

Logo

nib core logo

The nib core logo is the primary nib brand mark.

The nib core logo is the predominant logo to be used for nib health funds limited company communications including, but not limited to, employee correspondence, internal documents, corporate stationery and printed customer communications e.g. letters and forms.

The nib core logo can also to be used for co-branding purposes in regards to corporate, sponsorship and partnership relationships.



Minimum size – 15mm wide



No print zone

There is an exclusion zone of 1 x n around the nib core logo.

Non-approved type or imagery must never encroach on this area.

Appearance

The nib logo always appears on a white or green background. It must never be reversed out of any other images or colour. It can appear in two configurations: boxed or reversed on a white, green or black background larger than the no-print zone.

Mono

The nib logo – black must only be used for black and white artwork and **should never be used in CMYK, Spot, RGB or other coloured artwork**. It can be used as grey on white or white reversed out of a black box when colour process is not available.



Core boxed



Reversed
boxed



Reversed
Un-boxed



Mono



Mono
Reversed

Co-branding

Correct Examples

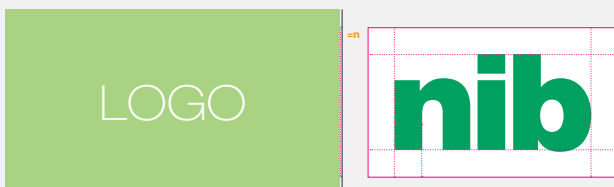
CORRECT: n-space is respected and logo sizes are equal



- The line intersecting the logos is 80% grey – as per out corporate grey swatch
- The line intersecting the logos is the height of the nib boxed logo
- The line intersecting the logos is at an n space away from the nib logo when unboxed – to maintain consistency
- The logos are not centre aligned horizontally but aligned to the base line of the text in both logos. Where applicable.

Incorrect Examples

INCORRECT: logo sizes are not proportional



INCORRECT: n-space neglected

