



# Brand Guidelines

How to use the NIM Arts identity — logo, color, type, and voice — so every touchpoint feels like one creative house.

## BRAND ESSENCE

# An arts marketplace with a maker's soul.

NIM Arts is an upcoming arts marketplace in the NEXINFINITY META family — a place to buy original artwork and commission custom pieces from talented artists, created and delivered to your door. The brand should feel expressive and human, never corporate, while still reading as part of the wider NIM house.

### MISSION

Make original art easy to discover, commission, and own — connecting everyday people with the artists who move them.

### TAGLINE

**“All kinds of art,  
one creative studio.”**

## PERSONALITY

Creative

Warm

Expressive

Crafted

Approachable

Confident

Think a friendly gallery curator, not an auction house. Bold enough to celebrate art, grounded enough to feel trustworthy when money and delivery are involved.

## THE LOGO

## The “Brushstroke A”.



Primary lockup — the default. Use this wherever space allows.

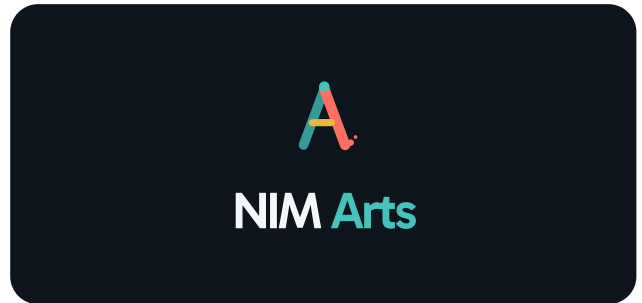
The mark is an “**A**” for **Arts**, built from two strokes — a clean teal upstroke and a coral brushstroke — joined by a warm amber crossbar, with a small paint fleck for character. It is painterly enough to read instantly as an arts brand, yet geometric enough to stay sharp at favicon size. The wordmark keeps the “**NIM**” family prefix so NIM Arts reads as one house with the rest of the NIM products.

LOGO VARIATIONS

One identity, four forms.



Horizontal — primary



Stacked — tight spaces

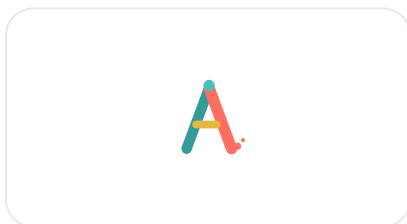


Icon — avatars, app, favicon

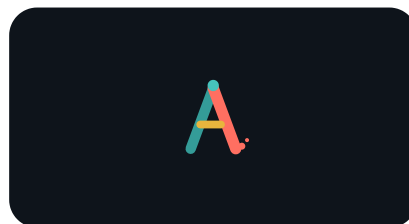


Monochrome — single-color use

BACKGROUNDS



On light ✓



On ink ✓



On color — use mono ✓

## CLEAR SPACE &amp; MINIMUM SIZE

## Give the logo room to breathe.

Keep clear space around the logo equal to the height of the mark (we call it **X**). Nothing — text, edges, other logos — should enter this zone.

**X**

Minimum padding on all sides = height of the mark.

## MINIMUM SIZE



Lockup — never below 120px wide / 32px print



Icon — never below 24px

LOGO MISUSE

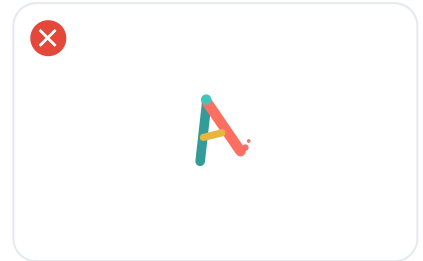
Please don't.



Don't stretch or distort.



Don't recolor the mark.



Don't rotate or tilt.



Don't add shadows or effects.



Don't place on low contrast.



Don't rearrange elements.

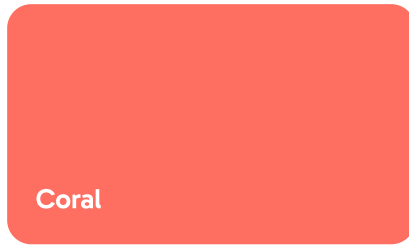
COLOR PALETTE

Teal leads. Coral and amber accent.



Teal

Primary  
HEX #349C98  
RGB 52 156 152



Coral

Accent  
HEX #FF6F61  
RGB 255 111 97



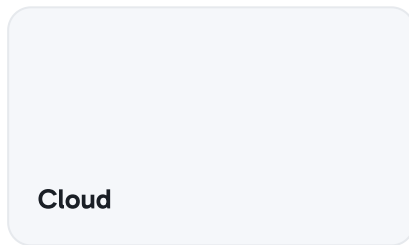
Amber

Accent  
HEX #E8B53D  
RGB 232 181 61



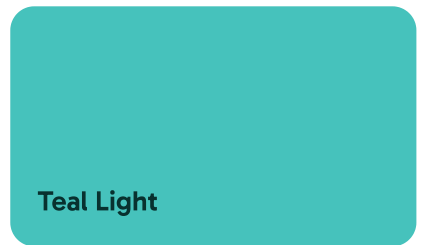
Ink

Dark base  
HEX #0E141B  
RGB 14 20 27



Cloud

Light base  
HEX #F5F7FA  
RGB 245 247 250



Teal Light

Highlight  
HEX #46C2BC  
RGB 70 194 188

USAGE BALANCE



Lead with ink & cloud surfaces, teal for brand moments and actions, coral & amber sparingly as creative accents.

## TYPOGRAPHY

**Gabarito — geometric, friendly, modern.**

One typeface across the brand keeps everything cohesive with the wider NIM family.  
Use weight and size for hierarchy — not extra fonts.

**Display**

Gabarito Bold · 700 · headlines

**Heading**

Gabarito Semibold · 600

**Subheading**

Gabarito Medium · 500

Body — the quick brown fox jumps over the lazy dog.

Gabarito Regular · 400 · 1.7 line-height

AA BB CC DD EE

**0123456789 & ?!**

## VOICE &amp; TONE

**Warm, clear, never pretentious.**

We talk about art the way a passionate friend would — excited and welcoming, never gatekeeping. Plain words, short sentences, real warmth.

**We say**

“Find a piece you’ll love.”  
“Commission something made just for you.”  
“Real art, by real artists, to your door.”

**We avoid**

“Curated acquisitions for the discerning collector.”  
“Leverage our artist ecosystem.”  
Jargon, hype, and pressure.



**NIM Arts is part of the NEXINFINITY META family.**

Questions about brand usage? [support@nexinfinitymeta.ai](mailto:support@nexinfinitymeta.ai) · [nexinfinitymeta.ai](https://nexinfinitymeta.ai)