

follow 

Case Study

**NIVA Group**

Branding Project



## NIVA Group

NIVA Group has been actively involved in the Australian retirement and over 50's resort community since the late 1990's, with several award winning retirement resort communities within their existing portfolio.

Follow worked with the NIVA Group to formally launch the new brand, incorporating all the essential elements of a crisp new identity, and relevant collateral that communicates the stability and capability of this specialist organisation, helping build communities and create jobs at all their Australian locations.



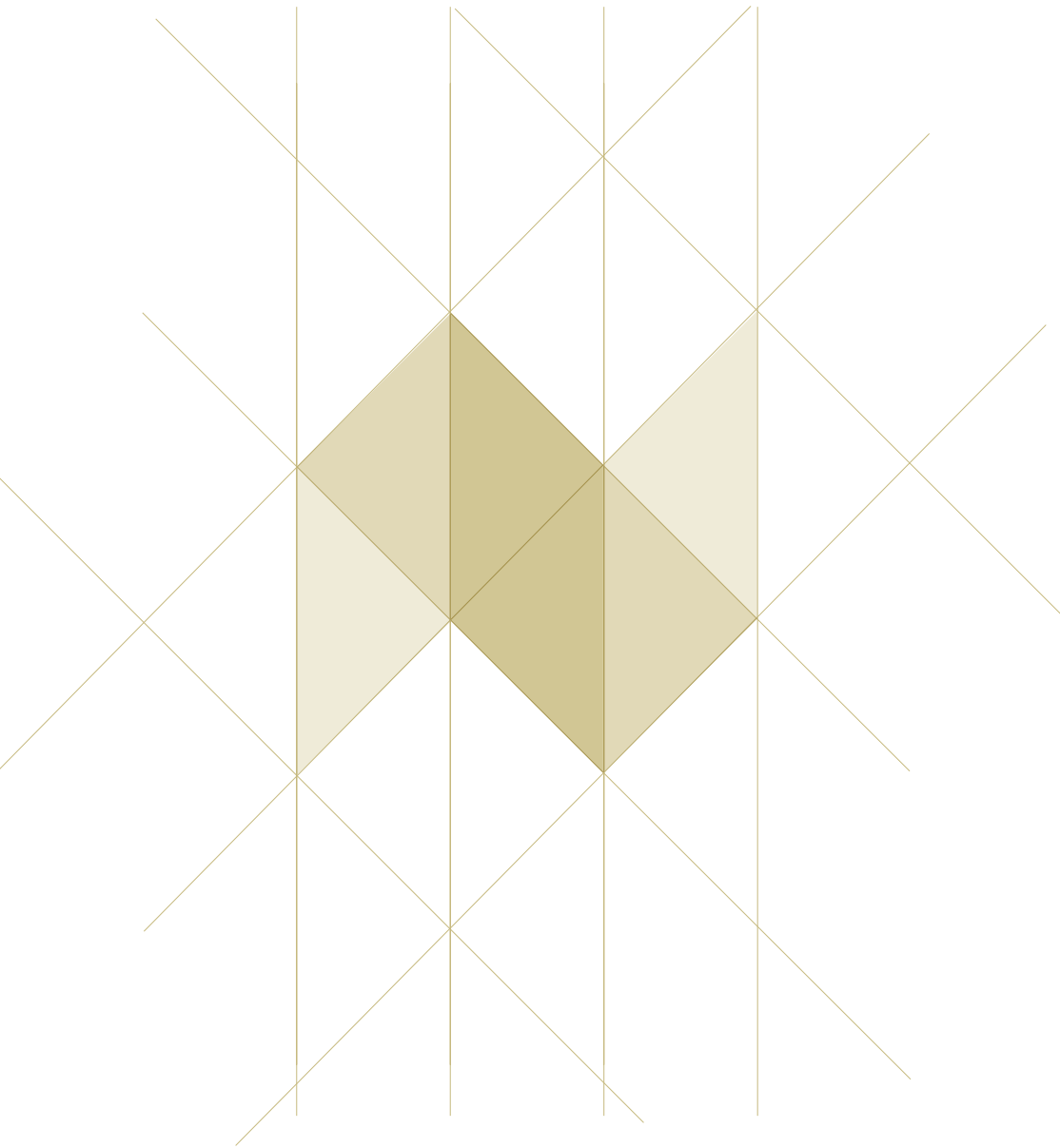


**NIVA**  
GROUP



**NIVA**  
GROUP





## LOGO



The NIVA Group logo is a graphic comprised of the wordmark (logo type) and figurative mark (logo mark) that aids to elevate the brand's visual communication.

