



# Brand Manual

NOVEMBER 2020





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# INTRO- DUCTION

This brand manual is designed with the solid purpose of guiding everyone, to use our brand with confidence and consistency - to inspire and inform people who communicate on behalf of Nicosia.

It is important to maintain the integrity of our corporate identity by following the correct usage guidelines set forth in this manual in all printed and electronic materials.

## Who we are

Nicosia Tourism Board, is a non-profit Company, whose mission is to enhance and promote the city and peripheral area of Nicosia as a quality tourism destination. It's primary strategic plan focuses on Cultural and Religious Tourism, Conferences & Incentives Tourism, Business Tourism and Sports tourism. The company also organises festivals and special cultural events, in order to showcase Nicosia's culture. At the same time, it promotes sustainable tourism, by respecting social and cultural authenticity (such as the renovation of historic houses facades in the historic centre and the lobbying towards the pedestrianisation of the area). Lastly, Nicosia Tourism Board is concentrating into the development of new product and services with the use of new digital tools so to strengthen visitors' experience.

# Tagline

Do you know what people think of Nicosia or what is it known for? Are people's perceptions of Nicosia in any way near the truth? Can we have an impact on it?

Brand tagline is the essence of brand philosophy defined in just a few words. It helps deliver the brand message in a clear and effective way, create a certain image and forms a certain attitude amongst the public.

## ENGLISH TAGLINE

**The brightest capital of Europe**

## GREEK TAGLINE

**Η καρδιά της χώρας**



# NICOSIA LOGO



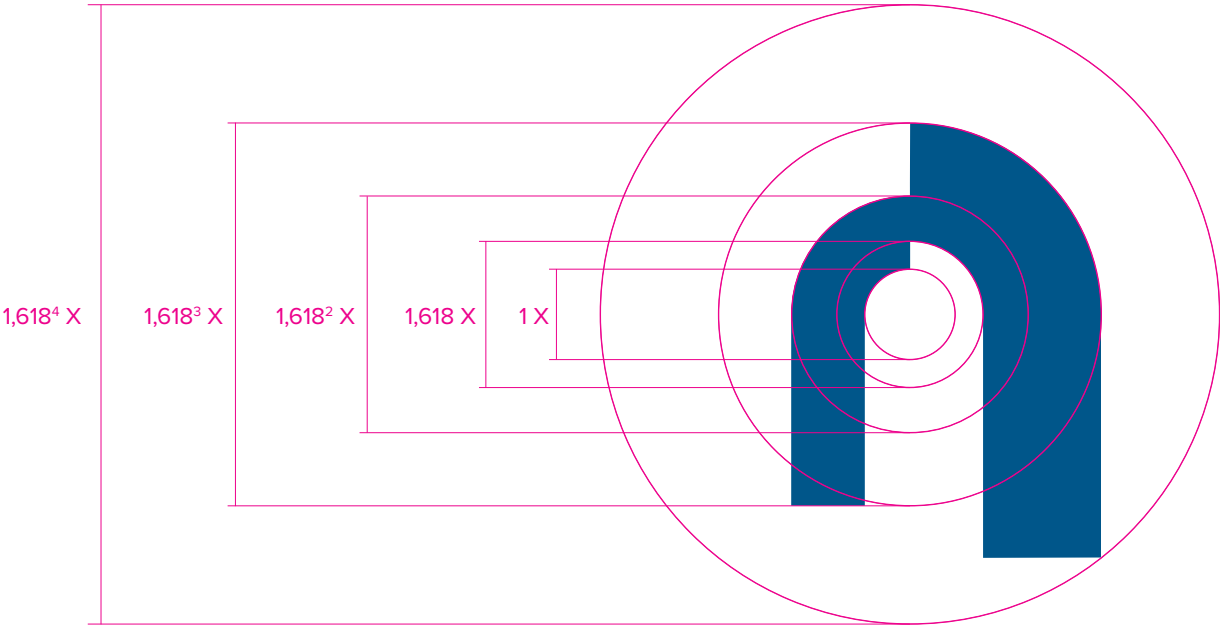
Nicosia brand sign is a unique graphical element that communicates the brand message along with tagline. The sign design is based on a door/gate shape. Doorways and gates are symbolic structures that have great significance in our daily lives. A door is first and foremost an entrance. On a metaphorical level, a door can become an entrance to nearly anything so it encompasses one of Nicosia brand concepts: Nicosia is your gateway to multiple services and opportunities that the city has to offer. Door concept also reflects on the history of Nicosia, a city surrounded by Venetian walls with three gates, that used to connect it with other cities. And as the brand slogan states, when you come to Nicosia “It feels like coming home”, and our home deserves a nicely designed entrance.



# Geometry. Golden ratio

Phi ( $\Phi$ ) the Golden Section, has been used by mankind for centuries in architecture. The Greeks were aware of the aesthetics of the golden ratio. Appearing in many architectural structures, the presence of the golden ratio provided a sense of balance and equilibrium. The geometrical figure of the golden ratio is essentially pleasing for the eye.

As Nicosia sign design is based on the architectural form of a doorway/gateway, the golden ratio use appeared natural in Nicosia logo creation and helped us to achieve beauty and balance in its design. Each arch diameter relates to the consecutive one based on Phi number ( $\Phi=1.618$ ).



# Construction

The Nicosia Brandmark is comprised of two elements: the Symbol and the Logotype (Nicosia).

To maintain its impact and immediate visual recognition, no text, graphic element, or edge should interfere with the logo.



# Logo Variations

There are two configurations of the brand; horizontal and vertical in two languages. The horizontal configuration is the preferred version. Vertical version should be used when there is insufficient space for the horizontal version.

In horizontal configuration, the symbol replaces the letters “N” and “Λ” in the English and Greek logos accordingly to unify the bilingual brand identity.

ENGLISH HORIZONTAL



GREEK HORIZONTAL



ENGLISH VERTICAL



GREEK VERTICAL



# Tagline Logo Variations

The relation between the logo and the tagline is defined by the small width of the symbol. Moreover, the tagline must be always centered and written in Roboto Slab Regular. Tagline logo versions are used in all advertising communication, Greek and English.

## ENGLISH HORIZONTAL



## GREEK HORIZONTAL



## ENGLISH VERTICAL



## GREEK VERTICAL



## Minimum Size

To maintain full legibility and visual recognition, never reproduce the logo at heights (Symbol) smaller than 9mm tall (vertical) and 5mm tall (horizontal) for print and 28px tall (vertical) and 15px tall (horizontal) for digital.

When the Nicosia brandmark is used for small sizes, logotype appears in **semibold** format.

