



nice

we
are
nice

have
a
nice
day

nice
and
smooth

be
nice
or
leave

a
nice
company

nice
to
meet
you

a nice company

baluba.
a nice company

TITAN
a nice company


moskito
a nice company

LIMELIGHT
a nice company


a nice company

MONSTERTM
a nice company

this
is
nice

be
nice
or
leave

Nice Entertainment Group Oy
Helsinki.com

a
nice
office

MONSTER
a nice company



nice design manual

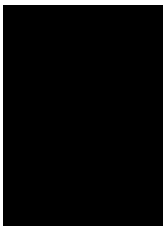
A NICE BRAND

Our visual identity is an essential part of our brand. And our brand is a valuable asset that needs to be carefully managed. On the following pages you will be presented with our new corporate identity, its tools such as logo, colors and typography and how to combine these in designs that create a strong and unique impact. Our guidelines provide both rules and inspiration. We ask you to learn and follow the rules, but encourages everyone to have fun and play with our new identity.

Good luck and make something nice.

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COLORS

On corporate level only the two colors should be used: black and gray. When together with the different companies, their own colors can be used.



CMYK
0/0/0/100

PMS
Black

RGB
000000

13



CMYK
0/0/0/60

PMS
Cool Gray 10

RGB
818285

14

TYPOGRAPHY

The Nice identity consist of one typeface and preferably one weight – Futura Heavy. However, Futura Medium can be used when there's a large amount of text, making it easier to read, but only in 7 or 10 pt.

The sizes shown here are the recommended sizes, as they have a balanced relationship with contrast.

On the next page you find the A4 size for the top quotes. These quotes should always be centre aligned. The baseline grid should always be divided in 12 units, 6 half for each margin of the top and bottom. The 4-height and the space between them should always be one unit.

Futura Heavy 7 pt
(8 pt)

Futura Medium 7 pt
(8 pt)

Futura Heavy 10 pt
(14 pt)

Futura Medium 10 pt
(14 pt)

Futura Heavy 14 pt
(17,5 pt)

Futura Heavy 20 pt
(23,5 pt)

Futura Heavy 30 pt
(35 pt)

Futu

15

Based on the 18th century architecture of France, the Port of Marseille, built and finished with a population of 340.721 within a administrative area of 1.612 km² (622 sq mi). The area also includes the whole beyond the administrative

city limits with a population of more than 1.023.000 in an area of 511 km² (197 sq mi). Located on the coast some 600 m from the Mediterranean Sea, Nice is the second largest resort city in the Mediterranean coast.

The city is subdivided in 16th, 17th and 18th-century districts which remain from the 19th century, which is the heart of the medieval urban fabric, written by Giovanni Battista Piranesi (1758-1808) and the second largest

city of the Provence-Alpes-Côte d'Azur region of France. The Port of Marseille, Nice is located in the southern part of France, within the administrative area of the Provence-Alpes-Côte d'Azur region.

of fire. Around 350 BC, Greeks of Marseille founded a permanent settlement and called it *Nikaia*, after *Nike*, the goddess of victory. Down the ages, the town changed hands many times, its strategic location and port significantly contributed

to its maritime strength. For years it was an Italian dominion, then became part of France in 1860. Culturally and architecturally enriched over time, today Nice has become a truly cosmopolitan tourist destination. The spectacular natural beauty of the Nice coast and its mild

Mediterranean climate came to the attention of the English upper classes in the second half of the 18th century, when an increasing number of aristocratic families took to spending their winter there. The city's main seaside promenade, the Promenade des Anglais (the Walkway of the English) owes its name to the earliest

visitors to the resort. For decades now, the picturesque Nicean surroundings have attracted not only those in search of relaxation, but also those seeking inspiration.

The clear air and soft light has been of particular appeal to some of Western

culture's

abc

1

defghij

1

1

1

klmno

1

1

pqrstuv

1

1

1

wxyz

1

1

abc

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