



BRAND BOOK

the
nina

Nina Haggerty Centre for the Arts

ABOUT THIS BOOK

A brand is more than a name, a logo, a product or a service. A brand is an attitude: a way of doing things, of behaving, of communicating. It is a consistent expression of who The Nina is as an organization, both visually and verbally.

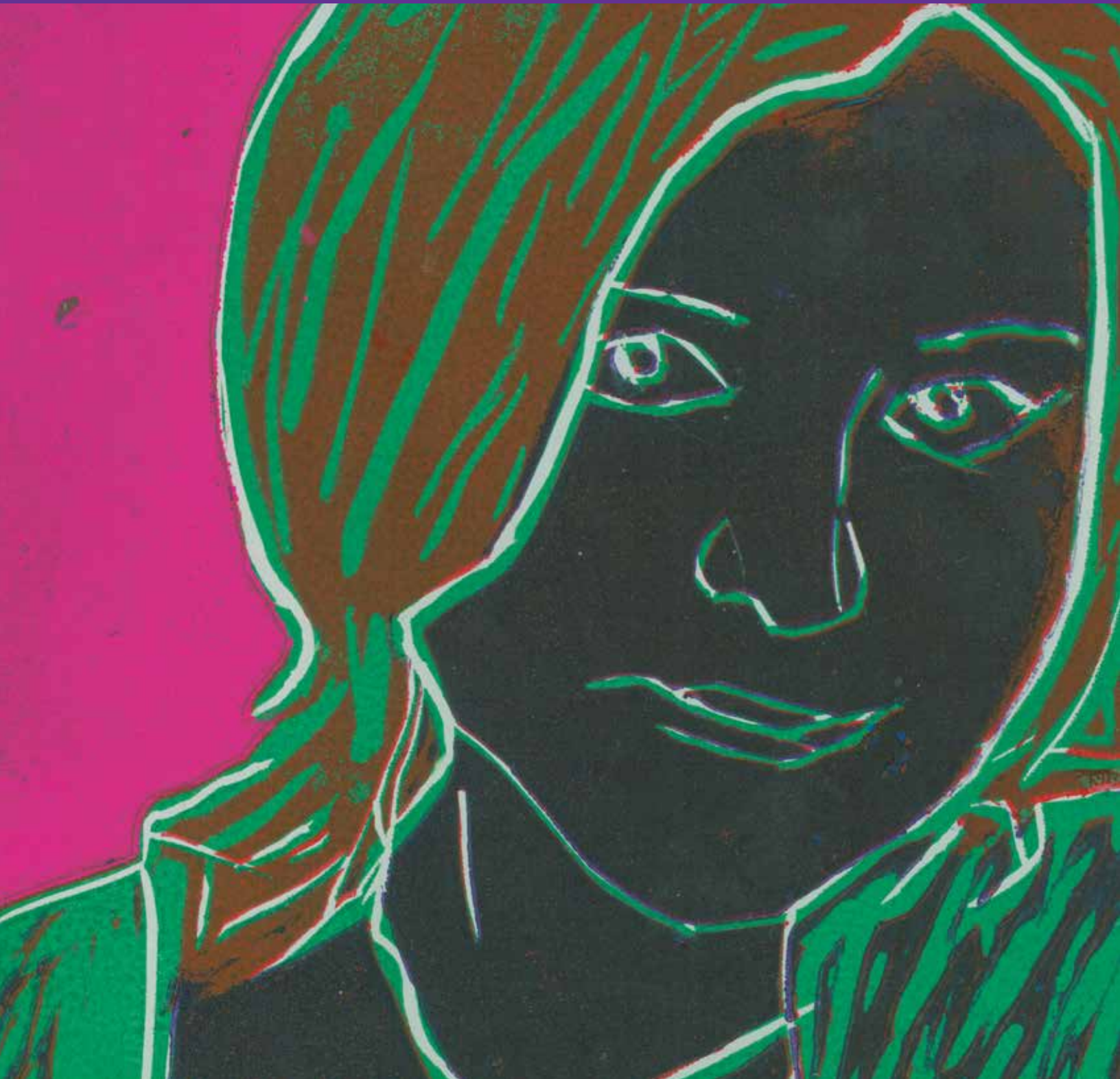
More than just a logo, The Nina's strong brand identity is something people will easily recognize and perceive positively. It clearly communicates the organization's values.

