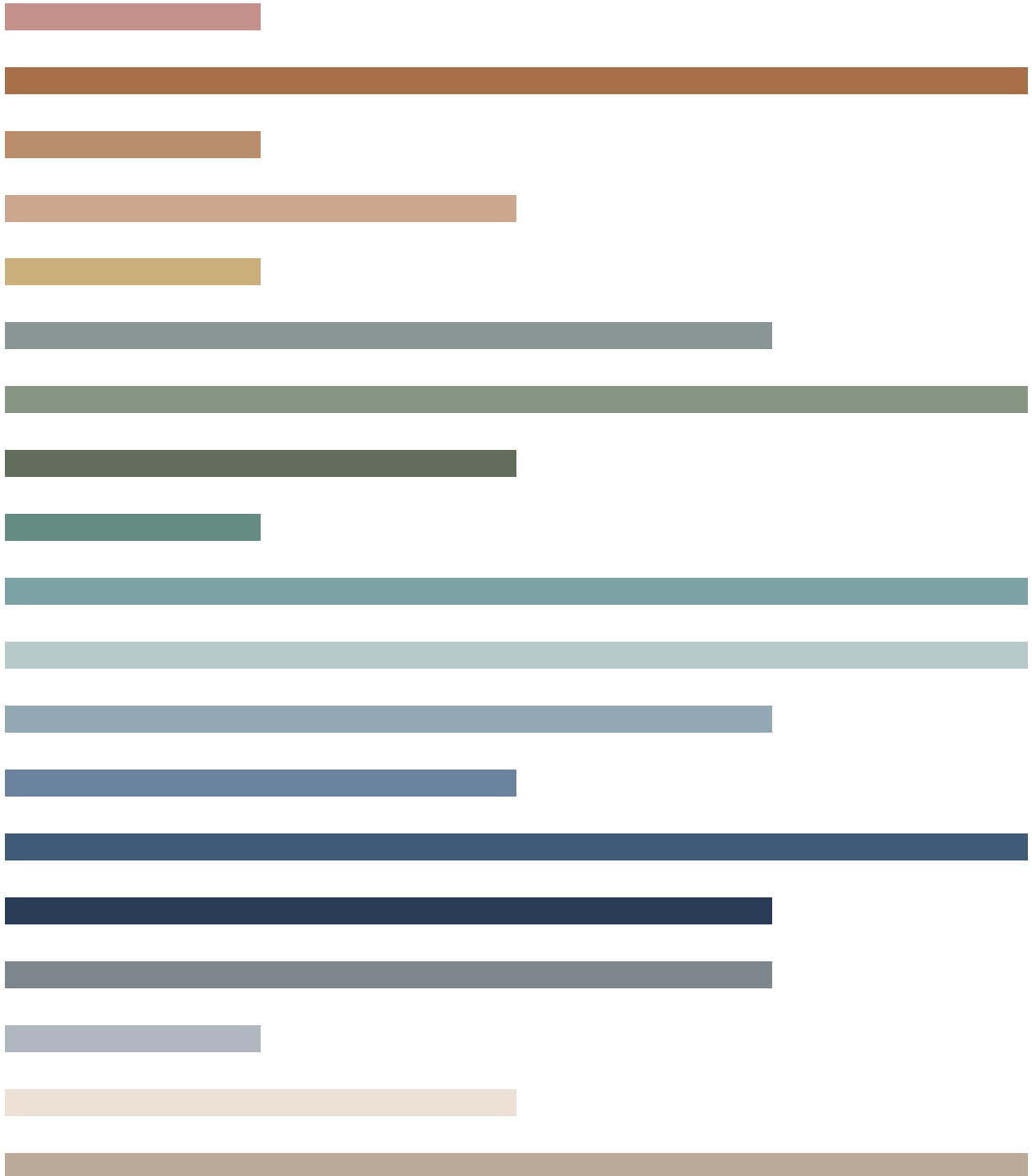


Do not distort or stretch.

PALETTE OF *colors*

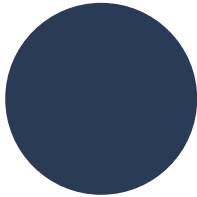
COLOR PALETTE

White is our most dominate color language. Any further colors will be passive and evoke feelings of calm, water, nature, and the simplicity of denim jeans and work boots. Not a singular set color, but rather a desaturated matte tone. The following grid shows a sampling of colors, and those to be most used, when color use is necessary.



