

# Corporate Identity Guidelines





# **Corporate Identity Defining the NESG**

Introduction	04
Our promise & Strategic roles	05
<b>1. Brand elements</b>	
1.1 Logo	07
1.2 Logo construction	08
1.3 Logo don'ts	09
1.4 Alternate Logo construction	10
1.5 Alternate Logo don'ts	11
1.6 Annual Summit Collaterals	12
1.7 Annual Summit Collaterals don'ts	13
1.8 Logo - Full colours	14
1.9 Logo Greyscale	15
2.0 Logo One colour	16
2.1 Policy Commission logo	17
2.2 Policy Commission logos	18
2.3 National Assembly Business Environment Roundtable (NASSBER)	19
2.4 Nigeria Renewable Energy Roundtable (NiRER)	20
2.5 Policy Innovation Centre	21
2.6 NESG Academy	22
2.7 NESG Radio logo	23
<b>2. Use of fonts</b>	
2.1 NESG Made Kenfolg	25
2.2 NESG Open Sans	26

2.3 NESG Web Fonts	28
<b>3. Correspondence</b>	
3.1 Letterheads	30
3.2 Continuation Sheet	31
3.3 Business Card	32
3.4 Staff Identification Cards	33
3.5 Email Signature	34
3.6 Envelope Window DL (small size - outside)	35
3.7 Envelope Window DL (small size - outside)	36
3.8 Envelope (big size)	37
3.9 Presentation Templates	38
3.9 Presentation Templates (cont'd)	39
4.1 Presentation Templates (Back page)	40
4.2 Memo	41
<b>4. Advertising</b>	
4.1 Grid	43
4.2 Grid (cont'd)	44
4.3 Single Page Print Ad	45
4.4 Billboard	46
4.5 Billboard (Mock up)	47
4.6 Roll Up Banners	48
4.7 Roll Up Banners (Mock up)	49
4.8 Google Ads	50

4.9 Social Media Banner (Digital Design Template)	51
5.0 Social Media Banners	52
5.1 Collaboration eBanner	53
5.2 Collaboration eBanner (cont'd)	53
5.3 Image Style & Usage	54
5.4 Use of Icons	55
5.5 Web Page	56
5.6 Mobile App layout	57
5.7 Branded Items	57
5.8 Other Branded Items	58

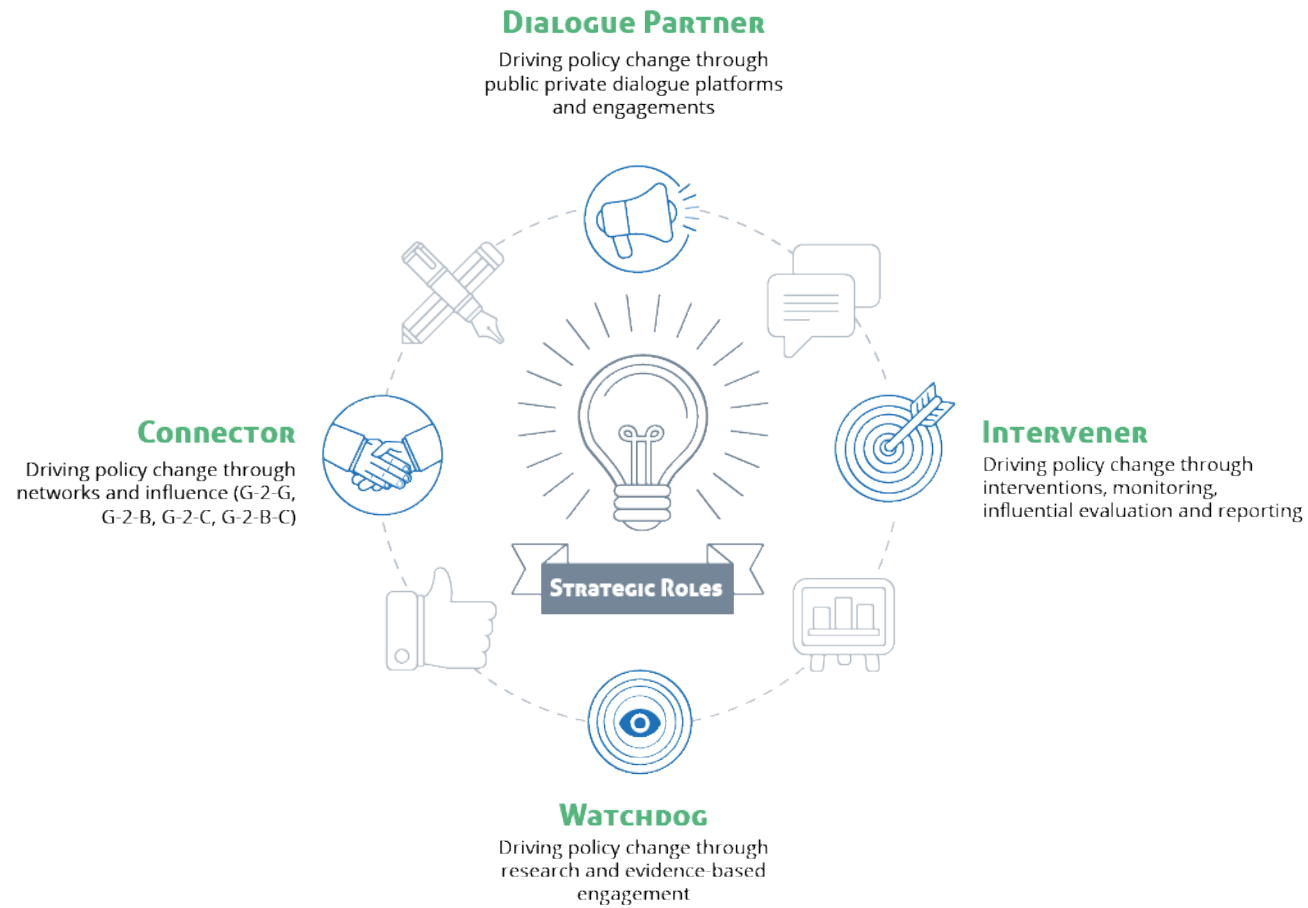


## Welcome to the NESG Brand

At the NESG, our goal is to build a first - class research institution with the required credibility and clout to support stakeholders to execute policies, articulate appropriate programs and strategies in response to any emerging trends in national and world economy. In other to accomplish these successes and concentrate on delivering solutions through research and advocacy, it is crucial that we develop the right tools and resources that will enable effective communication with the various stakeholders (irrespective of the locations and cultures). With the use of these guidelines, you will be able to properly and consistently interact with the brand's identity.