This brand book will help The Nina maintain its brand across all media, from ads and signage to websites and letterhead.

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what is the nina?





**Edmonton is a unique city because
you are a part of it.**

You, reading this at this moment, with your hand on the page, wondering if the people who wrote this could actually be talking about you. We are.

**You believe in expressing what makes you happy.
And you help others develop their own expression.**

That means you connect with people, even people who aren't exactly like you (and those are often the most fun).

**In short,
you give others
freedom
to be themselves.**

We at The Nina love your uniqueness. It's a beautiful thing, being different, but that's what we enjoy.

Being different.

history: nina haggerty — the

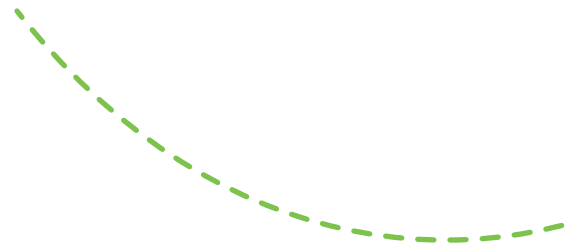


This is the story of Nina Haggerty, the woman our organization is named after. Like most good stories, it's a tale with a sad beginning, but a very happy ending.

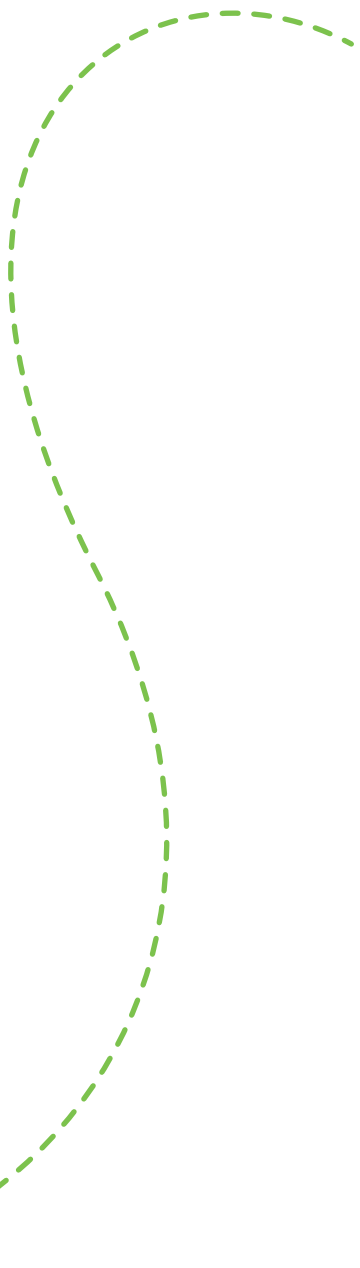
Over a century ago, there was a young girl named Nina.

Nina and her older sister lived with their mother. Their father had died in the Great War. They were like all children, until...

Both girls contracted polio. Their mother wanted to do everything she could for her girls, and even took them to a hospital in the United States. She met a man there who she married, believing that they would all live happily ever after.



e person



Nina's new step father drank and hurt her and her sister. Their mother put both girls in an institution where she hoped they would be safe. Nina didn't have a chance to go to school like other children so she became labelled as "slow."

And Nina and her sister were left alone for a very, very long time.

...and they waited.

...and waited.

...waited.

...for fifty years.

But while they waited, diseases like polio were treated, and people like Nina weren't put away anymore. They were helped to live in homes in the community and take part in things like everyone else. But an even better change was about to happen..

Nina took an art class.

She discovered and mixed all the colours she could. She made all kinds of paintings. She created beautiful pictures that fully expressed what she felt.

