
NiNAS Brand Visual Identity Manual



Welcome to the NiNAS Brand Guidelines

The following pages take you through the key elements of the NiNAS brand. Use them to assist in the design and production of NiNAS applications, to help create a consistent and coherent brand.

The NiNAS brand guidelines should be followed when commissioning, designing or delivering all communications.

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The following pages take you through key elements of the NiNAS brand.

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Brand Proposition

The visual presentation of the brand NiNAS will highly influence the image and the reputation of NiNAS as a whole.

The Nigeria National Accreditation Service (NiNAS) aims to be the sole National Accreditation Body in Nigeria. It will attest the competence and impartiality of conformity assessment bodies - laboratories, certification and inspection bodies- according to international standards.

The details opposite reflect the core of the NiNAS brand through its desired Vision, Mission and Core Values. The visual language of the brand has been designed to reflect these elements.

Vision

To be a national and regional leader in the delivery of accreditation services to a global standard.

Mission

To attest the competence and impartiality of Conformity Assessment Bodies according to international standards, in order to monitor and improve the quality and reliability of their outputs, thus promoting competitiveness, trade, health, safety and protection of the environment.

Core Values

NiNAS embrace the following core values:

- a) Impartiality
- b) Confidentiality
- c) Integrity
- d) Excellence
- e) Innovation
- f) Customer focus

Basic Brand Elements

The elements shown below are the key ingredients which create the visual language of the NiNAS brand.

1. Logo

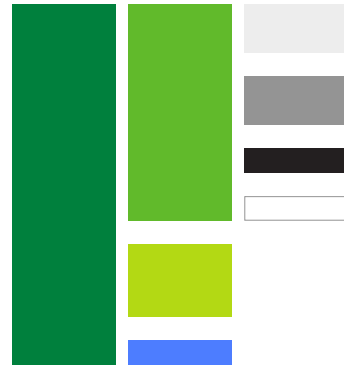


2. Accreditation Symbol



TESTING
NO. 001

2. Colour



3. Font

Trebuchet

Radiant Vivacious
Heartening Lively
Admirable

1234567890

!@£\$%^&

*()_+?~

%©

5. Photography



NiNAS Logo

The NiNAS logo has been created to be highly recognisable. It uses the Nigerian national flag green which also represents ‘official’ institutions.

Our logo has been designed within a circle device for clear recognition and to act as a quality stamp. It uses upper case letters around the perimeter of the circle for clarity and legibility. The central letters use upper case as an acronym of our name, the ‘i’ is lower case as it does not specifically represent a word but reinforces the ‘i’ in Nigeria.

The Nigerian Government national logo has been used within the circle to reinforce being an ‘official’ institution.

Our logo is specifically in 1 colour for ease of reproduction.

Note: when writing NiNAS in text, use upper case except for the ‘i’, as we have done in this sentence.



NiNAS Logo - Primary colour use

The logo in flag green is the primary - and preferred - colour of the logo. It should be used whenever possible.

The flag green logo can be used on white and light backgrounds, do not use it on dark backgrounds where it does not read out of the background colour.

In addition, the flag green logo can be used on coloured backgrounds.

The examples to the right can be used as a guide as to which coloured backgrounds the logo is legible on. Use your judgment when choosing the flag green logo on a coloured background.

Flag green version (primary use)



Variation: Flag green version on coloured backgrounds.



NiNAS Logo - Black and White versions

The logo has colour variants in black and white.

There are also black and white versions of the logo which may be used when required. These can be used on black and white backgrounds, use your judgement as to whether they are legible, the examples to the right can be used as a guide.

Black version



White version



NiNAS Logo - Black and White versions

The white variant of the logo enables use on specific colour backgrounds.

The white logo can be used on coloured backgrounds. Do not use the black logo on a coloured background.

The examples to the right can be used as a guide as to which coloured backgrounds the logo is legible on, use your judgement when choosing the white logo on a coloured background.

Black version



White version



NiNAS Logo - Use on imagery

The logo cannot be used on image backgrounds.

Do not use the logo in any colour variations on imagery.