These guidelines include our logo and other elements such as colors and graphics

## Our promise and four key strategic roles





# Our Aligned Identities

## Corporate Identity Brand Elements

### 1.1 Logo



The logo chosen to divulge the brand NESG is based on Font-in, a typography that enhances the values of ease of doing business, economic growth, innovation and modernity that we want to associate with the brand.

The logo depicts four element tips.

At the right side, the green text defines the company's full name.



The circle represents Nigeria, which serves as a reminder of where we are coming from.



The circle represents the world map. The world map represents our brand's interaction with the global trends.



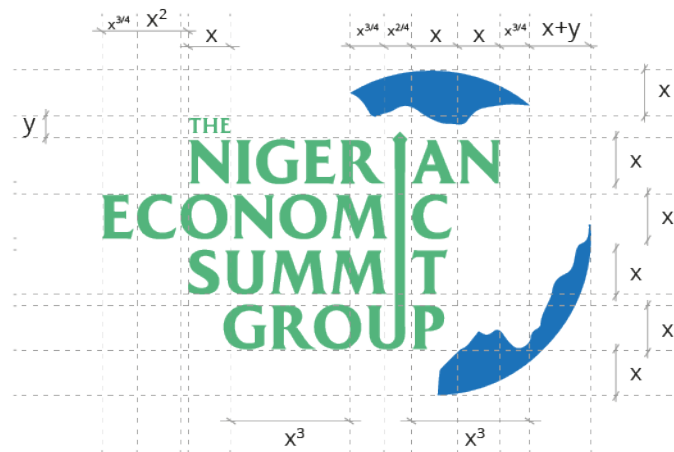
The "U" that crosses in-between the letters represents progressive economic indicators.





## Corporate Identity Brand Elements

### 1.2 Logo Construction



Minimum Size



16 mm X 12 mm

A logo is a graphic expression that reflects the identity and perception of a brand. Implemented between numerous visual elements, a logo provides a lasting visual impression.

The clear space rule defines a safe area around the NESG logo. No graphic elements, images or text may encroach on this area.

The NESG logo may not be reproduced to a size smaller than 16mm (width) and 12mm (height) as legibility will be compromised.



## Corporate Identity Brand Elements

### 1.3 Logo Don'ts



#### Don'ts

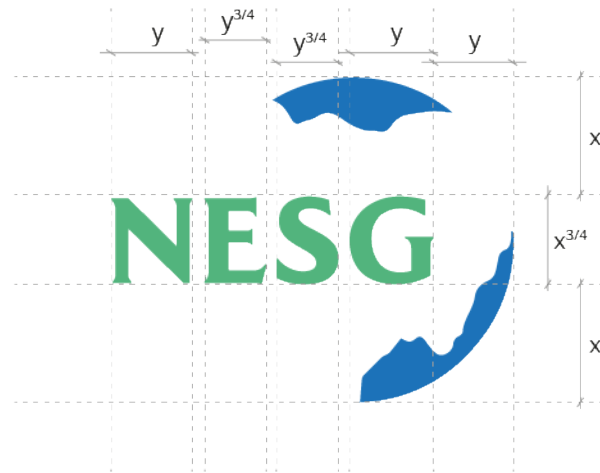
1. Don't reverse the colours.
2. Don't distort the logo in anyway.
3. Don't adjust the proportion of the icon to the name or vice versa.
4. Don't alter the colours.
5. Don't tilt the logo.
6. Don't add any effect to the logo.
7. Don't place the logo over a photo.
8. Don't add perspective to the logo.
9. Don't put a glow behind the logo.
10. Don't place the logo over a pattern of any kind.
11. Don't place the logo over a textured/gradient background.
12. Don't place the logo on a coloured background.
13. Don't place the logo on top of an object.
14. Don't unlock word-mark and icon, or use separately. This may only be considered for promotional merchandise or

secondary stationery, e.g. continuation sheets.

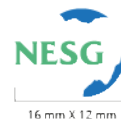
15. Don't use the logo within a sentence.

## Corporate Identity Brand Elements

### 1.4 Alternate Logo Construction



Minimum Size



The graphics reflects the acronyms of the Nigerian Economic Summit Group

The clear space rule defines a safe area around the NESG logo. No graphic elements, images or text may encroach on this area.

The NESG logo may not be reproduced any smaller than a width 16mm as legibility will be compromised.

## Corporate Identity Brand Elements

### 1.5 Alternate Logo Don'ts



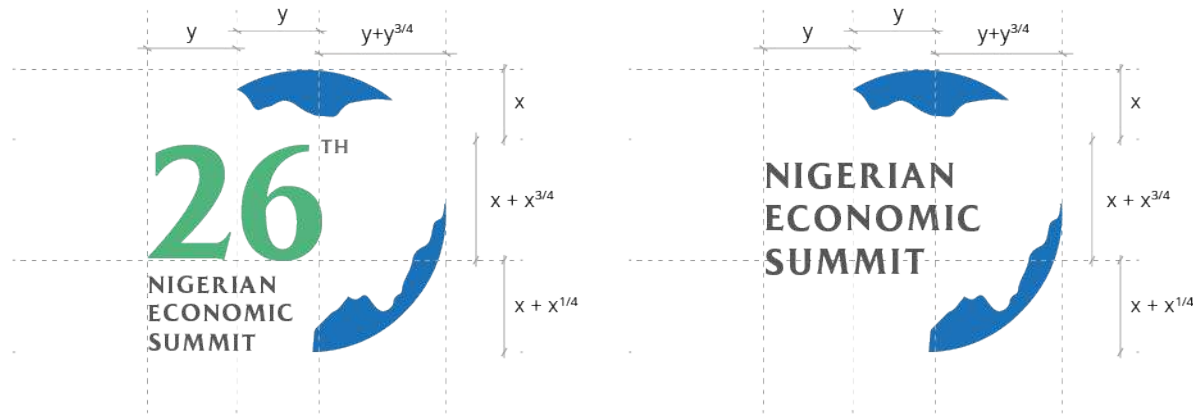
#### Don'ts

1. Don't reverse the colours.
2. Don't distort the logo in anyway.
3. Don't adjust the proportion of the icon to the name or vice versa.
4. Don't alter the colours.
5. Don't tilt the logo.
6. Don't add any effect to the logo.
7. Don't place the logo over a photo.
8. Don't add perspective to the logo.
9. Don't put a glow behind the logo.
10. Don't place the logo over a pattern of any kind.
11. Don't place the logo over a textured/gradient background.
12. Don't place the logo on a coloured background.
13. Don't place the logo on top of an object.
14. Don't unlock word-mark and icon, or use separately. This may only be considered for promotional merchandise or secondary stationery, e.g. continuation sheets.
15. Don't use the logo within a sentence.



