

NIRAV MODI



THE BRAND IDENTITY GUIDE

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OCTOBER 2014

PART 01
GRAPHIC DESIGN
ASSETS

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COLOR RANGE

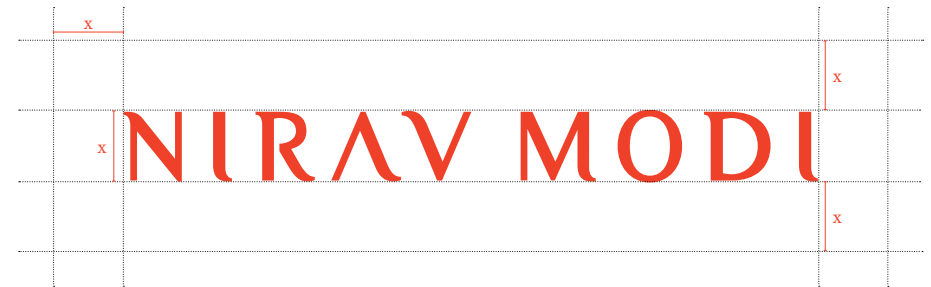
LOGOTYPE

The Nirav Modi's logo must always be used in "Nirav Modi's Red" (Pantone Bright Red) or in white on a "Red" background.
In some cases, he can be in gold/bronze, or in golden bronze.

NIRAV MODI

LOGOTYPE PROTECTION ZONE

It is imperative to respect a safety zone around the logo to not disturb its reading.
 $x =$ the logo's height



HOW TO USE THE LOGOTYPE

The main logo's color is the Pantone Bright Red C, and has to be used on a white background or vice versa. In some cases, the logo can be used in Pantone 876 C on a black background.

NIRAV MODI

NIRAV MODI

NIRAV MODI

WHAT YOU CAN'T DO WITH THE LOGOTYPE

The logo is an invariable mark of recognition for the brand. It must never be distorted. Only its size and its colors can be homothetically modified, if the established ranges are respected.

~~NIRAV MODI~~

01.

~~NIRAV
MODI~~

05.

~~NIRAV MODI~~

02.

~~N MODI~~

06.

~~NIRAV MODI~~

03.

~~NIRAV MODI~~

07.

~~NIRAVMODI~~

04.

~~NIRAV MODI~~

08.

VARIOUS EXAMPLES OF USE

The logotype will be used in "Nirav Modi Red" or in white depending on the background it is applied on: on a light solid color, the logo has to be used in "NM Red", and on a dark solid color it has to be used in white.



The same rule will be used for photographic backgrounds: on a light color scale the logo has to be "Red" and on a dark one it has to be white.

WHAT YOU CAN'T DO WHEN YOU USE THE LOGOTYPE

The logo is an invariable mark of recognition for the brand. It must be used only in "Nirav Modi Red" or white. The color combination between the logo and the background must be chosen carefully so the contrast between those two makes it easily readable.



01.

05.



02.

06.



03.

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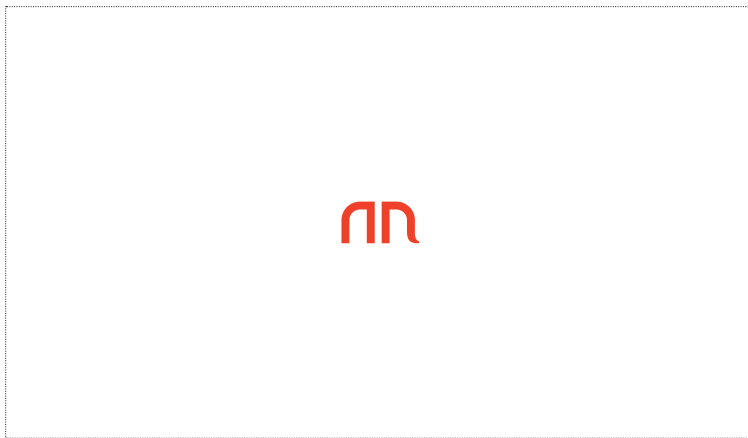


04.

