niteco

Brand
Guideline

niteco

Contents

About Niteco

Who are we?
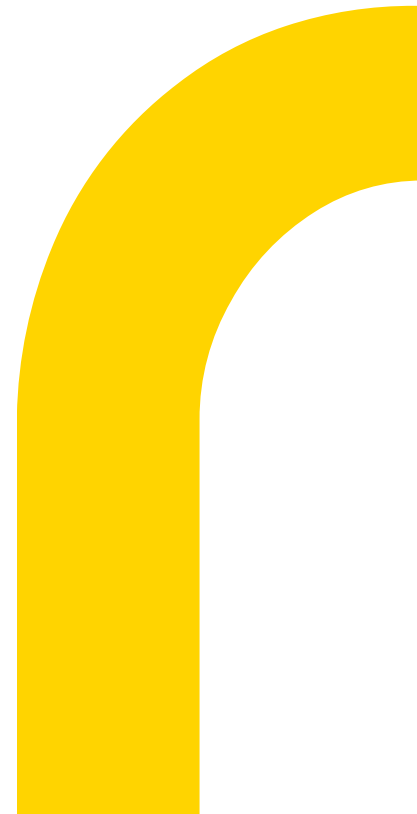
Brand ambition

Brand positioning

niteco

01

Who
are we?

Niteco is a global end-to-end digital agency that can support your digital transformation with consultancy, marketing, design, and application management.

From building and designing adaptable and convertible eCommerce sites for Electrolux to giving Grant Thornton International a much-needed boost, through supporting Waste Management with disposing and recycling waste, we focus on delivering the highest quality digital experiences for our customers.

Having delivered hundreds of projects for customers in more than 30 countries, we take pride in having teams working from every corner of the world. We have offices in Vietnam, Sweden, the UK, the US and Australia.

As a multi-award-winning agency, we have 120 Optimizely Certified Developers, with developers certified in platforms like Sitecore, Magento, and others.

Brand Ambition

Niteco's goal is to deliver holistic solutions that boast high quality not only in their technical implementation, but also in the delivery process itself. Our solutions have a clear and tangible effect on our clients' bottom line by creating user experiences that are proven to convert.

Building on our strong customer base with prominent brand names like Heineken, Panasonic and Altius, Niteco looks to grow its market share among global mid-market to enterprise clients in all verticals.

Our work is driven by our core brand values:
- Never be afraid to challenge
- Own everything you do
- Question what's possible
- Be willing to change

Through these values, which are being embraced by all teams at Niteco, we set out to fulfil the mission we have set for ourselves:

To create world-class digital experiences through a relentless focus on the highest quality technical delivery standards, using curiosity and care to lead our customers to the right solution.

Brand Positioning

Niteco is a holistic digital agency focused on delivering the highest quality end-to-end digital experiences for customers in the mid-market to enterprise space across the world. We provide a combination of services that encompass the design and development of web presences and applications as well as the digital marketing services needed to provide insights about user behavior and allow for personalized and direct targeting.

As a brand, we stand for solutions that provide excellent user experience for our clients' end users as well as the client teams responsible for managing the tools and content that are central to the applications. We also put a major focus on providing our clients with strategic support and guidance during and after the delivery process.

QUALITY

We follow the highest technical quality standards in our deliveries to ensure that our brand name will be linked to quality solutions.

OPTIMIZELY EXPERTS

With years of experience working with the Optimizely platform, we are experts at building, maintaining, and improving solutions based upon it.
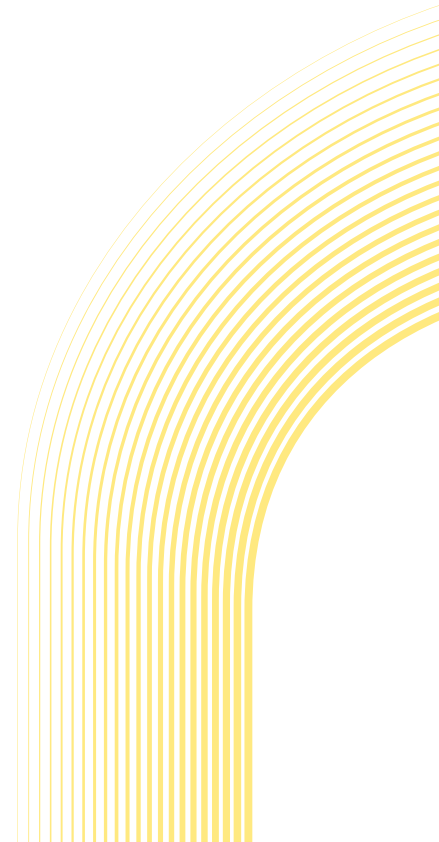
Logo

Logo

Logo usage

Logo colorways

Misuse rules

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niteco

02

Logo

The Niteco Logo

The Niteco brand name derives from the company's original name, Niklasson Technology Consultancy, named for founder and CEO Pelle Niklasson.

The Niteco logo combines simplicity and straightforward thinking with the elegance and smoothness inherent in the rounded corners of the font.
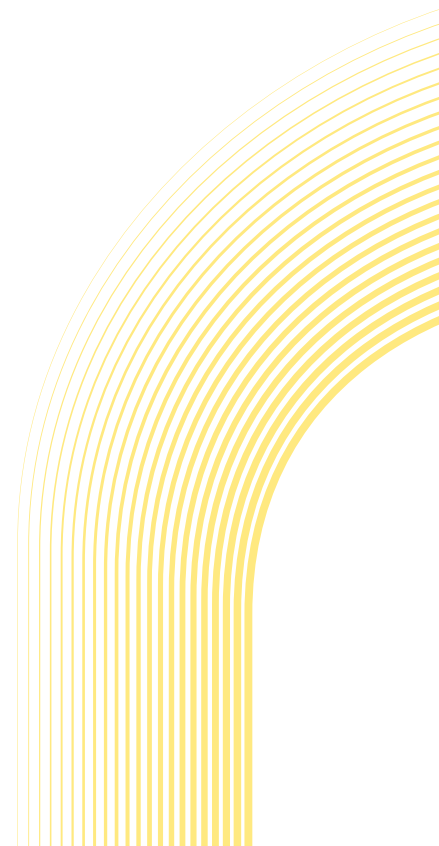
The golden yellow coloring displays the high value of Niteco's solutions as they stand out from other offerings in the marketplace.