The logo acts as a symbol for the brand. It is the first impression, the subtle and unique visual communicator that sets the initial tone for the company. To maintain consistency of the brand and the integrity of the logo, proper usage must be followed.

With its 'N' logo mark being a subtle representation of building and development, the NIVA Group logo is a striking, bold statement that evokes confidence, quality and trust.

## BRAND ELEMENTS

Colour, texture and supporting accents each help to communicate the brand language and enhance the brand experience. These additional elements help breath life into the NIVA Group brand.

### COLOUR

Colour increases brand recognition by up to 80% by attracting attention, increasing emotional engagement and extending retention. A specific color palette has been carefully chosen for use in all marketing and communication materials.

The NIVA Group colour palette includes a gold and navy blue theme with supporting colours. The tones are inspired by the merging of Noble Ventures and ISG Funds Management.

Colour matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX values for consistency across different media.

#### PANTONE® OR PMS

Spot or PMS are for use in the off set printing environment

#### CMYK

CMYK is for use in the digital printing environment

#### RGB AND HEX

RGB and HEX are for use in the screen view environment

#### TINT

The NIVA Group colours can be used at their full capacity or in various tints as needed to create shade and tones.

Pantone® 4335  
C100 M18 Y8 R19  
RG 512 816  
Hex #C0392B

Pantone® 7685C  
C16 M73 Y12 R10  
RG 593 817  
Hex #005596

Pantone® 4325C  
C16 M18 Y18 R10  
RG 512 816  
Hex #C0392B

## BRAND APPLICATION

Shown on the following pages are hypothetical examples, showing the brand identity applied across various materials.

### LETTERHEAD

Print specifications: A4 / 20x297mm



### BUSINESS CARD

Print specifications: 85x50mm



### ENVELOPE

Print specifications: 220x105mm



## LOGO VERSIONS

There are two NIVA Group logo forms. The primary and outline logo forms. The logo is intended to always be used on a background that offers strong contrast for the logo to be seen. The examples below show the brand colour usage with the corresponding logo.

1.



PRIMARY (REVERSE)



PRIMARY (DARK)



PRIMARY (GOLD MARK)

### 1. PRIMARY LOGO

This is the primary version of the logo and is the preferred version of the logo for all printed collateral including printed publications, advertising, billboards, flyers and digital assets.

2.



OUTLINE (REVERSE)



OUTLINE (DARK)



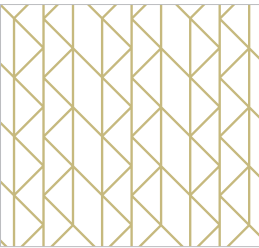
OUTLINE (GOLD MARK)

### 2. OUTLINE LOGO

This is the outline version of the logo and is the preferred version when the logo will appear on a dark background. The Outline Logo can only be used in white.

## BRAND ELEMENTS

1.



### GRAPHIC ELEMENTS

Graphic elements are used to further the brand identification and help to visually communicate it. The elements are available to complement the logo and enhance the design communications.

Please see Brand Application for examples of brand element usage.

### 1. PATTERN

A diagonal watermark pattern was created from repeating and offsetting the outline 'N' symbol. This pattern can be used as a design element to accent images and compositions.

This item should be used sparingly and care should be taken to not overwhelm or clutter a composition.

2.



### 2. WATERMARK

A watermark was created using the 'N' symbol and reducing the opacity. This watermark can be used as a design element to accent images and compositions.

This item should be used sparingly and care should be taken to not overwhelm or clutter a composition.

## LOGO SPACE & SIZING

Let the logo breathe — make sure the logo is not crowded. Careful consideration must be used when placing the logo close to other graphic elements or margins. Refer to the scale shown here for the minimum amount of clear space.

Please note exceptions apply to clear space when logo is applied on or around the NIVA Group watermark (see Brand Elements for more details).



Maintain clear space around the logo to protect the logo from distracting graphics or typography.

Measure clear space by scaling the size of the 'N' symbol in the logo to 30% of the determined logo size.

Never allow typography or other elements to invade the logo.

Never reduce or alter the logo including the placement and size relationship of the logo mark.

Never produce the logo backup smaller than the measurements indicated.

Keep the backup scale intact, and use only authorized, original art.