09.

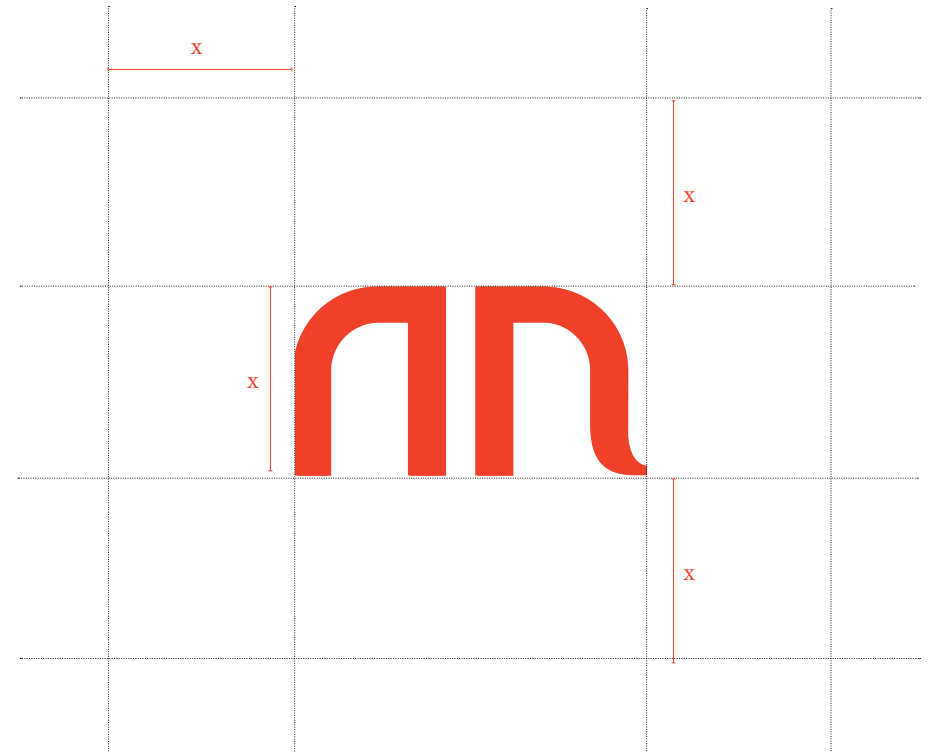
MONOGRAM "ELEPHANT"

The main version is the red monogram on a white background. It can be used either positive, as in the example below, or in negative (white logo on a red background).



MONOGRAM PROTECTION ZONE

It is imperative to respect a safety zone around the monogram to not disturb its reading.
x = the monogram's height



