NICKEL
INDUSTRIES

Visual Identity Guide

Logo

Logo

The Nickel Industries logotype is the main identifier of the brand. It represents the brand as a stand-alone element.

To maintain consistency, we strongly recommend using our primary logo variation whenever possible.

Clear space and minimum size

Think of clear space as an invisible space around the logo artwork that protects its legibility and integrity. No visual elements should be placed inside of it.

The margin should be the height of the "NICKEL" symbol. This rule applies to any logo variation.

The minimum size protects the clear legibility of our logotype. The "NICKEL" symbol in any logo variation can never be displayed under 8 pixels for digital (at 72dpi)

x > 8 pixels @72dpi
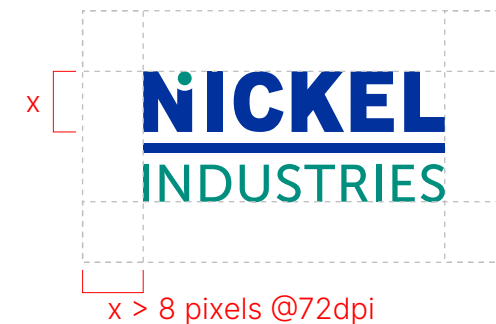
Logo variations

While the primary logo should always be your first option, the alternate variations can be used to fit different background colors. There has to be high contrast and the logo should always be perfectly legible. Below are approved background colors and logo combinations.

Please note that the black and white logo option should only be used for print purposes and not for digital media.
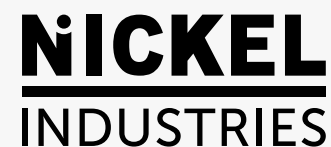
Official Logo

Reversed logo in colored background

Black and white logo (single color print only)

Reversed logo (single color print only)

Cheese 10%

Moss Green 10%

Brand
Colour

Navy Blue

HEX	#0319d
RGB	0 49 157
CMYK	100 91 4 1
LAB	24 23 64
GrayScale	82

75%
50%
25%
10%

Moss Green

HEX	#08f7f
RGB	0 143 127
CMYK	84 22 57 4
LAB	53 37 2
GrayScale	61

75%
50%
25%
10%

Cheese

HEX	#ffb77c
RGB	255 183 124
CMYK	0 33 55 0
LAB	80 22 40
GrayScale	22

75%
50%
25%
10%

Black

|	
HEX	#00000
RGB	0 0 0
CMYK	75 68 67 90
LAB	0 0 0
GrayScale	100

75%
50%
25%
10%

Guiding principles

Hierarchy

Use color as a guide for the eye. Color isn't just there to look pretty—it's there to attract the eyes to the most important parts of a design.
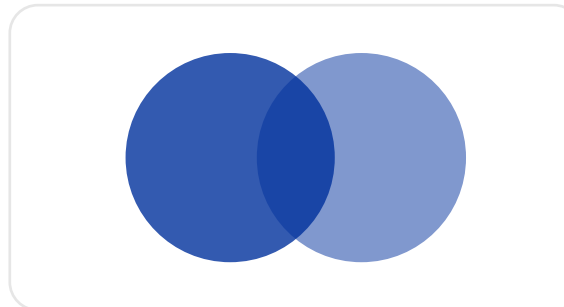
Accessibility

When designing for digital or print, consider color contrast and accessibility. Don't let poor color choices stand between your design's message and a good user experience.
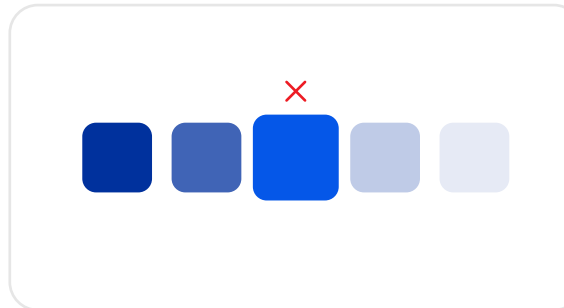
✕ Don't create new colors

✕ Don't let color impair readability.

A global leader in low cost nickel production

✕ Don't manipulate the opacity of colors. Use the tints instead

✕ Do not use colors together that vibrate or have low contrast.

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✕ Do not use the accent color (Cheese 100%) on backgrounds

Typography

Official Typography

Inter is the official primary font for Nickel Industries. It's timeless, yet modern and corporate, with a large x-height and accurate proportions.

We encourage to use the official typography in any media but incase the official typography is not available, use **Arial** in document, slides and other corporate document.

Official Typography

Aa

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwx
yz1234567890!@#$%^&*()

System Typography

Aa

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

The basics

A global leader in low cost nickel production

ARTICLE

NEW FORCE IN GLOBAL NICKEL

This is not a *mining story*

Sentence case

We use sentence case in all of our content by default. This means we capitalize only the first letter of a sentence, and the rest of the words in the sentence begin with lowercase letters, unless they're proper nouns.

All caps

All caps can be used, but must be used thoughtfully so it doesn't seem like we're yelling at our audience. It's acceptable to use all caps for short headlines (no more than 5 words) or for emphasis of key benefits.

