

# New Branding Business Card Design

Designer Brief & Reference Material

Rev. 0809AH

All material presented here in this document are NISI copyrighted and trademarked. The sharing of the information is for the sole purpose of the design project and does not constitute licensing usage of any kind.

## PRIMARY LOGO

This is the primary visual identifier of our brand. To maintain the brand image, it is important not to modify the icon or typefaces, or to vary from the uses presented in this guidelines document.



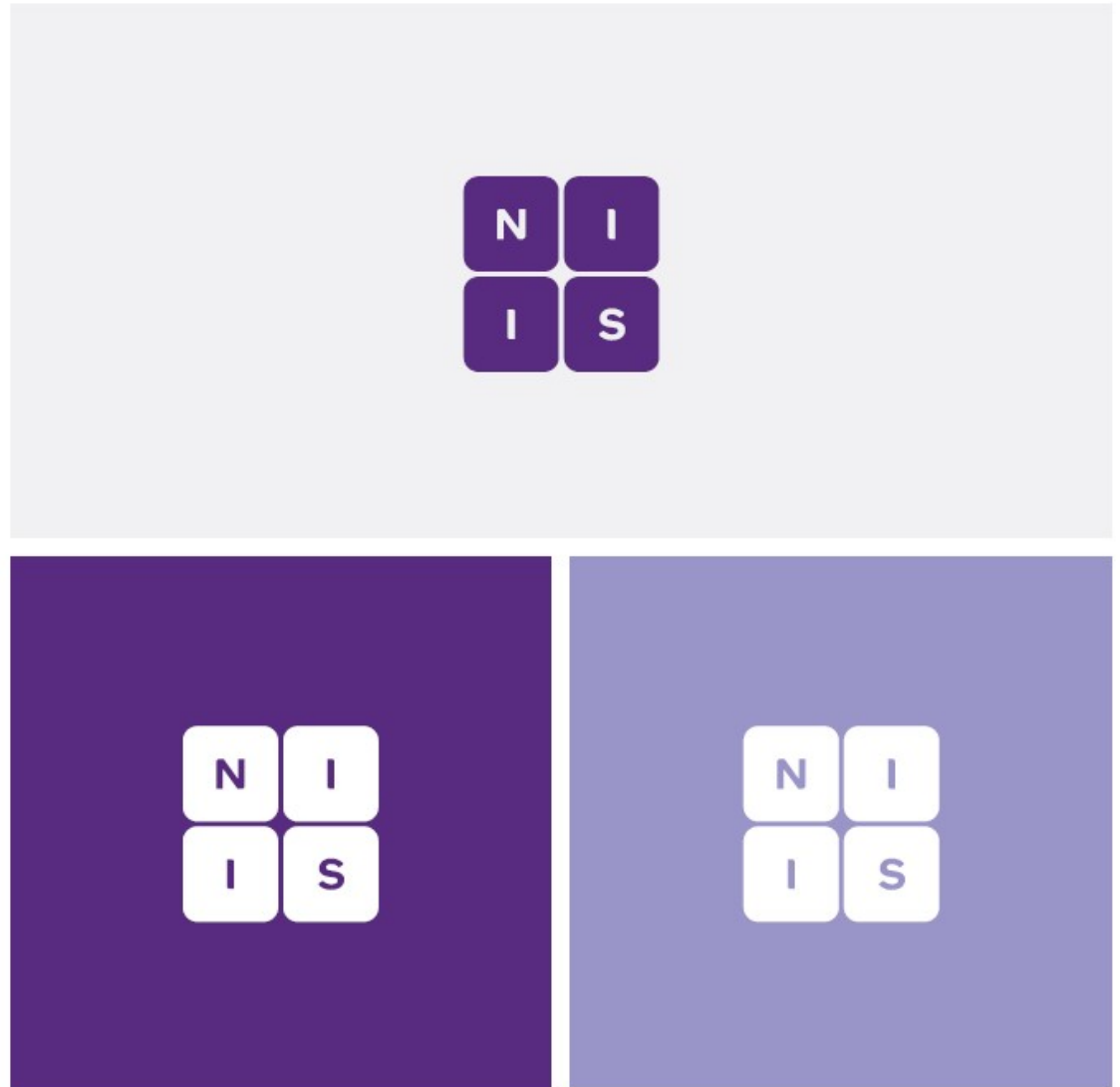
## FULL LOGO COLOUR

The logo should only be displayed in the specified colours.

Process colour values are provided for situations when spot colour is not available.

