

# NIQ Brand Guidelines

FOR ALL ASSOCIATES

**NIQ**

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## Introduction

Our brand is the sum total of all the impressions we make—from our marketing materials, to how we answer our phones. We support our brand by living our values and by the content and image of all our communications.

These brand guidelines are designed to provide an overview of only the essentials of our identity system. Please take the time to read and understand how to use them. Doing so will help to ensure that our visual identity is powerful, refined, and always consistent. For more details, request the *Marketing and Design Professional Guidelines* from the Brand team.

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# Our Brand

# BRAND PURPOSE, PROMISE, AND POSITIONING

Our brand purpose:

Discover insights within  
consumer buying behavior  
and reveal them to the world.

Our rally cry:

Show the world  
what people want.

Our brand promise:

NielsenIQ delivers **the Full View**,  
the world's most complete and  
clear understanding of consumer  
buying behavior that reveals new  
pathways to growth.

Our tagline:

**The Full View**

Our brand positioning statement:

NielsenIQ is the world's leading consumer intelligence  
company. NIQ serves retailers and manufacturers in CPG,  
durable goods and technology, and organizations, agencies  
and governments who monitor the effects of consumer  
buying behaviors on society and economies.

NielsenIQ delivers the Full View, the world's most complete  
and clear understanding of consumer buying behavior that  
reveals new pathways to growth.

The Full View is *powered by more*:

- *More complete*: Informed by data from more channels,  
more sources, more consumers, and more countries  
and regions.
- *More clear*: Shaped into more understandable and  
actionable insights and delivered through an advanced  
platform with integrated analytics.

# TRANSLATIONS AND TRADEMARKS

## Defining the Full View

We deliver *the world's* most complete and clear understanding of consumer buying behavior that reveals new pathways to growth. This is our promise to clients across the globe, and it's important that they understand the value we provide.

## Translating the Full View

The Full View sometimes requires translation when communicating in different languages. Follow these guidelines when speaking or writing "the Full View".

Language:	Instructions:
<b>Chinese</b>	Never use "The Full View". Always use "市场全貌" or a preferred local language.
<b>French</b>	Use "The Full View" in headlines and "la vision totale" in longer written content.
<b>German</b>	Can use "The Full View" or "Das ganze Bild" interchangeably.
<b>Italian</b>	Use "The Full View" in longer written content and "La visione completa" in shorter content.
<b>Portuguese</b>	Can use "The Full View" or "A visão completa" interchangeably.
<b>Portuguese (BR)</b>	Can use "The Full View" or "A visão completa" interchangeably.
<b>Russian</b>	Never use "The Full View". Always use "ПОЛНЫЙ ВЗГЛЯД".
<b>Spanish</b>	Can use "The Full View" or "La visión completa" interchangeably.

# BRAND ATTRIBUTES AND PERSONALITY

Our brand attributes:

## Premium

**Our brand is:**  
*World-class, hired by the best, the elite*

**We are not:**  
*Unrelatable, unapproachable, trendy, overly formal*

## Leader

**Our brand is:**  
*Forward-looking, innovative, gold-standard, confident*

**We are not:**  
*Arrogant, condescending, satisfied*

## Trusted

**Our brand is:**  
*Accountable, experienced, proven, secure, responsive*

**We are not:**  
*Tentative, biased, stodgy, irresponsible*

## Inclusive

**Our brand is:**  
*Expansive, global, easy to work with, representative*

**We are not:**  
*Everything to everyone, unwieldy, unfocused*

Our personality:

## Confident

**Characteristics:**  
*Accurate, guiding, assured, experienced, decisive*

**Is not:**  
*Condescending, rigid, arrogant, intimidating, boastful*

## Insightful

**Characteristics:**  
*Perceptive, intelligent, unique, empathetic, intuitive*

**Is not:**  
*Confusing, academic, lofty*

## Welcoming

**Characteristics:**  
*Authentic, approachable, candid, relatable, realistic, human*

**Is not:**  
*Folksy, unprofessional, hyperbolic*

# Brand Expression System

*The following pages contain conceptual images intended to inform future design work. While not actual applications, these images indicate the correct application of our brand elements and provide a sense of the diversity of expressions we aim to achieve.*

# Identity





# NAME

## Identity

Our identity is fundamentally expressed through our name and our logo. Our name is the verbal element of our identity and describes who we are.

