



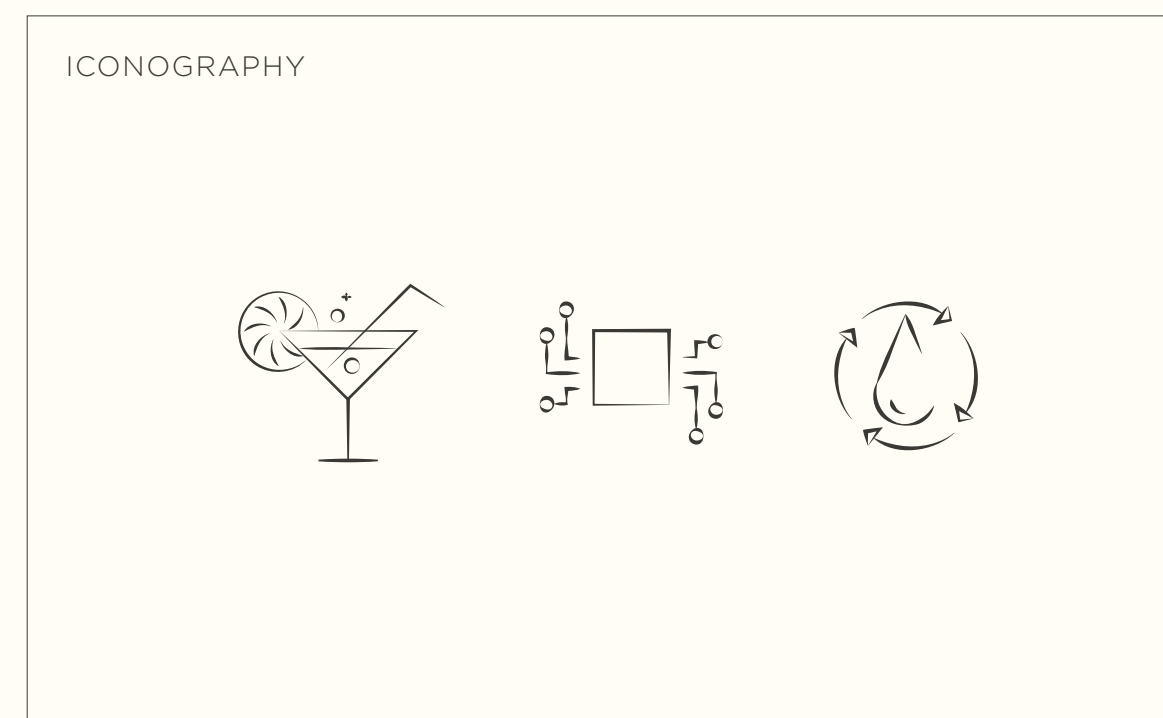
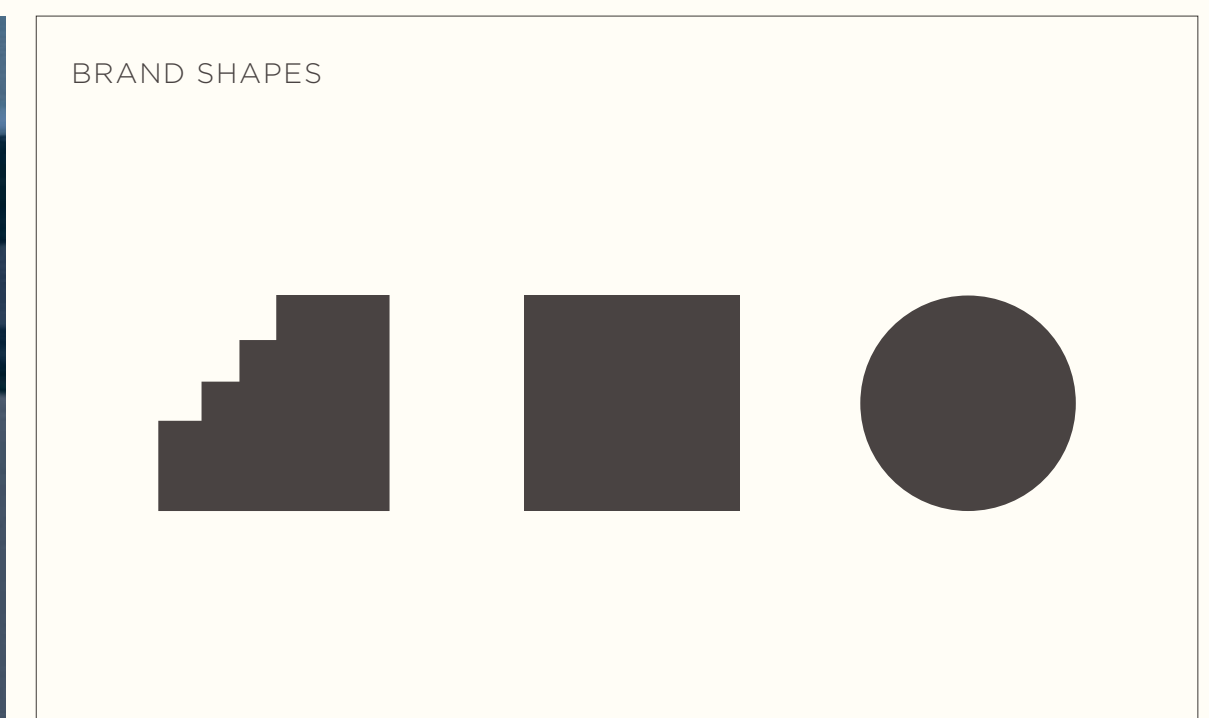
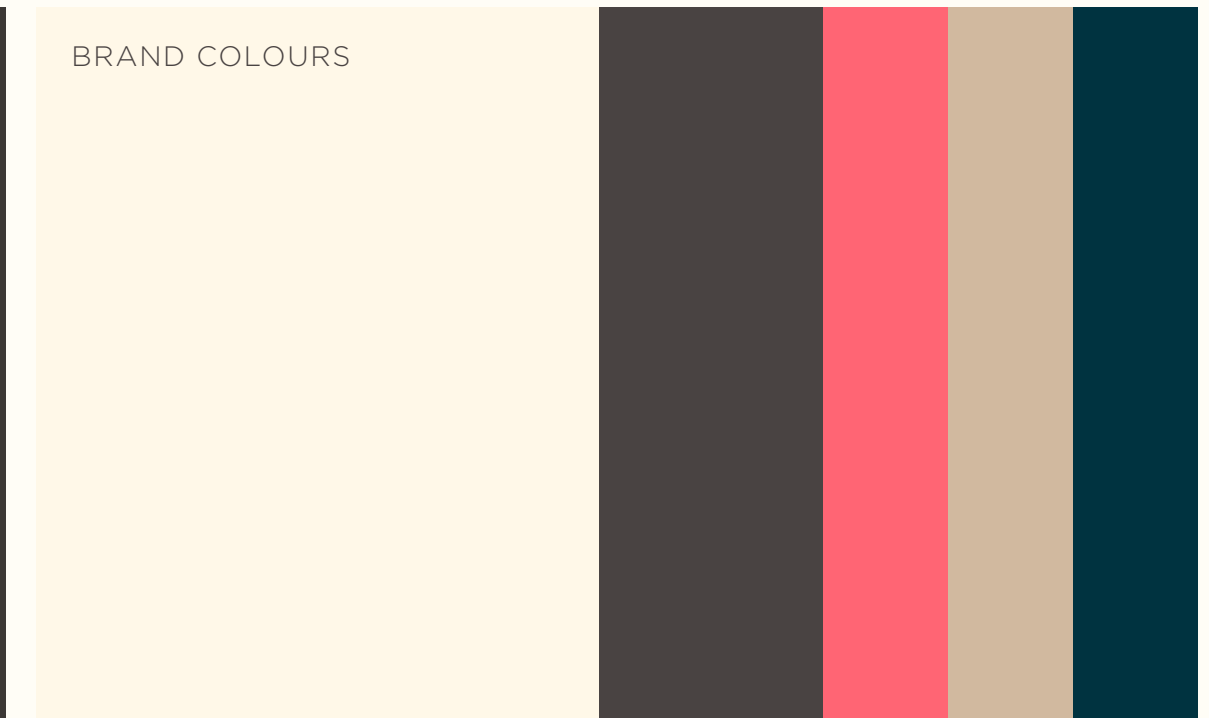
# Nicole