### PRINT

5mm [  NICOSIA

5mm [  ΛΕΥΚΩΣΙΑ

9mm [   
NICOSIA

9mm [   
ΛΕΥΚΩΣΙΑ

### DIGITAL

15px [  NICOSIA

15px [  ΛΕΥΚΩΣΙΑ

28px [   
NICOSIA

28px [   
ΛΕΥΚΩΣΙΑ

## Clear Spaces

The Nicosia brand mark should always be surrounded by a minimum clear space area which must remain free from other elements (text or visual/graphic elements). The clear distance dimensions according to the symbol's large width.

This clear space is the minimum and should be increased when possible. The clear space must be maintained on all sides of the logo.



# Monochrome Versions

Monochromatic versions are available only for black-and-white and monochromatic scenarios.

However, the Nicosia brandmark should only be used in its monochromatic versions when colour printing or multi colouring is not available -print or digital.



# Background Control

To allow proper readability and maximum visual impact, Nicosia brandmark appears in blue when used on light background and in white when used dark background.

When the Nicosia brandmark is used on high contrast images background, it should appear in solid blue or white background, according to the background colour.



when used on light backgrounds



when used on dark backgrounds



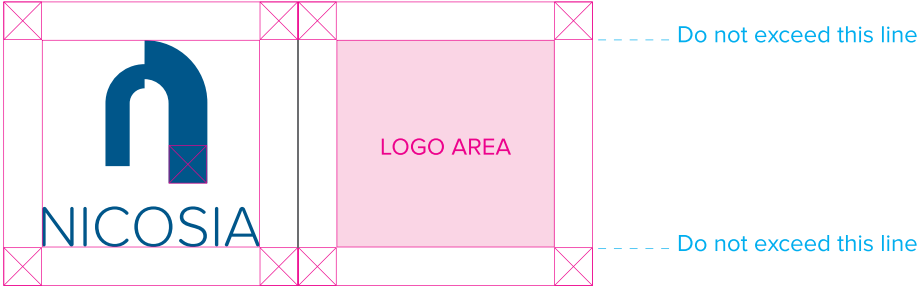
when used high contrast images  
backgrounds with several of colours



when used high contrast images  
backgrounds with minimum colours

# Usage with other collaborators

When our logo is placed next to a third-party's logo, their relation is defined and it can not change. The dimensions and distance between their is calculated by our symbol's width. Moreover, in that case we are using the vertical version of our logo.







# Our Symbol

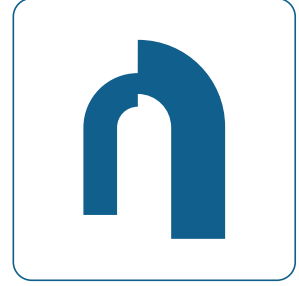
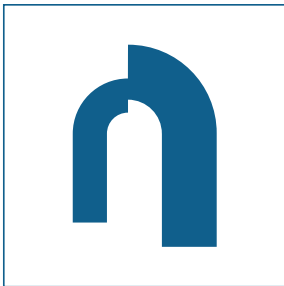
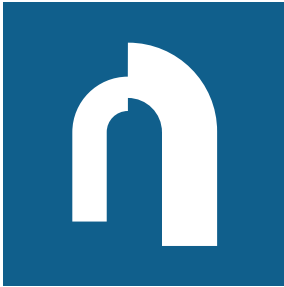
Our symbol from the brandmark is a unique and very powerful visual asset.

Use it as an avatar in our social media platforms and as an identifier on buildings, landmarks or monuments (where possible).

Aim is to achieve immediate visual recognition and association with the Nicosia brand.

Should appear as one colour - core blue, white or black.





## Brand's Categories/colours

In order to simplify and to communicate in a clear and consistent way, a colour-coded system has been created for each category.



GASTRONOMY/LIFESTYLE - CULTURE & CREATIVITY - BUSINESS - EDUCATION - LEISURE - NATURE - INNOVATION



GASTRONOMY  
/ LIFESTYLE



CULTURE &  
CREATIVITY



BUSINESS



EDUCATION



LEISURE



NATURE



INNOVATION

# Category Communication/ culture & creativity

## Logo

A specially designed logo has been created to promote Culture & Creativity Category.

Comprised from 'ngage' and 'Culture & Creativity' wording. Appears in brand's category colour or as black/white placed on brand's category color.

Available in vertical and horizontal formats.

### HORIZONTAL CONFIGURATION

**ngage** Culture & Creativity



### Magenta

PANTONE: 234C  
CMYK: 15, 100, 30, 0  
RGB: 209, 26, 111  
HEX: #D11A6F

### VERTICAL CONFIGURATION

**ngage**  
Culture & Creativity

Relationship between logos



# Category Communication/ culture & creativity

## Communication examples / Print

**Branded category**  
Culture & Creativity



**Visual**  
Photography or  
Illustration showcasing  
culture and creativity  
in Nicosia

**Branded category**  
Culture & Creativity  
Beginning of  
conversation tagline.  
Brand Typography:  
Proxima Nova

**Supporters,  
collaborators etc  
logos**  
Appear as one color  
b/w or grayscale.

**FREE GUIDED TOURS**



scan the city

## MUSEUMS & GALLERIES

**A Walk Through the Old and the New**  
(Walking tour)

Monday 10:00-13:00 /  
Starting point: Ledra Street  
Bookings @ +357 22 000 000

OFFERED BY THE NICOSIA MUNICIPALITY IN COLLABORATION WITH  
THE CYPRUS TOURISM ORGANISATION AND THE CYPRUS TOURIST GUIDES ASSOCIATION

THE TOURS ARE CONDUCTED BY CTO LICENSED TOURIST GUIDES  
GUIDED TOURS ARE FREE OF CHARGE  
MUSEUM ADMISSION FEES APPLY

collaborators



**nicosia**  
The brightest capital of Europe

[www.visitnicosia.com.cy](http://www.visitnicosia.com.cy)

**Branded content  
information**  
Title in brand's  
category color  
Brand Typography:  
Proxima Nova

**Brand's signature**



Communication examples / Online posts



**ngage**  
Culture & Creativity


ENEIO XATZHΣABA

2014

Rich past  
Creative present  
Bright future!

**NICOSIA**  
The brightest capital of Europe

Point Centre for Contemporary Art



**ngage**  
Culture & Creativity

Rich past  
Creative present  
Bright future!

**NICOSIA**  
The brightest capital of Europe

The Medieval Walls of Nicosia



**ngage**  
Culture & Creativity

Rich past  
Creative present  
Bright future!

**NICOSIA**  
The brightest capital of Europe

The Leventis Municipal Museum  
of Nicosia

# Don'ts

To preserve the integrity of our brand, we must use it correctly and consistently in every application. Poor use of the Nicosia brandmark makes us look inconsistent and unprofessional.

When using the Nicosia brandmark, the following rules should be followed at all times.