Our formal name is NielsenIQ, but we show up as NIQ. We pronounce the individual letters, N-I-Q. It is distinct and more indicative of our character.

## Copyright

All NIQ documents should contain a copyright statement which uses the legal version of our name set as follows:

©[current year] Nielsen Consumer, LLC. All rights reserved.

## Our name:

**Our formal name is NielsenIQ but we show up as NIQ. We pronounce the individual letters, N-I-Q. It is distinct and more indicative of our character.**

# LOGO

## Logo

The visual component of our identity is our logo.

It is our unique signature and represents integrity, responsibility, and passion. It reflects our evolution and character as a brand. It is simple and memorable.

It's appearance is precise, geometric, and scientific while also feeling friendly and approachable.

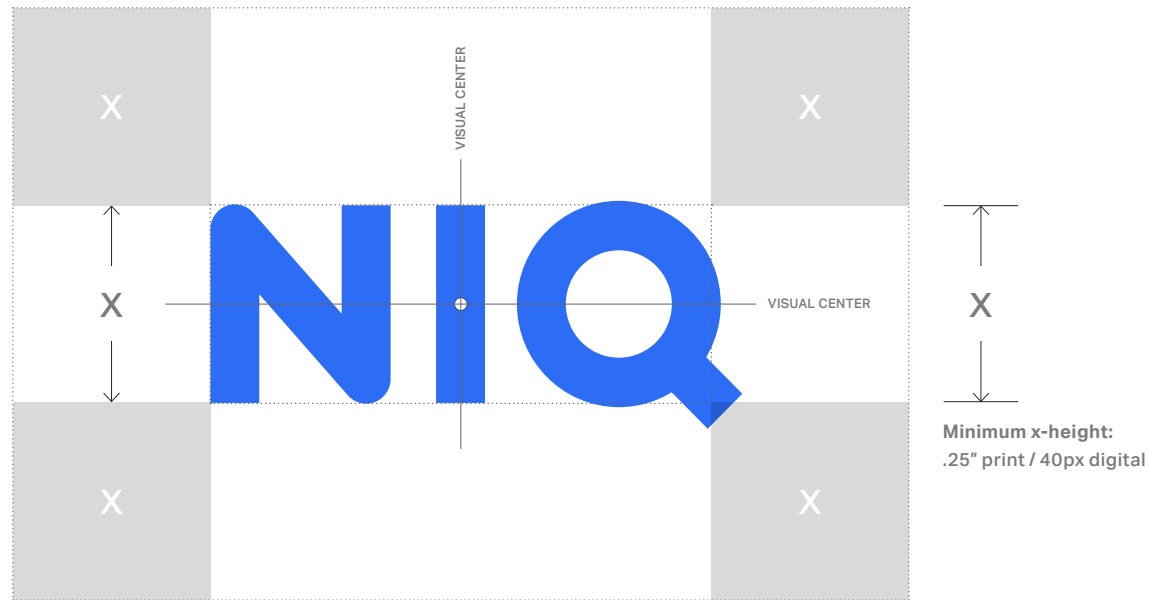
The Q in our logo hints at the idea of viewing and revealing insights.

*Note: The “Q” resembling a magnifying glass is to remain unannounced. Do not call attention to it.*

Our logo is a visual distillation of our business, and its effectiveness depends on maintaining its unique memorability. The NIQ logo should appear on every NIQ communication, typically on the front or back cover (or equivalent). Its application should be consistent with that shown in this guide.