NiNAS Logo - Clear space

To ensure prominence and legibility, the logo is always surrounded by an area of clear space.

The clear space must always remain free of other design elements such as type and other graphic elements.

The construction of the clear space area is created using the cap height of the 'S' in 'NiNAS'.

The master logo files are created with the clear space area already defined. It is shown on the files as the example to the right. The clear space boundary box will not print when used in artwork layouts.

Note: Remember to leave the clear space area surrounding the logo free of graphic elements.

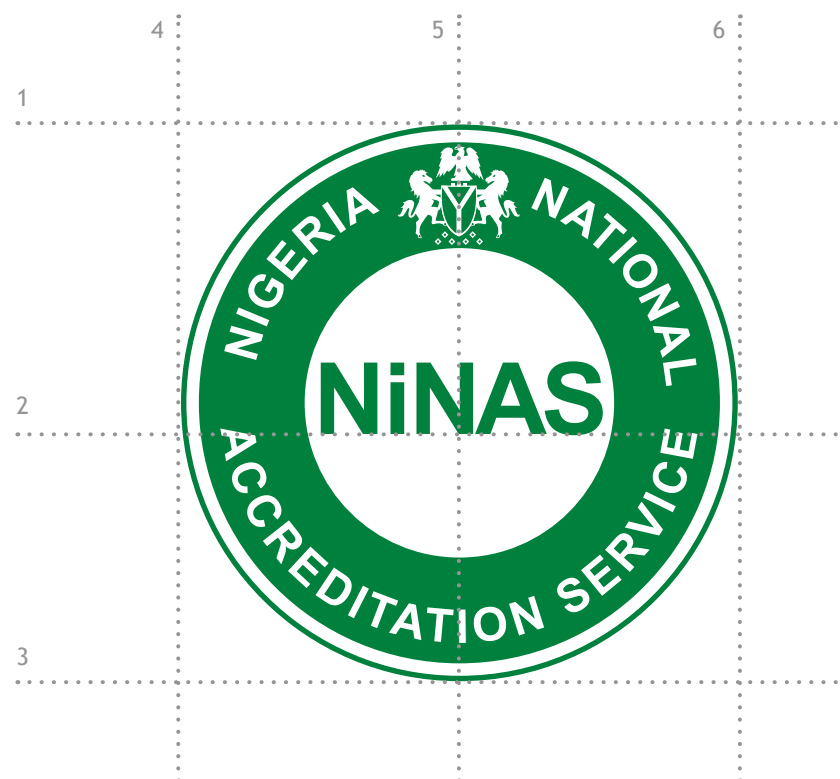


NiNAS Logo - Alignment

This page shows the main alignment points for our logo.

These points should always be used to align the logo with other elements, such as type and imagery. The diagram to the right shows the alignment points for the logo.

Note: Remember to leave the clear space area surrounding the logo free of graphic elements.



NiNAS Tagline

Our tagline is our core message to the outside world.

Our tagline has been created using some of our core brand values and other key messages that are vital in communicating the NiNAS brand message.

Integrity

Is one of our core values

Confidence

It is the aspiration of the brand, tightly linked to our core values and brand attributes

Quality

It is a key benefit of accreditation

INTEGRITY, CONFIDENCE, QUALITY

NiNAS Accreditation symbol

The accreditation symbol has been created to work with the primary colour of the NiNAS logo.

The accreditation symbol has been created using the elements from the primary logo - NiNAS word mark in full and shortened case, the Nigerian Government logo, and the circle device.

It also uses the Nigerian national flag green which also represents 'official' institutions.

Below the circle device is the type of accreditation service that has been awarded eg Testing. Each certificate that the symbol appears on will have a hand written number next to the service, the example to the write shows 001.

Note: when writing NiNAS in text, use upper case except for the 'i', as we have done in this sentence.



TESTING
NO. 001

NiNAS Accreditation symbol variations

The accreditation symbol has 7 variations.

There are 7 types of accreditation:

- Testing
- Calibration
- Medical
- Product certification
- Management system certification
- Personnel certification
- Proficiency testing

Each accreditation symbol has its own logo. The logo is only used on the certificate of accreditation where pre set artwork is supplied.