**DON'T** REPLACE FONTS



**DON'T** CHANGE BRAND COLOURS INTO ANY OTHERS THAN THOSE SPECIFIED



**DON'T** REPOSITION BRAND COMPONENTS



**DON'T** RESCALE BRAND COMPONENTS



**DON'T** SKEW OR BEND IN ANY WAY



**DON'T** USE DROP SHADOW, STROKE OR OTHER VISUAL EFFECTS



**DON'T** ADD GRAPHIC ELEMENTS



**DON'T** FILL WITH IMAGERY, ETC.



**DON'T** CHANGE IN ANY WAY BY DISTORTING, BLURRING ROTATING, OUTLINING, ETC.



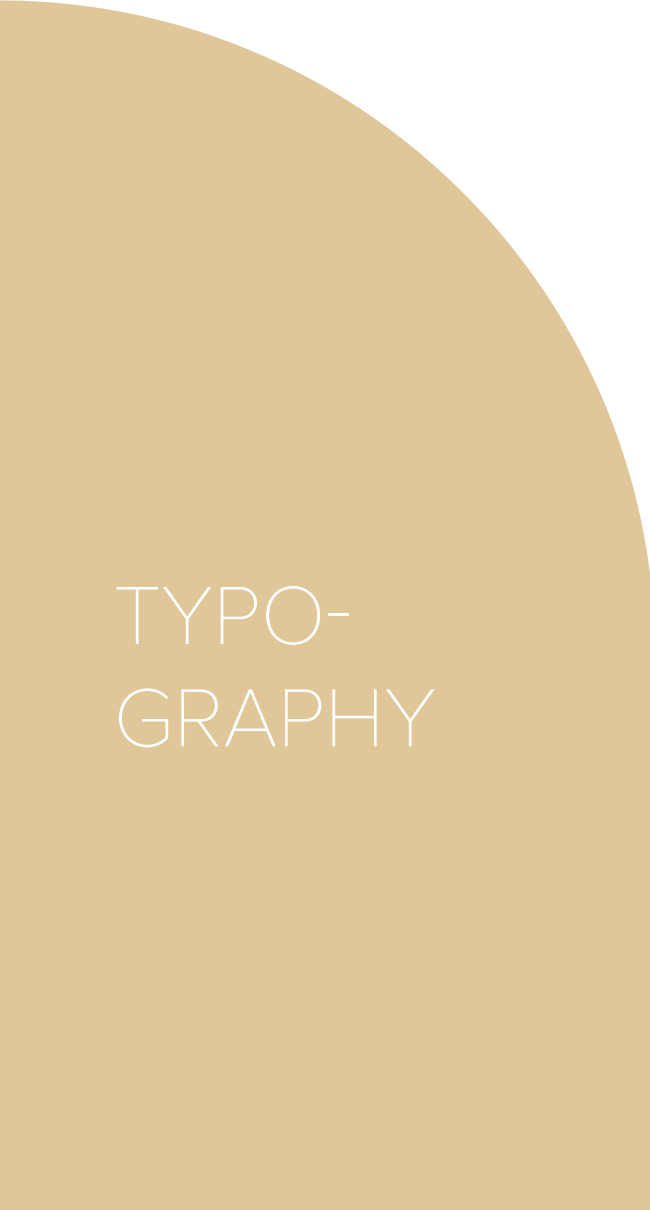
**DON'T** ADD ANY EXTRA ELEMENTS WITHIN LOGOS CLEAR SPACE



**DON'T** USE LOGOTYPE BY ITSELF



**DON'T** CHANGE THE TRANSPARENCY



# TYPO- GRAPHY

When used in a consistent and thoughtful way, typography becomes a powerful brand tool that can add visual meaning to communications and makes it recognisable.

Nicosia's typography communicates clearly and with clarity, and is flexible in a wide range of situations.

Careful use of typography reinforces Nicosia's personality and ensures clarity and harmony along all Nicosia branded elements.

# Brand Typography

Our brand typeface, Proxima Nova Family, was selected because it is clean, open and legible at all sizes.

For bodytext of all advertising material always use Proxima Nova font.

Aa

Proxima Nova Thin

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (.,:;”><!/?@&\*)

Aa

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (.,:;”><!/?@&\*)

Aa

Proxima Nova Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (.,:;”><!/?@&\*)

Aa

Proxima Nova Extrabold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (.,:;”><!/?@&\*)

# Headlines

For headlines use Proxima Nova Thin/Regular or Roboto Slab Light/Regular font.

Aa

Proxima Nova Thin

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (,;”><!@&\*)

Aa

Roboto Slab Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (,;”><!@&\*)

Aa

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (,;”><!@&\*)

Aa

Roboto Slab Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 (,;”><!@&\*)

## Hierarchy

Title	Proxima Nova Thin, 36pt
Headline	<b>Roboto Slab Regular, 21pt</b>
Subtitle 1	<b>Roboto Slab Regular, 16-18pt</b>
Subtitle 2	Proxima Nova Regular, 16-18pt
<b>Body Header</b>	<b>Proxima Nova Bold, 12-14pt</b>
Body Copy	Proxima Nova Regular, 9-12pt
Caption	Proxima Nova Regular, 8pt



# BRAND COLOURS

To maximise brand recognition our brand has been designed to be reproduced in specific core colours and must not appear using any alternative palettes.

Our brand palette ensures that Nicosia communications will be clean, distinctive and at the same time impactful.



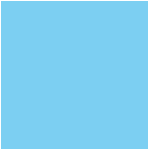
# Primary Palette

We have established our primary colours; blue, light blue, beige, light brown, yellow and magenta. These should appear in the totality of our visual communications.



### Blue

PANTONE: 7462C  
CMYK: 100, 48, 6, 30  
RGB: 0, 85, 140  
HEX: #00558C



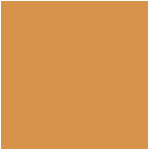
### Light Blue

PANTONE: 2905C  
CMYK: 45, 1, 0, 1  
RGB: 141, 200, 232  
HEX: #8DC8E8



### Beige

PANTONE: 7502C  
CMYK: 6, 14, 39, 8  
RGB: 206, 184, 136  
HEX: #CEB888



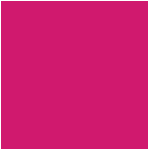
### Light Brown

PANTONE: 7510C  
CMYK: 5, 41, 77, 10  
RGB: 198, 137, 63  
HEX: #C6893F



### Yellow

PANTONE: 7405C  
CMYK: 0, 11, 97, 2  
RGB: 242, 205, 0  
HEX: #F2CD00



### Magenta

PANTONE: 234C  
CMYK: 15, 100, 30, 0  
RGB: 209, 26, 111  
HEX: #D11A6F

## Secondary Palette

Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience. That feeling should be unique for each category of the brand.