# LOGO CONSTRUCTION AND PRIMARY COLORS



## Clear Space

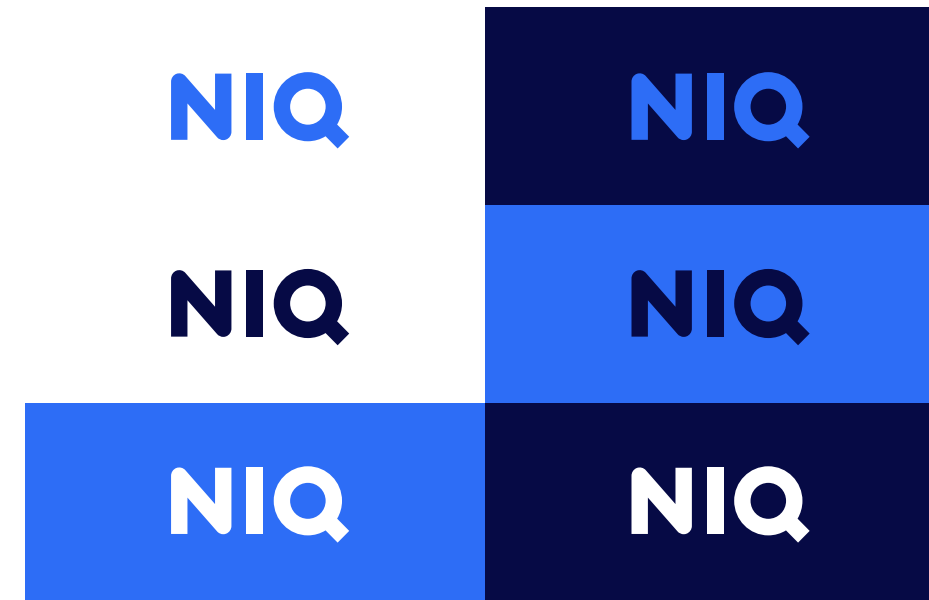
The minimum clear space (X) around the logo is equivalent to the height of the letter “I”.

## Centering

Visual centering of the NIQ Logo is achieved by using the horizontal and vertical center of the letter “I” as the center point.

## Minimum Size

The “x-height” of the NIQ Logo should never be smaller than .25 inches for print, or 40px for digital.



## NIQ Blue

Bright blue is the primary color for the expression of our logo.  
#2D6DF6 / C76 M52 Y0 K3 / PMS 2727

## NIQ Deep blue

A dark blue version of the logo exists as a rich, vibrant option to black.  
#060A45 / C91 M86 Y0 K73 / PMS 274

## White

White makes a bold statement when reversed out of colors or images.

# LOGO ALTERNATE

A full wordmark logo alternate exists to help people understand who we are. This logo should be primarily used in formal situations, French-speaking markets, or to bridge the transition to NIQ as our primary name. This wordmark spells out our full name versus using our preferred NIQ. All guidance regarding the use of the NIQ Logo applies to this alternate.



X minimum = .25" print  
40px digital

# LOGO USAGE

**Do not:**

- 01 attempt to recreate the logo
- 02 alter the size of any logo element
- 03 rearrange logo elements
- 04 distort the logo
- 05 rotate the logo beyond horizontal
- 06 add any special effects
- 07 outline any portion of the logo
- 08 place the logo on busy or complex backgrounds
- 09 apply the logo on colors or images without enough contrast
- 10 crop the logo with exception for specific expressions
- 11 place inside container shapes
- 12 lockup the logo with text or images without brand approval



# Color



# PRIMARY COLORS

Our brand colors at the highest level are blue. Bright blue signifying vibrancy and optimism, deep blue representing maturity and depth. Together with our blues is white; white sets the stage for our blues to shine.

**NIQ BLUE**

#2D6DF6 / C76 M52 Y0 K3 / PMS 2727

**NIQ DEEP BLUE**

#060A45 / C91 M86 Y0 K73 / PMS 274

**WHITE**

#FFFFFF / C0 M0 Y0 K0

# CORE PALETTE

The NIQ core color palette should be used to tell the story of our company and represent the Full View within a fixed family of colors. This main narrative is primarily blue with unique, brand-specific accent colors.

