Nira
International

IDENTITY & LOGO
USAGE GUIDELINES

Created by dp

GUIDELINES

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LOGOTYPE

01

This style guide is important.

Every brand produces content that is created by various contributors. The purpose of the style guide is to have a visual strategy in place, to give credibility & separate the brand from competitors. This brand book is your communication platform that provides consistency on every level of interaction with your customers.

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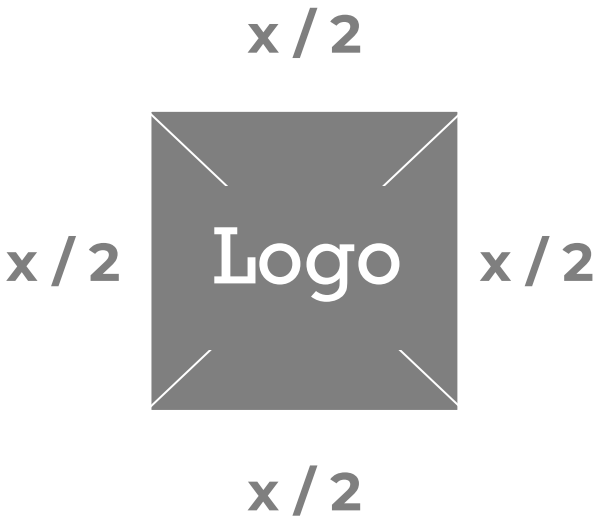
LOGOTYPE

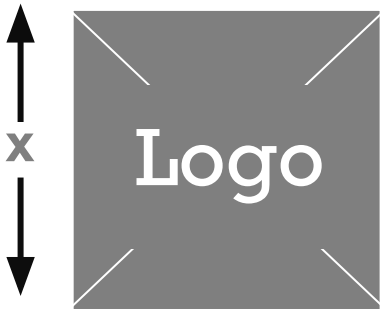
Clearspace & Computation.

Whenever you use your logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

CLEARSPACE AROUND LOGO = HALF OF THE HEIGHT



HEIGHT OF THE LOGO = X



LOGOTYPE

01

Logo Variations.

dp provides you with light & dark versions of your logo. Use the dark logo version on lighter backgrounds & light version on multi-colored and dark backgrounds whenever the original color of the logo doesn't fit with the rest of the palette.

DARK LOGO VERSION

LIGHT LOGO VERSION

LOGOTYPE

Minimum Sizes.

The logo is the key building block of your identity, a symbol of the company that has a fixed relationship among the elements that should never be changed.

THE ABSOLUTE MINIMUM FOR YOUR LOGO SHOULD BE 23mm (0.9”) ON THE SHORTEST SIDE.

1.9 ”

1.2 “

0.9 “

BRAND FONTS

02

Fonts Used In Your Logo.

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces your personality and ensures clarity and harmony in all design elements.

FONT:

Montserrat

BRAND FONTS

Primary Font.

Typographic hierarchy is another form of visual hierarchy in an overall design project. Please use this font for any text that is used in your documents or website. Montserrat has 18 variations from Ultra Bold to Ultra Thin to satisfy any typographic needs you might have.

RECOMMENDED FONT: Montserrat

CHARACTERS

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZ
ŽabcčćdđefghijklmnopqrsštuvwxyzžАБВГҐ
ДЂЕЁЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУЎФХ
ЦЧЏШЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйјклљ
мнњопрстћуўфхцчџшщъыьэюяĂÂÊÔƠǓăâ
êôơư1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©
$€£¥¢:;,.*

BRAND FONTS

Primary Font

RECOMMENDED FONT: Montserrat

STYLES

1. Thin
2. *Thin Italic*
3. Extra-Light
4. *Extra-Light Italic*
5. Light
6. *Light Italic*
7. Regular
8. *Regular Italic*
9. Medium
10. *Medium Italic*
11. Semi-Bold
12. *Semi-Bold Italic*
13. **Bold**
14. ***Bold Italic***
15. **Extra-Bold**
16. ***Extra-Bold Italic***
17. **Black**
18. ***Black Italic***

BRAND FONTS

Secondary Font.

Creating great typeface combinations is an art, not a science. Indeed, the beauty of typography has no borders. While there are no absolute rules to follow, it is crucial that you understand and apply some best practices when combining fonts in a design. When used with diligence and attention, these principles will always yield suitable results.
The secondary font is used only to complement the primary and it will have very little impact in the overall layout and design of your documents. For instance, in this document it is used in the top right corners for the section counters.