And when she was done with her paintings, she didn't sell them or store them. She gave them away! — to friends, family, and the people who had helped her. And they loved each and every one of her paintings, because it had come from Nina.

Nina passed away after several years of painting. But people were so moved by what she had given the community that a centre was opened to help people like Nina discover painting and dancing and sculpting and all kinds of art.

It was called:

The Nina Haggerty Centre for the Arts.

Or, The Nina.

history: nina haggerty — the



e organization



The Nina organization — when it was very, very young — lived in a building in East Central Edmonton that was small and on a very busy street. Lots of people saw it when driving by and wondered what it was, but it was hard to stop and visit. But more artists came to work in the studios. Soon there wasn't space for any more!

When The Nina turned six, the City helped it move to the wonderfully creative Alberta Avenue. Here, people who walked by The Nina could come in and look at the art. More and more artists came to create until there were 170 every week — that's 1,700 fingers all painting, drawing, cutting, sculpting, and doing the things that artists do best.

Years passed, and The Nina brought art to many happy people. But one day, The Nina discovered it wouldn't be able to continue unless it raised a lot of money. At first, The Nina was very worried for all of the artists that called the space home. But slowly, friends of The Nina started to come forward.

The Stollery Foundation pledged to give half of the amount. Other friends created a campaign, "Keep the Love Alive," to let people across the city know that the artists needed help. Other friends who were performers, comedians, actors, and musicians came together for a night to help raise money.

Not only did The Nina make enough money to stay open, but it made enough money that it could stay in its home on Alberta Avenue as long as it wanted.

And The Nina plans to stay for a very, very long time...

who we are:
what do we sound li



ke?



When using social media, or whenever communicating a message to a public audience, it's important that The Nina keep a specific tone and voice. This speaks to the organization's professionalism, and consistency builds trust and familiarity. Picturing a character will help to focus this voice, and give guidance as to what should and should not be said.

So, we would like to introduce you to Ms. Nina.

Ms. Nina is an artist and a mentor. She believes that everyone is creative and has something to say. She is supportive and encouraging, and always positive, but she also challenges everyone around her to experiment and to always strive for more. She is easy to please but hard to satisfy, and believes in exceeding expectations.

No matter what audience she is talking to, Ms. Nina always speaks in a way that is:

- **positive**
- **clear**
- **respectful**
- **gentle**
- **encouraging**
- **NEVER rude or sarcastic**

Keeping this character in mind while writing for The Nina will create a consistent tone that aligns with The Nina's values.

who we are:
what do we look like



e?



It's also important that the brand look consistent. The logo and other collateral have been designed with specific shapes and colours to reflect what The Nina represents.

Any alteration, no matter how small, can deviate from that intended meaning.

logo

MAIN VERSION



FILE NAME:

Nina-Main-CMYK.eps

Nina-Main-PMS.eps

Nina-Main-RGB.eps

Nina-Main.jpg

Nina-Main-K.eps Black-only version

Nina-Main-rev.eps White-only version

The new logo design was created to represent the friendly and inviting nature of The Nina itself. Modern rounded fonts and lowercase letterforms were paired together with strong colours, and the result is a bolder, more functional wordmark, with a vibrant colour palette that connotes trust and warmth.

FILE Formats

Logos are supplied in these file formats:

suffix	file format type	suitable for
.AI	Vector	Print
.EPS	Vector	Print (preferred)
.PDF	Embedded Vector	Print + electronic delivery
.JPG	Bitmap	Web + electronic delivery
.PNG	Bitmap + alpha	Web, electronic delivery, MS Office + video

For more information on the differences between vector and bitmap images, visit http://en.wikipedia.org/wiki/Vector_graphics

logo variations

FULL LOGO WITH TAGLINE



FILE NAME:

Nina_w_name+tagline-CMYK.eps

REDUCED LOGO WITH TAGLINE



FILE NAME:

Nina_w_tagline-CMYK.eps

REDUCED LOGO



FILE NAME:

Nina-minimal-CMYK.eps

HORIZONTAL LOGO WITH TAGLINE



FILE NAME:

Nina_w_tagline-Horiz-CMYK.eps

HORIZONTAL LOGO



FILE NAME:

Nina-Horiz-CMYK.eps

WORDMARK



FILE NAME:

Nina-Wordmark-CMYK.eps

logo use



Colours

Only use approved colours. Gradients and screens are not acceptable.