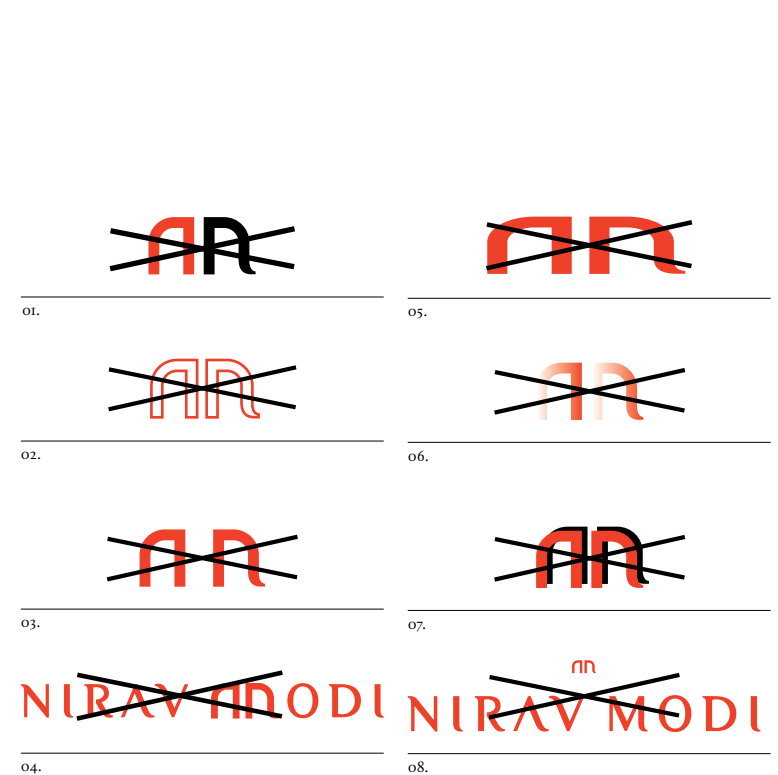
HOW TO USE MONOGRAM

The main monogram's color is the Pantone Bright Red C, and has to be used on a white background or vice versa. In some cases, the monogram can be used in Pantone 876 C on a black background. The monogram must not be used next to the logo, it replaces it.



WHAT YOU CAN'T DO WITH THE MONOGRAM

The monogram is also an invariable mark of recognition for the brand. It must never be distorted. Only its size can be homothetically modified, and its colors if the established ranges are respected.



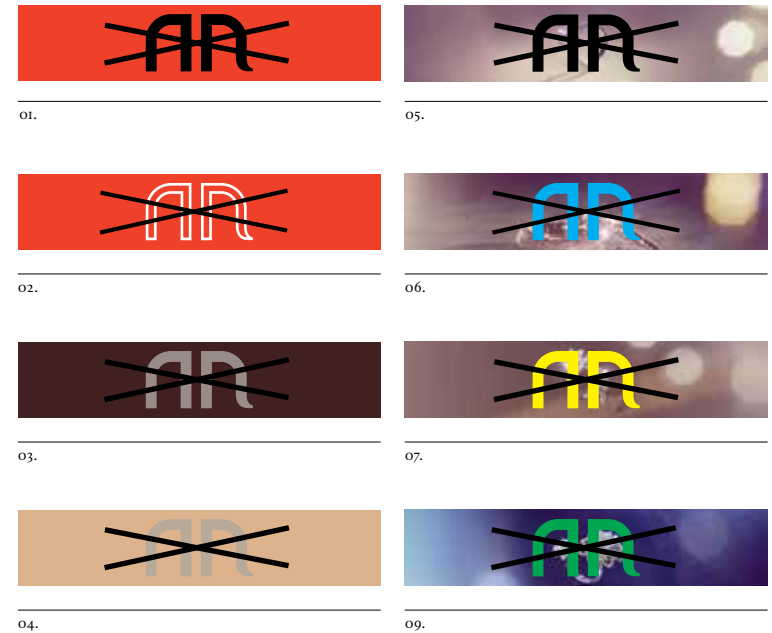
VARIOUS EXAMPLES OF USE

The main monogram's color is the Pantone Bright Red C, and has to be used on a white background or vice versa. In some cases, the monogram can be used in Pantone 876 C on a black background. The monogram must not be used next to the logo, it replaces it.



WHAT YOU CAN'T DO WHEN YOU USE THE MONOGRAM

The monogram must be used only in "Nirav Modi Red" or white. The color combination between the monogram and the background must be chosen carefully so the contrast between the two makes it easily readable.



MAIN TYPOGRAPHY: SIGNATA

It has to be used for the titles and the important texts in capital letters. But it can also be used for the accompanying texts in lower case.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz - 0123456789**

01. Signata Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz - 0123456789**

02. Signata Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz - 0123456789**

03. Signata Médium

ADDITIONAL TYPOGRAPHY

The "Albertina ST" type is the declension typography for the secondary titles and body text. It has to be used in roman.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz - 0123456789**

01. Albertina ST

WEBSITE TYPOGRAPHY

The Arial type can only be used on the website, in the menu and in long text paragraphs. The titles type remains the Signata.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
 abcdefghijklmnopqrstuv**wxyz - 0123456789**

02. Verdana

PRIMARY COLOR RANGE

The main Nirav Modi's range is a referent range which aims to last some time. Red and white are its main colors. Black and gold can also be used for the shops and some printed elements.