TESTING
NO.001



CALIBRATION
NO.001



MEDICAL
NO.001



PRODUCT
CERTIFICATION
NO. 001



MANAGEMENT
SYSTEM CERTIFICATION
NO.001



PERSONNEL
CERTIFICATION
NO. 001



PROFICIENCY
TESTING
NO.001

NiNAS Colour palette

Colour is a powerful means of identification; consistently using our Colour palette will make our brand recognisable and cohesive.

NiNAS brand colours must be followed, only these colours may be used.

Primary colour: N1

Our primary colour - Nigerian flag green is used to identify and distinguish the NiNAS brand. No other colour should be used for the Primary colour, this is to ensure brand recognition and consistency.

Our supporting brand colours are: N2, N3, N4, N5, N6. These colours work to support the Primary colour. They should be used with the Primary colour and not instead of.

Our 5 supporting Colours are: N2 - Mid green

N3 - Light green

N4 - Blue

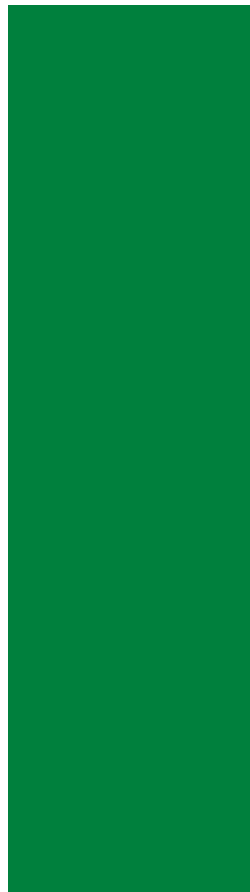
N5 - Light grey

N6 - Mid grey

No other Colours should be used for the supporting palette, this is to ensure brand recognition and consistency.

Note: In instances where Colour isn't available, such as newsprint and black and white laser printing, use 100% black alongside 75% and 10% tints of black, and white can be used.

N1



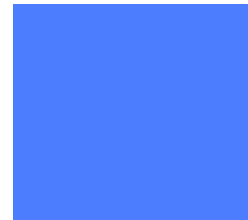
N2



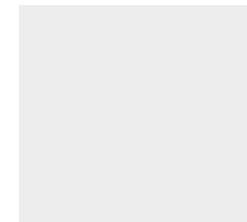
N3



N4



N5



Black



N6









White



NiNAS Colour references

This page specifies all the breakdown values required for print and digital versions of our colour palette.

Note: Please ensure that all suppliers are working from these specified values.

	Name	Pantone ®	CMYK	RGB
	N1 Flag green	348C	C:96 M:2 Y:100 K:12	R:0 G:132 B:61
	N2 Mid green	361C	C:77 M:0 Y:100 K:0	R:67 G:176 B:42
	N3 Light green	376C	C:54 M:0 Y:100 K:0	R:132 G:189 B:0
	N4 Blue	2727C	C:88 M:50 Y:0 K:0	R:48 G:127 B:226
	N5 Light grey (for web use only)			R:240 G:242 B:241
	N6 Mid grey	431C	C:45 M:25 Y:16 K:59	R:91 G:103 B:112

NiNAS Typography

The NiNAS brand makes use of a distinctive typeface which is used to create a consistent look and feel.

The NiNAS font is Trebuchet, only this font may be used.

It has been specifically selected as it is a system font found on all PC's and MAC's. Designed in 1996 it has large x heights and round features to promote clarity and readability.

Always use Trebuchet for all NiNAS brand communications. The weights available to use are Regular, Italic and Bold.

Radiant *Vivacious* Heartening Lively Admirable
Swooping Clear Outstanding

Trebuchet - Regular

Identifying

@ * ?

Trebuchet - italic

Efficiency

1234567890

Trebuchet - Bold

Clarity

& !@£\$%^&
*()_+?~
‰©

NiNAS Typography - Weights

Trebuchet has been chosen for its clarity and readability across print and digital applications.