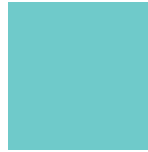
PANTONE: 435C  
CMYK: 9, 16, 8, 19  
RGB: 193, 178, 182  
HEX: #C1B2B6



PANTONE: 7410C  
CMYK: 0, 41, 59, 0  
RGB: 254, 173, 119  
HEX: #FEAD77



PANTONE: Purple C  
CMYK: 40, 90, 0, 0  
RGB: 187, 41, 187  
HEX: #BB29BB



PANTONE: 325C  
CMYK: 53, 0, 23, 0  
RGB: 100, 204, 201  
HEX: #64CCC9



PANTONE: 7473C  
CMYK: 75, 5, 48, 3  
RGB: 39, 153, 137  
HEX: #279989



PANTONE: 376C  
CMYK: 54, 0, 100, 0  
RGB: 132, 189, 0  
HEX: #84BD00

# Extra Palette



PANTONE: 514C  
CMYK: 16, 55, 0, 0  
RGB: 212, 139, 200  
HEX: #D48BC8



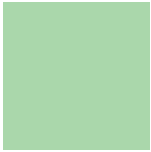
PANTONE: 132C  
CMYK: 9, 38, 100, 32  
RGB: 160, 116, 0  
HEX: #A07400



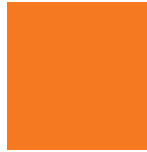
PANTONE: 5135C  
CMYK: 36, 68, 10, 31  
RGB: 126, 84, 117  
HEX: #7E5475



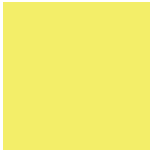
PANTONE: 116C  
CMYK: 0, 14, 100, 0  
RGB: 255, 205, 0  
HEX: #FFCD00



PANTONE: 358C  
CMYK: 34, 0, 42, 0  
RGB: 173, 220, 145  
HEX: #ADDC91



PANTONE: Orange 021C  
CMYK: 0, 65, 100, 0  
RGB: 254, 80, 0  
HEX: #FE5000



PANTONE: 394C  
CMYK: 6, 0, 72, 0  
RGB: 237, 233, 57  
HEX: #EDE939



PANTONE: 191C  
CMYK: 0, 79, 36, 0  
RGB: 239, 66, 111  
HEX: #EF426F

# Categories Colours

Each category has its own colour.



GASTRONOMY  
/ LIFESTYLE



CULTURE &  
CREATIVITY



BUSINESS



EDUCATION



PANTONE: 2905C  
CMYK: 45, 1, 0, 1  
RGB: 141, 200, 232  
HEX: #8DC8E8

PANTONE: 234C  
CMYK: 15, 100, 30, 0  
RGB: 209, 26, 111  
HEX: #D11A6F

PANTONE: 325C  
CMYK: 53, 0, 23, 0  
RGB: 100, 204, 201  
HEX: #64CCC9

PANTONE: 7473C  
CMYK: 75, 5, 48, 3  
RGB: 39, 153, 137  
HEX: #279989



LEISURE



NATURE



INNOVATION



PANTONE: Purple C  
CMYK: 40, 90, 0, 0  
RGB: 187, 41, 187  
HEX: #BB29BB

PANTONE: 376C  
CMYK: 54, 0, 100, 0  
RGB: 132, 189, 0  
HEX: #84BD00

PANTONE: 435C  
CMYK: 9, 16, 8, 19  
RGB: 193, 178, 182  
HEX: #C1B2B6

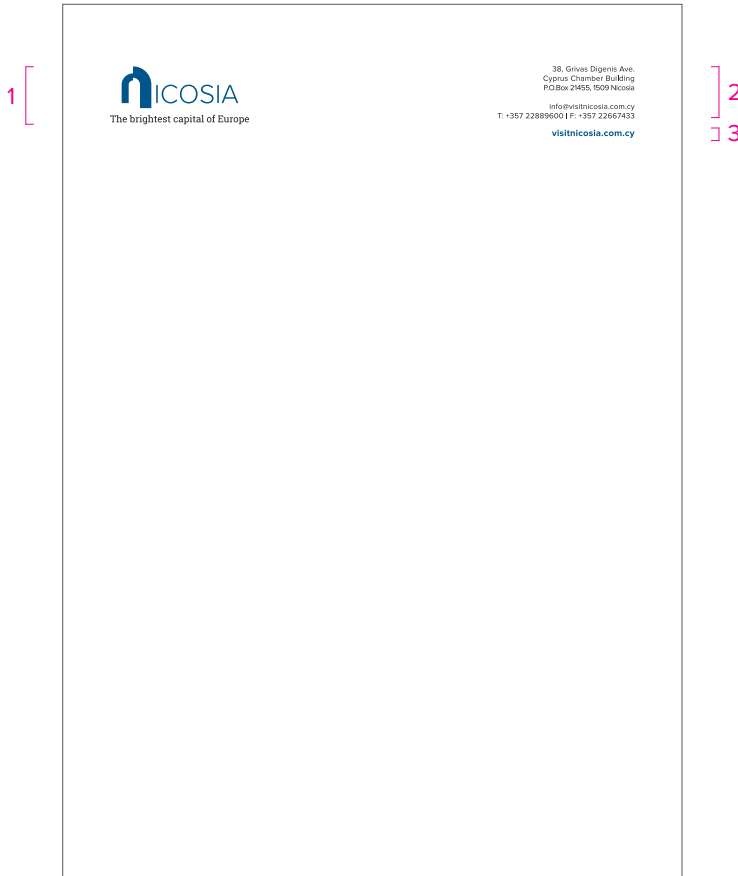


# STATIO- NERY

What we write makes a powerful statement about who we are. Applying our identity elements in a consistent way plays an important part in this. Nicosia brandmark and information are locked in the template and cannot be altered.