Approved for:  
 Marketing and communications: all applications  
 Internal users: all applications

Primary	Secondary	Neutrals	
<b>NIQ BLUE</b> #2D6DF6 / C76 M52 Y0 K3 / PMS 2727	<b>LIGHT BLUE</b> #31D1FF / C81 M18 Y0 K0 / PMS 306	5	100
	<b>NIQ DEEP BLUE</b> #060A45 / C91 M86 Y0 K73 / PMS 274	<b>ORANGE</b> #EF5F17 / C0 M60 Y90 K6 / PMS ORANGE 021	10
<b>WHITE</b> #FFFFFF / C0 M0 Y0 K0		<b>VIOLET</b> #A3A9F5 / C33 M31 Y0 K4 / PMS 2705	15
	<b>DEEP VIOLET</b> #787CA9 / C29 M27 Y0 K34 / PMS 7675	20	85
		25	80
		30	75
		35	70
		40	65
		45	60
		50	55

# EXTENDED PALETTE

Our extended palette adds data visualization color options to the secondary family.

Approved for:  
 Marketing and communications: highly specialized applications  
 Internal users: **data visualization only**

<b>GREEN</b> #59AD00 / C49 M0 Y100 K32 / PMS 369
<b>MAGENTA</b> #EF5890 / C0 M63 Y40 K6 / PMS 212
<b>YELLOW</b> #FFB500 / C0 M29 Y100 K0 / PMS 7549



# COLOR VARIATIONS

Each of the secondary colors have been expanded with lighter and darker variations for situations that require an additional color detail. Neutral grays allow for more variety of visual communication in a manner that does not compete with brand colors.

Secondary				Extended Secondary			Neutrals	
ACEDFF	F9BFA2	DBDDFA	C9CBDD	BCDE99	F9BBD3	FFE199	F2F2F2	000000
83E3FF	F59F73	C7CBF9	AEB0CB	9BCE66	F59BBC	FFD366	E6E6E6	0D0D0D
58DAFF	F27F45	B5BAF7	9496BA	7ABD33	F17AA6	FFC433	D9D9D9	1A1A1A
<b>LIGHT BLUE</b> 31D1FF	<b>ORANGE</b> EF5F17	<b>VIOLET</b> A3A9F5	<b>DEEP VIOLET</b> 787CA9	<b>GREEN</b> 59AD00	<b>MAGENTA</b> EF5890	<b>YELLOW</b> FFB500	CCCCCC	262626
2AB2D9	CA5113	8B90D0	676990	4D9300	CB4B7A	D99A01	BFBFBF	333333
2392B2	A74310	7276AC	555776	3E7900	A73E65	B37F01	B3B3B3	404040
1C738C	82340E	5B5D87	42445D	315F00	83304E	8C6400	A6A6A6	4D4D4D
135466	60250A	424462	303243	244500	602339	654800	999999	595959
0C3440	3C1806	292A3C	1E1F2A	162B00	3C1624	402D01	8C8C8C	666666
08252D	2A1204	1D1E2B	16161F	101E00	2B0E19	2D1F00	808080	737373

# COLOR USAGE

## Do:

Think accessibility. Color must meet contrast standards and should have a minimum contrast ratio of at least 3:1 against an adjacent color (with exception of divider/structural or decorative elements).

Normal text (below 14pt bold or 18pt normal) must have a contrast ratio of 4.5:1.

Large text (14pt bold or 18pt normal) and above must have a contrast ratio or 3:1.

## Do not:

- overuse one set of limited colors, variety is the goal
- decorate with color, use color to inform
- use gradients unless required for data
- introduce additional colors to the palette
- use color combinations that result in poor contrast for critical elements like typography



# SYSTEM FONTS AND MARKETING TYPEFACES

## System typefaces

In a digital-first business environment, font performance is highly dependent on each device’s capabilities. For example, client organizations and even our own phones cannot display specialized typography. System fonts are the most appropriate choice.

*Arial* and *Georgia* will be NIQ’s most commonly used typefaces. The combination of sans-serif and serif type provides for a robust visual conversation. *Arial* lends itself well to the clear presentation of data and facts. *Georgia* lends a human touch and approachability.