These colors has to be used on every document. To have more possibilities, you can use the additional color range with them too.



01. "Nirav Modi Red"



02. "Nirav Modi White"

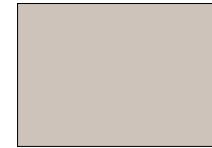


03. "Nirav Modi Black"



04. "Nirav Modi Bronze|Gold"

SECONDARY COLOR RANGE

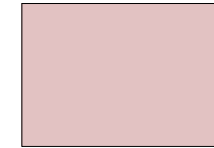


05. PANTONE Warm Grey 2 C

Cyan : 20
Magenta : 20
Yellow : 23
Black : 0

Red : 194
Green : 183
Blue : 173

Web : #C2B7AD

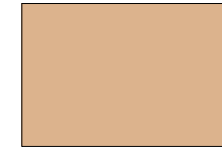


06. PANTONE BRIGHT 5035 C

Cyan : 10
Magenta : 24
Yellow : 17
Black : 0

Red : 216
Green : 180
Blue : 181

Web : #DFC2C3



07. PANTONE 727 C

Cyan : 13
Magenta : 30
Yellow : 46
Black : 0

Red : 210
Green : 163
Blue : 120

Web : #D2A378



08. PANTONE 408 C

Cyan : 42
Magenta : 41
Yellow : 42
Black : 4

Red : 134
Green : 121
Blue : 116

Web : #978C87



09. PANTONE 441 C

Cyan : 26
Magenta : 15
Yellow : 20
Black : 0

Red : 177
Green : 186
Blue : 182

Web : #BEC6C4



10. PANTONE 4975 C

Cyan : 49
Magenta : 77
Yellow : 69
Black : 67

Red : 49
Green : 23
Blue : 24

Web : #311718



11. PANTONE Neutral Black C

Cyan : 71
Magenta : 66
Yellow : 65
Black : 72

Red : 26
Green : 26
Blue : 25

Web : #21A1A19

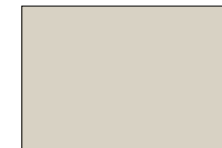


12. PANTONE 7529 C

Cyan : 29
Magenta : 30
Yellow : 38
Black : 0

Red : 168
Green : 153
Blue : 134

Web : #A89986



13. PANTONE 7527 C

Cyan : 15
Magenta : 13
Yellow : 21
Black : 0

Red : 207
Green : 200
Blue : 183

Web : #CFC8B7

PART 02
VISUAL GUIDE

1
MODEL
PHOTOGRAPHY
2
JEWELS
PHOTOGRAPHY

MODEL PHOTOGRAPHY

The Nirav modi woman reflects the jewels characteristics : she is natural, beautiful, positive, grateful. Her elegant and confident attitude is enlightened by Nirav Modi jewels.

The light plays a crucial role for the campaign's snapshots. Different ways are implemented so that the light can show off the model and her jewel, and strengthen its shine.



The framing must use tight close-up to establish a connection with the customer. The model is always in the center of the picture, and irradiates thanks to the beauty of the jewel.





JEWELS PHOTOGRAPHY

The background has to remain simple to properly emphasize the jewels. Lighting effects like flares and sparkles will be used to create an atmosphere and enhance the sparkle of diamonds.