The letters 'NISI' in the logo are transparent when set against a solid colour.

When the logo appears against an image background, the letters 'NISI' should be in white.



**PANTONE 2597 C**  
C80 M100 Y10 K5  
R89 G42 B128  
#592A80

## SINGLE-COLOUR LOGOS

### Single-Colour Logo

Single colour logos are not solid, like in the primary logo—the logotype is clipped out the squares. The single colour logo can be the three colours shown here, or any material used to make the logo.

### Black Logo

This logo is 100% black ink, designed for when the primary brand colour is not available.

### White Logo

This logo is for use over dark colours when NISI Purple or Black will not provide enough contrast.

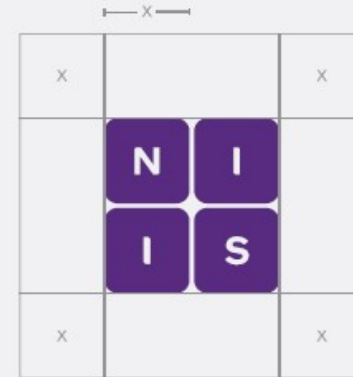
Note: These logo should only be used when production methods or materials work better in a single colour, including vinyl decals, screen printing, laser cutting, etching, embossing, and embroidery.



## CLEAR SPACE

Minimum clear space is equivalent to X, width of one of the logo square. No other graphic or complicated photographic background should appear within the clear space exclusion zone.

PRIMARY LOGO



PRIMARY LOGO  
WITH LOCK-UP



## MINIMUM SIZE

To ensure legibility, do not use the logos in sizes smaller than those shown.

### PRIMARY LOGO



### LOGO WITH LOCK-UP



### LOGO WITH CHINESE LOCK-UP



## LOGO VIOLATION / INCORRECT LOGO USAGE

To maintain the brand image, it is important not to modify the logo or typefaces, or to vary from the uses presented here. Here are some examples of how NOT to present the logo:



Do not alter the proportions of the logo.



Do not change the typeface.



Do not distort the logo.



Do not use filters and effects.



Do not use alternate colours.



Do not crop the logo.



For instance, against an image background, the letters 'NISI' should appear in white.



Do not add elements to the logo.

## COLOUR PALETTE

While purple is our primary corporate colour, black and white also play an important role in our colour palette and should be considered primary colours too.

The secondary colour palette, presented on the right, is a set of supporting colours that can be used for categorisation purposes, to differentiate similar items, or for their aesthetic appeal. A secondary colour, however, should never overpower a primary corporate colour.

### PRIMARY COLOUR



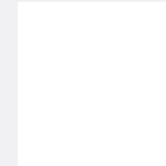
**PANTONE 2597 C**  
C80 M100 Y10 K5  
R89 G42 B128  
#592A80



**PROCESS BLACK**  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



**PANTONE COOL GREY 8 C**  
C23 M16 Y13 K46  
R136 G139 B141  
#888B8D



**WHITE**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### SECONDARY COLOUR



**PANTONE REFLEX BLUE C**  
C100 M89 Y0 K0  
R0 G20 B137  
#001489



**PANTONE 279 C**  
C68 M34 Y0 K40  
R65 G143 B222  
#418FDE



**PANTONE 7451 C**  
C46 M23 Y0 K0  
R137 G171 B227  
#89ABE3



**PANTONE 235 C**  
C50 M100 Y40 K20  
R123 G30 B87  
#7B1E57



**PANTONE 710 C**  
C10 M85 Y65 K0  
R220 G77 B84  
#DC4D54



**PANTONE 710 C**  
C10 M85 Y65 K0  
R220 G77 B84  
#DC4D54



**PANTONE 7452 C**  
C50 M30 Y0 K0  
R128 G160 B211  
#80A0D3



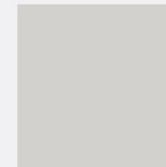
**PANTONE 299 C**  
C85 M35 Y10 K0  
R0 G136 B187  
#0088BB