RECOMMENDED FONT: Roboto Slab

CHARACTERS

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽab
cčćdđefghijklmnopqrsštuvwxyzžАБВГҐДЂЕЁ
ЄЖЗЅИІЇЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШ
ЩЪЫЬЭЮЯабвгґдђеёєжзѕиіїйјклљмнњопр
стћуўфхцчџшщъыьэюяАВГΔΕΖΗΘΙΚΛΜΝΞ
ΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωά
ΆέΈέΉίϊΐΊόΌύϋϋΥΫΏĂÂÊÔƠŬăâêôơư12345678
90‘?’“!”(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

BRAND FONTS

Secondary Font

RECOMMENDED FONT: Roboto Slab

STYLES

1. Thin
2. Light
3. Regular
4. **Bold**

COLOR SYSTEM

03

Primary & Complementary.

We developed a palette of colors that consists of one primary color plus 2 shades. Consistent use of these colors will contribute to a cohesive and harmonious look.

PRIMARY

WEB #: 333646

R: 51
G: 54
B: 70

DARKER SHADE

WEB #: 262936

R: 38
G: 41
B: 54

LIGHTER SHADE

WEB #: 434756

R: 67
G: 71
B: 86

COMPLEMENTARY

WEB #: CA385F

R: 202
G: 56
B: 95

DARKER SHADE

WEB #: 7B2038

R: 123
G: 32
B: 56

LIGHTER SHADE

WEB #: DF869E

R: 223
G: 134
B: 158

LOGO USE

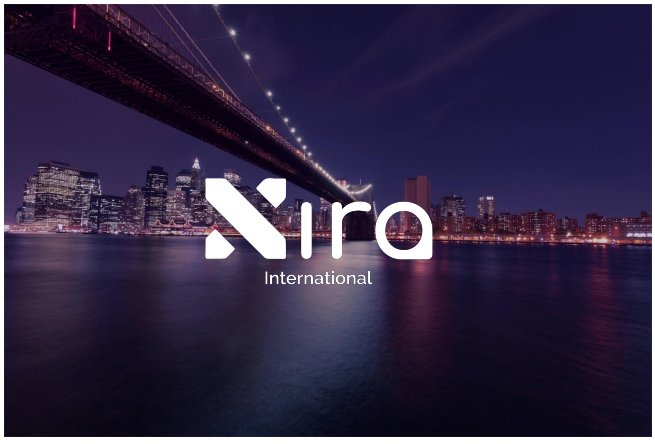
Correct Use Of Backgrounds.

Images you use for the background should:

HAVE MINIMALISTIC LOOK

AVOID SHARP DETAILS

HAVE LOW CONTRAST



HAVE SOLID COLOR OVERLAY

LOGO USE

Incorrect Use Of Backgrounds.

To best represent your brand please avoid:

HIGH CONTRAST IMAGES

HIGHLY DETAILED IMAGES

IMAGES WITH SMALL CENTERED OBJECTS

BACKGROUNDS THAT IS TOO SIMILAR IN COLOR TO YOUR LOGO

LOGO USE

Incorrect Use Of Logos.

Please follow these rules to preserve your brand's identity:

DO NOT SKEW YOUR LOGO

DO NOT ROTATE THE LOGO

LEAVE ENOUGH CLEAR SPACE AROUND. DO NOT MAKE TOO BIG

POSITION THE LOGO AWAY FROM THE EDGE

LOGO FORMATS

PNG & EPS Formats.

Depending on the nature of the project, you might require a different format of the logo to fit the job.

PNG file has a transparent background and is a high resolution raster file suitable best for web and small scale printing. Each dp logo package comes with the original logo + dark & white versions of it.

- **Best for web & small scale printing.**
- **Has a transparent background & can be placed over a colored background.**

EPS is a vector file of a graphic, text or illustration. Because it's a vector, it can be easily resized. An EPS file can be reopened and edited in a vector editing software such as Adobe Illustrator, Sketch or Photoshop.

- **Best for print.**
- **Editable with a proper software.**

RESIZING

How To Resize Your Logo.

PNG

Since PNG file is a raster file, resizing small or tiny elements of your logo may result in blurriness. If resizing your PNG is resulting in a visible loss of clarity, please resize the EPS format and then export it to PNG.