Brand Symbol

niteco

Brand Logo

Logo

The Niteco Logo

The askew letter "e" shakes up the logo as a representation of the creative spark present in everything we do, from our design and development efforts all the way to our digital marketing work.

The single letter "n", which is often used as a visual element in Niteco collateral, encircles the company's employees and offices all around the world.
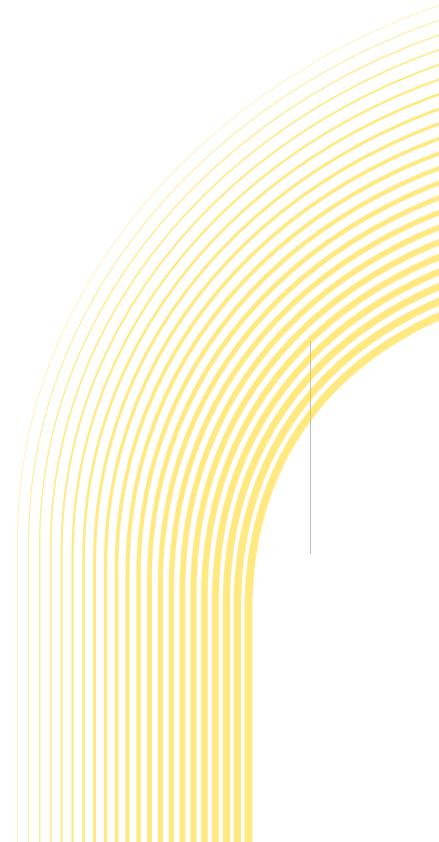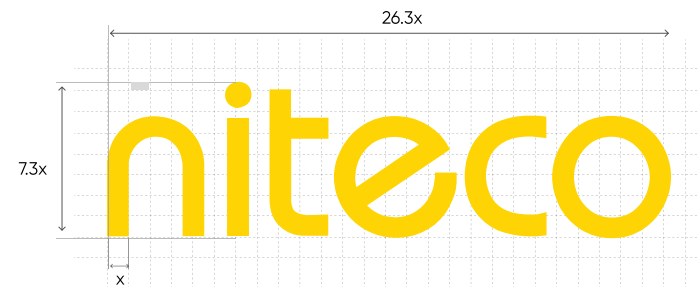
Clearance Space

To preserve the visual impact of the Niteco logo, always maintain adequate clear space around it. This is an integral part of the design, and ensures the logo can be seen and understood quickly.

Logo
minimum size

The minimum size for the logo in print is 2.5cm wide. The preferred logo width for use on the front of a typical printed piece is 72px (20mm), but will vary when used on especially small or large formats. The minimum logo width for all web and digital applications should never be smaller than 1 times the screen resolution (i.e. 1 x 35ppi = 35 px).

Minimum size for digital

Minimum size for print

60px

72px (20mm)

niteco

niteco
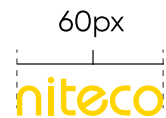
Logo colorways

Consistent usage of our logo colors helps build brand recognition and ensures our logo is always rendered properly. The yellow logo should be used on black background. The black logo should be used on yellow or white background.
The yellow logo should not be placed on other colors or imagery with the same value.

When the yellow logo needs to be displayed on a white background, the ratio of yellow:white should be approx. 1:1.14 to ensure the correct contrast ration.
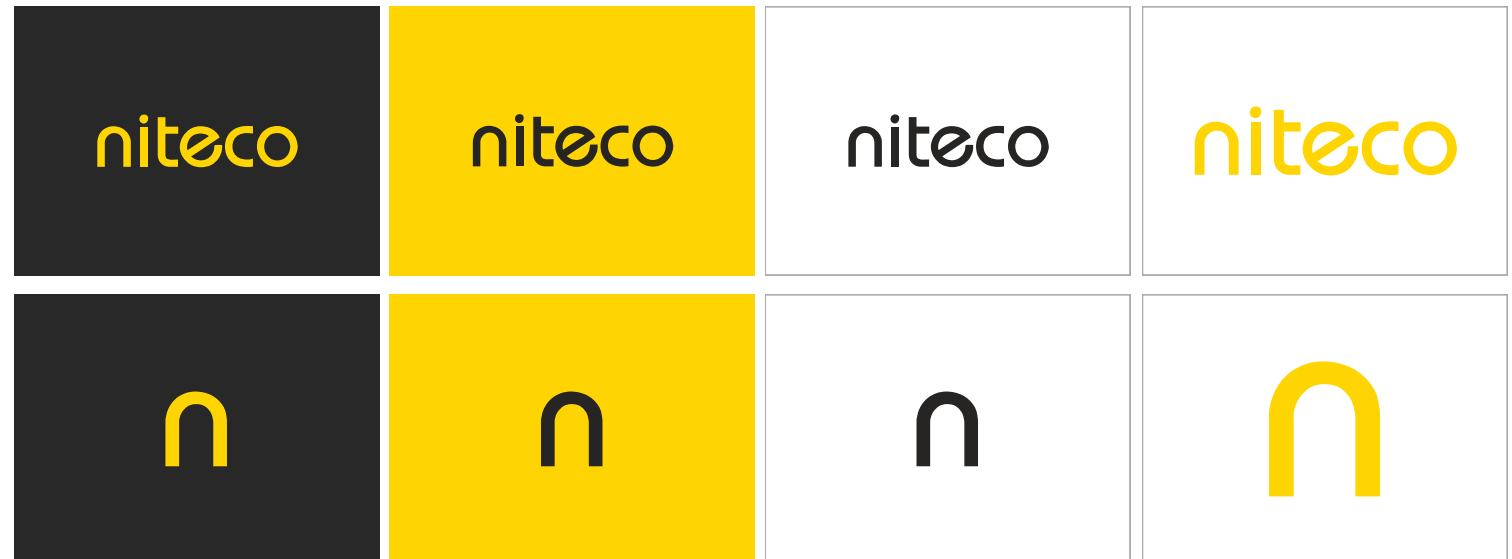
Don'ts