**PANTONE 564 C**  
C50 M15 Y40 K0  
R134 G179 B162  
#86B3A2



**PANTONE COOL GREY 11 C**  
C44 M34 Y22 K77  
R83 G86 B90  
#53565A



**PANTONE COOL GRAY 2 C**  
C5 M3 Y5 K11  
R208 G208 B208  
#D0D0CE



**PANTONE 2715 C**  
C40 M40 Y0 K0  
R155 G149 B201  
#9B95C9



## COLOUR PAIRING REFERENCE

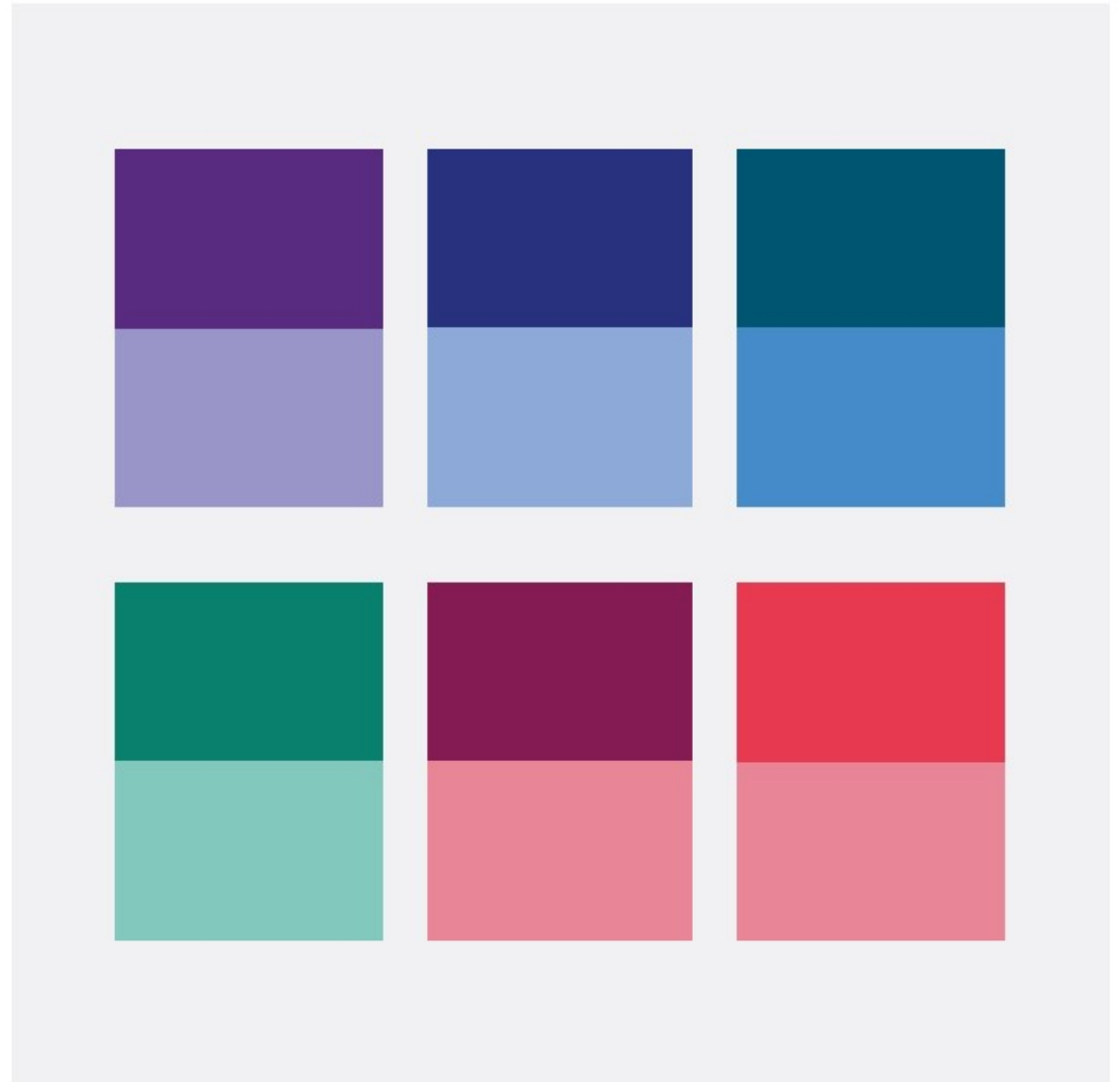
We pair the colours in our primary and secondary palettes in the following manner. These pairs can be used together for different applications.

### **N.B.**

***Designers are encouraged to explore different color pairing.***

***Also note than due to the additional printing cost of using multiple colors, current budgeting would MOST PROBABLY allow Black / Grey plus Corporate Purple (a derivative shades)***

***\*\* Using the third color is an expensive option and be weighted down on the final scoring and selection due to cost consideration***



# TYPOGRAPHY

## ENGLISH - HEADING BACKUP

Our fallback English heading typefaces are Archivo.  
These should be used where our corporate fonts are unavailable.

