



Network of Indian Cultural Enterprises (NICEorg)

BRAND GUIDELINES (VISUAL)

NETWORK OF INDIAN CULTURAL ENTERPRISES

Network of Indian Cultural Enterprises, abbreviated as NICEorg, is a Section 8, Not-for-Profit organization that started operations in October 2020.

The website URL is: www.niceorg.in

NICEorg is engaged in promoting, programing and enabling workshops, networking, mentoring, funding, research, and policy advocacy for entrepreneurs building Indian [cultural enterprises](#) across [five NICE Sectors](#).

NICEorg conducts various programmes such as [NICE Aarohana](#), [NICE Mantrana](#), [NICE Samvaad](#) and [NICE Angels Meet](#) among others. NICEorg aims to build Brand India by enabling the creation of successful cultural enterprises.

LOGO

DESCRIPTION

The NICE logo is a combination of the word 'nice' with the single saffron-colored kolam drop as the dot for 'i'. The typeface used is Sofia Pro.

The main colors used are:

- Green | Hex: #152D20
- Saffron | Hex: #A93A29



LOGO

USAGE

The NICE logo is meant to be used against lighter backgrounds in order to maintain legibility.

In the case of green background, the logo is to be used in white with the kolam drop becoming light saffron.

In the case of any other dark background color, the logo is to be used in white.

The NICE logo is displayed in a dark green color against a light beige background. The word "nice" is in a lowercase, sans-serif font, with a small red dot above the letter 'i'.The NICE logo is displayed in white against a dark green background. The word "nice" is in a lowercase, sans-serif font, with a small light saffron dot above the letter 'i'.The NICE logo is displayed in white against a red background. The word "nice" is in a lowercase, sans-serif font, with a small white dot above the letter 'i'.

LOGO

TAGLINE

The NICE extended logo has the full form of NICEorg (Network of Indian Cultural Enterprises) written below it. The typeface used is Sofia Pro.

A divider distincts the logo from the organization's name. **The divider is in the color #FC9E58.** In case of using this logo on a dark background, the logo should appear on a small light colored patch.

This version of the logo is to be used for featuring NICEorg in events, promotions or any other content generated by a NICE partner or a third party.



LOGO

SPACING

The NICE logo and extended logo must have breathing room of at least $1/2x$, where x is the height of the 'n' letter.



LOGO

RESTRICTIONS

The NICE logo should not be stretched unproportionately or tilted. The kolam drop should not be altered in any way.

The colors must not be changed, unless in the case of using against a dark background (refer slide 3).

Prior approval from authorities at NICEorg must be obtained before the altered version of NICE logo is used by an associated organization.



LOGO

NICE AAROHANA

Aarohana, in Sanskrit, refers to ascend or a path of onwards growth. The logo is an extension of the main NICE Logo, with the word “aarohana” written in lowercase, and followed by three petals depicting upward direction.

Logo Attributes:

- Colors: #152D20, #A93A29, #C65945
- Ratio: 2.89:1
- To be used against cream-white and off-white colors



LOGO

MANTRANA

Mantrana, in Sanskrit, refers to advice and is therefore apt for the mentorship activities of NICE. The shape is constructed using the elements of the petal kolam and depicts discussion and mentorship.

Logo Attributes:

- Colors:
 - Text: #152d20 #A93A29
 - Icon: #A93A29, #FCBB45 #75AAFA
#B2A349 #c65948
- Ratio: 3.2:1
- To be used against cream-white and off-white colors



LOGO

SAMVAAD

Samvaad, in Sanskrit, refers to conversations. Hence, the two 'a' in the word samvaad have been replaced with the drop graphic, signifying two speech bubbles to denote conversation.

Logo Attributes:

- colors: #152D20, #A93A29, #C65945
- Ratio: 2.7:1
- To be used against cream-white and off-white colors



nice
samvaad

COLORS

PRIMARY PALETTE

The NICE palette includes timeless, vibrant Indian colors- shades of indigo and velvet along with kesar, yellow, gold and green.

The primary palette includes bold colors of red and dark green along with neutral shades of cream and white.

This palette is particularly used as the base shades for any creative content including the website and email.

The NICE logo and program logos are designed using the primary colors



COLORS

EXTENDED PALETTE

The NICE extended palette includes timeless, vibrant Indian colors– shades of indigo and velvet along with kesar, yellow, gold and green.

All the NICEorg collaterals and creatives employ one or a combination of these shades.



TYPOGRAPHY

SOCIAL MEDIA | WEBSITE

Poppins is a geometric sans serif typeface, principally designed by the Indian Type Foundry. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Fonts used from this type family are Poppins Regular, Poppins Semibold and Poppins Bold.

The font size may depend on the purpose and platform of usage.

POPPINS

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijkl
mnopqrstuv
wxyz

VISUAL ELEMENTS

GRAPHICS

Kolam, the centuries-old practice of drawing beautiful patterns in households, has been the inspiration for NICEorg's brand language.

The art begins by a single dot and is extended to a beautiful design of intricate networks.

Kolam is symbolic of Indian heritage and also indicative of a network-based approach to creation. This resonates with the mission of NICEorg -- to build a well-networked and continuously growing ecosystem of cultural entrepreneurs, investors and industry experts -- for strengthening Brand India.