BRAND GUIDELINES 2023

# IDENTITY

The Nicole Brand Identity is made up of the following graphic elements:

# BRAND ELEMENTS



## MASTER LOGO

## LOGOTYPE

Our logo embodies the essence of Nicole, a sophisticated typeface with an element of the unexpected - adjoining lines between the 'c' and 'o' and the eye of the 'e'

The logo is available in our brand black and off-white as well as mono (black & white), in the following formats:

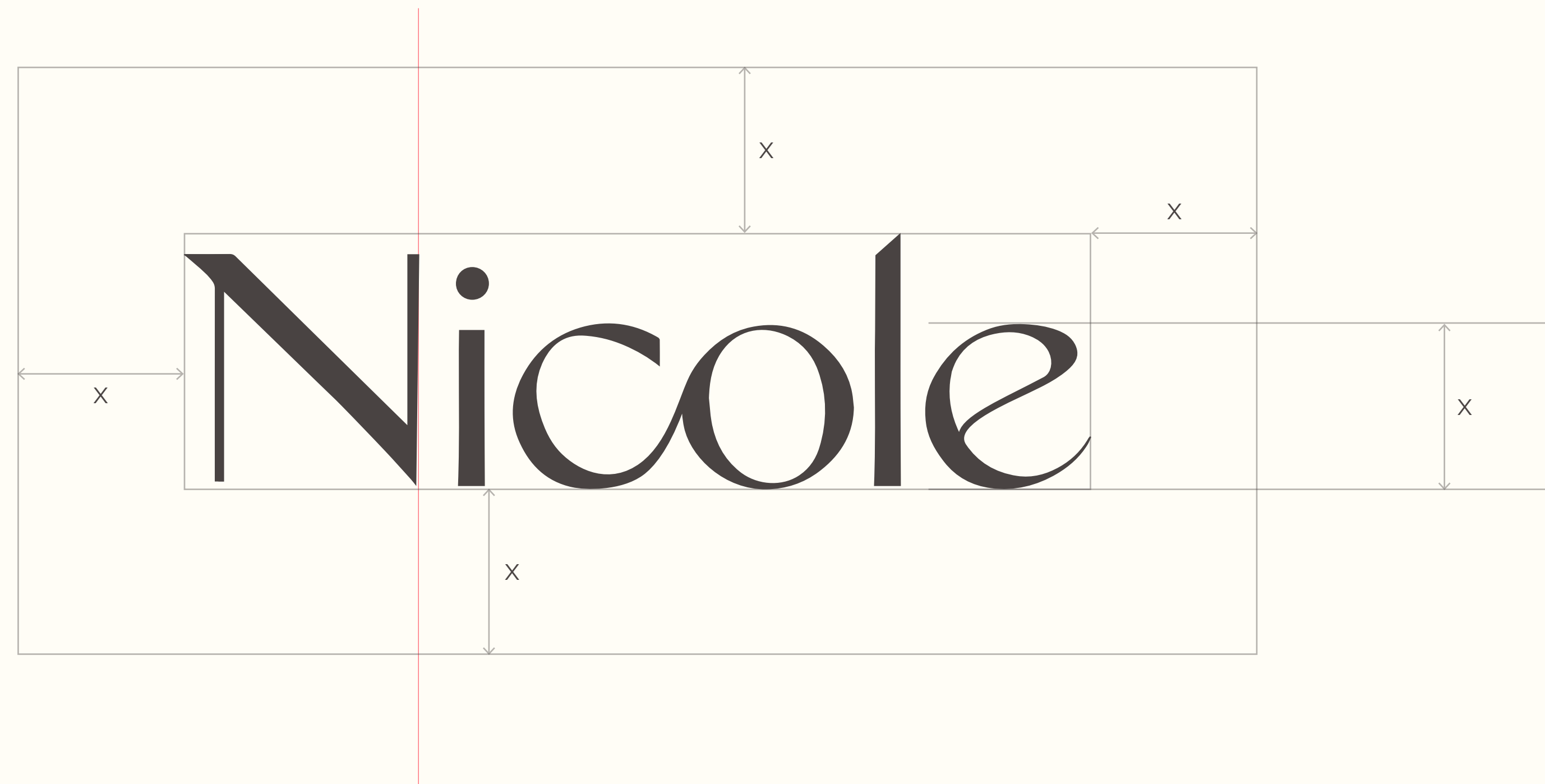
PNG  
JPEG  
AI  
EPS

When applying the logo to collateral, always ensure the appropriate clear-space is observed

Common height: 11mm  
Minimum height: 5mm

If used with an address and left aligned typography use logo on top left, align text with "N" to keep the concept of dynamic unexpected text.

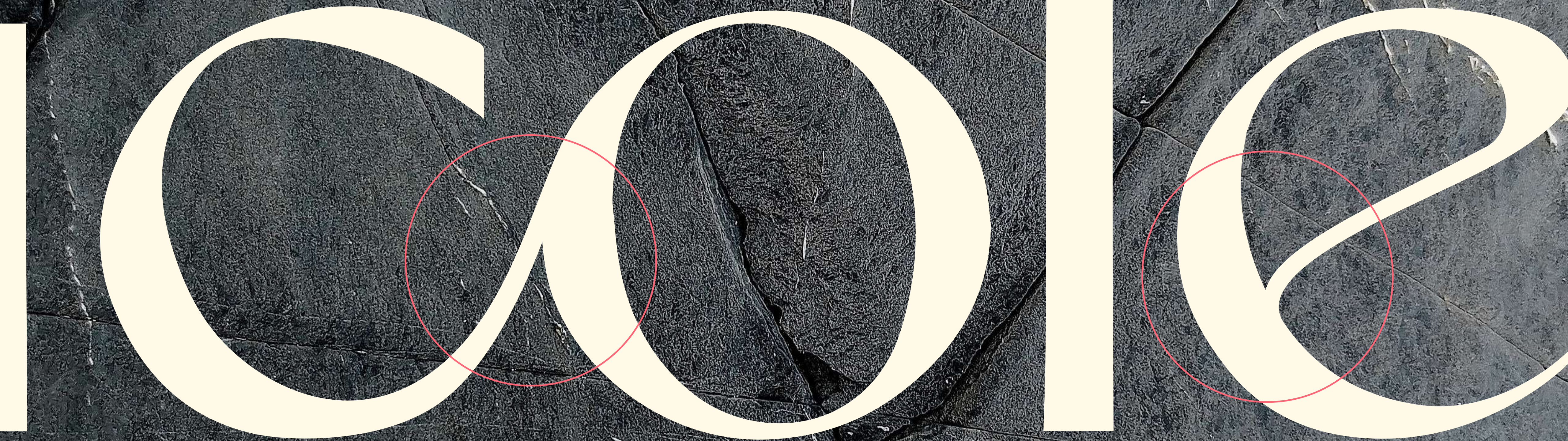
If used with centrally-aligned text, alone or with an image, the logo should be centered.



## MASTER LOGO

The logo has been crafted to ensure it is unique and distinctive.

## FONT DETAIL



When applying the Nicole logo to collateral, always ensure one of the provided versions of the logo is used.

The logo can be placed on a plain background, on top of one of the brand shapes or colours, or directly on imagery.

Please ensure the logo is only applied in this way and observe the logo 'don'ts'

Nicole master logo to be used in Nicole white and Nicole black wherever possible. If the print process doesn't allow this, then use black or white.