ARCHIVO  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

ARCHIVO  
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

ARCHIVO  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

ARCHIVO  
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

# TYPOGRAPHY

## ENGLISH - BODY

Our typefaces has been chosen for clarity and legibility in a variety of contexts, from display and signage to body copy and editorial.

It is important to maintain consistency in our use of this corporate typeface to reinforce our brand.

For general formal print or digital usage.

Please speak to our [brand team] to obtain this font.

PROMIXA NOVA  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

PROMIXA NOVA  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

PROMIXA NOVA  
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890{!?\$@%}**

PROMIXA NOVA  
BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890{!?\$@%}**

# TYPOGRAPHY

## ENGLISH - BODY BACKUP

Our fallback English heading typefaces are Montserrat.  
These should be used where our corporate fonts are unavailable.

MONTERRAT  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

MONTERRAT  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890{!?\$@%}

MONTERRAT  
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890{!?\$@%}**

MONTERRAT  
BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890{!?\$@%}**

# TYPOGRAPHY

## ENGLISH - BACKUP

Our fallback English typefaces are Arial.  
These should be used where our corporate fonts are unavailable  
such as for internal staff documents.

For general internal usage.

ARIAL	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890{!?\$@%}
ARIAL BOLD	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890{!?\$@%}</b>

# TYPOGRAPHY

## TRADITIONAL - CHINESE

Our typefaces has been chosen for clarity and legibility in a variety of contexts, from display and signage to body copy and editorial.

It is important to maintain consistency in our use of this corporate typeface to reinforce our brand.

For general formal print or digital usage.

Please download this font here:  
<https://www.google.com/get/noto/>

NOTO SANS CJK TC  
DEMLIGHT

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

NOTO SANS CJK TC  
REGULAR

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

NOTO SANS CJK TC  
MEDIUM

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

NOTO SANS CJK TC  
BOLD

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

NOTO SANS CJK TC  
BLACK

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

## TYPOGRAPHY

### CHINESE - BACKUP

Our fallback typefaces are Microsoft Jhenghei in Traditional Chinese and Microsoft YaHei in Simplified Chinese. These should be used where our corporate fonts are unavailable such as for internal staff documents.

MICROSOFT JHENGHEI  
REGULAR  
(FOR TRADITIONAL)

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

MICROSOFT JHENGHEI  
BOLD  
(FOR TRADITIONAL)

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

MICROSOFT YAHEI  
REGULAR  
(FOR SIMPLIFIED)

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

MICROSOFT YAHEI  
BOLD  
(FOR SIMPLIFIED)

你現在閱讀的，並不是真的文案。這些文字，  
只顯示文案將會擺放的位置。我們會稱呼這些  
文案為“假字”。

**Reference of past business card designs  
And comments for other not-so-  
successful designs for the current project**



# Past Business Card Designs



## Comments:

Circa pre-2016

Thick plain paper stock

# Past Business Card Designs



## Comments:

Currently in use now – since 2016

Thick textured paper – about 250g – 270g but gives a thick 'hand feel' paper stock