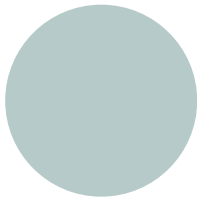
COLOR PALETTE - INSPIRED

This palette represents the primary inspiration of Nile - water!
This will be the starting point where we will default.



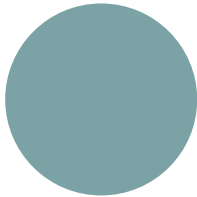
NAVY

Pantone 2965u / 2380c
C.88 M.74 Y.43 K.35
R.42 G.59 B.85
Hex #2a3b55



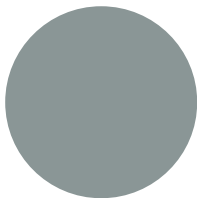
SHORELINE

Pantone 4155 u / 4155c
C.29 M.12 Y.19 K.0
R.182 G.202 B.201
Hex #b6cac9



LIGHT TEAL

Pantone 2211u / 5493c
C.55 M.25 Y.33 K.0
R.123 G.163 B.165
Hex #7ba3a5

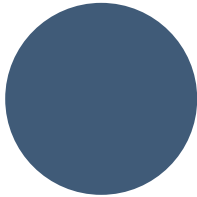


FRENCH FOG

Pantone 443u / 443c
C.49 M.35 Y.37 K2
R.138 G.150 B.150
Hex #8a9696

COLOR PALETTE - BOLD

This palette offers options for spot colors which can be carried together.



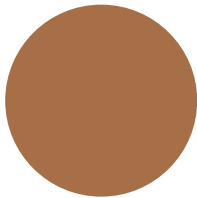
DENIM

Pantone 2188 u / 4137c

C.81 M.61 Y.31 K.14

R.64 G.91 B.120

Hex #405b78



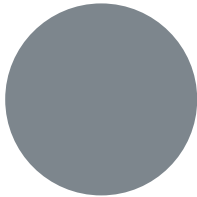
COGNAC

Pantone 724 u / 4262 c

C.29 M.57 Y.77 K.12

R.166 G.111 B.72

Hex #a66f48



CONCRETE

Pantone 430 u / 430 c

C.54 M.41 Y.37 K.4

R.125 G.134 B.141

Hex #7d868d



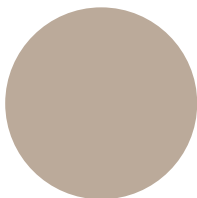
SEEDLING GREEN

Pantone 2410 u / 4200 c

C.61 M.44 Y.62 K.21

R.98 G.109 B.92

Hex #626d5c



SAND

Pantone 4253 u / 7529 c

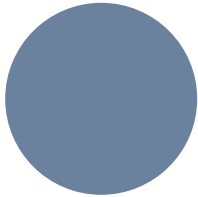
C.28 M.30 Y.38 K.0

R.187 G.170 B.154

Hex #bbaa9a

COLOR PALETTE - CALM

Options for spot colors that are less dominating, but can interplay with each other.



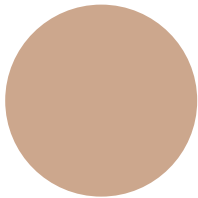
PROVINCIAL BLUE

Pantone 2159 u / 2165 c

C.64 M.43 Y.25 K.2

R.106 G.130 B.158

Hex #6a829e



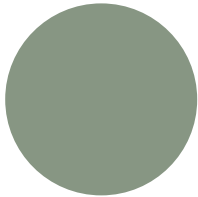
LATTE

Pantone 4665 u / 4260 c

C.20 M.34 Y.44 K.0

R.204 G.167 B.141

Hex #cca78d



SAGE

Pantone 4180 u / 4192 c

C.50 M.31 Y.50 K.4

R.135 G.150 B.131

Hex #879683



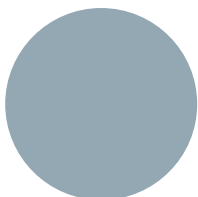
DOWN

Pantone (*weak match*) 7604 u / 7604 c

C.6 M.10 Y.14 K.0

R.237 G.225 B.213

Hex #ed1d5



FADED DENIM

Pantone 2177 u / 7543 c

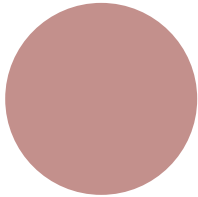
C.44 M.26 Y.24 K.0

R.148 G.168 B.179

Hex #94a8b3

COLOR PALETTE - SECONDARY

This palette is for color extension, when compliments or added personality is needed.