Nicole white on Nicole black



Nicole black on Nicole white



Black or white when foiled on either background



Nicole logo on any brand colour or brand shape in Nicole white



Nicole logo in Nicole black on 40% brand colour or shape



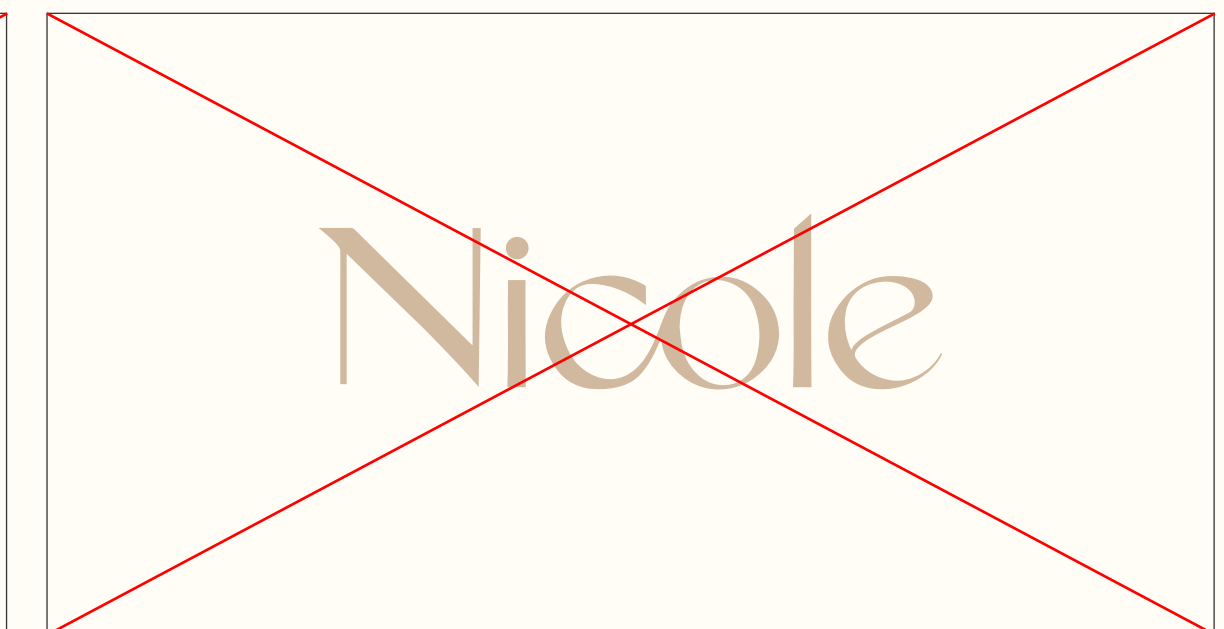
Nicole logo in Nicole white on an image - ensure legibility



Do not add any text to the logo. No "Celebrating the unexpected" also no "Club", "Residence" or "Collection"



Do not write Nicole used as a logo in Grand Slang font. If written in text then it is accepted



Do not use Nicole logo in any other colour than: Nicole black, black, Nicole white and white

Each of our sub-brands (Club, Residence and Collection) has its own distinct logotype.

## CLUB

The Club logo is very distinct and characterful with lots of movement within the letter forms. It brings to life the bustling and vibrant spirit of the new destination.

[CLICK HERE FOR CLUB GUIDELINES](#)

## RESIDENCE

The Residence logo is calm and clean, representing the discretion and privacy that can be expected by the residents of this part of the scheme.

[CLICK HERE FOR RESIDENCE GUIDELINES](#)

## COLLECTION

The Collection logo is refined and elegant, embodying the luxurious classic apartments found at this part of the scheme.

[CLICK HERE FOR COLLECTION GUIDELINES](#)

For headlines when writing in English and highlighted numbers, we use Grand Slang. A beautifully crafted and distinctive font.

The font can be purchased here (<https://www.nikolastype.com/typefaces/grand-slang>)

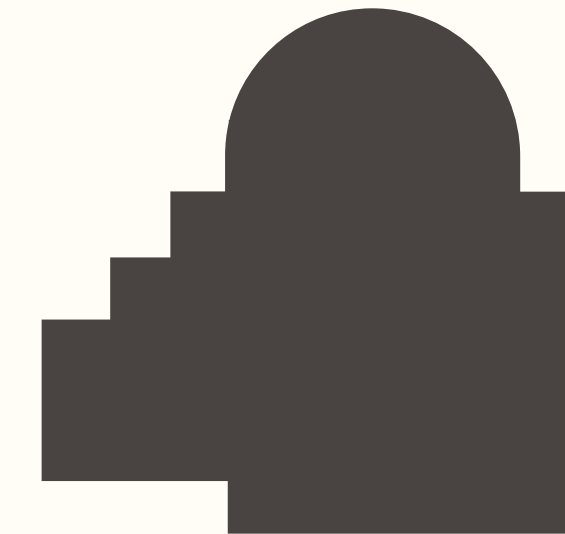
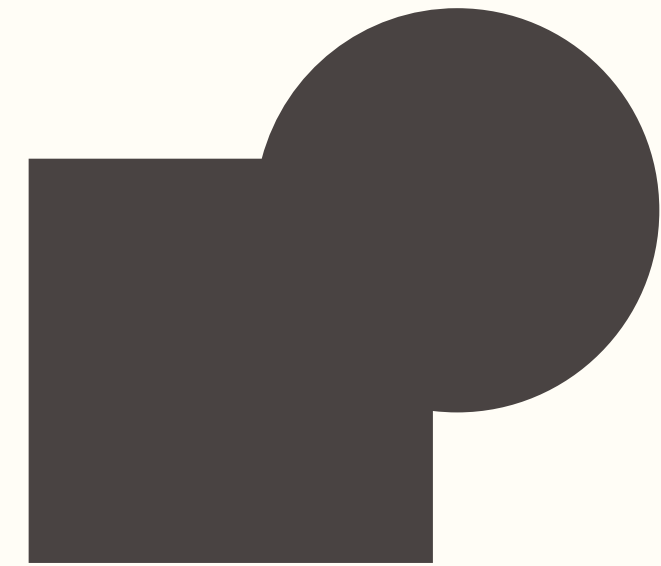
W age, the concept of luxury comb  
 the past with a boldness of the co  
 ebration of the unexpected that be  
 digm and can inspire our future ac

## BRAND SHAPES

The shapes have been developed into 7 combinations to create interesting graphic elements to use on marketing and communications materials. The shapes can either be used in their pure form (excitement, belonging, sensual) or as one of the following combinations.