1. Do not use the yellow logo on low contrast background

2. Do not apply filters or effects to the logo or the "n" symbol, e.g. Drop shadow

3. Do not use the yellow logo on competing color backgrounds

4. Never add opacity to the logo

5. Do not place imagery or patterns inside the logo

6. Do not use the black logo on dark colored backgrounds

7. Do not use the logo at unusual angles

8. Do not use low resolution versions of the logo

9. Do not use the logo on busy backgrounds

01

02

03

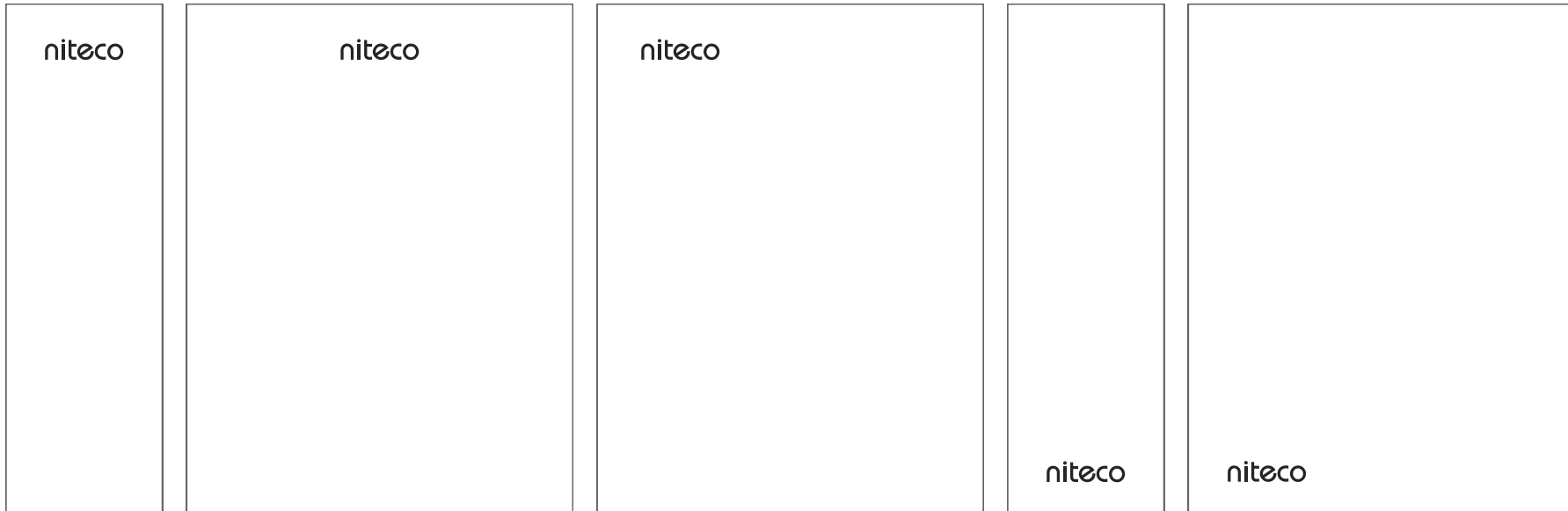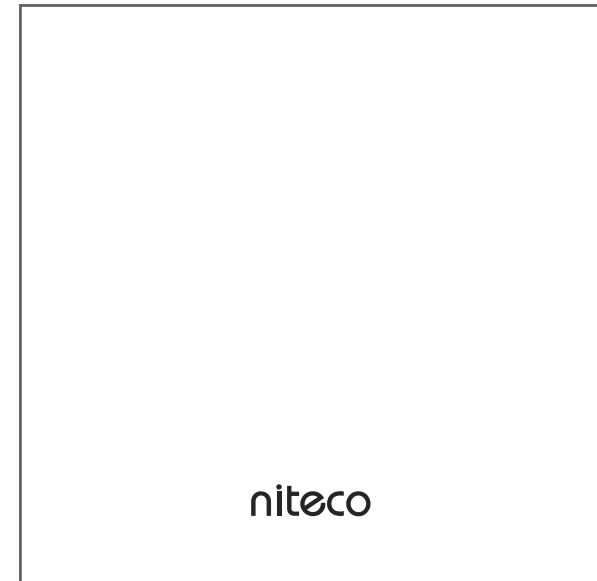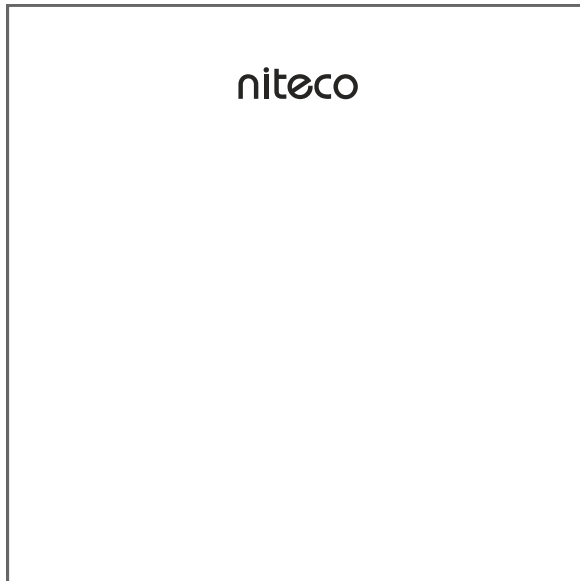04

05

06

07

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09

Logo lockup

Horizontal size

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niteco

Logo lockup

Vertical size

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niteco

Logo lockup

Square size

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Partnership logo lockup

When Niteco's and other logos are displayed as part of a partnership with other companies/clients, use monochrome versions of the logos. The logos should be equal in size or have no more than a 20-30% difference in size, depending on the situation.

The Niteco logo and the partner logos can be displayed together in the center or separately in 2 groupings. If the logos are separated into 2 groupings, the Niteco logo should be aligned left, with the partner logos aligned right.

The guidelines concerning clear space around the logo must be followed in either case.