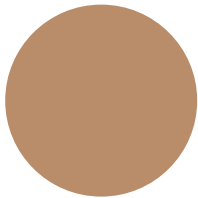
ROSE BEIGE

Pantone (*weak match*) 4036u / 500 c

C.24 M.47 Y.39 K1

R.195 G.144 B.140

Hex #c3908c



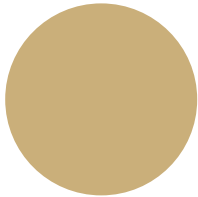
CARAMEL

Pantone 429 u / 4655 c

C.27 M.44 Y.62 K.3

R.185 G.141 B.106

Hex #b98d6a



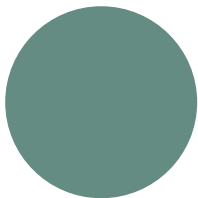
GOLD TWEED

Pantone 4022 u / 466 c

C.22 M.28 Y.59 K.0

R.202 G.175 B.122

Hex #caaf77a



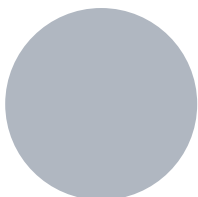
DUSTY TEAL

Pantone 625 u / 4186 c

C.64 M.31 Y.48 K.6

R.100 G.140 B.131

Hex #648c83



DOVE GREY

Pantone 7543 u / 4274 c

C.31 M.22 Y.17 K.0

R.176 G.183 B.193

Hex #b0b7c1

BRANDING *typography*

PRINCIPAL TYPOGRAPHY

The Nile brand is based upon the Poynter Oldschool Display font family. It offers three weights with additional condensed styles for use in body, emphasis and graph personalities. This serif font has purposely been chosen for its historic, literary feel.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*) 0123456789

POYNTER OS DISPLAY (roman)	Basic paragraph, default text.
<i>POYNTER OS DISPLAY (italic)</i>	<i>Good for text accent and narratives.</i>
POYNTER OS DISPLAY (semibold)	For subtle emphasis.
POYNTER OS DISPLAY (bold)	Very limited use urgent callout.
POYNTER OS DISP COND (roman)	Special use, for footnotes or charts to save space
POYNTER OS DISP COND (semibold)	Special use, typically in charts to save space.
POYNTER OS DISP COND (bold)	Special use, callout with space savings.

ACCENT TYPOGRAPHY

The font of our logo is Engravers' Gothic BT. This font will be used for accents and subheading titles, allowing quick page scanning and contemporary personality.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

(.,:;?!\$&@*) 0 1 2 3 4 5 6 7 8 9

ENGRAVERS' GOTHIC BT (REGULAR)

LOGO FONT, CALL OUT SUB-HEADLINES.

SIGNATURE TYPOGRAPHY

Reflecting the value we place on building relationships, Nile has chosen a handwriting font as part of its brand. This font will have limited use to provide personality. Preference is that all text will be lowercase for a softer, casual look, partnered with the accent font.

A large, black, cursive-style 'Aa' is centered on the page. The 'A' is tall and has a thick, sweeping horizontal bar that curves downwards on the left side. The 'a' is smaller and more compact, with a similar cursive style.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&@*) 0123456789

Delores (regular) good for personality and a human touch.

WEB TYPOGRAPHY

To ensure Nile's brand style remains true in all viewing, alternative web-friendly fonts are recommended in website design and email marketing. The recommended alternative is Palatino Linotype when Poynter Oldschool Display is not available as a webfont.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*) 0123456789

PALATINO LINOTYPE (regular)	Basic paragraph, narrative text.
<i>PALATINO LINOTYPE (italic)</i>	<i>Good for subheadings.</i>
PALATINO LINOTYPE (bold)	Ideal option for headlines.
<i>PALATINO LINOTYPE (bold italic)</i>	<i>Good for personality accent.</i>

PARAGRAPH STYLING

How fonts are used is equally as important as choosing the right font to start with.
Here are the key elements to relationship styling to guide publication design.