Please only use the pre-defined shapes and do not develop any new variants.

## SHAPE COMBINATIONS



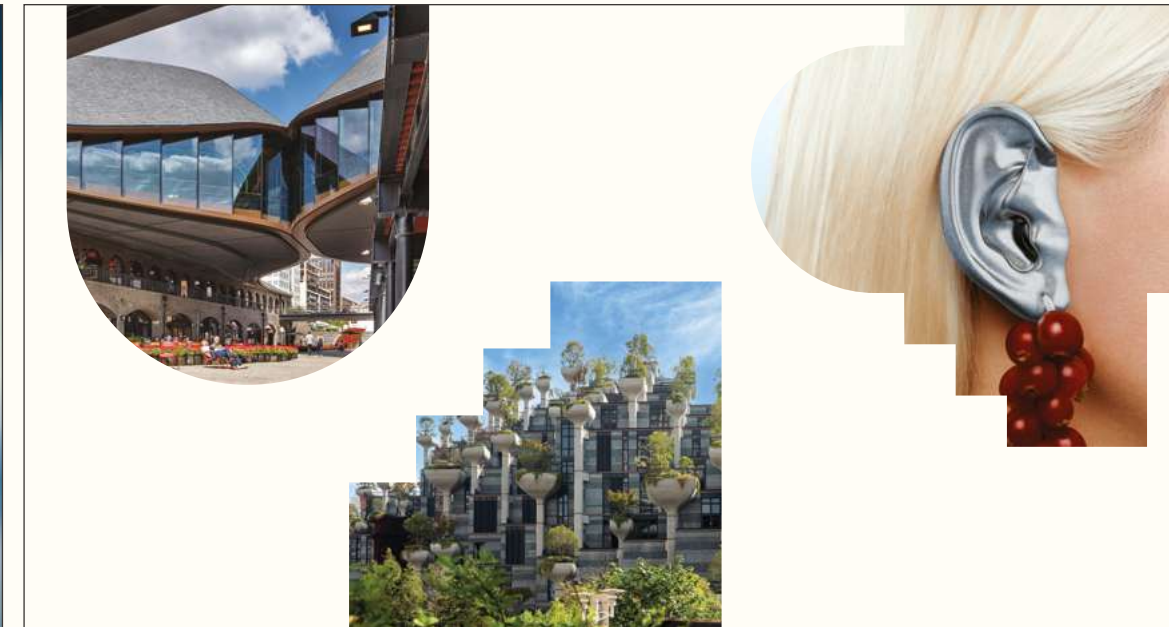


The Nicole shapes can be used in a variety of different ways to add intrigue and pace to layouts. They can be used as a cut-out window, revealing content beneath or as a frame for imagery or brand colours.

Please respect the following do's and don'ts when using the shapes.



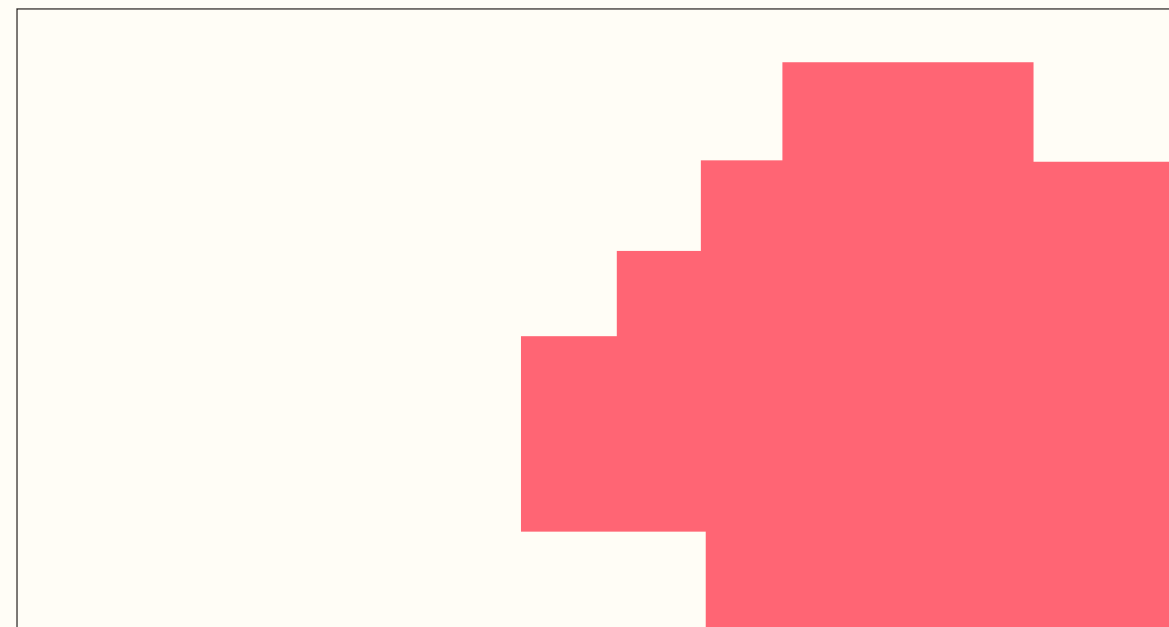
Image in a shape on a visually matching image