# Letterhead

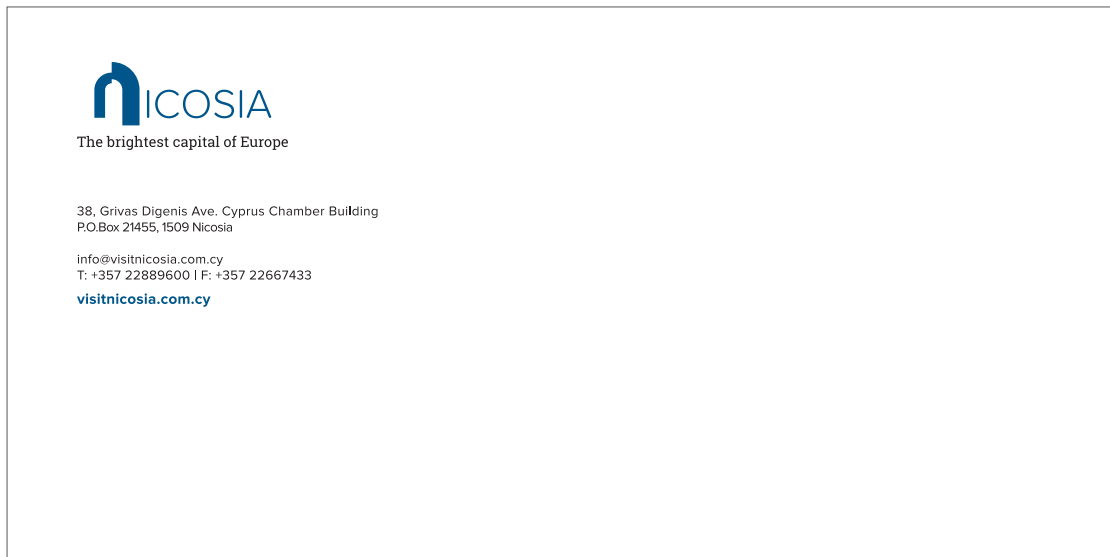
The letterhead template provided is standard A4 size (210 mm × 297 mm). The recommended font and font size for the running text is Arial font at 11pt.



Letterhead 210x297mm

1. Brandmark
2. Company address and contact information
3. Website

# Envelope DL

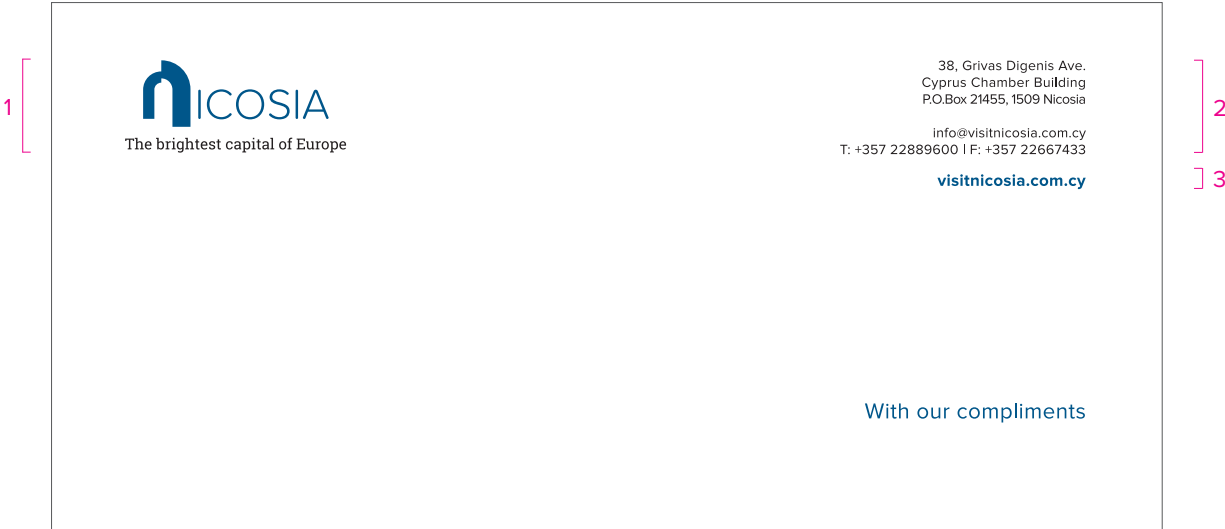


Envelope DL 220x110mm

1. Brandmark
2. Company address and contact information
3. Website



# Compliment Slip



Compliment Slip 210x100mm

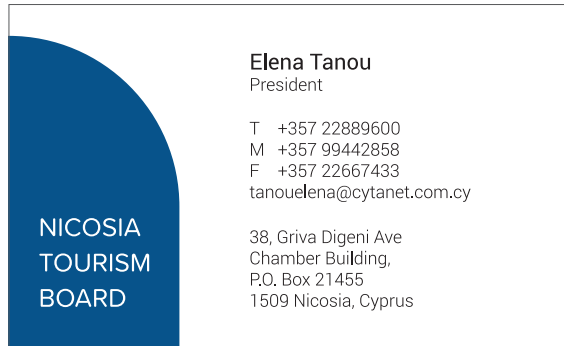
- 1. Brandmark
- 2. Company address and contact information
- 3. Website

# Business Cards

Business card has a major role in reminding people who a person is and what they do. Our cards must present Nicosia in a clear, consistent way.

Nicosia brandmark is locked in the template and cannot be altered. The information on the card is standardized and positioned uniformly.

For the text use Proxima Nova Thin & Bold font.



1

2

3



4

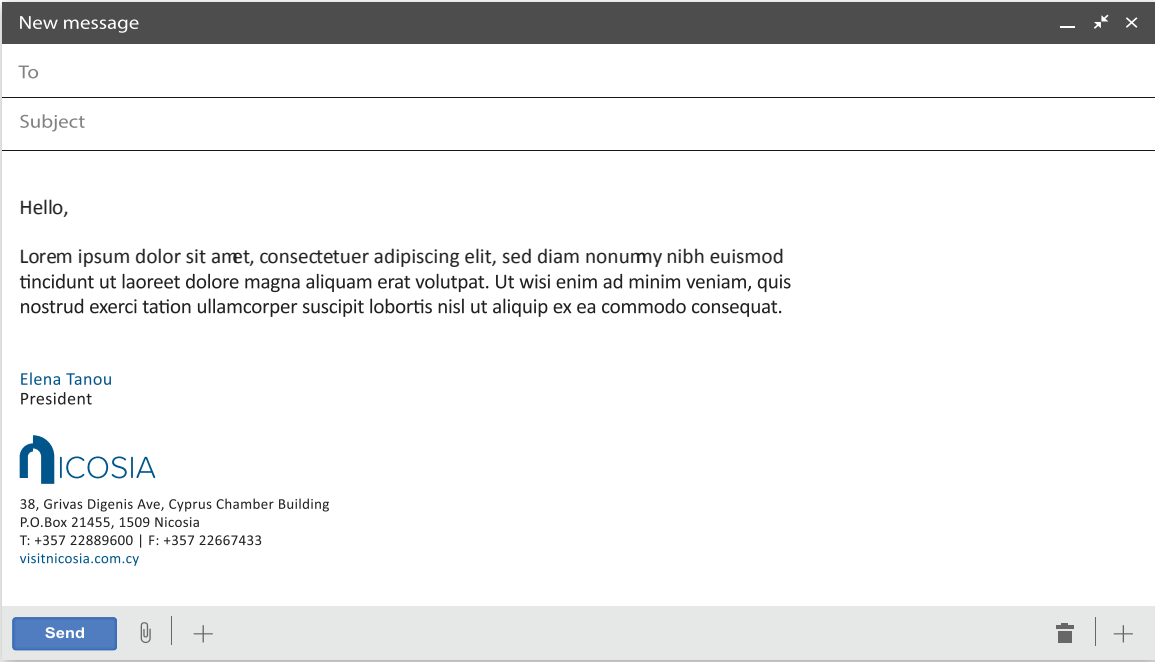
5


## Business Card 90x55mm

1. Full name and job title
2. Contact information
3. Company address
4. Brandmark
5. Website

# Email Signature

For the text use Arial





PHO-  
TOGRA-  
PHY

Photography is an essential tool for showing our diverse and dynamic community.