EPS

EPS is a vector file that can be resized and scaled up and down without a loss of quality and clarity. If you wish to print on very large or very small surfaces please use EPS file. EPS format could be saved as PDF, PNG or JPG formats in programs such as Photoshop, Illustrator or Sketch.

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21 LOGO SIZES PACKAGE

For your convenience dp has created a “21 LOGO SIZES” package that consists of 21+ resized logos for profile images and covers for:

- Instagram, Facebook, Twitter
- Email, Youtube, Pinterest, Etsy
- LinkedIn, MeetUp
- Desktop & iPhone Wallpapers, etc.

07

BRAND ASSETS

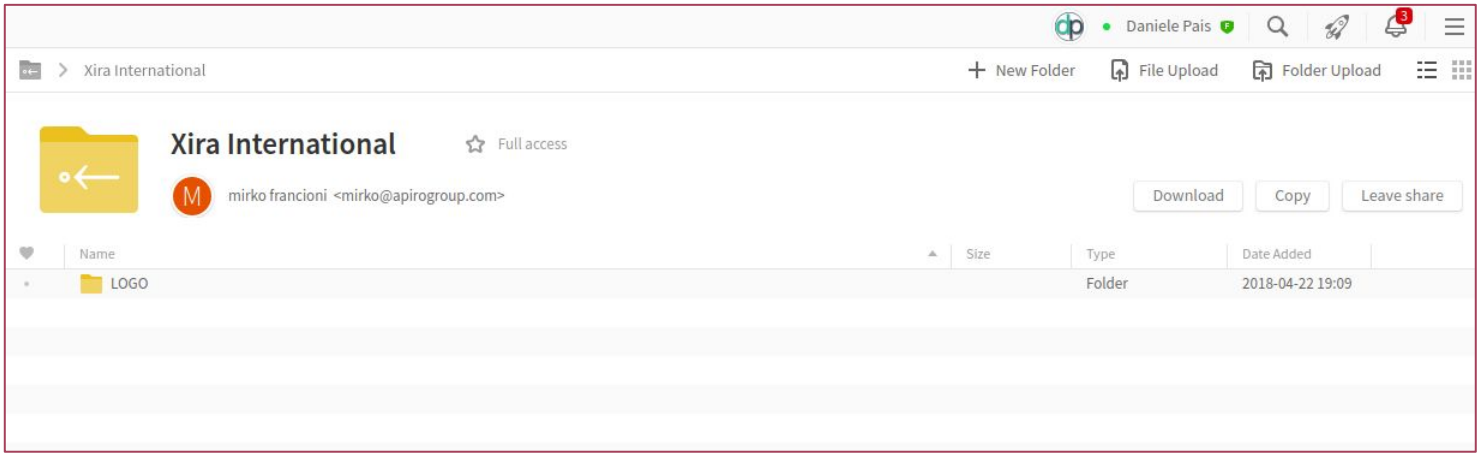
Accessing Brand Assets.

BRAND PROFILE

Your Brand Profile at dp stores all your assets in one place, available for re-download. You are also able to request / purchase additional items and expand your brand with new products.

To access your Brand Profile, please do the following:

- Log in to your account on Mega.nz
- Click on the folder named “Xira International”.
- Select any of the subfolders and files available and download them.



08

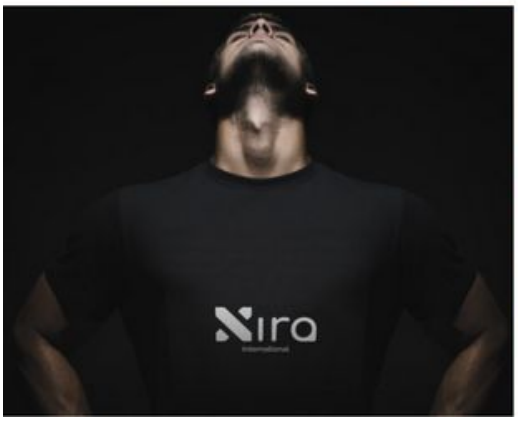
MOCK UPS

Expand Your World.

Created by dp

MOCK UPS

Broaden your view.



