

NISSAN LEAF ACENTA DESIGN MANUAL



Logo

Logo description

Description

The logo consists of two graphic elements which together forms a leaf.

Respect distance

The respect distance is defined as 15% of the logo's width. This will ensure that the logo appears clear and is not disturbed by edges or other graphic elements.



Colors

Description

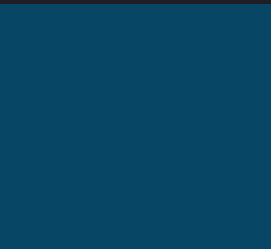
The blue colors are refreshing and exiting and symbolizes energy and a form of ease. The blue colors creates associations to energy, reliability and professionalism.

Primary color



CMYK: 90, 25, 0, 0
RGB: 0, 141, 209
HEX: #008dd0

Secondary color



CMYK: 98, 68, 37, 27
RGB: 8, 67, 99
HEX: #074363

Typography

Description & use

Description

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

NISSAN Corporate font

To preserve similarity and recognition, the NISSAN font has been used for the typography in the logo.

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Graphic elements

The blue gradient

The blue gradient is the main graphic element of this campaign. The element emphasises the simple, modern and the elegant of the product to accommodate the target group.

The element must be used as a rectangle in the middle of a product or as decoration at the top and bottom. The blue gradient should always be feathered in the top to fade the upper line of the rectangle.

The color of the element must always be the primary color to preserve similarity. If there is any wishes for another color, please contact the company.

Images

Settings

The images in this campaign must always be images of nature in black and white. It must be dramatic images with a deep contrast to preserve the visibility of the blue gradient and to emphasize the product (the Nissan LEAF car).