Using our brand typeface consistently across all our communications to provide consistency and clarity.

Always use Trebuchet for all NiNAS brand communications. The weights available to use are Regular, Italic and Bold, shown to the right.

Trebuchet - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

Trebuchet - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

Trebuchet - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&?!@€%

NiNAS Typography - Style

When preparing copy for a page layout always assess the content of the copy and establish a clear and logical hierarchy of information.

Emphasis can be added through contrasting weight, Colour and/or type size, but keep the number of different type sizes and weights to a minimum in order to avoid confusion and keep the page clear and concise.

In any application keep the number of type sizes to a minimum. For example 4 type sizes on a brochure, 1-2 type sizes in a letter, 4-5 sizes on a website. This will ensure we keep a consistent visual language that is easily identifiable.

Note: Colour can be used to help add interest and visual clarity to the page. Refer to the Colour section for the Colours available and their breakdown references.

Headings

Main headings are always set in Trebuchet Bold and in sentence case; they can appear larger than the sub-headings. Our primary colour may be used to create stand out.

Body copy

The body copy should be set in Trebuchet Regular. Where possible the body copy should be in N6, tints should be avoided to maintain legibility at smaller sizes.

Italics

Italics can be used to add emphasis and for referencing; we only use italics in the Regular weight, never bold. Always set italics in Trebuchet Italic never use the italic setting in a piece of software.

NiNAS Typography - Grid system

A simple bit of maths to create a grid and type sizes will mean consistency across applications.

For all printed communications such as a poster a basic grids should be used as the starting point. A well-considered grid will not constrain a layout but will allow for variation, flexibility and pace.

Grids aid legibility and consistency, ensuring that layouts can successfully incorporate visual elements such as captions, photographs, illustrations and diagrams.

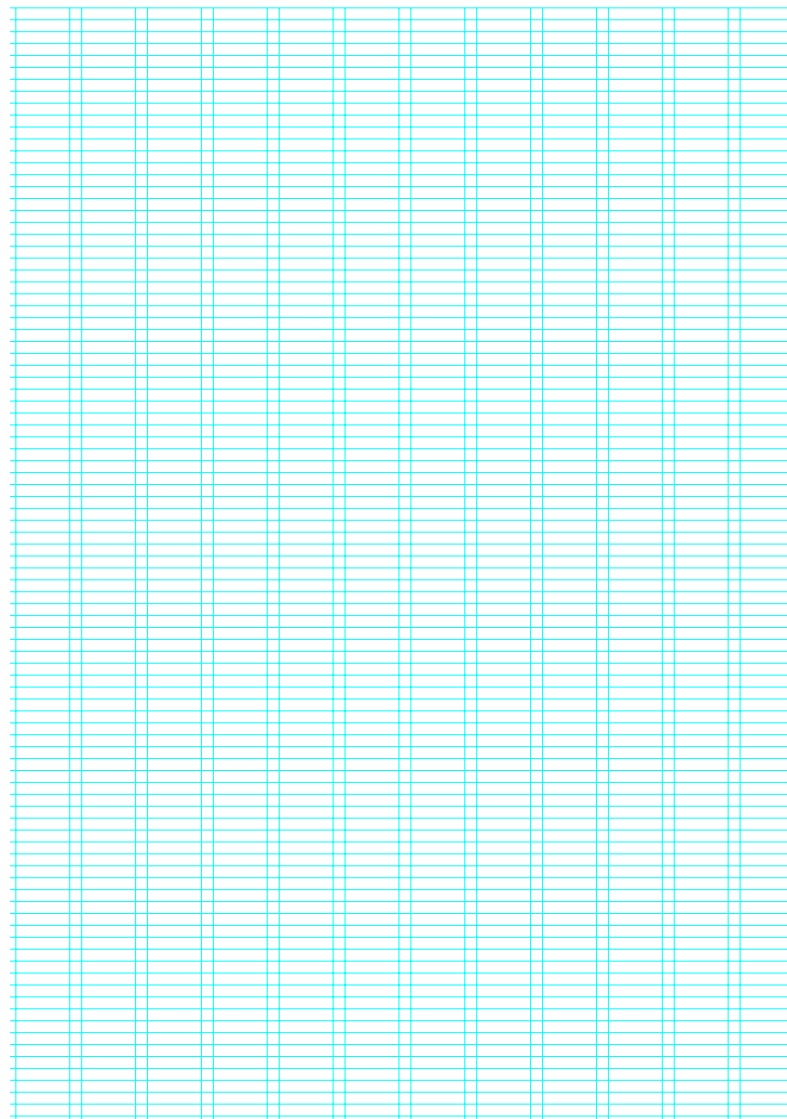
Baseline grid (A4) & (A5)