One challenge of this design is to maintain all info in both English and Chinese

Use of icon instead of T / M / E – in retrospect, they are not so good looking

# Current Designs & Issues

## NAME CARD

### Dimensions

90mmW x 54mmH

### Recommended Stock

Magno satin matt 200gsm + matt lamination

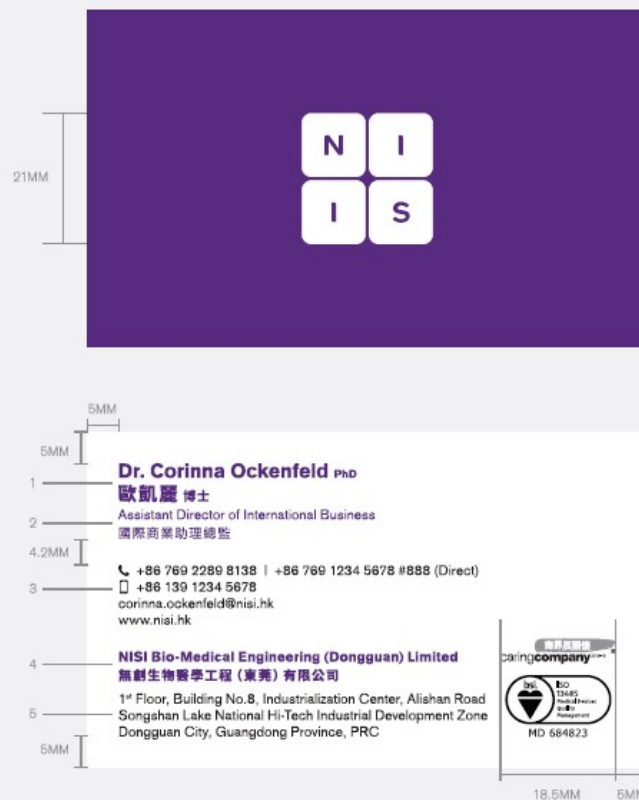
### Colour

Pantone 2597C + Black

### Typeface

1. Akzidenz Grotesk Black, 9pt/5pt, -10 kerning, 10.5pt leading; Noto Sans CJK TC Black, 8.5pt/5.8pt, 50 kerning, 10.5pt leading, 1pt space after
2. Akzidenz Grotesk Roman, 6.3pt, -10 kerning, 7.5pt leading; Noto Sans CJK TC Regular, 6pt, 50 kerning, 7.5pt leading
3. Akzidenz Grotesk Roman, 6.3pt, -10 kerning, 7.5pt leading
4. Akzidenz Grotesk Black, 6.3pt, -10 kerning, 7.5pt leading; Noto Sans CJK TC Black, 6pt, 50 kerning, 8.5pt leading, 3pt space after
5. Akzidenz Grotesk Roman, 6.3pt, -10 kerning, 7.5pt leading

Master digital artwork file must be used for final reproduction.



# Current Designs & Issues

## Comments:

This was our early finalized design but production issues (test batch with 2 vendors) led us to reconsider redesigning: Solid color side (reverse white Logo) can easily rub off especially with the 'wrong' kind of paper stock unless with lamination or other coating

And use of dark reverse color on especially thin paper may easily 'wrinke' the edge of the card ( after long storage in a men's wallets or pockets) and makes it not very presentatble

Management prefer 300-350g thick paper stock for hand feel and presentation (hence limited the use of 3<sup>rd</sup> color)

Already compromised on less info and maintain both English and Chinese (but still quite cramped) with other quality logos added

Note that tis is actually a mock-up version using a person with:

- a long English name,
- one of our business entities with longest full name (note that we do not allow breaking the company name into 2 lines), but we also later realized that such design may run into problem with employees having short names and shorth business entity, short title and very little info
- those logos are trademarked and with min size spec – we have since then decided NOT to include them in our business cards

# Current Designs & Issues

## Comments (cont'd):

Use of icon instead of T / M / E – in retrospect, we can consider using T / M / E

This design also use a licensed font Berthold Adzidenz Grotesk (presented earlier). Not all typesetting, design or printers have this fonts and the licensing can be very cumbersome. We have since then picked other typefaces as alternative

We are open to your typeface suggestion for this new business card design.

# Current Designs & Issues



Comments on this design mock-up concept by one of our printer :

Poor and boring layout, not very elegant.  
Prefer Flush-left alignment

# Current Designs & Issues

**Professor C. K. Yeung**  
**楊重光**

MBBS, MD, PhD,  
FRCS, FACS,  
FHKAM (Surgery)

Founder, Executive Chairman & CTO  
創辦人、行政主席 及 首席技術官

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## Comments:

This is a new iteration based on our comments from last page  
We cut the address info hoping there's more 'space' for design creativity  
"Plain and boring layout, not very elegant"

# Current Designs & Issues



## More comments and another iteration...

We cut more info (no more Chinese, for trial purpose) , we can eliminate the website ([www.nisi.hk](http://www.nisi.hk)) as well  
Still .... “Plain and boring layout, not very elegant”

...And we haven’ gotten to the production issues yet – which is as important as if not more important than the design  
(designers – take heed!! I expect you to know production and what makes your design a success !!)



## **Caution and ideas for designers:**

We don't have to keep cutting down on info, it's about how we present the info – layout !

It's about spacing, it can be fonttype for different field, font size and line spacing

We may make the key executive card 'a bit' different as they have more credentials and titles or some prefer larger font sizes

Choice of stock, coating / lamination will be crucial for implementation success

We may have 350g (other thick stock) for key executives and 250-275g for other members

..... sample cards with a bit of elegance and finesse

For reference only .....

Note the use of embossment on the logo



Note the use of embossment on the logo, And a very thick card





Open to vertical design, but..

The long company name will be a design challenge



Thick and textured stock

Somehow the color stay fast quite well on this one



Another thick card with embossing



- End -