Shape used as frame



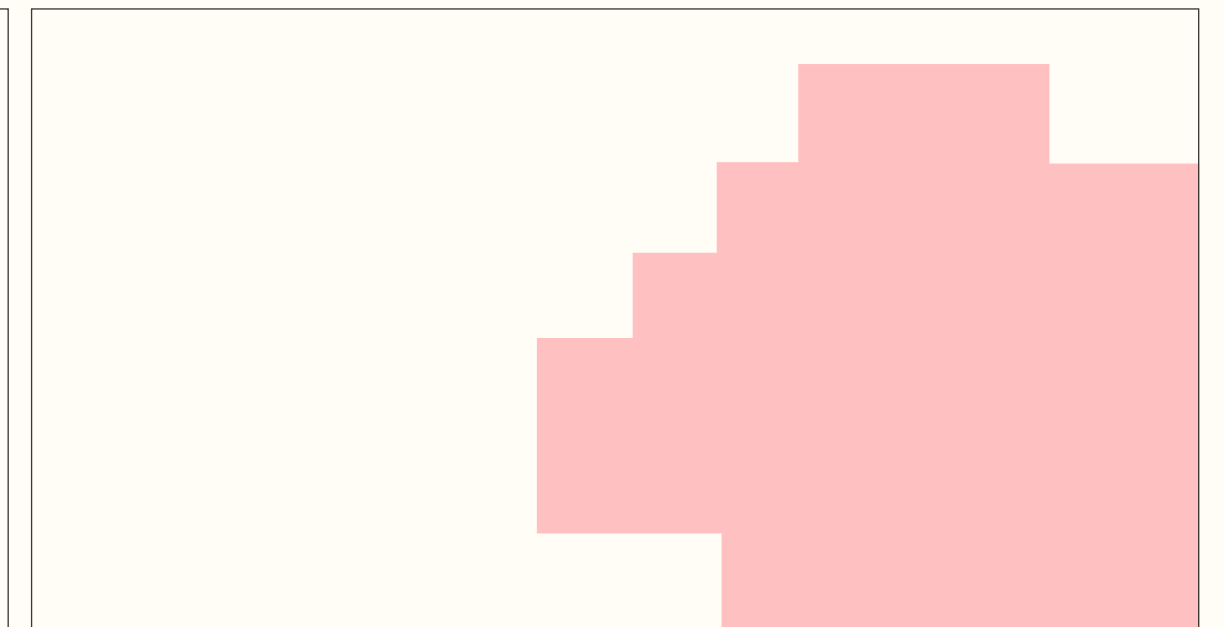
Shape filled with image on brand colour



Shape standing alone in brand colour



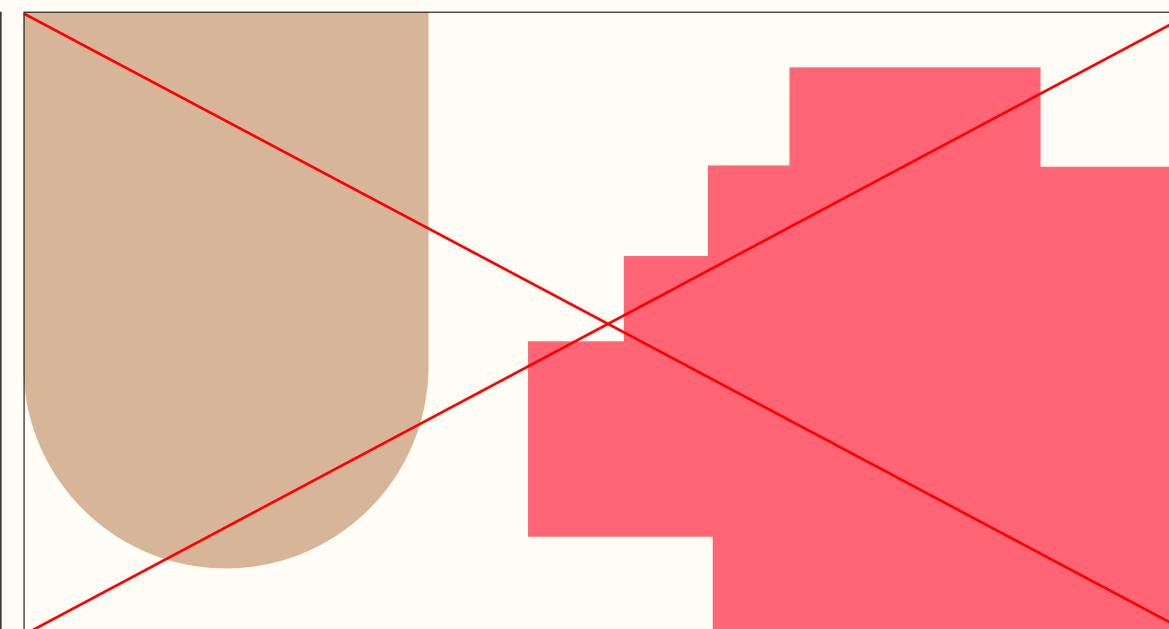
Shape used to create multi-layers over imagery