The baseline grid uses 9pt vertical increments, based on the 9pt/12pt line spacing of the body text. It is important to use the baseline grid to align type and imagery to ensure consistency.

9pt baseline grid allows type to be set with a line spacing of 6pt/9pt/12pt/15pt/18pt/21pt/24pt/27pt/30pt/36pt, etc.

12 column grid

This division of a page helps to create columns of type, align type and imagery to ensure consistency.



NiNAS Typography - Grid system / layout

Type size and leading (line spacing) for print based on increments of 3pt and 9pt.

The example on this page illustrates the guiding principles for creating grids for our communications. The grids allows the flexibility necessary to create accessible and engaging materials, allowing appropriate space for headlines, body copy, images, charts, captions, etc.

This will create flexible layouts, using the grid to help show clear hierarchy between headings, text and captions.

Type size

Type is incremental in 3pts, try to use as few sizes as possible. Where possible use increments from 9pt upwards. Type should never appear below 5pt. There is no maximum limit for a type size.

Leading

Examples have been shown to the right giving the font size over leading size. These can be used as a guide for different types of copy for print eg Heading, Sub heading, Body copy and Footer. Leading should be increased by 3pts from the type size eg 9pt/12pt, 15pt/18pt.



NiNAS Typography - Grid system / layout

Type sizes for the website.

The website example to the right illustrates the guiding principles for type sizes on the website.

Keeping copy limited to set weights and sizes creates consistency and recognition.

Copy should be anchored and aligned using the grid.

Note: *Type should never appear below 12px. The maximum limit for a type size on the website is 100px.*



Top Nav
Trebuchet Regular, 16px

Heading
Trebuchet Bold, 60px

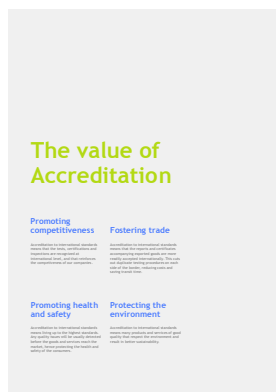
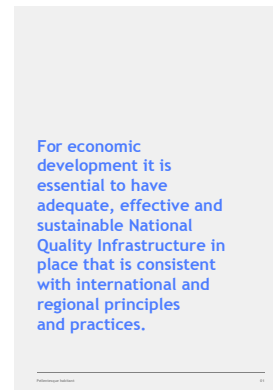
Sub Header & Intro Copy
Trebuchet Bold, 21px

Footer
Trebuchet Bold, 14px

Basic elements in use - Brochure

When all of the basic elements are brought together they create a unique and recognisable language for the NiNAS brand.