01. Simple background



02. Sparkles of light



02. Flare on the jewels

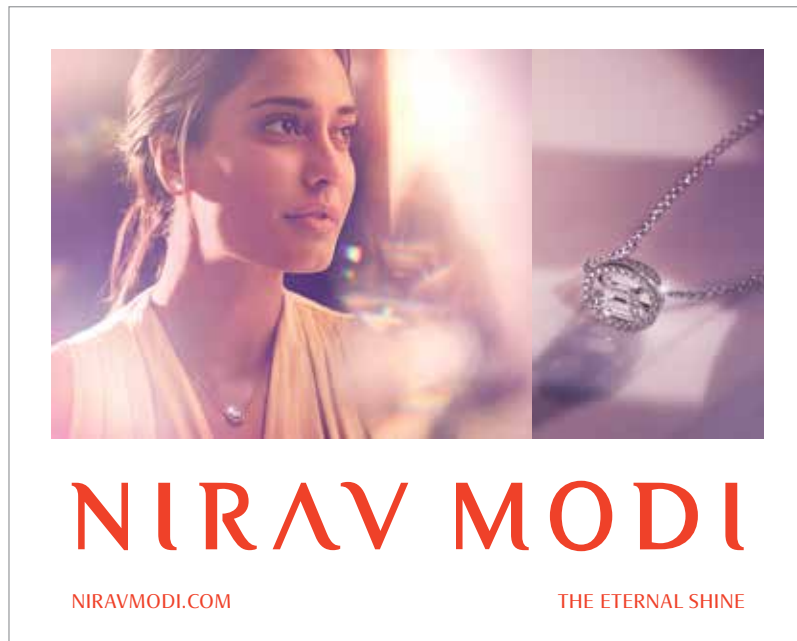


PART 03
LAYOUT DESIGN

- 1
OOH
- 2
MAGAZINES
- 3
INVITATIONS

OOH LAYOUT

The campaign posters' composition is a diptych with the model wearing the jewel on the left side, and the jewel on a simple background on the right side.

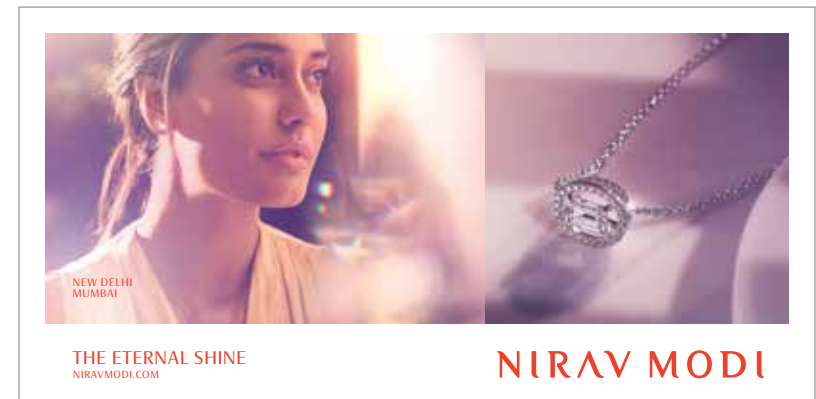


01. Defence Colony 10*8

The white edges and the proportions between the two pictures must be respected in all types of media. For the main version the logo must be used on a large scale and over the entire width of the poster if the size makes it possible.

LOGO PLACEMENT

The important informations : logo, catchers, hyperlinks to the Nirav Modi's website, must be out of the picture. An exception will be made if the picture size is too horizontal.



02. Defence Colony 20*10



03. Lajpat Nagar 25*7"

VARIOUS OOH LAYOUT

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NIRAVMODI.COM THE ETERNAL SHINE