Our photography captures Nicosia and communicates with people in ways that words can't. Use photography that shows people and places of the city.

# Photography/ style

NICOSIA PHOTOGRAPHY SHOULD BE

- / Real and direct
- / Professional
- / Architecture and urban elements
- / Black and white or colour images can be used
- / Has a strong focal point -preferably a single element



## Photography/ usage with symbol

Here are some examples of real - life images that contribute to our brand's realistic tone of voice. The relation between the photo and the symbol can change according to the communication channel/media.





A large teal-colored graphic element on the left side of the page, consisting of a curved top edge that transitions into a straight vertical edge at the bottom.

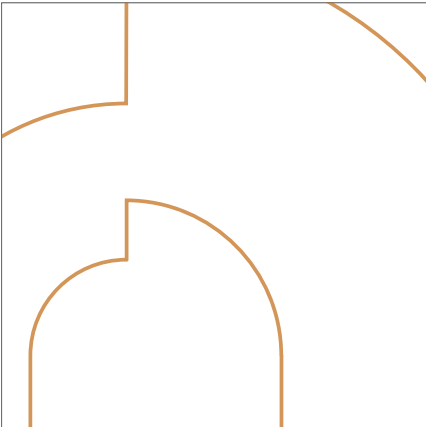
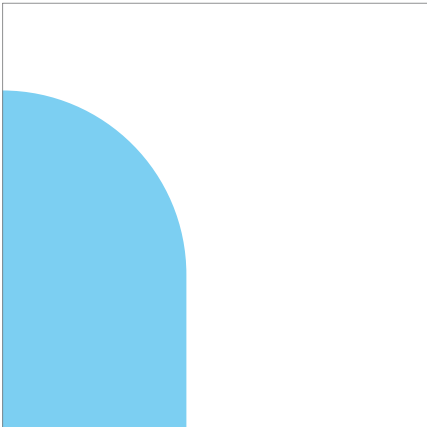
# VISUAL LANGUAGE

Nicosia visual language is based on our brand's very elements. For that very reason, we are using a mosaic consisting of our landmark, our symbol, our colours and our simple yet easy-to-read typography.



# Graphic Elements

Use our colour palettes and the symbol from our landmark to create own, imaginative graphics that communicate in a consistent and distinctive way.

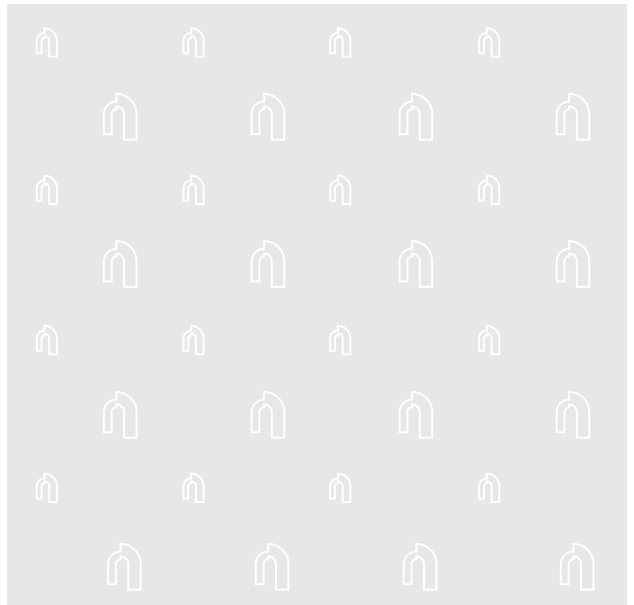
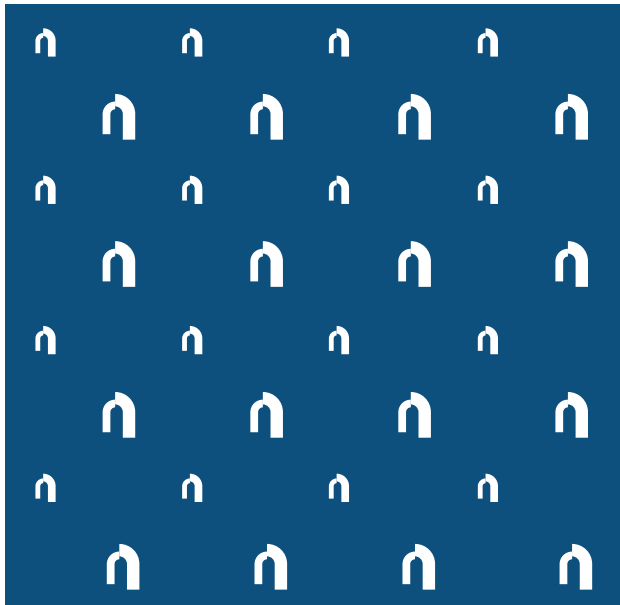


# Patterns

Our symbol's shape, power and uniqueness provide us with the opportunity to use it repetitively in order to create memorable visual patterns.

## PATTERNS EXAMPLES





# Iconography/Infographics

Iconography is a system of pictorial images relating to or illustrating a variety of subjects. Our icon is comprised of our core colours and simple design elements.

The City of Nicosia Communications may utilize infographics to visualize information. A distinct style of infographics which adheres to the visual identity guidelines has been created for the City.

Graphs and diagrams must be clear and have a good color contrast ratio.