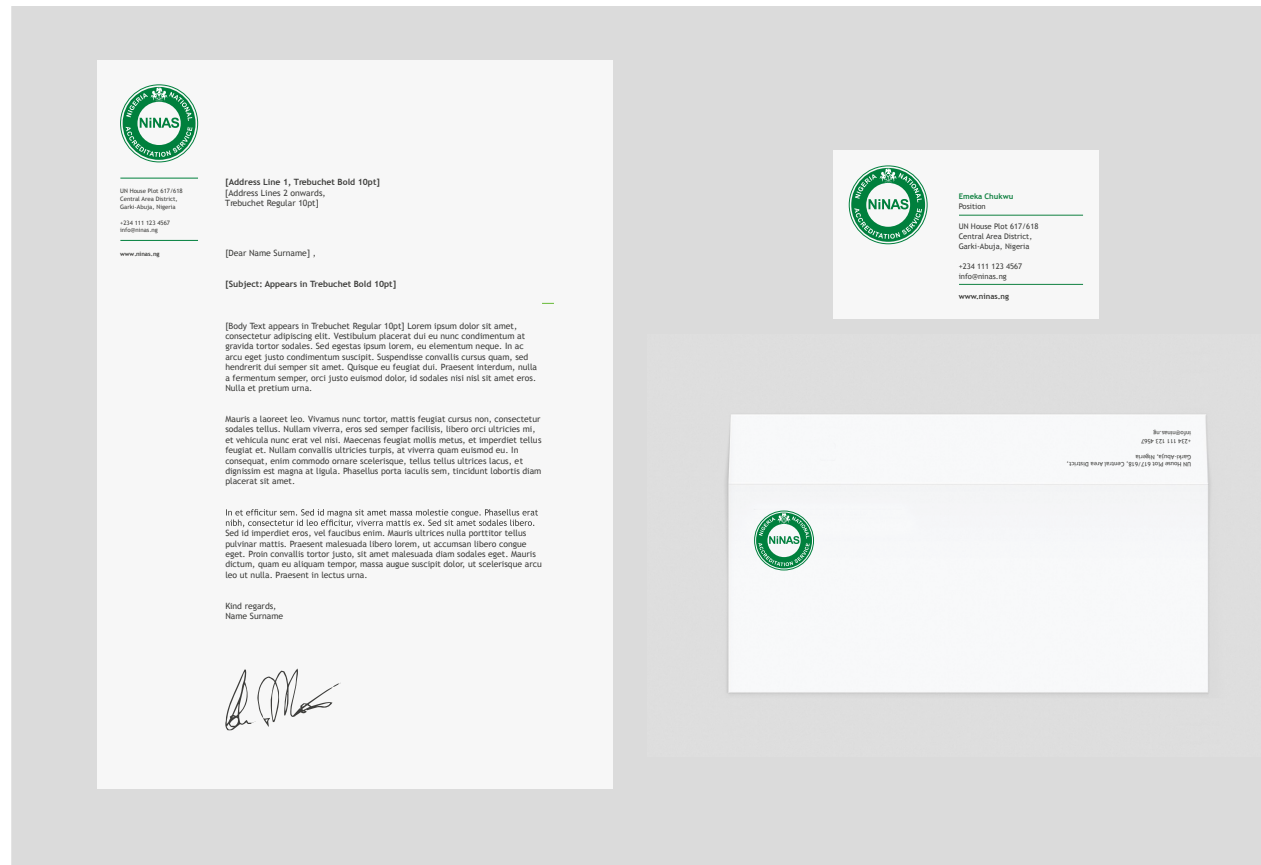
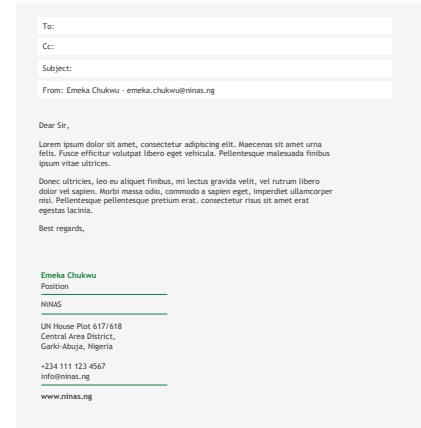
The example to the right shows the basic elements brought together in brochure spreads.



Basic elements in use - Office stationery

When all of the basic elements are brought together they create a unique and recognisable language for the NiNAS brand.

The example to the right shows the basic elements brought together in office stationery.



Basic elements in use - Accreditation certificate

When all of the basic elements are brought together they create a unique and recognisable language for the NiNAS brand.

The example to the right shows the basic elements brought together in an Accreditation certificate.



Basic elements in use - Powerpoint template

When all of the basic elements are brought together they create a unique and recognisable language for the NiNAS brand.