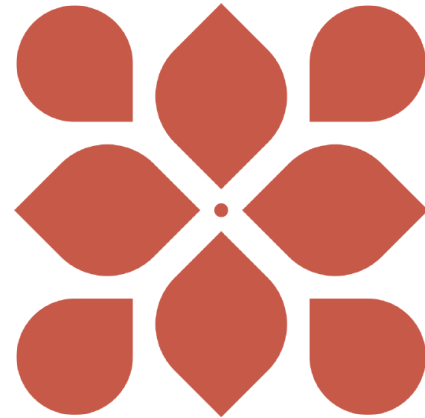
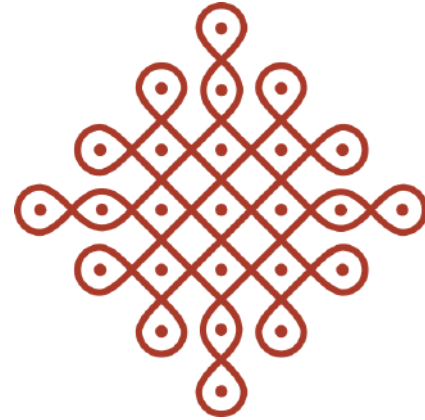
VISUAL ELEMENTS

GRAPHICS

Two main graphic elements that are used in social media creatives is the **line kolam** and the **petal kolam**.

These can be used a background watermark or as solid graphics. The petal kolam can be used to create seamless patterns or be deconstructed to use individual petals.

Both these elements can be used in any of the brand colors.



VISUAL ELEMENTS

ICONS

Icons can be used to visually depict abstract concepts in a concise manner. They can be used in the website, presentations and on social media, when appropriate. They may be used in an outline or a solid fill, to give variety.

All must adhere to the NICE colors.



VISUAL IMAGERY

PHOTOGRAPHY – FOCUS SECTORS

Pictures depicting [NICE Sectors](#) are used in the website, presentations and session thumbnails. Apart from a core set of pictures selected for this purpose, any other pictures representing these sectors and maintaining the Indian flavour can be used.

The sectors are:

- Health, Beauty and Wellness
- Food and Beverages
- Home Decor and Furnishings
- Fashion and Accessories
- Experiential Tourism



VISUAL IMAGERY

PHOTOGRAPHY – SOCIAL MEDIA / SESSIONS

All programs use pictures to denote the theme of the event. Images of speakers are used in session flyers, speaker flyers or any other instance of mention of the speaker. This is combined with respective NICE program logo and visual elements wherever needed.

Social media dimensions are as follows:

- Instagram Post: 1350 x 1350 px
- Instagram Story: 1080 x 1920
- Facebook/LinkedIn/Twitter: 1600 x 900 (16:9 aspect ratio)

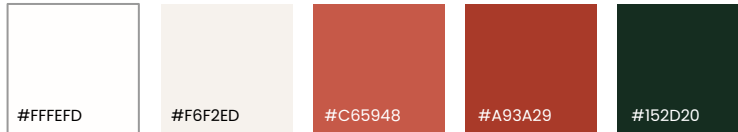


VISUAL IMAGERY

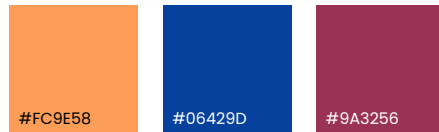
NICE AAROHANA

NICE Aarohana creatives consist of speaker and session flyers. Session flyers are made in saffron color. Speaker flyers are made with using the colors in the extended palette. Both use the kesar to highlight information.

PRIMARY
colors



SECONDARY
colors

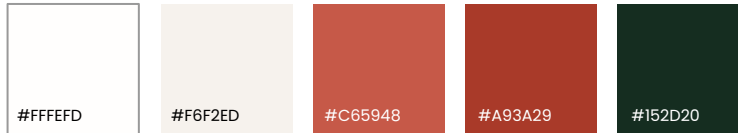


VISUAL IMAGERY

NICE AAROHANA BUSINESS PLAN COMPETITION

NICE Aarohana Business Plan Competition creatives consist of an event image used in general announcement posts and on the website. The colors used are from the primary color palette.

PRIMARY colors

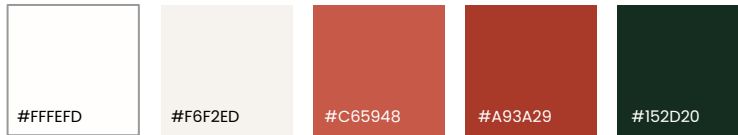


VISUAL IMAGERY

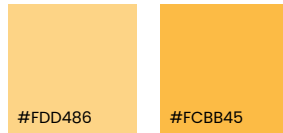
NICE SAMVAAD

NICE Samvaad uses yellow as the main color, supplemented by the primary color palette. The calendar image is to be made black and white with a yellow tint. The drop element used in the Samvaad logo can be incorporated wherever appropriate to reinforce Samvaad's visual style.

PRIMARY
COLORS



SECONDARY
COLORS

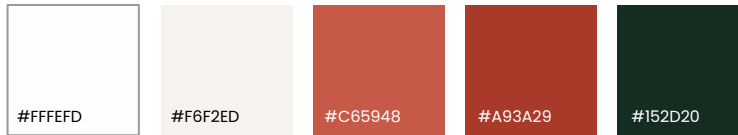


VISUAL IMAGERY

NICE MANTRANA

NICE Mantrana creatives use colors from the primary color palette as well as shades of purple.

PRIMARY
colors



SECONDARY
colors



BRANDING KIT

NICE ENTREPRENEURS & ENTERPRISES

Badges, profile picture frames and zoom backgrounds have been created for use by NICE entrepreneurs and NICE enterprises. All employ graphic elements and colors of NICE.



nice

 [@NICEorg.in](https://www.facebook.com/NICEorg.in)

 [@niceorg.in](https://twitter.com/niceorg.in)

 [@niceorg](https://www.instagram.com/niceorg)

 [Network of Indian Cultural Enterprises](https://www.linkedin.com/company/Network-of-Indian-Cultural-Enterprises)

 [NICEorg](https://www.youtube.com/NICEorg)

Write to us: namaste@niceorg.in

IMPORTANT

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