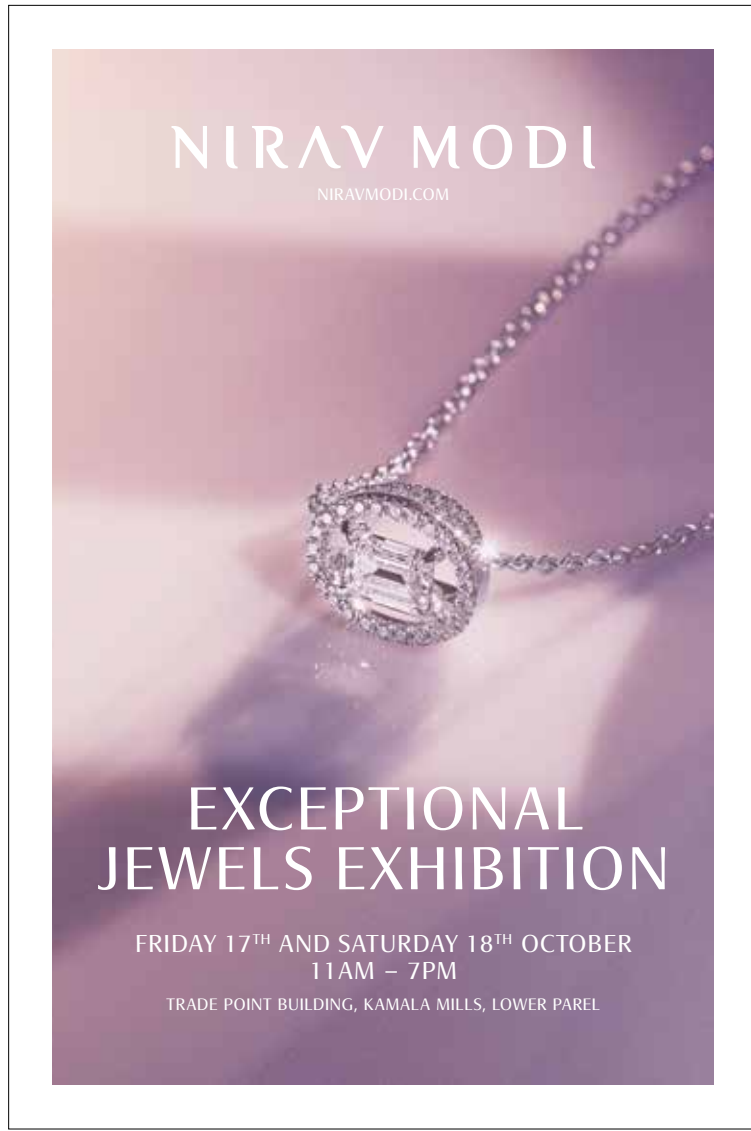
01. Lajpat Nagar 7.6*7

THE ETERNAL SHINE
NIRAVMODI.COM

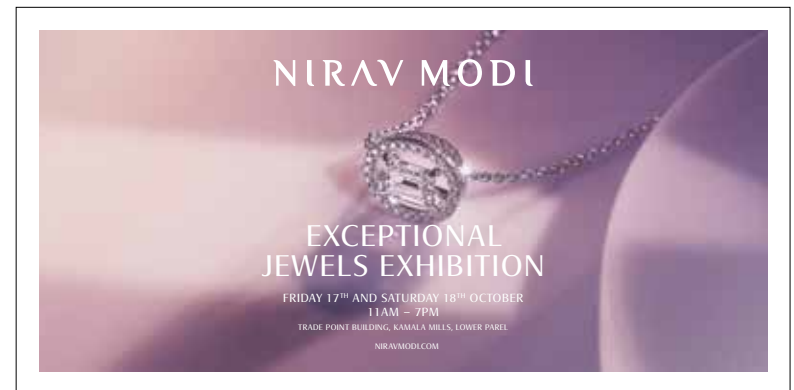
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01. Promenade Mall 30*20