Our voice

03
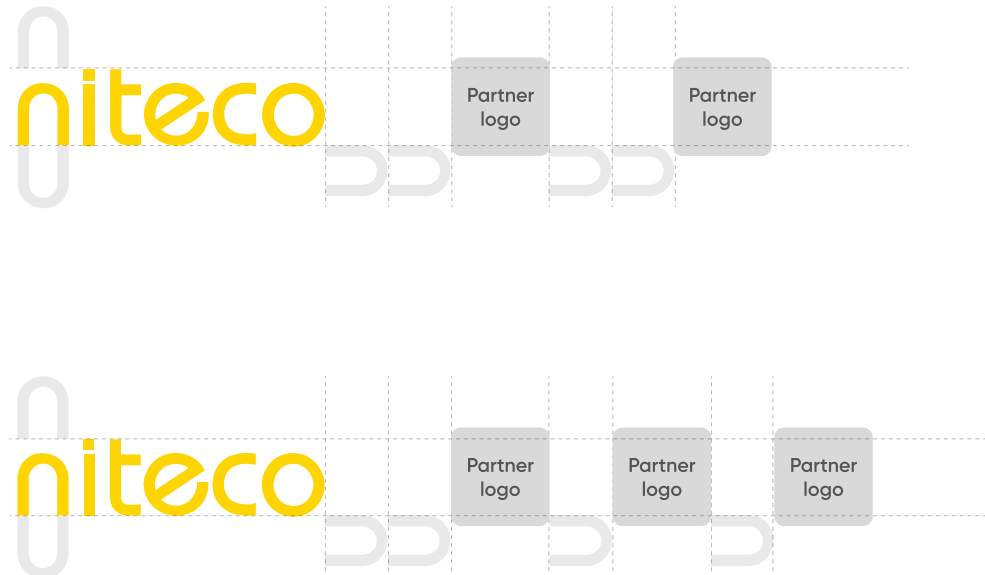
niteco

Our Voice

Niteco aims to inspire confidence in its customers with its written content, using the same qualities that define our development, design and digital marketing work – in combination with our commitment to great customer service.

The general Tone of Voice can be described as follows.

Professional

Knowledgeable

Informative

Straightforward

Conversational

Approachable

Friendly

Trustworthy

Colors

04

Primary Colors

Color can define a brand, and Niteco's signature colors are Yellow and Black.

Yellow

HEX
#FFD400

RGB
255 : 212 : 0

CMYK
1 : 14 : 100 : 0

Black

HEX
#262524

RGB
38 : 37 : 36

CMYK
70 : 65 : 65 : 70

Color Values

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% | 5% |
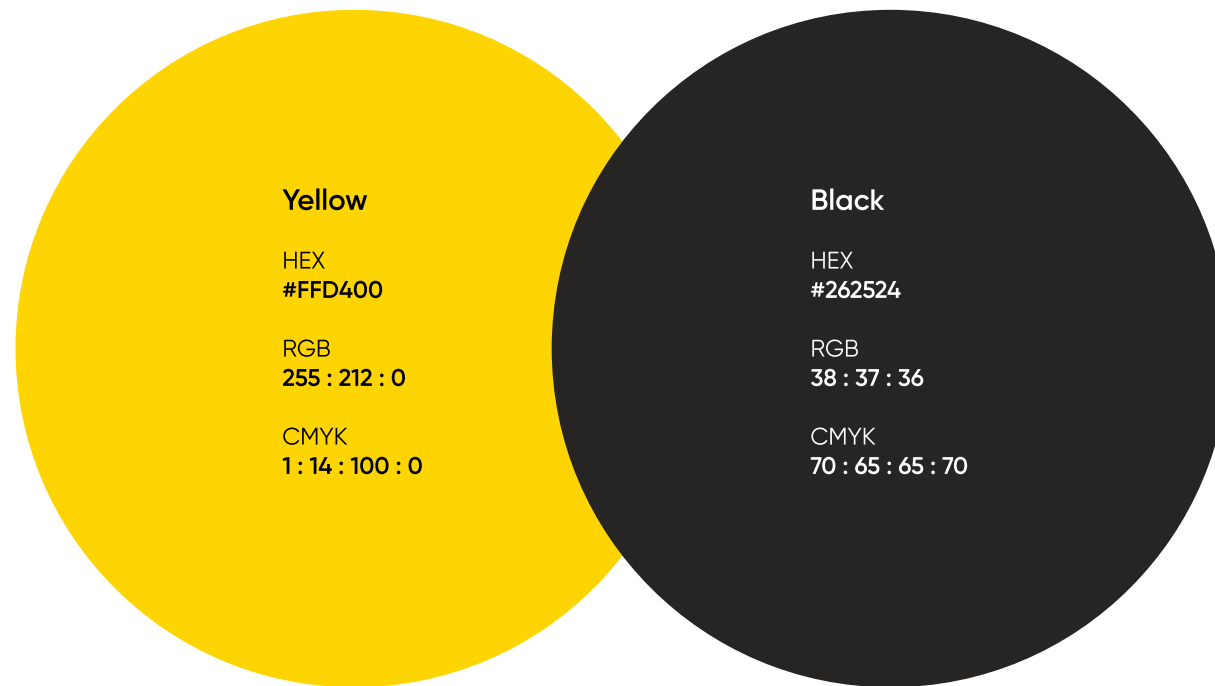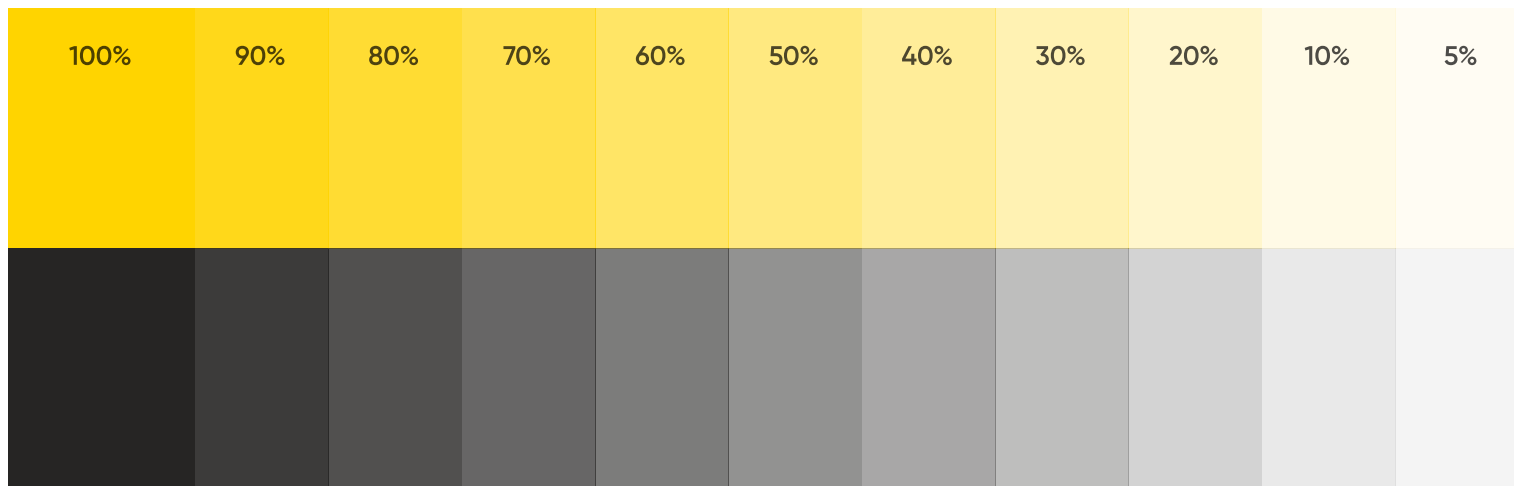
Color Balance