## Corporate Identity Brand Elements

### 1.6 Annual Summit Collateral



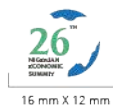
This graphic reflects the identity and perception of the Nigerian Economic Summit. The logo provides a unique visual impression with the NESG brand.

The clear space rule defines a safe area around the Summit logo. No graphic elements, images or text may encroach on this area.

The Summit logo may not be reproduced to a size smaller than 16mm (width) and 12mm (height) as legibility will be compromised.



Minimum Size



## Corporate Identity Brand Elements

### 1.7 Annual Summit Collateral Logo Don'ts



#### Don'ts

1. Don't reverse the colours.
2. Don't distort the logo in anyway.
3. Don't adjust the proportion of the icon to the name or vice versa.
4. Don't alter the colours.
5. Don't tilt the logo.
6. Don't add any effect to the logo.
7. Don't place the logo over a photo.
8. Don't add perspective to the logo.
9. Don't put a glow behind the logo.
10. Don't place the logo over a pattern of any kind.
11. Don't place the logo over a textured/gradient background.
12. Don't place the logo on a coloured background.
13. Don't place the logo on top of an object.
14. Don't unlock word-mark and icon, or use separately. This may only be considered for promotional merchandise or

secondary stationery, e.g. continuation sheets.

15. Don't use the logo within a sentence.

## Corporate Identity Brand Elements

### 1.8 Logo - Full Colours



Pantone 346 U  
C:67 M: 0 Y: 64 K:0  
R: 83 G:180 B: 124  
H: 144 S: 53 B: 70  
Hex: 1C72B9



Pantone 3005 U  
C:81 M: 45 Y: 1 K:0  
R: 28 G:114 B: 185  
H: 207 S: 74 B: 42  
Hex: 1C72B9

The NESG logo incorporates the full spectrum of the primary colour palette in the NESG icon.

The full colour logo is to be applied wherever possible. Never change the colours of the NESG logo. Apply only in the sequence seen here.



## Corporate Identity Brand Elements

### 1.9 Logo - Grayscale Colours



70% Pantone Black  
C:0 M:0 Y:0 K:70  
R: 112 G:111 B: 111  
H: 0 S: 0 B: 44  
Hex: 1C72B9



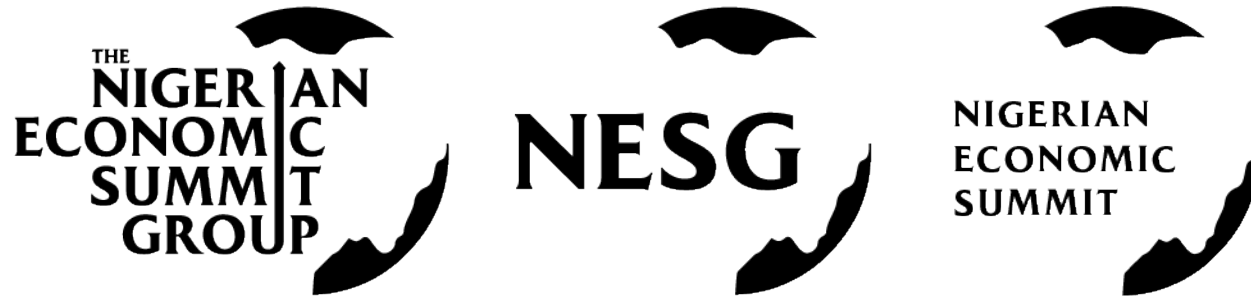
75% Pantone Black  
C:0 M:0 Y:0 K:95  
R: 46 G:65 B: 44  
H: 29 S: 4 B: 18  
Hex: 2E2D2C

The NESG logo incorporates the full spectrum of the primary colour palette in the NESG icon.

The full colour logo is to be applied wherever possible. Never change the colours of the NESG logo. Apply only in the sequence seen here.

## Corporate Identity Brand Elements

### 2.0 Logo - One Colour



The NESG logo incorporates the full spectrum of the primary colour palette in the NESG icon.

The full colour logo is to be applied wherever possible. Never change the colours of the NESG logo. Apply only in the sequence seen here

100% Pantone Black  
C: 91 M: 79 Y: 0 K: 97  
R: 0 G: 0 B: 0  
H: 39 S: 58 B: 0  
Hex: 000000

## Corporate Identity Brand Elements

### 2.1 Policy Commission Logos



The Policy Commission (PC) logos serve as a unique identity to the NESG working groups.

The full colour logo is to be applied wherever possible. Never change the colours' presentation. The colour serve as a spectrum of the NESG.



## Corporate Identity Brand Elements

### 2.2 Policy Commission Logos



The Policy Commission (PC) logos serve as a unique identity to the NESG working groups.

The full colour logo is to be applied wherever possible. Never change the colours. presentation. The colour serve as a spectrum of the NESG.

## Corporate Identity Brand Elements

### 2.3 National Assembly Business Environment Roundtable (NASSBER)



Pantone 7743 C  
C:76 M: 36 Y: 84 K:28  
R: 64 G:104 B: 60  
H: 114 S: 41 B: 40  
Hex: 3B6B27



70% Pantone Black  
C:0 M: 0 Y: 0 K:70  
R: 112 G:111 B: 111  
H: 0 S: 0 B: 44  
Hex: 1C72B9

Previous Logo



NASSBER was created as a platform for the legislature and the private sector to engage, deliberate, and act on a framework that will improve Nigeria's business environment through a review of relevant legislation and provisions of the Constitution. Therefore, the new logo utilizes a contemporary look that speaks to the objectives of NASSBER, which is to create an enabling environment for economic growth for Nigeria to become a key player in the global economy.

The logo depicts two element tips.

Company name: Typeface



Full name: Bold and aesthetically arranged.

Acronym: NASSBER stands for the National Assembly Business Environment Roundtable. The new logo of NASSBER shows its relation with the NESG. The dark green colour shows the relationship between the national assembly and the private sector, and a white space that carves out the map of Nigeria.