BOLD HEADLINE

SUBHEAD FOR NARRATIVE FOCUS

Body lorem ipsum deloraectae od ut officab orerunt restota tem
apiendam quati tet que ipsum ipsa volupti alictumque pore maxim
doluptur aliquide pliqui dolento ipsunt as eostius andicient verum
re comnis si autem. Ulloriti ipiducipsae.

- First tier
 - second tier

HEADLINES ARE ALWAYS CAPITALIZED

Preferred font is Poynter OS Display (roman). Color should always be black.
and should scale 16 text size to standard body 11 text size (for common 8.5 x 11 sheet).

SUBHEADINGS CAPITALIZED EXPANDED SPACING

Preferred font is Engravers' Gothic BT. Accent colors can be used on subheadings only.
Capitalized, font size should be one step larger than paragraph body. (Size 12 to paragraph size 11.)
Line spacing should add at least .5 space (or 0p6) between subheading and paragraph.
Character spacing should be 200 tracking (or expanded by 3 pt.).

Body is simple and clean.

The standard body font for narrative paragraphs is Poynter OS Display (roman) at 11 pt size.
Line spacing should be 1.25 lines (or 15pt) to capture necessary white space.
Italics and bolding (semibold or bold) can be used for emphasis, no underline.

SAMPLE SECTION HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ullamcorper velit sed ullamcorper morbi. Pretium viverra suspendisse potenti nullam ac tortor vitae purus. Eget sit amet tellus cras. Mattis rhoncus urna neque viverra justo nec ultrices dui. Amet porttitor eget dolor morbi non. Posuere ac ut consequat semper viverra nam libero justo laoreet. Molestie a iaculis at erat. Dictum fusce ut placerat orci nulla. Malesuada proin libero nunc consequat interdum varius sit amet. Habitasse platea dictumst vestibulum rhoncus est pellentesque elit. Suspendisse faucibus interdum posuere lorem ipsum dolor sit amet consectetur. Scelerisque eleifend donec pretium vulputate. Lacus sed viverra tellus in hac habitasse platea dictumst vestibulum. Tellus rutrum tellus pellentesque eu tincidunt. Molestie at elementum eu facilisis.

PURPOSEFUL SUBHEADER THAT CATCHES EYE

Id consectetur purus ut faucibus. Gravida quis blandit turpis cursus in hac habitasse platea dictumst. Lectus quam id leo in vitae. Dui ut ornare lectus sit amet est placerat in egestas. Felis donec et odio pellentesque diam. Vulputate ut pharetra sit amet aliquam. Aliquam vestibulum morbi blandit cursus risus. Laoreet sit amet cursus sit amet dictum. Vestibulum mattis ullamcorper velit sed. Diam in arcu cursus euismod. Tellus molestie nunc non blandit massa enim nec dui. Amet massa vitae tortor condimentum lacinia quis vel.

MAKES PAGE EASILY SCANNABLE

Tellus in hac habitasse platea dictumst vestibulum. Volutpat sed cras ornare arcu dui vivamus arcu. Platea dictumst vestibulum rhoncus est pellentesque elit. Placerat orci nulla pellentesque dignissim enim. Dictum sit amet justo donec enim diam vulputate ut. Facilisis sed odio morbi quis commodo odio aenean sed adipiscing.

Egestas quis ipsum suspendisse ultrices gravida. Faucibus nisl tincidunt eget nullam non nisi est sit. Massa vitae tortor condimentum lacinia quis vel eros donec. A diam maecenas sed enim ut sem viverra aliquet. osuere ac ut consequat

Don't be afraid to boldly call out major points that matter.

semper viverra nam libero justo laoreet. Molestie a iaculis at erat. Dictum fusce ut placerat orci nulla. Malesuada proin libero nunc consequat interdum varius sit amet. Habitasse platea dictumst vestibulum rhoncus est pellentesque elit. Suspendisse faucibus interdum posuere lo

- Keep bullets short.
- If it is a paragraph, it isn't a bullet.

Mauris pharetra et ultrices neque ornare aenean euismod elementum. Pharetra convallis posuere interdum consectetur libero id faucibus nisl. Tellus mauris a diam maecenas sed.

ACCENT TYPOGRAPHY STYLING

The script font Delores should be used sparingly, simply to evoke interest or personality. Whenever possible, balance it with the Engravers' Gothic text to ground it and avoid large blocks of text in the Delores font.

~~a lot of text gets
overwhelming~~

KEEP IT *simple.*

N I L E

NORTH DAKOTA

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MINNESOTA

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