When yellow is the main color

60%
30%
10%
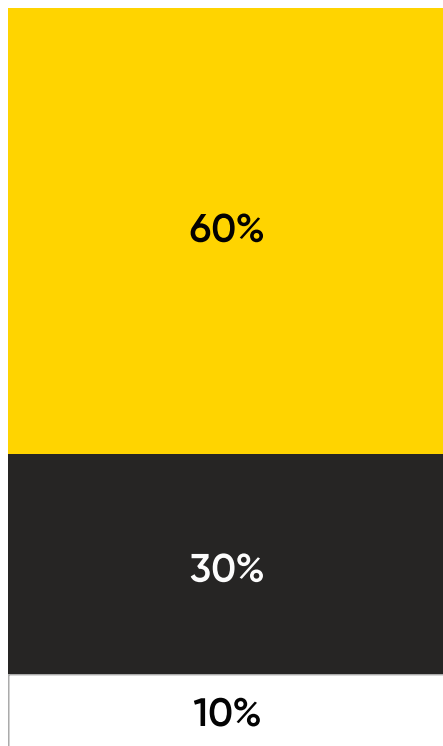
When black is the main color

60%
30%
10%
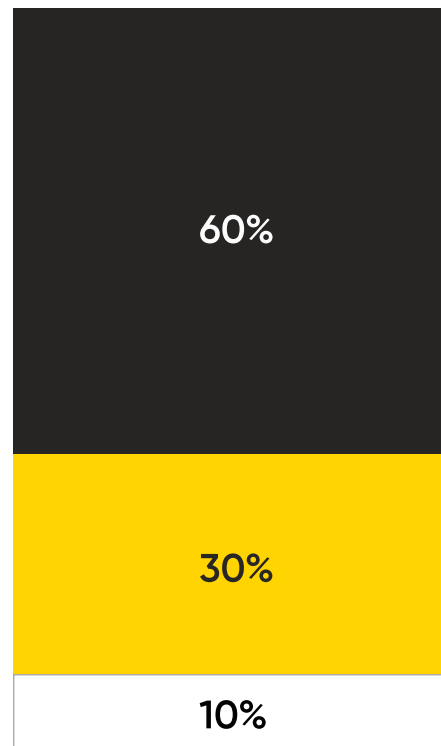
When white is the main color

60%
30%
10%
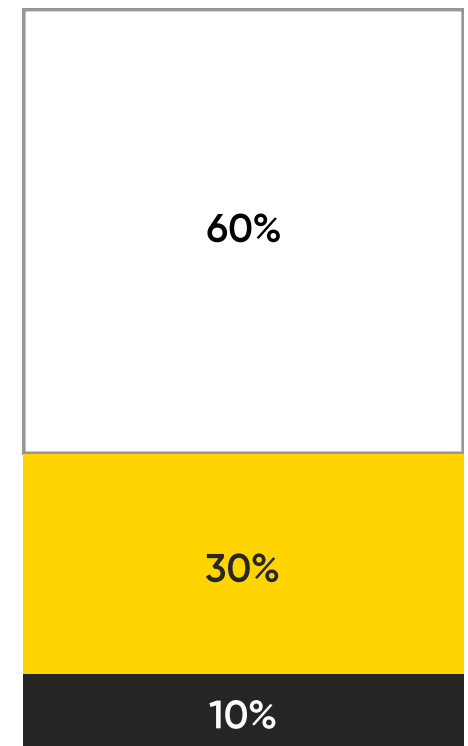
Gradient Color

Our gradient uses 3 specific tones of light yellow, yellow tan and light brown to make a golden gradient.
The golden gradient color should be used in designs related to internal events and should be placed on a solid or gradient black background to ensure optimal contrast of design and hierarchy.

#FDF1A4	#F7DD7B	#B27F2C
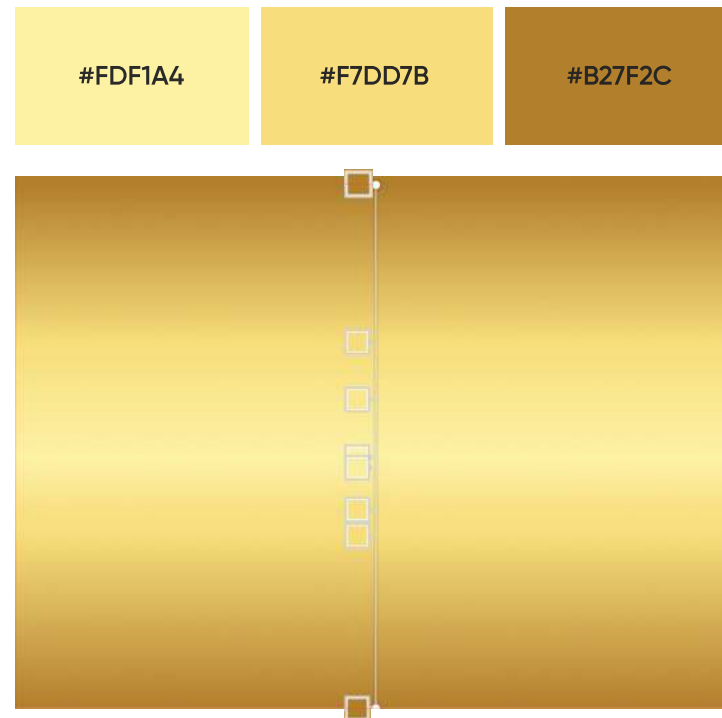
Typography

Primary typeface

Typesetting

Legibility

Hierarchy

Alternative typeface

Decorative typeface

Typography and colors

Typography do's and don'ts

05

niteco

Primary typeface

Gilroy Sans

Aa
bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa
semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa
regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typesetting