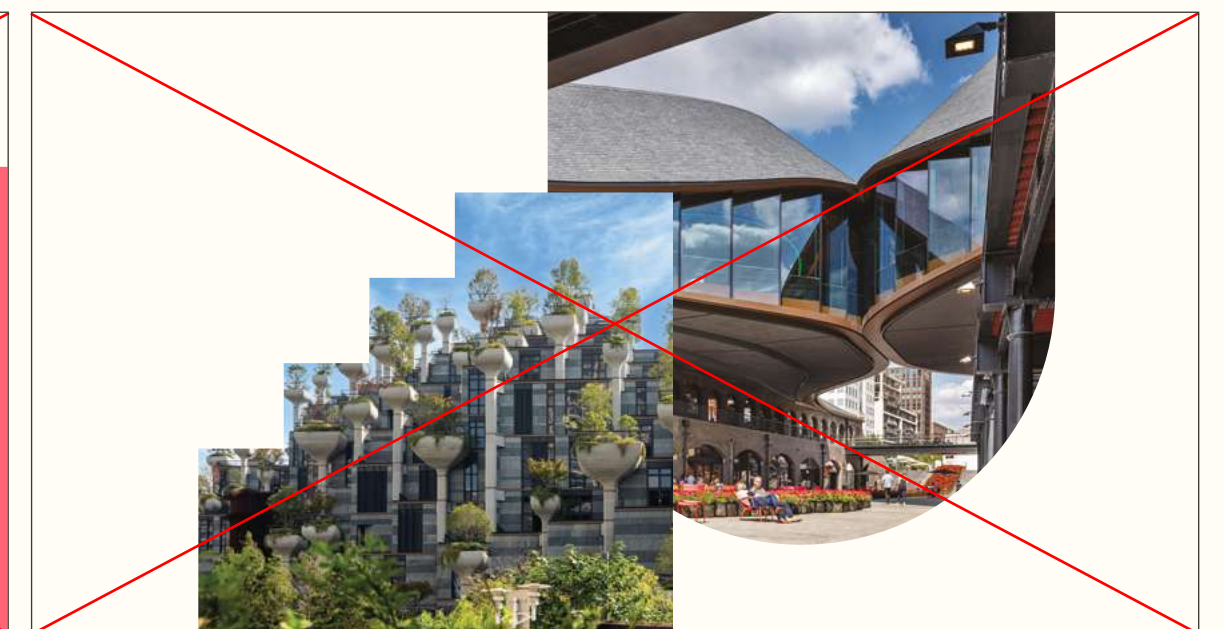
Shape in 40% brand colour



Shape as cut out and other creative print elements



Do not use multiple shapes in multiple colours on one page



Do not overlay shapes

When translating English or Russian the main headline is in our Grand Slang / Roxborough typeface. The secondary language is translated and written in our subheading style