## 1. Brand Typography

Aa

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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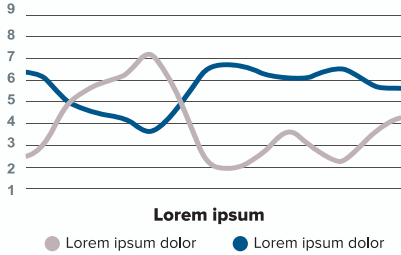
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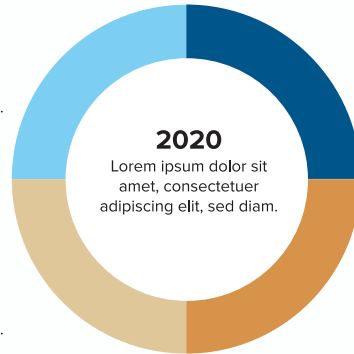
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## 2. Primary / Secondary Color Palettes





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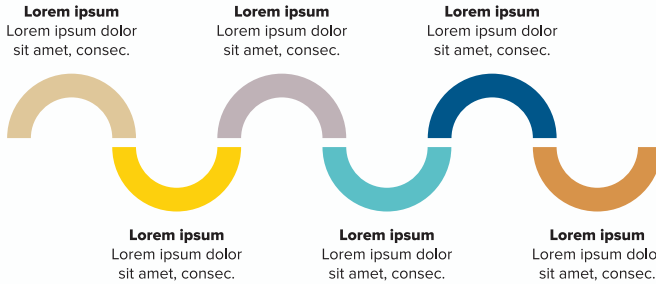
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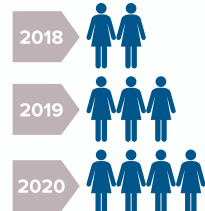
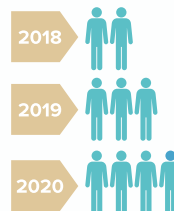
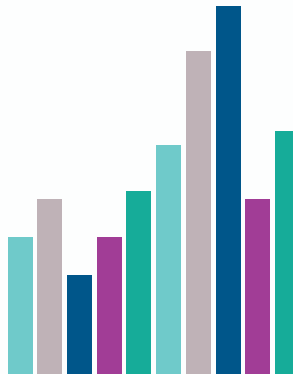
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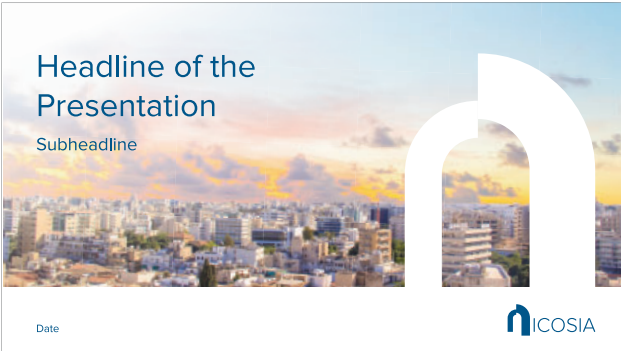


# PowerPoint

A PowerPoint template has been created for the City of Nicosia. The template includes many examples of possible arrangements for content pages.

The Nicosia Brandmark must be displayed on every single page.

Typeface is Arial.



**Headline**

ICOSIA

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Date Page The brightest capital of Europe

**Headline**

ICOSIA

Date Page The brightest capital of Europe

**Headline**

ICOSIA



**Subheadline**

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Date Page The brightest capital of Europe

**Headline**

ICOSIA

**Subheadline**

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Date Page The brightest capital of Europe

# Advertising/ print

Advertising is the segment of communication with the most publicity and the largest audience. While the content, the messages and the products of the ads will vary, the look of all advertising material should be consistent.

Here are some examples of what our print ads could be looking likes. These examples could change according to the visual used.

## POSTERS





## MAGAZINE AD



### Headline

#### Subheadline

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## Advertising/ online

The guidelines for multimedia and electronic media differ slightly from the print applications due to technical preconditions. Nevertheless, they need to be followed as strictly as in other communication channels.

Follow the general guidelines of the Nicosia when creating banners. Minimum height of the logo is 28px tall (vertical) and 15px tall (horizontal).



## BANNERS EXAMPLES



**The brightest  
capital of  
Europe**

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**The brightest  
capital of  
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# SIGNAGE

The signage of the City of Nicosia is based on the elements of the City of Nicosia's visual identity. The Nicosia logo, colours and typography convert signage into a visible and unified part of the Nicosia brand.

# Signage/ graphic elements

## 1. Nicosia Logo



## 2. Official Brand Color Palettes



## 3. Brand Typography

Aa

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ  
αβγδεζηθικλμνξοπραςτυφχψω

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## Signage Icons

The signage icons used in the City of Nicosia's signage are, in terms of the visual language, based on the wordmark of the logo.

A safe area (shown in light grey) has been defined all around the icons, and must be taken into consideration when using the icons.

All symbols are using the Nicosia blue colour from the primary palette. In this case of restrictive icons, a green line from the secondary palette must be used.



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## Signage icons/ use of typography and icons

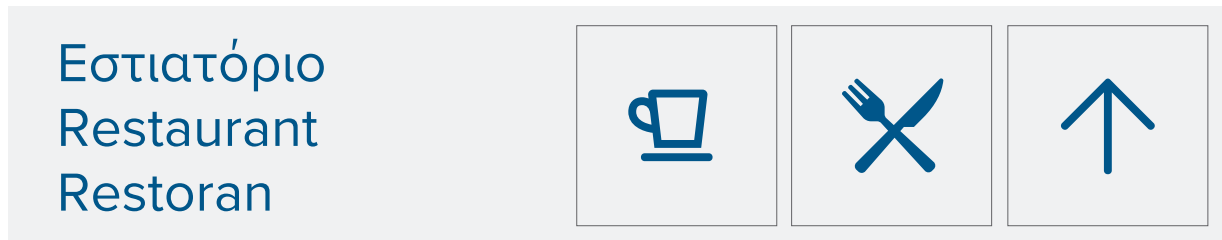
The signage icons can be used along with text, where in this use the icons are scaled in accordance with the size of the text (1).

When necessary, the signage icons can be used as separate elements, in which case their size is defined in accordance with the given space and use of safe area (2).

1



2





## Signage icons/ languages and directions

If the communication is multilingual, the different languages must be set on their own separate columns. Directional arrows are always positioned to the opposite side of the text (1).

When signage icons are used along with text, the icons are scaled in accordance with the size of the text and directional arrow is positioned after signage icons (2).

1



2



# Information Freestand Sign

In the case of freestanding bannes/signs, we are placing the symbol on the top (center). The symbol's colour is that of the category of the banner, on a light grey background.

The title is placed under the symbol (centered). Wording is in Proxima Nova Regular. Third party logos are placed at the very bottom.