Don't alter the hierarchy



## TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Our typography communicates clearly and clearly, and is flexible in a wide range of situations.

Flexibility comes from having options in the primary fonts to use across our communications. The three chosen typefaces are:

Brooklyn, two weights

Futura LT, all weights

Century Gothic, all weights

Brooklyn, normal and heavy weights are the fonts chosen for the logo typeface. We suggest using Brooklyn heavy for headlines and one lines only.

The second font chosen for the NIVA Group branding is Futura LT. It is a clean, sans serif font and available in all weights. We recommend using the Futura LT family for type setting.

As Futura LT may not readily available for all users, we've chosen to allow Century Gothic to be used across our communications as an alternative.

### BROOKLYN

## NIVA GROUP

Aa Aa

LIGHT REGULAR

Brooklyn is available to be used in normal and heavy weights.

### FUTURA LT

## NIVA GROUP

Aa Aa Aa

LIGHT REGULAR BOLD

Futura LT is available to be used in all weights.

### CENTURY GOTHIC

## NIVA GROUP

Aa Aa

REGULAR BOLD

Century Gothic is available to be used in all weights.

## BRAND APPLICATION

### WORD TEMPLATE



### POWERPOINT TEMPLATE



## BRAND APPLICATION

### FACEBOOK BANNER



### LINKEDIN BANNER



### EMAIL SIGNATURE



### SOCIAL TILES



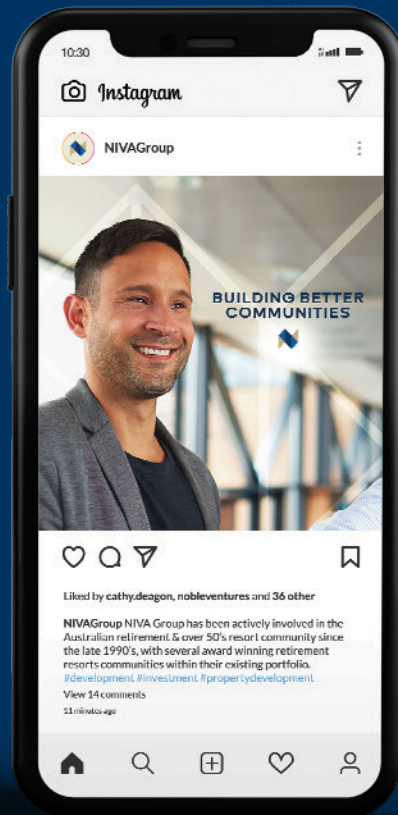


## Stationery

- Corporate letterhead
- Business cards







## Digital Assets

- Social media tiles
- Facebook and LinkedIn banners



retirement & over 50's resort community since the late 1990's, with several award winning retirement resorts communities within their existing portfolio.

Noble Ventures provides 50:50 joint-venture opportunities to family offices, developers, mortgagees and direct land owners to develop retirement ventures such as MHE retirement resort, vertical retirement towers, traditional retirement villages and other age care related projects around Australia.



## Our Focus

April 27, 2020

Noble Ventures approach to property development and investment involves thorough, conservative financial and risk analysis, followed by focused and efficient delivery...

### Residential Development

Noble Ventures approach to property development and investment involves thorough, conservative financial and risk analysis, followed by focused and efficient delivery...

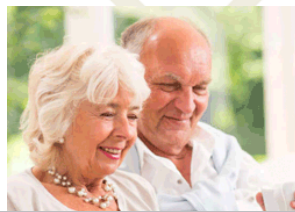
Noble Ventures has built strong, long term relationships with leading property industry participants including financial institutions, architects, town planners, builders, engineers, real estate agents and valuers. Noble ventures track record of highly successful projects are a testament to these relationships.



### Retirement Development

Noble Ventures is the investment arm of the Noble Family which has been actively involved in the Australian retirement & over 50's resort community since the late 1990's, with several award winning retirement resorts communities within their existing portfolio.

Noble Ventures provides 50:50 joint-venture opportunities to family offices, developers, mortgagees and direct land



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### Inhouse collateral

- Microsoft Word and PowerPoint templates





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**People** first.  
Results **follow.**

For additional information or queries relating to information contained in this document, please contact Follow.

**Phone** +617 3394 8440 **Email** [create@follow.com.au](mailto:create@follow.com.au) **The Bower** 433 Logan Road, Stones Corner QLD 4120

[follow.com.au](http://follow.com.au)