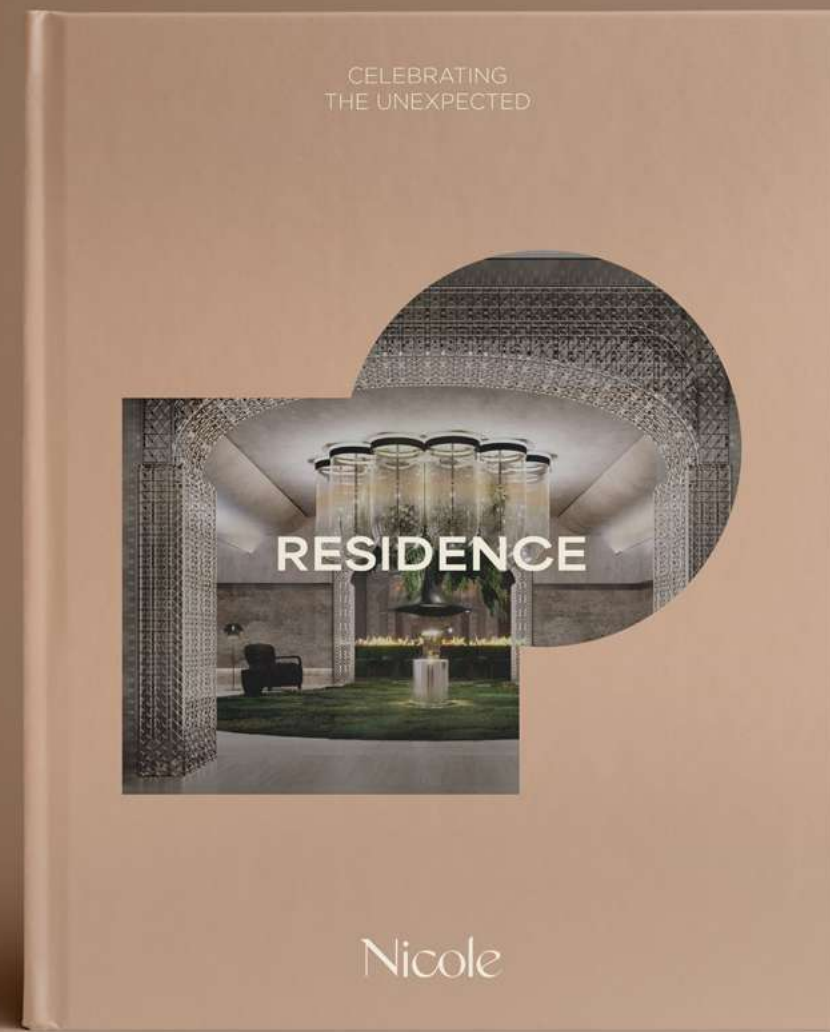
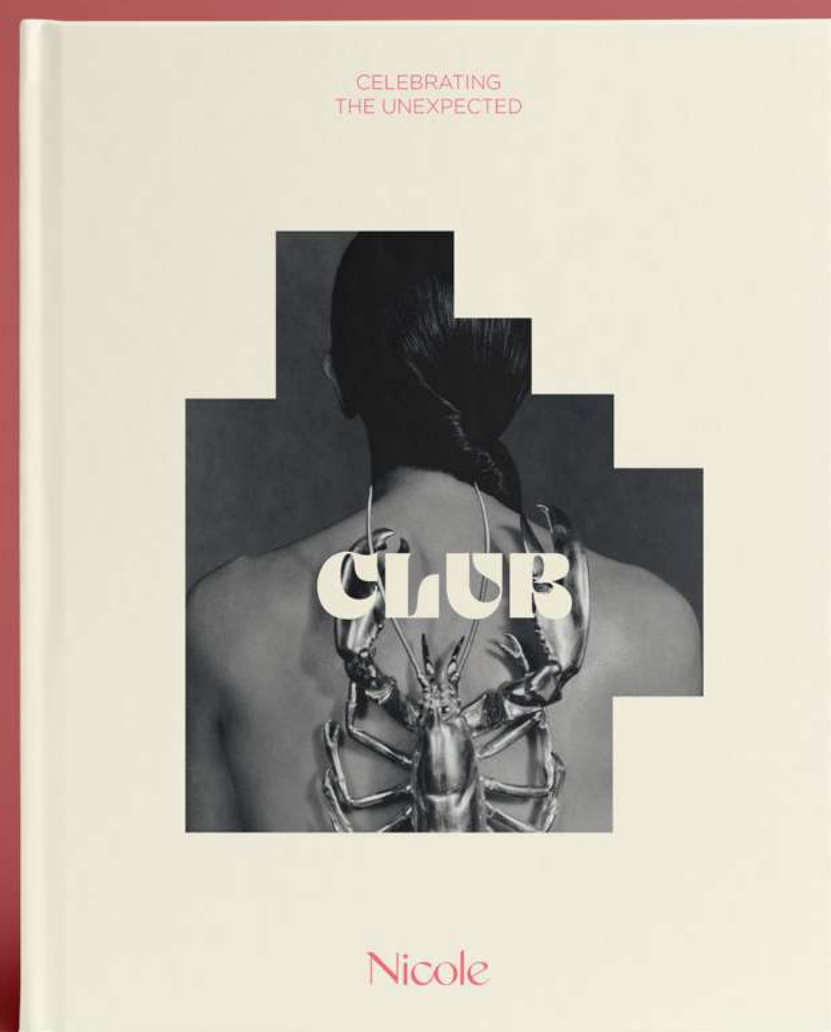
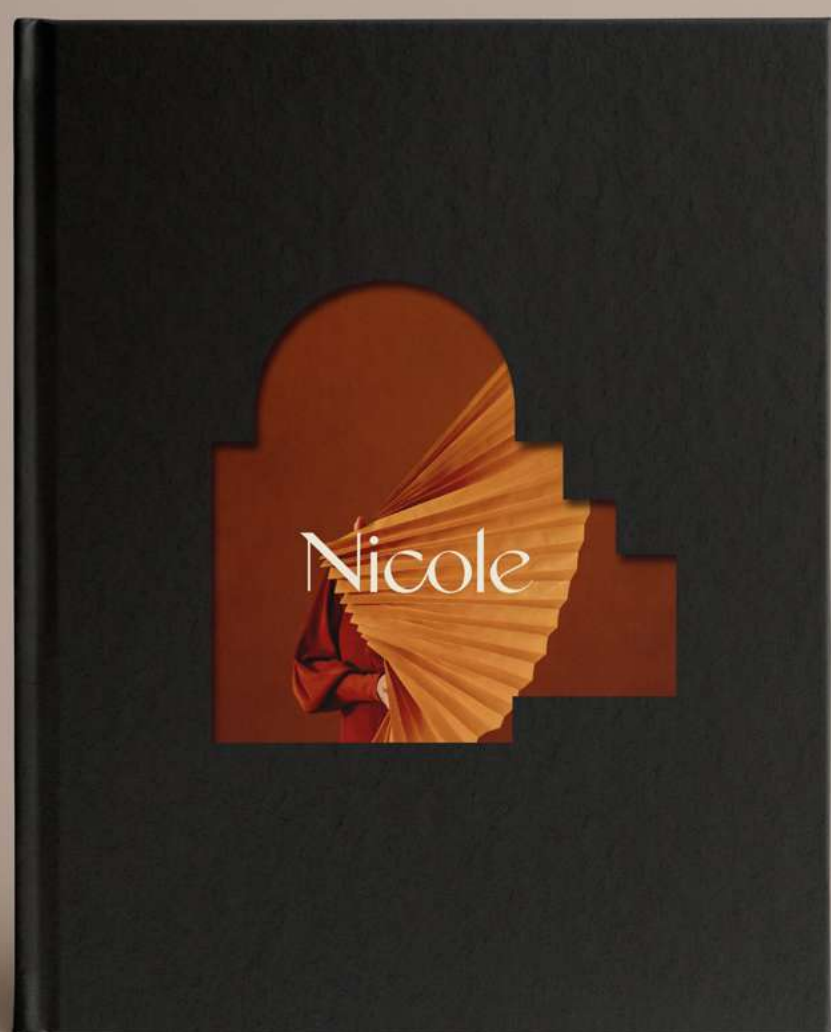
(Size: 12pt, Leading: 14.4pt, Tracking: 40)  
Directly underneath or on the bottom of the page.



Hoarding Example



Brochure Example



# Nicole

Miss  
Madlen Musterman  
256 B Romfold Road  
GY26 7UJ, London


### A new bustling destination at the heart of the old city

European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc. Europe uses the same vocabulary. The languages only differ in their grammar,

their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages. The new common language will be more simple and regular than the

existing European languages. It will be as simple as Occidental; in fact, it will be Occidental. To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is. The European languages are members of the same family. Their separate existence is a myth. For science, music, sport,

With kind regards,



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121069 MOSCOW  
33, MALAYA NIKITSKAYA STREET

# Nicole

CELEBRATING THE UNEXPECTED

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# Nicole

Miss  
Madlen Musterman  
256 B Romfold Road

## A new bustling destination at the heart of the old city

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FLOOR PLANS  
OVERVIEW



CELEBRATING THE UNEXPECTED