## Corporate Identity Brand Elements

### 2.4 Nigeria Renewable Energy Roundtable (NiRER)



Pantone 166 C  
C:2 M: 78 Y: 100 K:0  
R: 230 G: 83 B: 0  
H: 21 S: 100 B: 90  
Hex: E65300



70% Pantone Black  
C:0 M: 0 Y: 0 K:70  
R: 112 G:111 B: 111  
H: 0 S: 0 B: 44  
Hex: 1C72B9

Previous Logo 

NiRER was created as an action-oriented partnership of government ministries, departments and agencies (MDAs), the private sector and other stakeholders to resolve the bottlenecks that limit the expansion of the on-grid and off-grid renewable energy market in Nigeria.

Therefore, the new logo comes in an aesthetic design that accentuates the objectives of NiRER and its vision to bring Nigeria at par with best renewable energy practices across the world.

The logo depicts two element tips.

Company name: Typeface

**NiRER**  
Nigeria Renewable Energy Roundtable

Full name: Bold and aesthetically arranged.

Acronym: NiRER stands for the Nigeria Renewable Energy Roundtable. The new logo of NiRER manifests its relationship with the NESG and synergises the activities of all stakeholders to achieve better outcomes. The orange colour represents the importance of renewable energy and stakeholder engagements, and a white space that carves out the map of Nigeria.





## Corporate Identity Brand Elements

### 2.5 Policy Innovation Centre



The Policy Innovation Centre (PIC) is the first public policy institution in Nigeria and sub-Saharan Africa tasked with applying behavioural theory and other innovative policy tools to inform programme/policy design and implementation in Africa.

The PIC is an initiative with the Nigerian Economic Summit Group (NESG) sponsored by Rockefeller Philanthropy Advisors, with the support of the Bill and Melinda Gates Foundation.

PANTONE 116 C  
C: 0 M: 20 Y: 96 K: 0  
R: 255 G: 205 B: 0  
H: 48 S: 100 B: 100  
HEX: FCCC00

PANTONE 288 C  
C: 100 M: 84 Y: 33 K: 18  
R: 0 G: 45 B: 116  
H: 216 S: 100 B: 45  
HEX: 002D74

## Corporate Identity Brand Elements

### 2.6 NESG Academy Logo



The Academy logo serves as a unique identity to the NESG academic related functions.

The full colour logo is to be applied wherever possible. Never change the colours' presentation. The colour serves as a spectrum of the NESG.

## Corporate Identity Brand Elements

### 2.7 NESG Radio Logo



The Radio logo serves as a unique identity to the NESG communication related functions such as economic policies, ideas, trends, interventions, etc.

The full colour logo is to be applied wherever possible. Never change the colours' presentation. The colour serves as a spectrum of the NESG.



# The Use of Fonts



# MODERN & PERFECT FOR VISUAL

## Use of Font

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
123456789

abcdefghijklm  
nopqrstuvwxyz  
123456789

MADE Kenfolg will be the usual typography linked to the brand in its applications. It inspires the brand NESG. It's modern, elegant and easy to read.

MADE Kenfolg should be used for headlines and subheads on all advertising materials (Press Ads and Outdoor Materials).

**FRIENDLY  
SIMPLE  
CLEAR  
ELEGANT  
PRECISE  
GEOMETRIC**

Open Sans will be the usual typography linked to the brand in its applications. It inspires the brand NESG. It's modern, sans-serif and easy to read.

Open Sans should be used for body copy on all advertising materials (Press Ads and Outdoor Materials).

It should also be used for stationery and other merchandising materials.

## Corporate Identity Use of Fonts

### 2.2.1 NESG Open Sans

ABCDEFGHJKLM  
NOPQRSTUVWXYZ  
123456789  
*ABCDEFGHJKLM*  
*NOPQRSTUVWXYZ*  
*123456789*

abcdefghijklm  
nopqrstuvwxyz  
123456789  
*abcdefghijklm*  
*nopqrstuvwxyz*  
*123456789*

ABCDEFGHJKLMNO  
PQRSTUVWXYZ  
123456789  
*ABCDEFGHJKLMNO*  
*PQRSTUVWXYZ*  
*123456789*

abcdefghijklm  
nopqrstuvwxyz  
123456789  
*abcdefghijklm*  
*nopqrstuvwxyz*  
*123456789*

**ABCDEFGHJKLM**  
**NOPQRSTUVWXYZ**  
**123456789**  
***ABCDEFGHJKLMNO***  
***PQRSTUVWXYZ***  
***123456789***

**abcdefghijklm**  
**nopqrstuvwxyz**  
**123456789**  
***abcdefghijklm***  
***nopqrstuvwxyz***  
***123456789***

Open Sans should be used for body copy on all advertising materials (Web, Mobile, Press Ads and Outdoor Materials).

It should also be used for stationery and other merchandising materials.

## Corporate Identity Use of Fonts

### 2.3 NESG Web Fonts

Made Kenfolg

**This text should be in Title Case  
and Here we have CAPS TEXT.**

Open Sans

This text should be in Open Sans.  
Here we have **bold text**, *text in italics*, ***bold text in italics***, **strong text**, *emphasized text*, and **strong, emphasized text**.

Open Sans should be used for body copy on all advertising materials (Web, Mobile, Press Ads and Outdoor Materials).

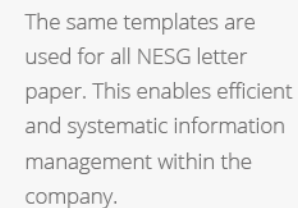
It should also be used for stationery and other merchandising materials.