## Marketing typefaces

*Aktiv Grotesk* and *Utopia Std* are typefaces for design professionals. While most associates will not use these options, you may see them on our website or on professionally designed content. If you are using premium design software, please refer to the *Marketing and Design Professional Guidelines*.

**Arial** (*Substitution for Aktiv Grotesk*)

Aa! Regular, *Italic*  
**Bold, *Italic***

**Georgia** (*Substitution for Utopia Std*)

Aa! Regular, *Italic*  
**Bold, *Italic***

**Aktiv Grotesk**

Aa! Light, *Italic*  
 Regular, *Italic*  
 Medium, *Italic*  
**Bold, *Italic***

**Utopia Std**

Display, *Italic*  
 Display Semibold, *Italic*  
**Display Bold, *Italic***  
 Regular, *Italic*  
 Semibold, *Italic*  
**Bold, *Italic***

*Type weights have been selected for each typeface. Do not use weights outside of those shown here.*

# TYPOGRAPHY USAGE

## Typesetting

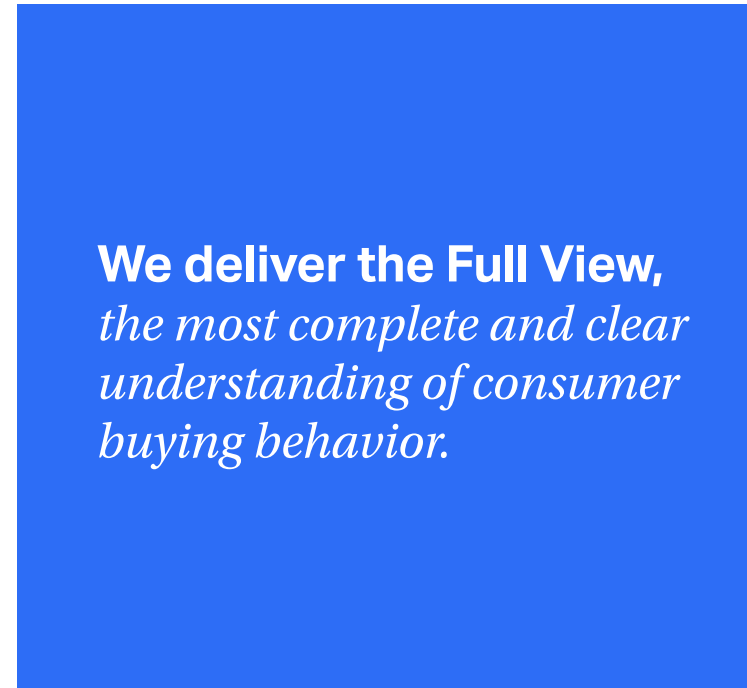
NIQ is a company that has a point of view. Our typefaces possess unique tonal qualities that are right for the NIQ brand.

Combined intelligently, our typography supports a wide range of conversations with depth and clarity.

*Arial* is precise and purposeful. Neutral in expression, straightforward, trusted and clear.

Use *Arial* to present facts and figures with clarity. At larger sizes, the neutral tone of *Arial* adds presence without overpowering the content.

*Georgia* is easy on the eyes and expressive. It both delights and carries a conversation well. Use *Georgia* as the lyrical voice of the conversation. When using *Georgia* at larger sizes to spark interest, use the font judiciously.