Symbol

Title

Text Information

Logos

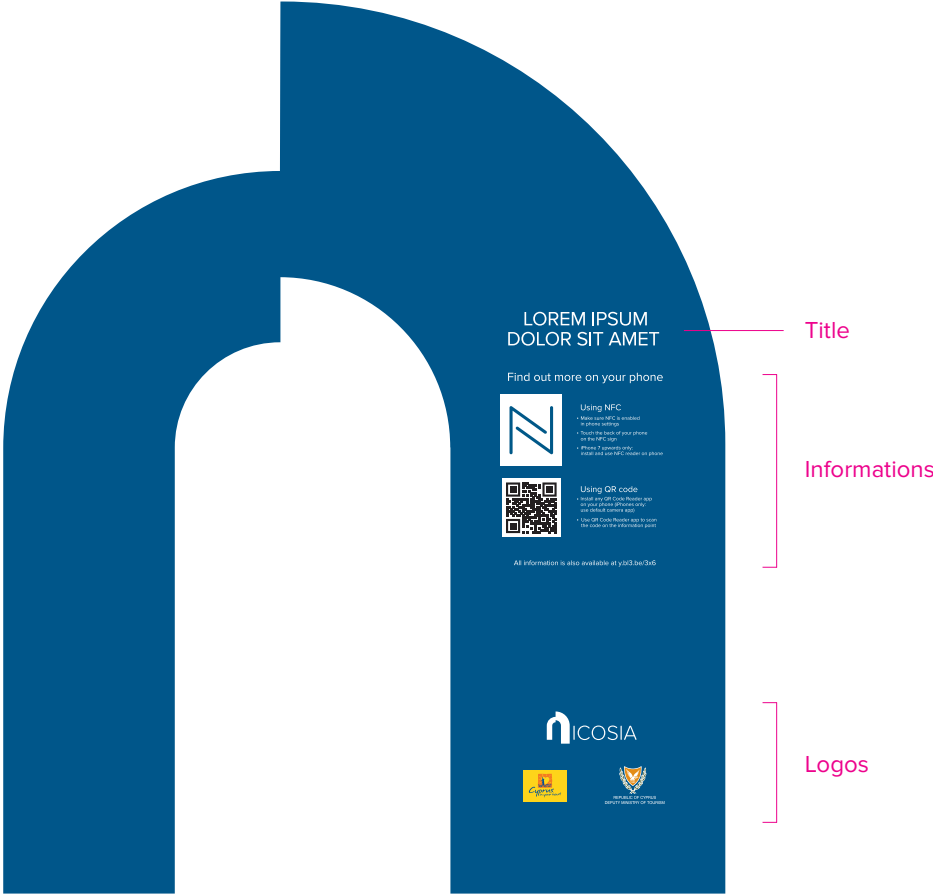


# Information Freestand Sign/ example

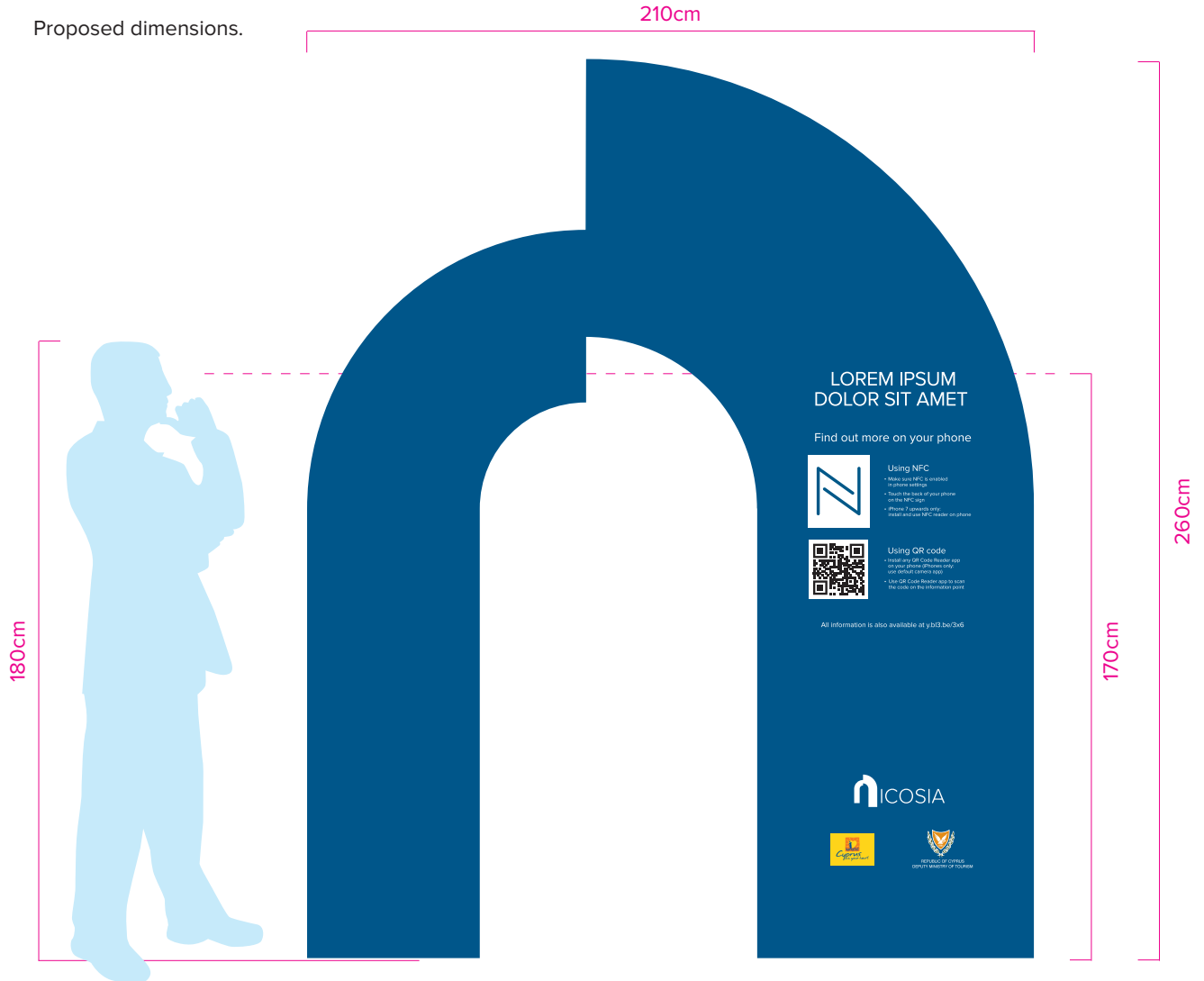


# Information Freestand Sign/ example

The signs follow the shape of our symbol.  
All the informations is written on the right side of the symbo/constructionl. Wording (including the title) is in Proxima Nova Regular. Third- party logos are placed at the very bottom.



Proposed dimensions.





# BRAND MERCHAN- DISE

Nicosia logo is placed on a wide variety of merchandise—apparel, gift items, etc. Make sure that our logo is used appropriately and that merchandise is manufactured using quality material.

**Logo usage**

Use the appropriate logo version according to the line of the product.

# Brand Merchandise





The brightest capital of Europe