# Correspondence



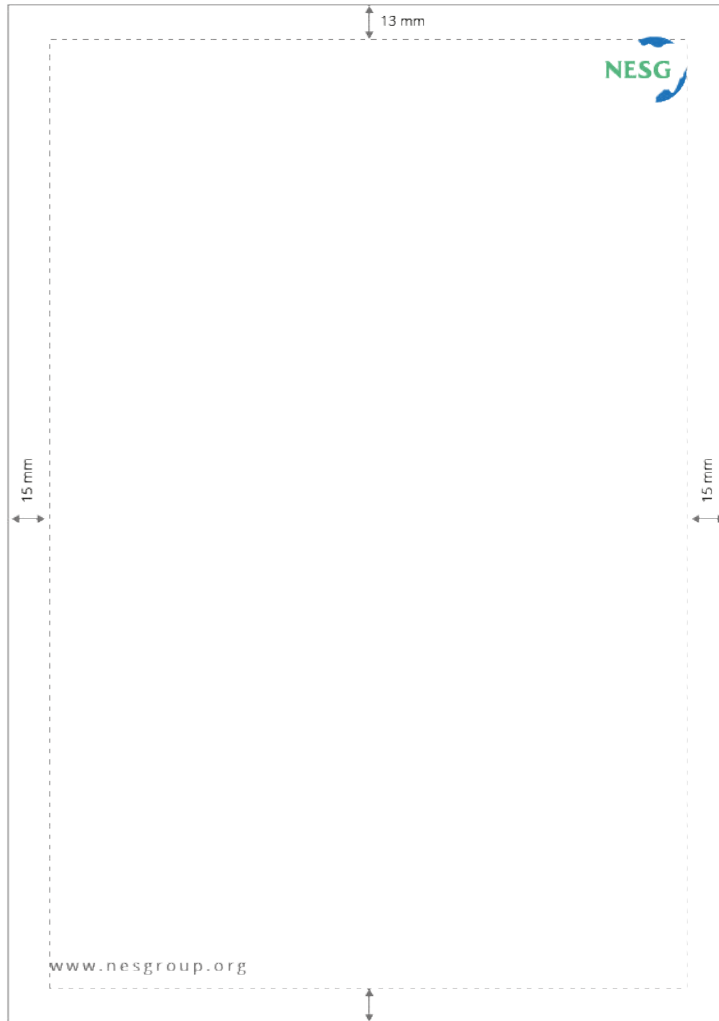
### 3.1 Letterheads



The basic NESG template has been compiled based on A4 format. The dotted lines serve as a guide when positioning all details.

## Corporate Identity Correspondence

### 3.2 Continuation Sheets

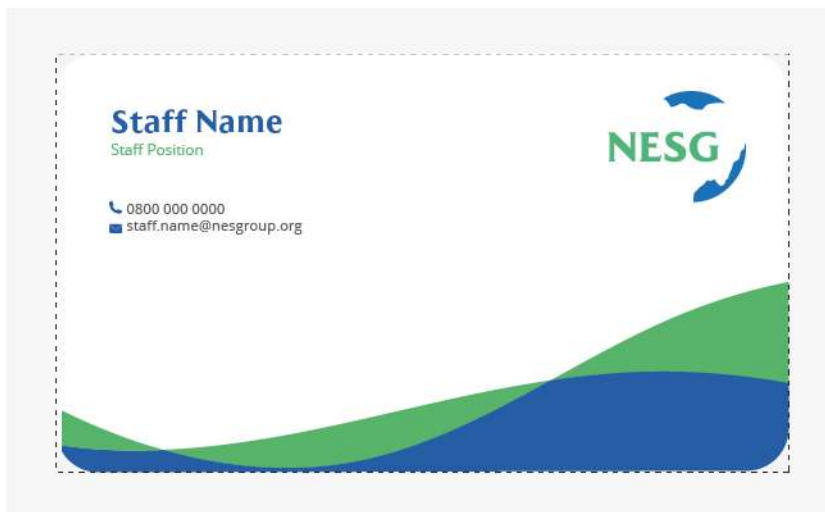


The same templates are used for all NESG letter paper. This enables efficient and systematic information management within the company.

The basic NESG template has been compiled based on A4 format. The dotted lines serve as a guide when positioning all details.

## Corporate Identity Correspondence

### 3.3 Business Cards



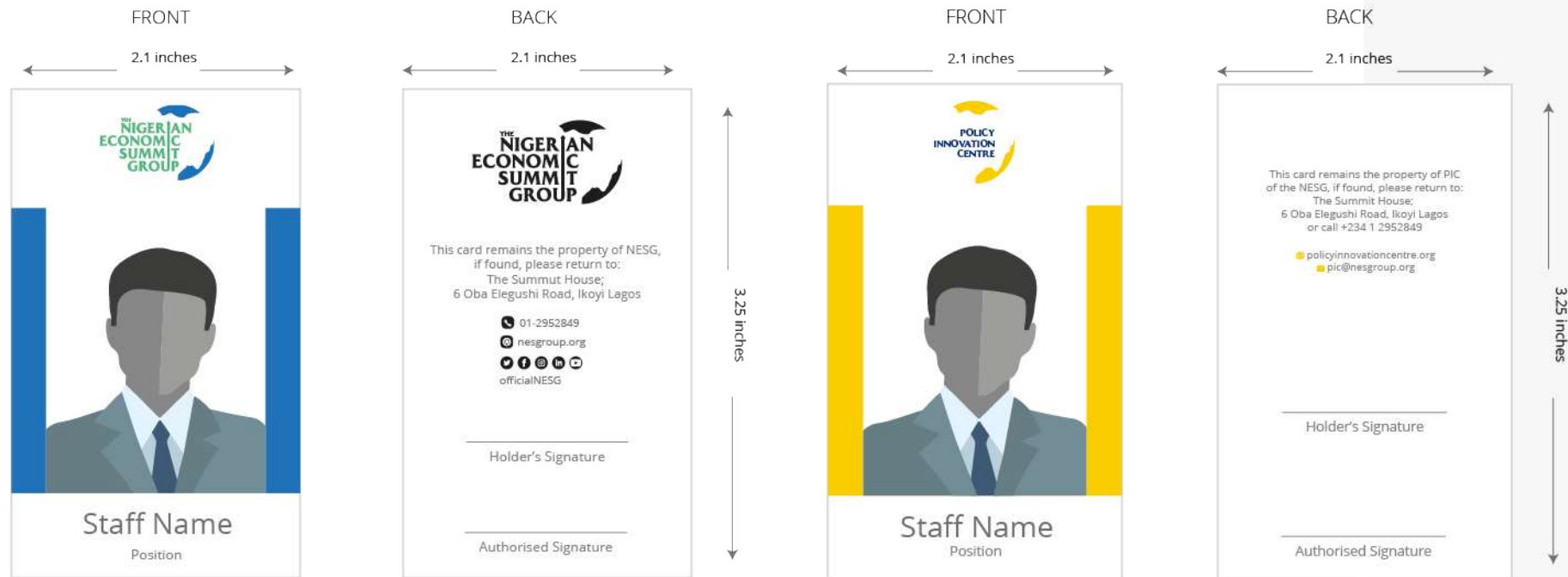
The same templates are used for all NESG Business Cards. This enables efficient and systematic information management within the company.

The basic NESG template has been compiled based on 8.5cm x 5.5cm size. The dotted lines serve as a guide when positioning all details.