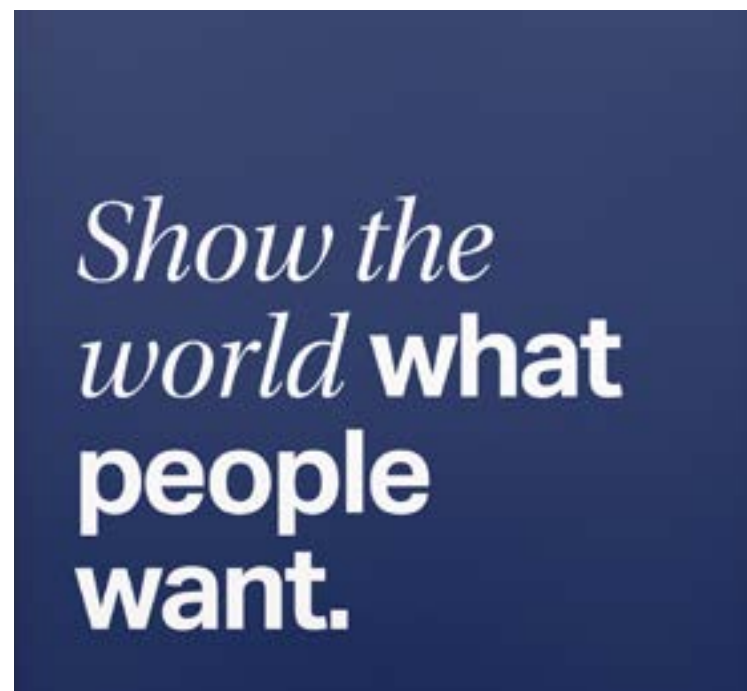
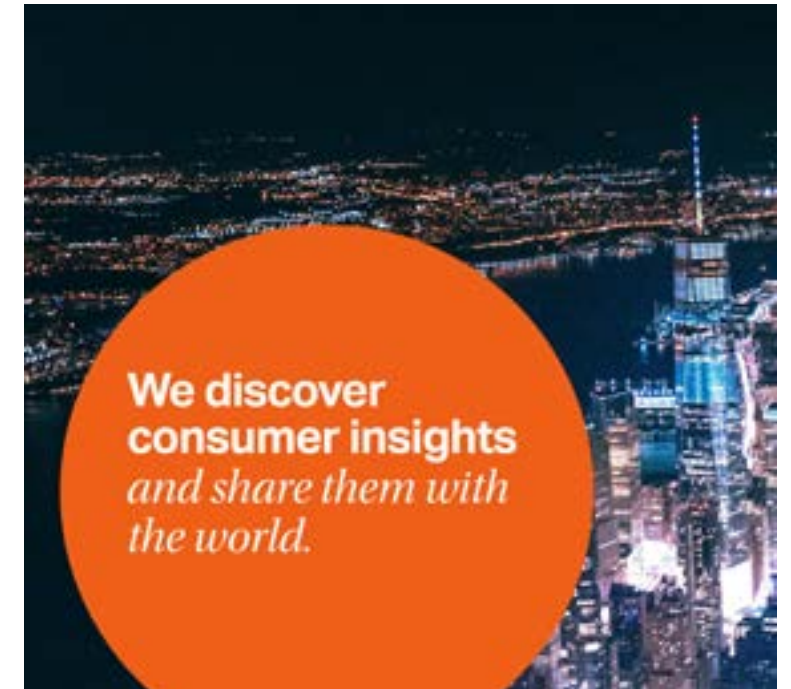
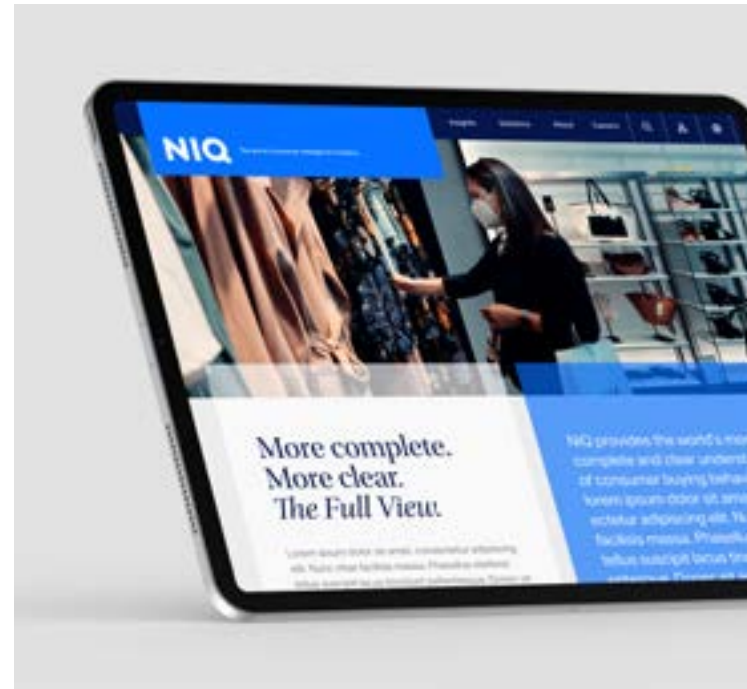
# TYPOGRAPHY USAGE