Xira
International

Xiro
International

Xira
International
McDonald's
Restaurant
OPEN 24 HOURS
JERSEY BOYS
McDonald's
EXPRESS
IRRESISTIBLE
Beautiful
HONEYMOON
CHANGE

Xira

Xira
International

Xira
International
P

Xira
International
Xira

Xira
International
FINE WINES

Xiro
International

Xira
International

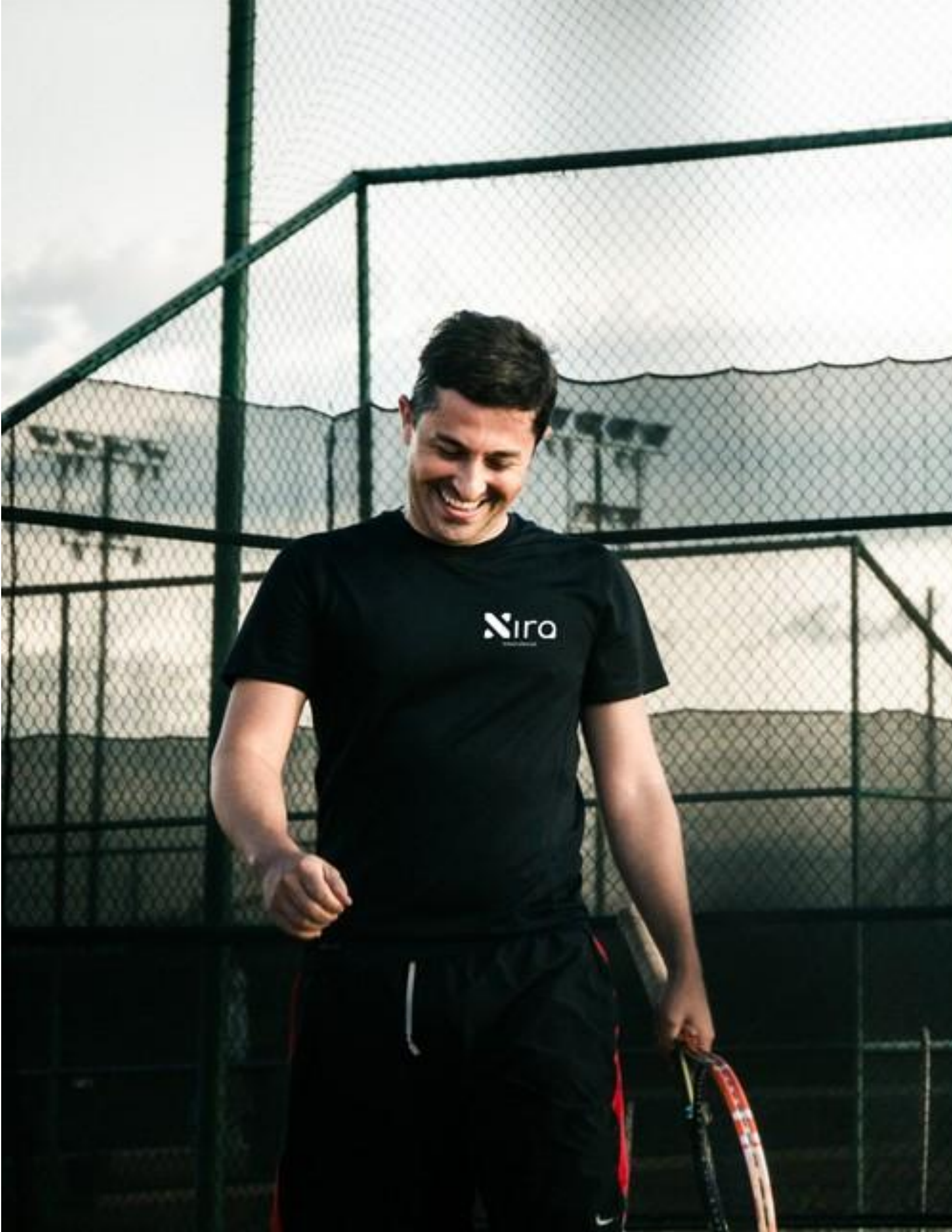
Xiro
international

Xiro
international

Aira
International

HENRI CARTIER-BRESSON

Xira
international


Nira

ICONS

Multi-resolution icons

Creating a multi-resolution icon is important to ensure that your logo is legible at every size (this is especially important for website favicons).

APPLE TOUCH ICON

LAUNCHER ICON

FAVICON ICON

ICONS

Profile icons

The default image icon associated with your Social Media Accounts.

REGULAR

INVERSE