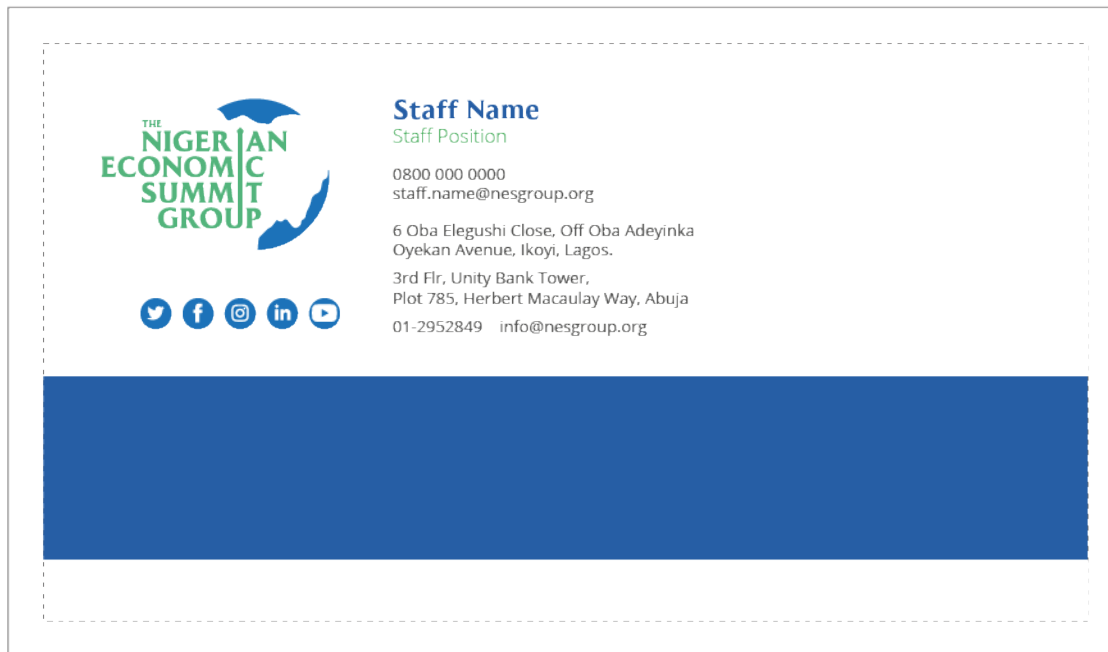
## Corporate Identity Correspondence

### 3.4 Staff Identification Card



## Corporate Identity Correspondence

### 3.5 Email Signature



In an effort to remain one brand, one voice, we have simplified our email signatures.

This will ensure that the email signature will look the same across board from desktop to mobile to tablet. Please follow the specified font, text size and colour calls for your operating system.

Subsequently, ads will be embedded below the signature.

## Corporate Identity Correspondence

### 3.6 Envelope Window DL (small size - outside)



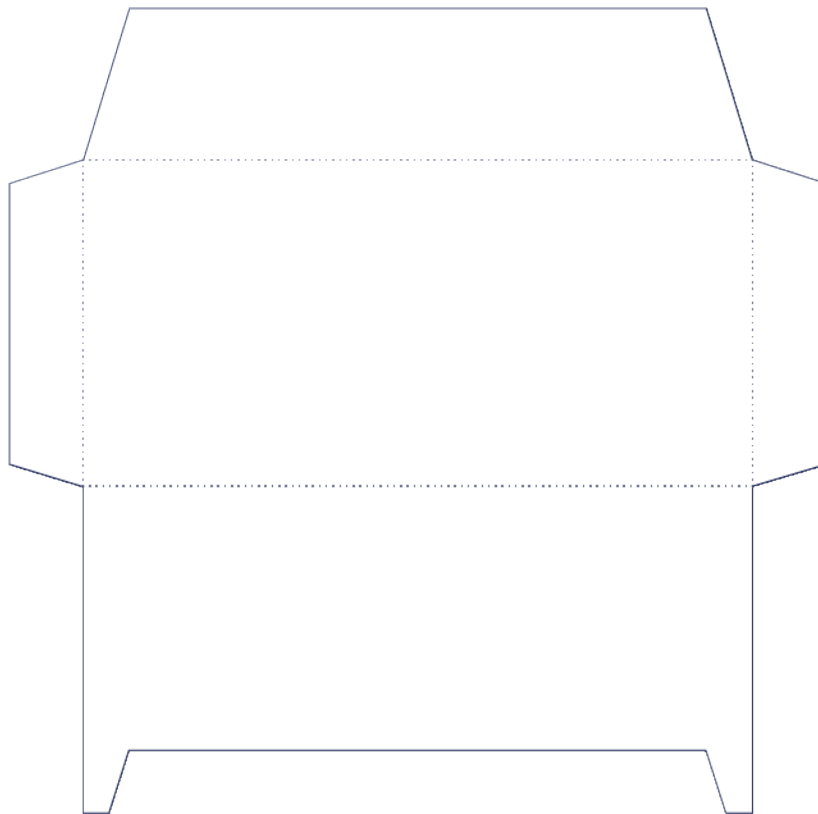
Envelopes in various formats are used within the NESG. This section addresses the most common formats. The dotted lines serve as a guide when positioning all details.

#### Dimension

8.5 inches X 4.5 inches

## Corporate Identity Correspondence

### 3.7 Envelope Window DL (small size -outside)



Envelopes in various formats are used within the NESG. This section addresses the most common formats. The dotted lines serve as a guide when positioning all details.

#### Dimension

8.5 inches X 4.5 inches

## Corporate Identity Correspondence

### 3.8 Envelope (big size)



Envelopes in various formats are used within the NESG. This section addresses the most common formats.

We have identified 2 standard sizes (A4 & A3). The NESG logo is centre aligned to the page.

#### Dimension

13" (33.02cm) X 9.5" (24.13cm)



## Corporate Identity Correspondence

### 3.9 Presentation Templates

The PowerPoint template is available with fixed values for background, font's, colours and font use.



## Corporate Identity Correspondence

### 4.0 Presentation Templates

The PowerPoint  
Template Body



## Corporate Identity Correspondence

### 4.1 Presentation Templates (Back page)

The PowerPoint  
Template Outro

**Thank You**

[www.nesgroup.org](http://www.nesgroup.org) [f](#) [t](#) [@](#) [in](#) [v](#) officialNESG

Corporate Identity Correspondence

4.2 Memo

This will be used as an Internal Memo by the NESG staff.

13 mm



THE NIGERIAN ECONOMIC SUMMIT GROUP LTD/GTE

Interoffice Memorandum

To:

From:

Dept:

Date:

Subject:

Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Staff Name

Signature

15 mm

15 mm

13 mm

# Advertising





## Corporate Identity Advertising

### 4.1 Grid



We advertise in magazines, newspapers and on websites. This involves adverts, press releases and banners. In both offline and online publications.