**Do:**

Honor the content when typesetting. The goals of well set type are legibility, understanding, and delight. Avoid the temptation to “dress-up” a design as this leads to distraction. Use one type style/weight until the content requires the addition of secondary type levels.

**Do not:**

- add filters or effects
- create logos or type lockups without brand approval
- use low contrast color combinations that harm legibility
- skew or distort typography
- use many weight variations within one communication
- use unapproved typefaces



# Photography



# PHOTOGRAPHY

## Approach

The world of data and consumer opportunity is vast and rarely captured by a single image.

Our approach to imagery is to show the consumer experience from the macro to micro level. At the macro level, the world of opportunity and volume of data within the consumer space is represented by high-level images of the world, locations, or crowds of people. At the individual consumer level, we focus on individuals, their attitudes, preferences, and habits. At the product level, we are speaking specially to choices and outcomes. Together, these photos make up the Full View.

### MACRO

Speaks to the high level, overarching perspective, and possibilities of the world of consumers.

For markets, industries, and economic factors.



### CONSUMER

Speaks to the consumer in all their unique characteristics, attitudes, preferences, and behaviors.

For trends, clarity and humanity.



### PRODUCT

Speaks to the specific product, category, or point of purchase level and the variety of influence, impact, access, and channels.

For granularity and completeness.





# PHOTOGRAPHY USAGE

## Do:

Express visual stories with thoughtful, coordinated combinations of images from all three photo levels to add interest and understanding.

## Do not:

- use over-saturated color that looks artificial
- force brand colors into images in unnatural ways
- use lens flares or unnatural hazing in images
- use vignettes
- use overly staged expressions or poses
- use imagery with overly soft shadows
- artificially skew or distort imagery



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# Samples

# SAMPLE

## CORPORATE COMMUNICATION

### Logo

Subtle use of the logo on the envelope declares authorship while the bold use inside works as a stand alone design element.

### Color

Bold use of NIQ blue on deep blue paired with white and orange declares ownership with grace and authority.

### Typography

Serif type lends a human touch to the piece with contrast and grace against the large bold use of the logo.



# SAMPLE

## PUBLICATION

### Logo

Bottom left location denotes authorship.

### Color

Contrast between bright yellow and subtlety of range of violets is used to highlight key data point.

### Typography

Mix of serif and sans-serif type appropriate for content types allow for varied expression.

### Imagery

Data element (pie chart) serves as key visual lending importance and definition to story content. Photo element supports content while informing color approach.



# SAMPLE

## MERCHANDISE

### Logo

Simple, clear application of logo.

### Color

Bright, friendly, NIQ specific.

### Typography

Contrasts logo in a subtle yet appropriate manner for a confident modern expression.



## SAMPLE

### ENVIRONMENT

#### Logo

Position of authority. Clear and direct.

#### Color

Brand colors consider and compliment the environment.

#### Typography

Sans serif neutral and judiciously applied for clarity.

#### Imagery

Minimal graphic informs purpose of wayfinding.



# SAMPLE

## EVENT

### Logo

Prominent visual hierarchy  
Logo expression adds interest

### Color

Range of single color values lends  
variation across the system of  
applications.

### Typography

Consistent use of sans serif type  
does not overpower logo and  
adds to clean clear tone.

### Imagery

Not needed at this high level of  
communication.



**Version 2.2, March 2023**

This document is iterative and will change over time. Confirm that you have the latest version to insure the most up-to-date content.

For more information visit <https://nielsenenterprise.sharepoint.com/sites/Brand>