Rotation

Please do not rotate the logo.



Distortions

Please do not stretch or squash the logo. Only use dimensions in proportion.



Typeface

Never attempt to recreate the logo with another typeface.



Context

Do not take any of the elements out of context.

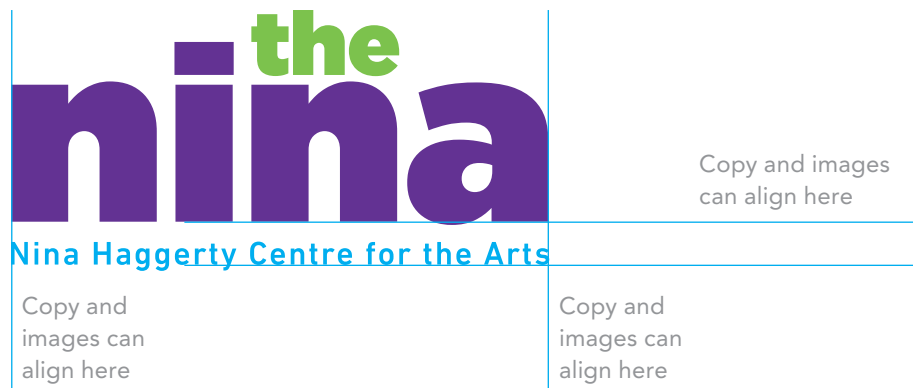


Only use the approved files supplied.

The Nina logo must always appear clearly and legibly on its backgrounds. The preferred colour configuration of The Nina logo in full colour should appear on a white background whenever possible.

logo placement

Alignment



Clear space



The logo requires a "clear space" around it where no other elements intrude. This is based on the distance between the stem of the "n" and top of the ascender of the "h". (The orange box denotes this measurement.) Keeping clear space around the logo ensures it will stand out.

Clear space here is represented by the light blue box.

Minimum Size



tagline



Nina Haggerty Centre for the Arts

Create • Connect • Change Lives

The Nina's tagline serves as an introduction for those who aren't familiar with our organization.

- We **create** with our artists, helping them fully realize their own individuality.
- We **connect** so they feel understood, that they have a place in our community, and have someone who can understand their aspirations.
- We **change lives** by enabling our artists to follow their dreams, and help them achieve what they never thought possible.

The Nina's tagline should be paired with the logo whenever it can fit. It is a central message of The Nina organization, and anchors its employees and volunteers in their role as artists, supporters, and mentors.

While the logo can appear on its own, the tagline should always be paired with the logo. This way, it becomes synonymous with The Nina.

It's important to consider space and size limitations when deciding whether to apply the tagline. If the space limitations make the tagline illegible, or if it comes down to a choice between the logo or the tagline, the logo should be featured prominently.

colour palette

PRIMARY



PANTONE® 267

CMYK: 82 97 0 0

RGB: R: 99 G: 51 B: 147

HEX: 633293

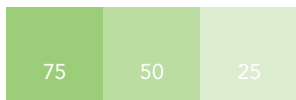
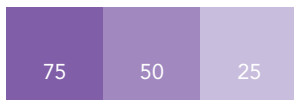


PANTONE® 7488

CMYK: 52 0 82 0

RGB: R: 124 G: 194 B: 77

HEX: 7BC24D



SECONDARY



PANTONE® 638

CMYK: 86 0 9 0

RGB: R: 1 G: 173 B: 216

HEX: 00ACD7



PANTONE® 151

CMYK: 0 60 100 0

RGB: R: 245 G: 130 B: 32

HEX: F5821F



PANTONE® 219

CMYK: 1 92 4 0

RGB: R: 225 G: 19 B: 131

HEX: E11282

Colour Modes

The numbered values above are for the uses outlined below:

Colour Mode	Application
PANTONE	Printing in spot colour
CMYK	Printing in process
RGB	Computer monitors or screens
HEX	For websites

Colour provides a strong visual link to The Nina's brand identity across a wide range of applications. The Nina's colour palette is vibrant and bold, and consistent use of the approved colours (shown here) is essential to effectively implementing The Nina's identity.