#### **Brand Zone**

The NESG logo, accent and the copies are placed in the Brand Zone.

The NESG logo MUST always be at the top right. The copies are placed top left (below the logo) of the Brand Zone.

Headlines and subheads are set in Made Kenfolg or Open Sans Bold title case and in NESG blue or green colour.

The Brand Zone may expand or contract vertically depending on the length of the copy lines.

## Corporate Identity Advertising

### 5.1 Grid



#### Image Zone

Images are inserted full bleed in the Image Zone.

The Image Area is placed directly below the Brand Zone.

The Image Area may expand or contract vertically depending on the amount of space required by the Brand Zone and the impact the image needs to create.

#### Information Base

The Information Base is always located at the bottom of the page.

The Information Base may contain secondary information if required.

## Corporate Identity Advertising

### 4.3 Single Page Print Ad



The NESG logo, headline and other copies are placed in the Brand Zone.

The NESG logo can either be at the top right or at the center of the page depending on the peculiarity of the Ad.

The Brand Zone may expand or contract vertically depending on the length of the copy lines.

Images are inserted full bleed in the Image Zone.

The Image Area is placed directly below the Brand Zone.

The Image Area may expand or contract vertically depending on the amount of space required by the Brand Zone and the impact the image needs to create.

The Information Base is always located at the bottom of the page. This may expand or contract vertically depending on the amount of space required

## Corporate Identity Advertising

### 4.4 Billboard



Billboards make their point quickly and for this reason contain only very limited information.

Billboards feature a Brand Zone containing a short copy, and the NESG logo (or in this case, NESG logo with other accompanying logos).

## Corporate Identity Advertising

### 4.5 Billboard (Mock up)



This will be used as a billboard publication.

Billboards make their point quickly and for this reason contain only very limited information.

Billboards feature a Brand Zone containing a short copy, and the NESG logo (or in this case, NESG logo with other accompanying logos).

## Corporate Identity Advertising

### 4.6 Roll Up Banners



Rollup banners feature a Brand Zone containing a short copy, and NESG logo.



## Corporate Identity Advertising

### 4.7 Roll Up Banners (Mock up)



Rollup banners feature a Brand Zone containing a short copy, and NESG logo.

## Corporate Identity Advertising

### 4.8 Google Ads

Display Ads can be created on Google or any other platform for the promotion of specific campaigns.

The Ads come in various dimensions and in pixels (px)



250x250px



336x280px



120x600px



300x600px



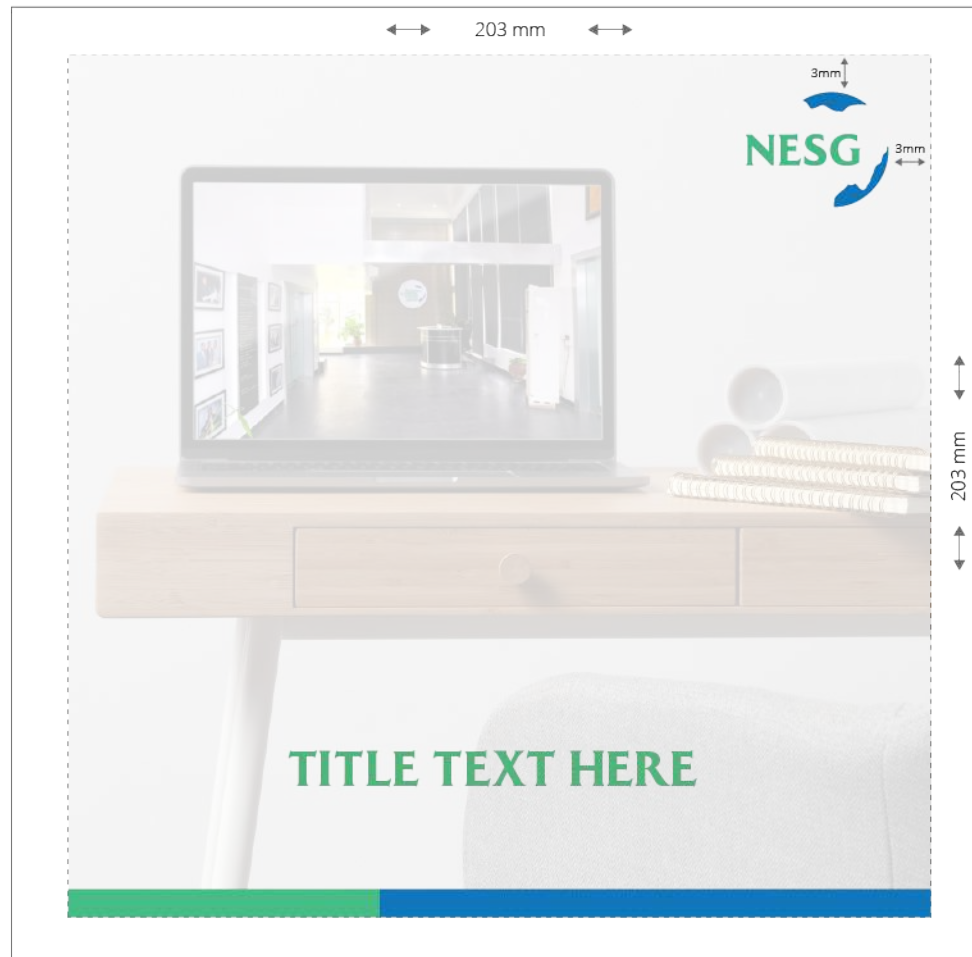
300x250px



728x90px

## Corporate Identity Advertising

### 4.9 Social Media Banner (Digital Design Template)



This is the layout for social media posts on various platforms.

The NESG logo **MUST** remain at the top right at always.

The Logo rendering can be changed depending on the look and feel of the overall design. Alternate logos are available in all white and all black.

The bottom bar **MUST** always remain except in cases where various partner logos and details are placed.

## Corporate Identity Advertising

### 5.0 Social Media Banners



This is the layout for social media posts on various platforms.

Exceptions can be made to the logo and bottom bar placement e.g. Nigerian Economic Summit artworks and collaborative designs.

## Corporate Identity Advertising

### 5.1 Collaboration eBanner



This will be used as an eBanner and collaboration banners.

Partner logos MUST be placed alongside the NESG logo at the top right of the publication or banner.