POSTER LAYOUT



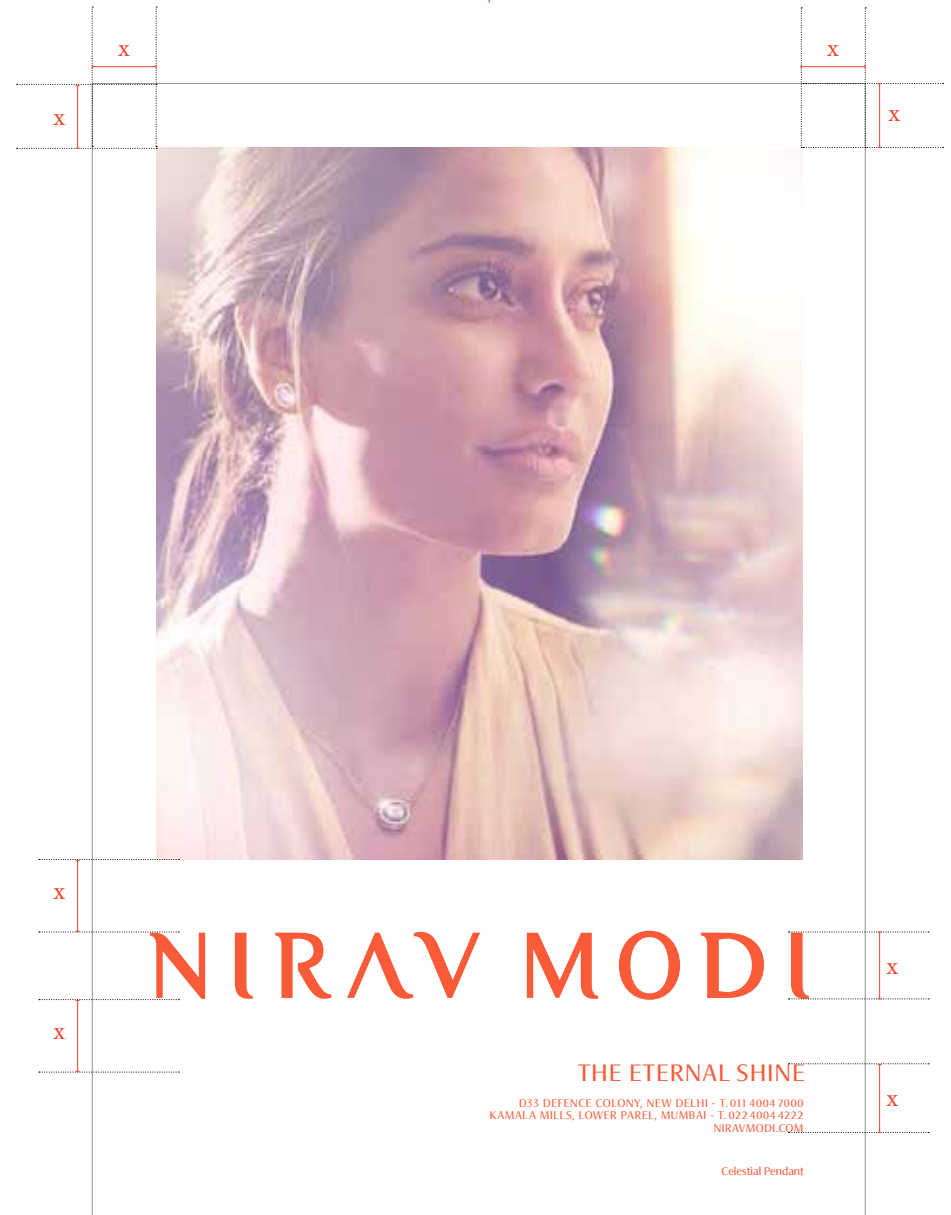
01. Marine Drive Near Patel Bridge 20*30