Where more differentiation is needed, The Nina's secondary colours can be used to accent certain design elements. DO NOT use all five colours in equal amounts, as this will create a "fruit salad"-looking outcome.

typeface

Avenir

Avenir is a geometric sans serif font with rounded letterforms that make it easy to read. It has been chosen as the official font for all of The Nina's communications.

Use Avenir 55 Roman for your main body copy

Avenir 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#%&

Use Avenir 35 Light as an alternative typeface

Avenir 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#%&

Use **Avenir 85 Heavy** for emphasis in body copy, as well as secondary and subheadings.

Avenir 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#%&

auxiliary typeface

The Nina's auxiliary typeface is **Muli**.
Use this typeface when working with online applications.

Muli Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!@#%&

Muli can be downloaded for free here:
<http://www.fontsquirrel.com/fonts/muli>

typographic hierarchy

Avenir 85 Heavy 20pt
All Caps

Lorem ipsum dulce est

Note: These sizes are used as a guide and will vary according to the media and application.

Avenir 85 Heavy
10pt
All Caps

Lorem ipsum dulce est

Lorem ipsum porro inveri tecus estiust unt.

Please note the relative scale between each section. Every section should be proportional to each other to maintain typographic harmony.

Avenir 55 Roman
10pt

Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo. Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo. Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo.

Avenir 35 Light 10pt

Loption es dolor molorem inctatu sciaten tinctur sit harumque dent es abor arum nis optatem qui dolum int, voluptatur magnam, sante

When more distinction is required between sub headers and large bodies of text, **Minion Pro** may be used for the body copy, as demonstrated below.

Avenir 85 Heavy
12pt
All Caps

Lorem ipsum dulce est

Lorem ipsum dulce ist te porro inveri tecus estiust unt.

The use of all-caps, or uppercase style, is discouraged as its tone conflicts with the voice that The Nina embodies.

Minion Pro Regular
9pt

Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo. Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo. Muscias rem faccusam harcide que et perum venimod istibus aperorum dicabo.

When "The Nina" appears in the body of text it should always be capitalized to visibly distinguish its importance from the surrounding text. However, when appearing as a part of a title or a heading, it may appear in lowercase (as depicted in the logo).

Minion Pro Bold
9pt

Pition es dolor molorem inctatu sciaten tinctur sit harumque dent es abor arum nis optatem qui dolum int, voluptatur magnam.

ad example

Three of The Nina colours used

Create.
Connect.
Change Lives.

Tagline used as central message of the ad

When genuine voices find expression through art, great things happen. At The Nina Haggerty Centre for the Arts, the freedom to create is changing the lives of adults with developmental disabilities.

Avenir 55 Roman used for main body copy

But don't take our word for it — drop in for a tour, meet an amazing group of artists and fall in love with affordable, original art.

Avenir 85 Heavy used for emphasis

Visit our studio

Monday to Friday
10:00am – 2:00pm

9225-118 Ave., Edmonton

780-474-7611 **TheNina.ca**

**the
nina**
Nina Haggerty Centre for the Arts

Copy is aligned to baseline of The Nina logo

Main logo is used.
Logo is the minimum size of 1.5"

The above ad utilizes all the brand elements outlined in this brand book. Although ad dimensions and shapes will change, this ad layout can be used as a reference when creating new materials.

“Great things
happen when
you give a
person freedom
of expression.”

With love from Odvod Media
May 11, 2015