The example to the right shows the basic elements brought together in a powerpoint template.

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

Text Level 2 provides the style for body copy, set in 15pt Trebuchet Regular. Duis blandit pellentesque tempus, in vestibulum ornare condimentum. Nulla ac sem velit. Nunc blandit nisi mi, et pulvinar egestas efficitur id. Duis sit amet interdum leo, at fringilla magna.

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

Text Level 2 provides the style for body copy, set in 15pt Trebuchet Regular. Proin at aliquam eros. Vestibulum sit amet massa ante. Sed eleifend fringilla sapien, sit amet consectetur massa cursus vitae. Duis vel laoreet risa, et ornare massa. Aenean pellentesque, leo at lacinia tristique, leo ligula dignissim lectus, eu conoragat leo eros eu leo. Mauris accumsan velit vitae neque facilisis, vel lobortis eros varius. Morbi laculis eros elit, sit amet laoreet libero dignissim quis. Pellentesque ultricies congue ex id pulvinar. Donec maximus erat ut placerat bibendum.

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

Text Level 2 provides the style for body copy, set in 15pt Trebuchet Regular. This body text is set "full-out" to the left-hand margin and does not have an automatic indent for subsequent lines. Not all slides will need to have a sub-title to the copy; to advance directly to Text Level 2, press the "Increase Indent" button in PowerPoint. For Windows® users this can be found on the "Home" ribbon, within the "Paragraph" options. For Mac® users you will find this under "Bullets and Numbering" in the "Formatting" palette.

- Text Level 3 has a bullet for separation of listed items.
- Level 3 bullets are set as "full-out" to the left-hand margin for the first line with subsequent lines being indented to align the text.

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

At any time you may navigate back through the indent levels using the "Increase Indent" and "Decrease Indent" buttons.

- Text Level 3 lists may also have sub-lists as part of the default text level settings:
 - Text Level 4 with a bullet
 - Text Level 5 with a bullet

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

Title 1, Bold 15pt	Title 2	Title 3
Copy title Regular 15pt	Copy here	Copy here
Copy title Regular 15pt	Copy here	
Copy title Regular 15pt 2 lines looks like this	Copy here	Info to go here lorem ipsum dolor solat
Copy title Regular 15pt	Copy here	
Copy title Regular 15pt	Copy here	
Copy title Regular 15pt (brackets info like this)	Copy here	
Copy title Regular 15pt (brackets info like this)	Copy here	
Copy title Regular 15pt	Copy here	
Copy title Regular 15pt	Copy here	

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

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- Text Level 3 has a bullet for separation of listed items.
- Level 3 bullets are set as "full-out" to the left-hand margin for the first line with subsequent lines being indented to align the text.

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

At any time you may navigate back through the indent levels using the "Increase Indent" and "Decrease Indent" buttons.

- Text Level 3 lists may also have sub-lists as part of the default text level settings:
 - Text Level 4 with a bullet
 - Text Level 5 with a bullet

070216 NiNAS 2016 00

Title of page in Trebuchet Bold 22pt allows for a maximum of two lines of copy

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

Text Level 2 provides the style for body copy, set in 15pt Trebuchet Regular. This body text is set "full-out" to the left-hand margin and does not have an automatic indent for subsequent lines. Not all slides will need to have a sub-title to the copy; to advance directly to Text Level 2, press the "Increase Indent" button in PowerPoint. For Windows® users this can be found on the "Home" ribbon, within the "Paragraph" options. For Mac® users you will find this under "Bullets and Numbering" in the "Formatting" palette.

- Text Level 3 has a bullet for separation of listed items.
- Level 3 bullets are set as "full-out" to the left-hand margin for the first line with subsequent lines being indented to align the text.

Sub-title copy appears in 15pt Trebuchet Bold - this is Text Level 1

At any time you may navigate back through the indent levels using the "Increase Indent" and "Decrease Indent" buttons.