01. Worli Opposite Atria Mall ET 40*20

MAGAZINES LAYOUT

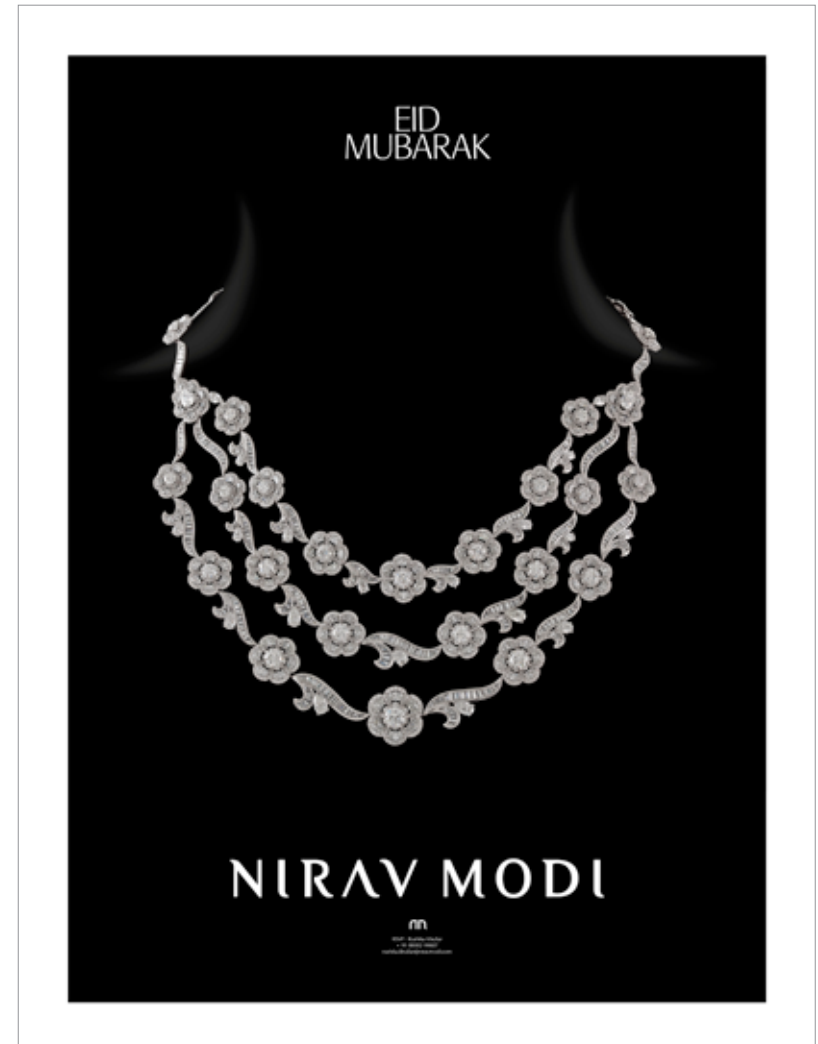
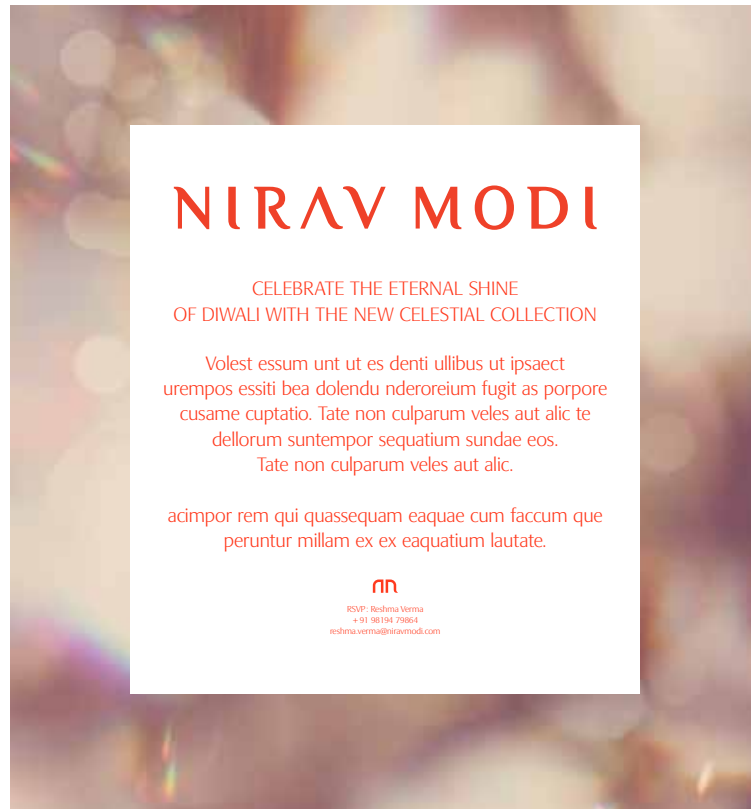
Below is the campaign layout in a double-page publication. When the campaign is only on a single page, the diptych gives way to a single picture.
x = the logotype's height



INVITATIONS LAYOUT

The main text has to be written in Signata and centered. The monogram can also be used rooted in the contact informations. If the invitation puts forward a photograph, it must be surrounded by a white frame; otherwise the process is inverted: the text on a white background and the frame made up of a picture.

When both the logotype and the monogram are used on a printed document, the height of the monogram has to be 30% of the logotype one.





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