1. Heading

- Uppercase/Sentence case
- Typeface: Gilroy Sans
- Font Weight: Bold/Semibold

SCREEN DISPLAY

Maximum headline
Font size: 80px
Line height: 110%

We create innovative digital solutions

Minimum headline
Font size: 32px
Line height: 110%

We create innovative digital solutions

Typesetting

1. Heading

- Uppercase/Sentence case
- Typeface: Gilroy Sans
- Font Weight: Bold/Semibold

PRINTING

Maximum headline

Font size: 24pt
Line height: 100%

We create innovative digital solutions

Minimum headline

Font size: 16pt
Line height: 100%

We create innovative digital solutions

2. Body text

- Sentence case
- Typeface: Gilroy Sans
- Weight: Regular
- Line height: 150%

MINIMUM SIZE

Screen display
Font size: 16px

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Printing
Font size: 11px

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Legibility

Line length

Headlines work best in short lines.
The ideal line length for body text, ensuring a good reading experience, is around 80 characters including spaces.
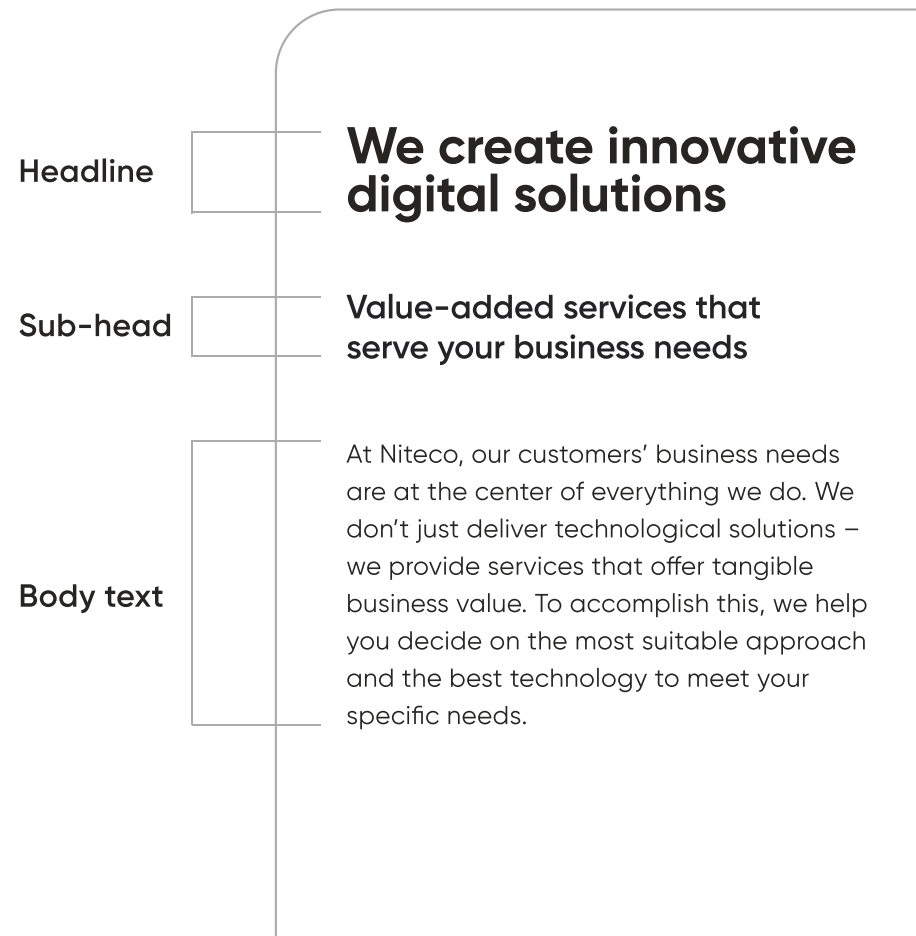
Alignment

Headlines and body copy should be left-aligned whenever possible

Body text

	0	60	80	120

Too narrow

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Ideal range

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Too wide

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Hierarchy

In order to establish an effective typographic hierarchy, H1 headlines should be double the size of the body text, while sub-headlines (optional) should be x1.2 the size of the body text.

Headline

We create innovative digital solutions

Sub-head

Value-added services that serve your business needs

Body text

At Niteco, our customers' business needs are at the center of everything we do. We don't just deliver technological solutions – we provide services that offer tangible business value. To accomplish this, we help you decide on the most suitable approach and the best technology to meet your specific needs.