- Text Level 3 lists may also have sub-lists as part of the default text level settings:
 - Text Level 4 with a bullet
 - Text Level 5 with a bullet

070216 NiNAS 2016 00

Promoting competitiveness

070216 NiNAS 2016 00

NiNAS

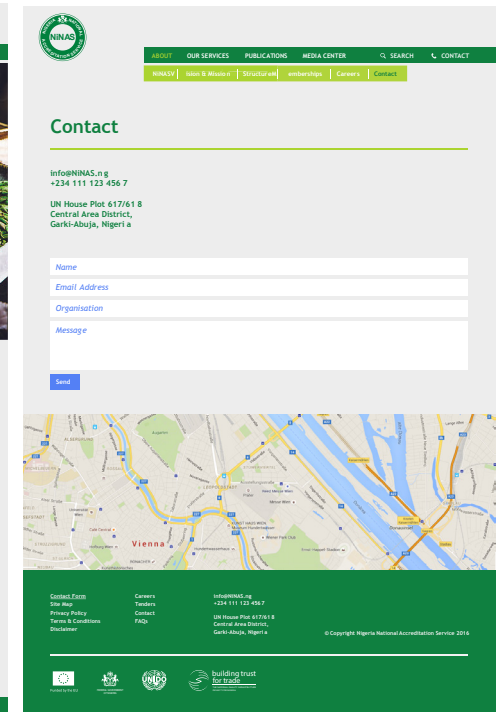
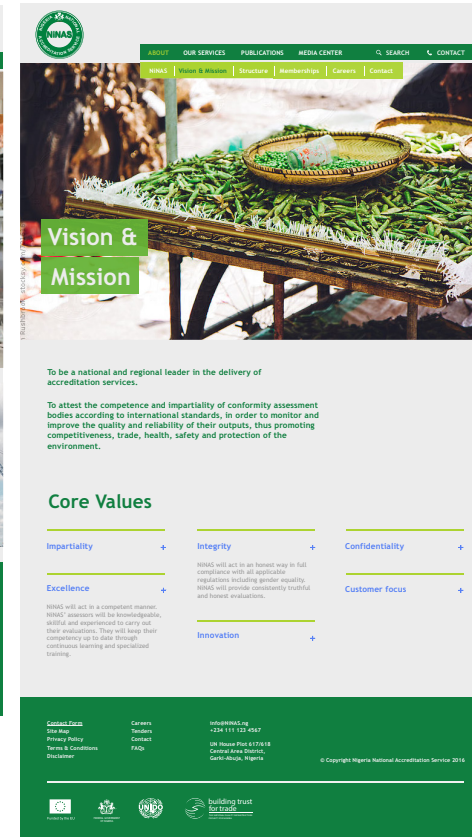
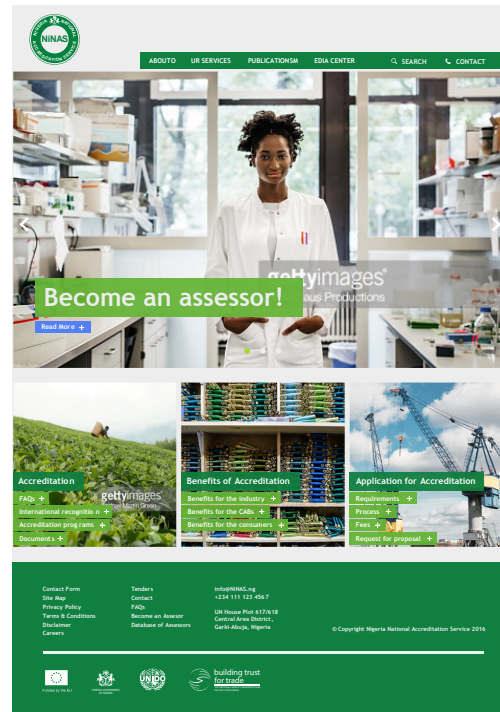
Thank you for attending, if you are interested in finding out more about NiNAS visit www.ninas.ng

070216 NiNAS 2016 00

Basic elements in use - Website

When all of the basic elements are brought together they create a unique and recognisable language for the NiNAS brand.

The example to the right shows the basic elements brought together in website pages.



Contact

Any questions?

Contact:
info@ninas.ng