## Corporate Identity Advertising

### 5.2 Collaboration eBanner



This will be used as an eBanner and collaboration banners.

Partner logos MUST be placed alongside the NESG logo at the top right of the publication or banner.



## Corporate Identity Advertising

### 5.3 Image Style & Usage



The choice of image to be used should be afro-centric and relatable i.e based on specific theme and subject matter.

## Corporate Identity Advertising

### 5.4 Use of Icons

 [www.nesgroup.org](http://www.nesgroup.org)      officialNESG

 [www.nesgroup.org](http://www.nesgroup.org)      officialNESG

---

 [www.nesgroup.org](http://www.nesgroup.org)

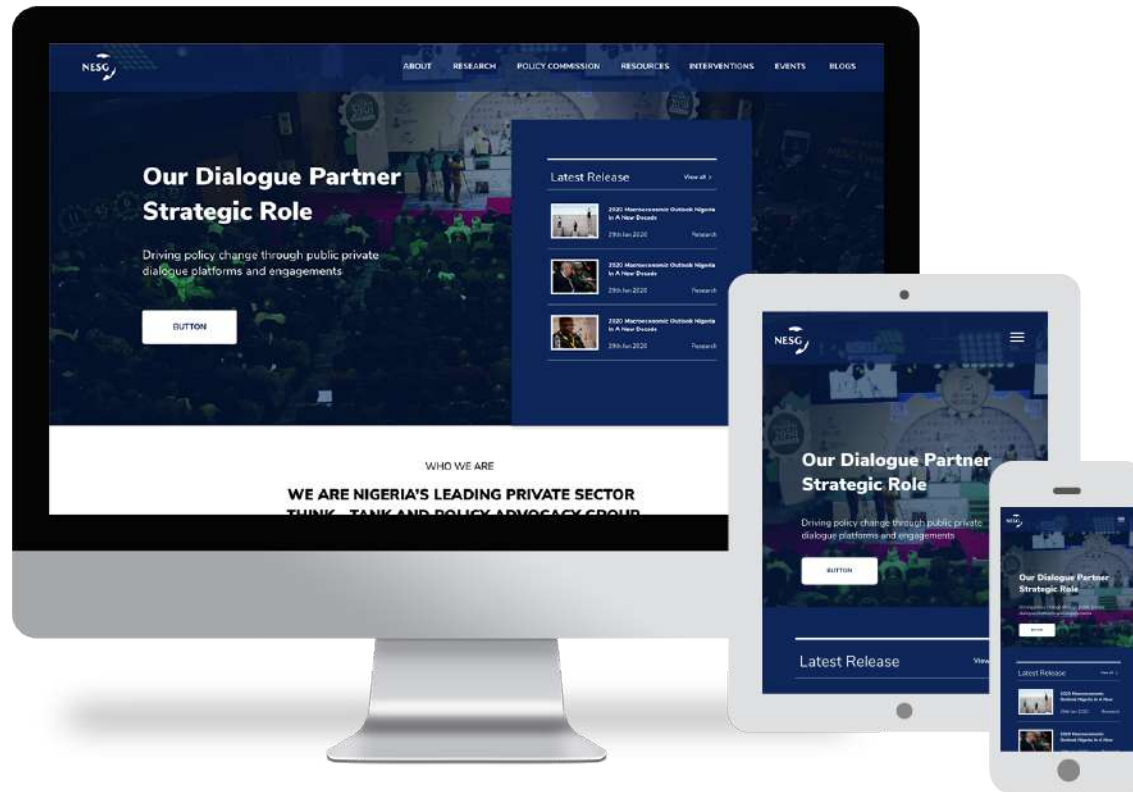
     officialNESG

Icons should be simplified to represent NESG brand.

The icons should have round perspectives and MUST be placed appropriately on various design collaterals.

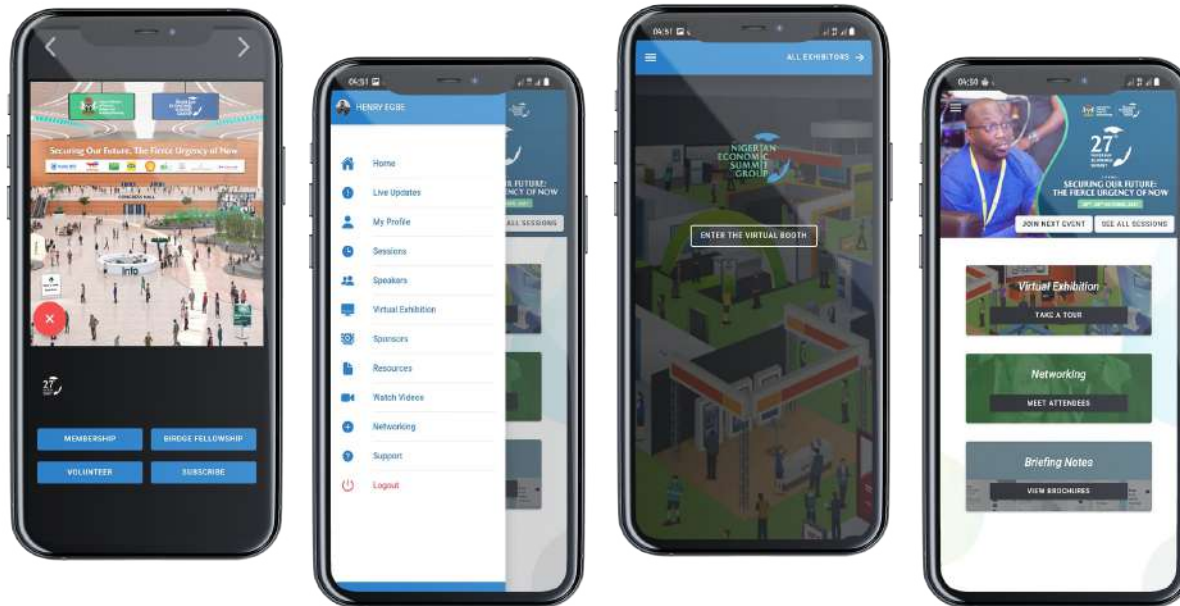
## Corporate Identity Publication

### 5.5 Web Page



## Corporate Identity Publication

### 5.6 Mobile App layout



## Corporate Identity Stationery

### 5.7 Branded Items

This will be used for  
NESG branded items.



## Corporate Identity Stationery

### 5.8 Other Branded Items

This will be used for  
NESG branded items.



**For additional information with respect  
to this brand manual, please contact  
the following:**

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