Alternative typeface

The alternative typeface can be used in cases in which Gilroy sans cannot be used in a document/file

Arial

Aa

regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa

bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Font pairing

- Sentence case
- Line height: 280%
- Font pairing with **Gilroy sans**

iCiel millanova

Line height

Decorative Typeface

Decorative Typeface

280%

Font pairing

PRIMARY TYPEFACE
Decorative Typeface

Employee Appreciation
P A R T Y

Font pairing

- Sentence case
- Line height: 110%
- Font pairing with **Gilroy sans**

High Spirited

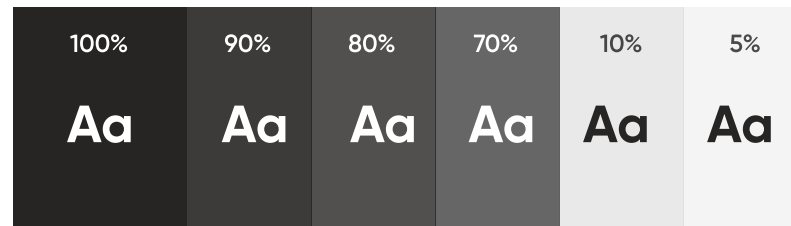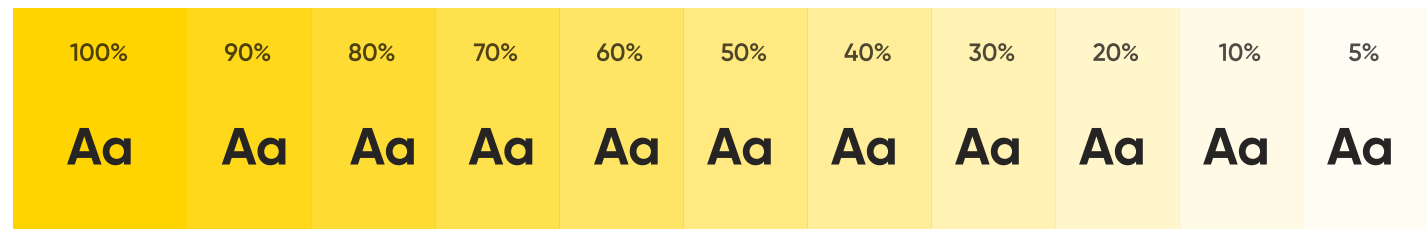## Line height

Decorative typeface

Decorative typeface

110%

Font pairing

PRIMARY TYPEFACE
Decorative typeface

Employee Appreciation
P A R T Y

Typography and colors

The colors primarily used in typography are black text when displayed on Niteco Yellow or any clear bright background, or white text when displayed on a dark background.

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa

100%	90%	80%	70%	10%	5%
Aa	Aa	Aa	Aa	Aa	Aa

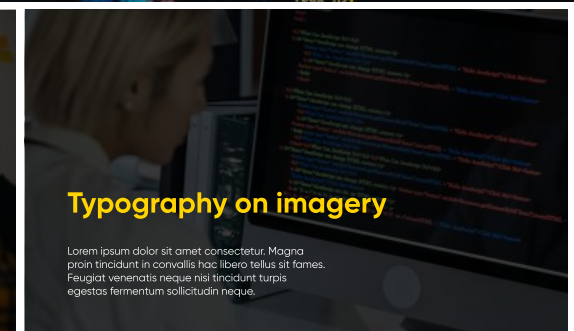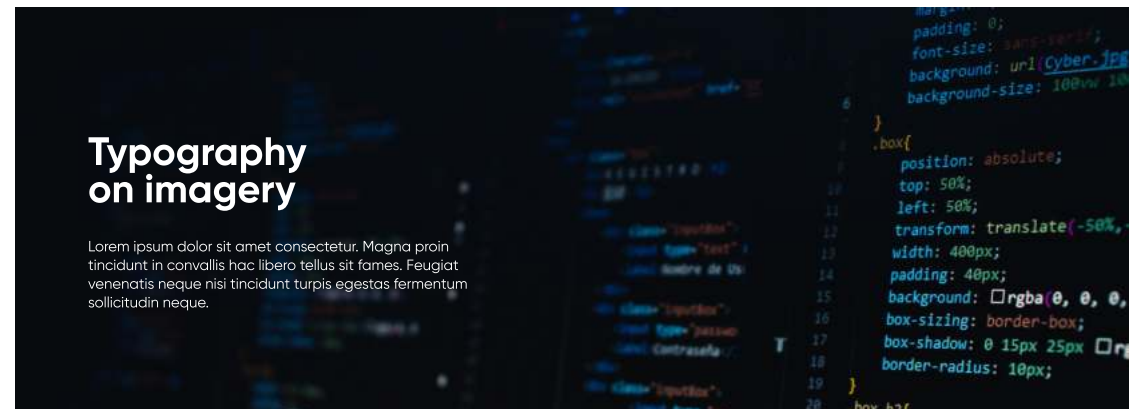# Typography
do's and don'ts

Typography needs to be used alongside imagery in a harmonious way, without one lessening the effect of the other.

DON'T put texts on busy background

DO put texts on simple background or add a dark transparent filter on the image befor put texts in

Lorem ipsum dolor sit amet consectetur. Facilisis aliquam turpis adipiscing non ut suspendisse vitae justo scelerisque. Luctus elit vitae consequat dignissim netus tristique nam.

Lorem ipsum dolor sit amet consectetur. Facilisis aliquam turpis adipiscing non ut suspendisse vitae justo scelerisque. Luctus elit vitae consequat dignissim netus tristique nam.

Typography on imagery

Lorem ipsum dolor sit amet consectetur. Magna proin tincidunt in convallis hac libero tellus sit fames. Feugiat venenatis neque nisi tincidunt turpis egestas fermentum sollicitudin neque.

Typography on imagery

Lorem ipsum dolor sit amet consectetur. Magna proin tincidunt in convallis hac libero tellus sit fames. Feugiat venenatis neque nisi tincidunt turpis egestas fermentum sollicitudin neque.

Typography on imagery

Lorem ipsum dolor sit amet consectetur. Magna proin tincidunt in convallis hac libero tellus sit fames. Feugiat venenatis neque nisi tincidunt turpis egestas fermentum sollicitudin neque.