Inter Black

We use Inter Black font weight exclusively for all caps. It's meant for those use cases when big visual or messaging impact is needed.

Emphasis

A pop of color can be used to emphasize important messages. Colored fonts should always be accessible. The emphasis should always be on a user benefit, should be limited to 2 words max, and should only be used on positive words and phrases.

What not to do

Nickel Industries journey in Indonesia commenced in 2009

✕ Don't use Inter Black font weight for sentence case text.

THE ANGEL NICKEL PROJECT IS A JOINT COLLABORATION WITH SHANGHAI DECENT

✕ Don't use all caps for long headlines.

A global leader in **low cost** nickel production

✕ Don't mix font weights in the same sentence.

New force in global nickel

✕ Don't use inaccessible or illegible colors for text.

Suivi et gestion simplifiée des dépenses

✕ Avoid having descenders and ascenders touching.

Tsingshan, now the world's largest producer of both stainless steel and nickel

✕ Don't place text on busy backgrounds.

Iconography

Photography

Photography

Our photographic style is optimistic and authentic. It highlights real Nickel Industries mining location, equipments, or miners in their own environments. Real people, real stories, real pride.

What not to do

❌ Don't flip images that can cause devices to look incorrectly manufactured, or text to look mirrored.
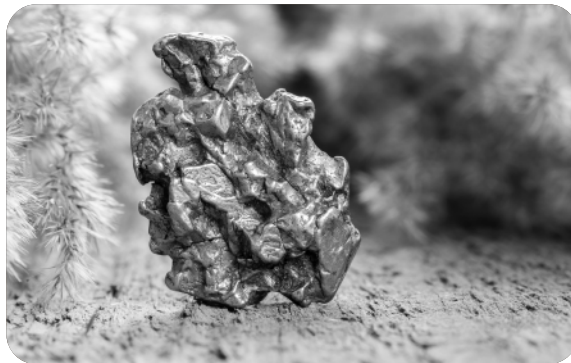

Nickel Industries journey in Indonesia commenced in 2009

❌ Don't place copy or other visual elements over people's faces.

❌ Don't cover or crop out what people are doing in images.

New force in global nickel
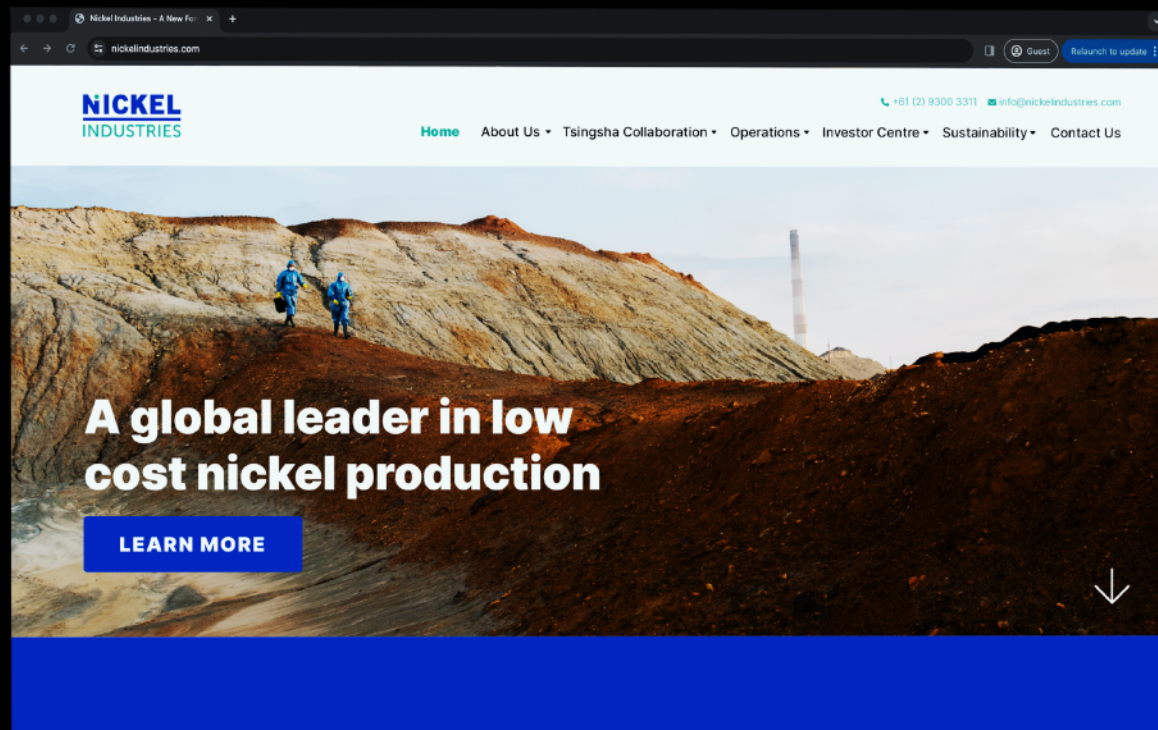
❌ Don't add heavy gradient overlays.

❌ Don't use filters.

❌ Don't put illustrations over images.

Applications

NICKEL
INDUSTRIES

nickelindustries.com