Pattern

Primary pattern

Secondary pattern

niteco

06

Primary Pattern
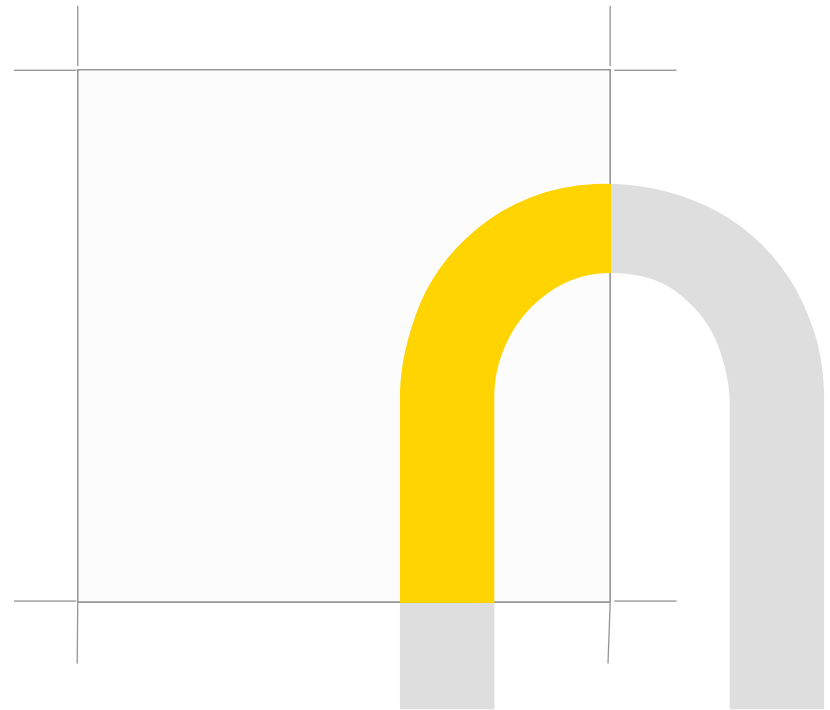
Primary Pattern

Secondary Pattern

Photography

niteco

07

Photography

All the photographed images used to represent Niteco as a company must convey Niteco's diversity. As a global end-to-end digital agency, we must carefully select photos that include both our local and international employees and clients.

Key attributes:
- Crisp, bright lighting
- Use photos of the employees at work
- The subject in the photograph should seem approachable and friendly.
- Avoid capturing moments that feel staged or disingenuous.
- Avoid busy backgrounds with too many details.

Photography

Illustration principles

niteco

08

Illustration Principles

Flat with no shading: Minimal icons. Avoid adding shading and dimensions.

Hyper efficient: Do more with less by creating uncomplicated compositions.

Symmetrical: As with Niteco's logo, we strive for balance in the icons that we use.
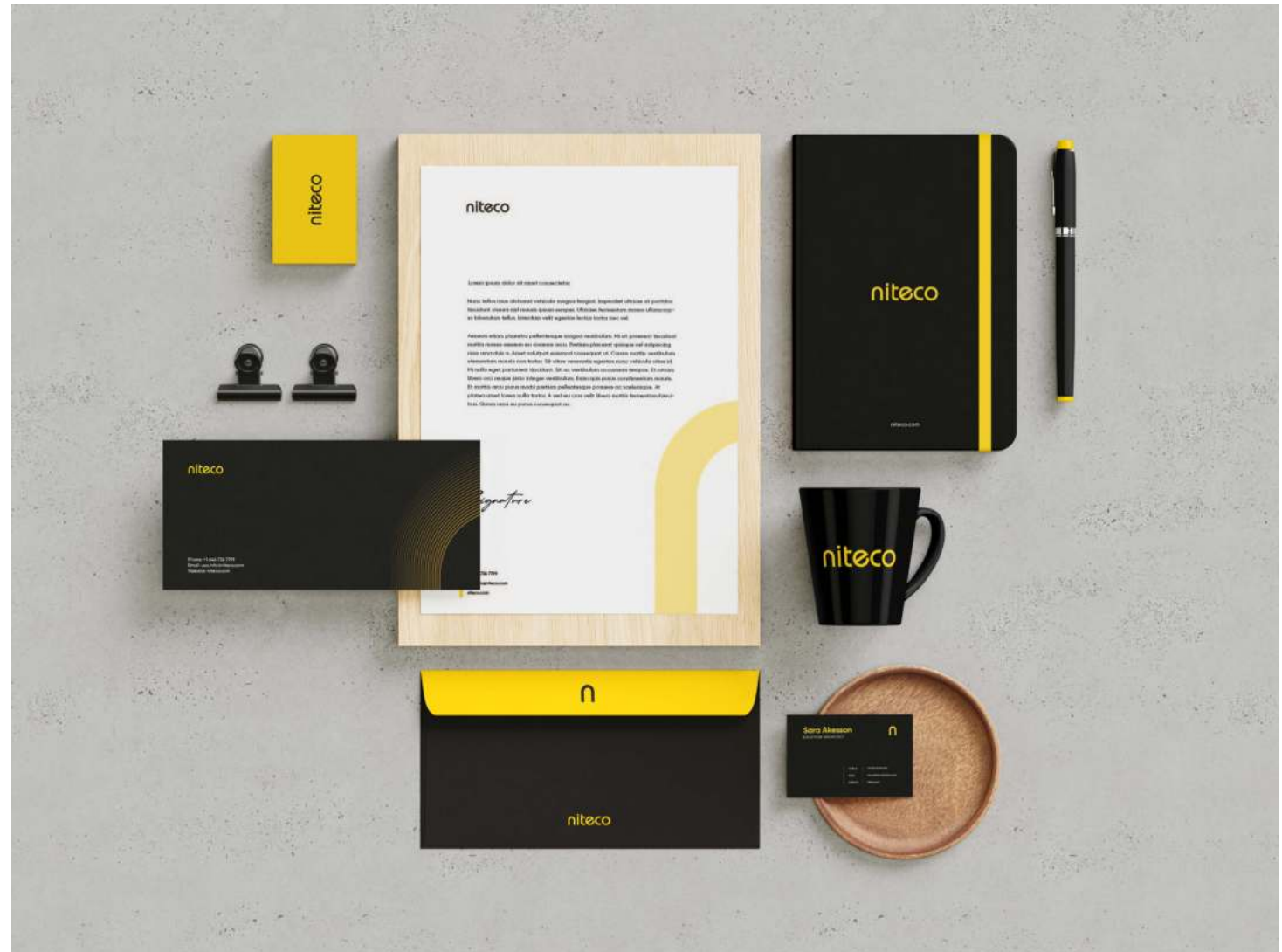
Stationery
& examples

niteco

09

Stationery
& examples

Spaces for the new work

01 _
Question
what's possible

02 _
Never be afraid
to challenge

03 _
Be willing to
change

04 _
Own everything
you do

05 _
Using curiosity and care
to lead our customers

06 _
Turning vision into reality
through technical excellence