



Identity Guidelines

Contents

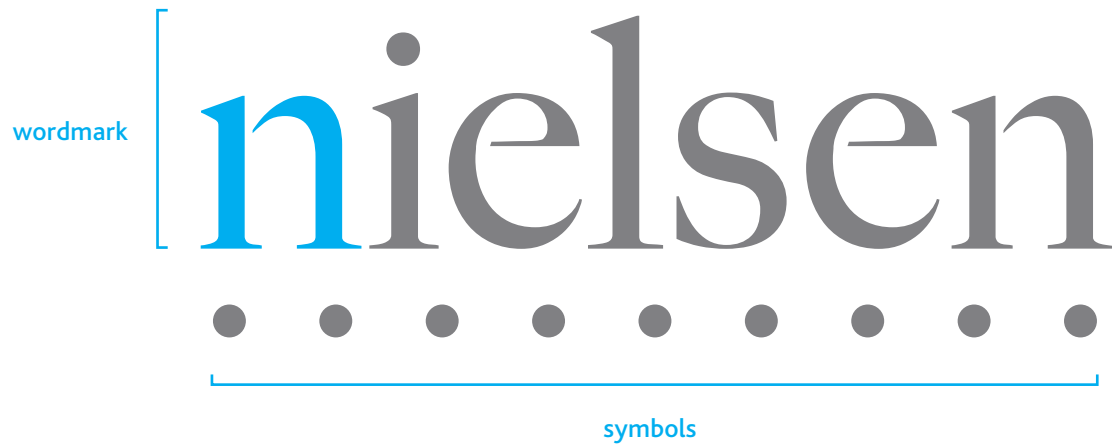
- Introduction 1
- Signature..... 2
- Clear space and minimum size 3
- Primary color palette..... 4
- Typography..... 5
- Signature color variations 6
- Background control 7
- Signature misuse 8



Introduction

The foundation of our graphic identity system, the Nielsen signature represents the most concise visual expression of the Nielsen brand and an essential asset. It is responsible for communicating the qualities that make Nielsen unique in all of our brand applications.

As the signature must be presented with consistency and care whenever it appears, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.



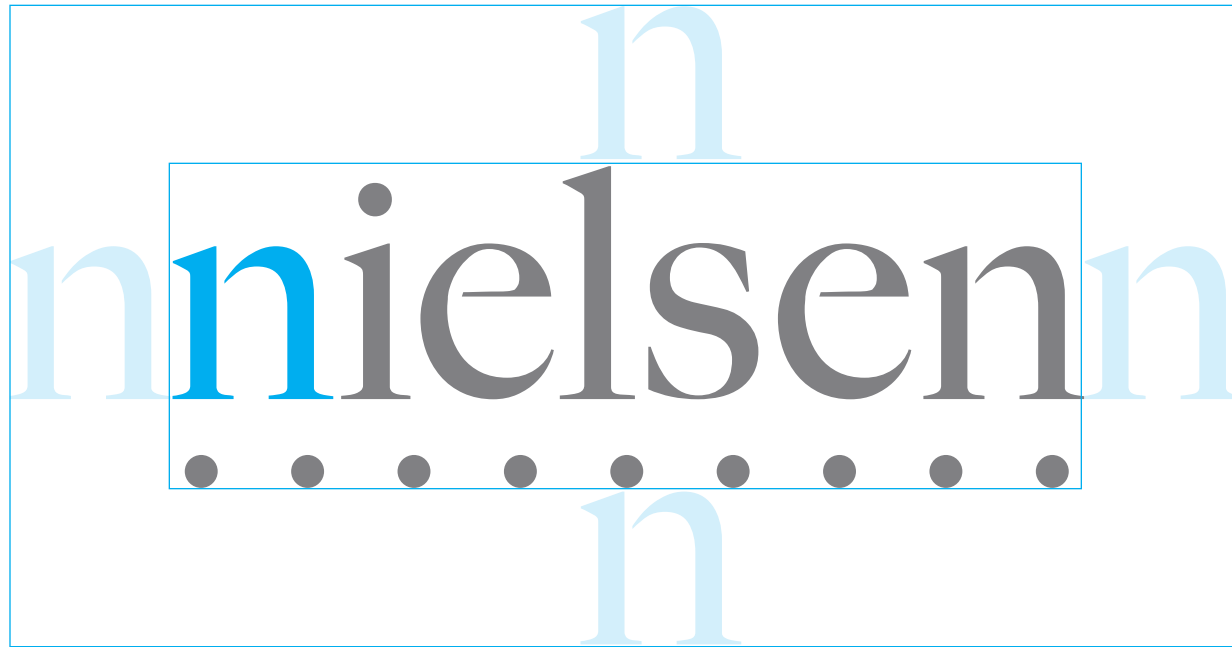
Signature

Consisting of the Nielsen wordmark and the ellipsis symbol, the signature is a unique piece of artwork that has been designed specifically for our brand.

Contemporary and sophisticated, the signature is our primary brand identifier, and it must appear in every Nielsen communication.

The signature is a key brand asset, and must be respected in whenever it is used.

Never, under any circumstances, should the signature artwork be altered or re-created. Only use the approved files when reproducing and applying the Nielsen signature.

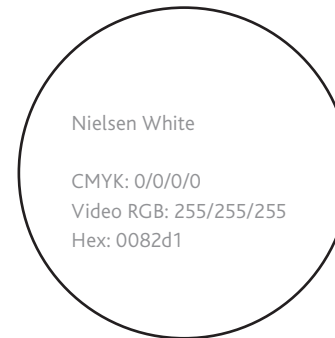
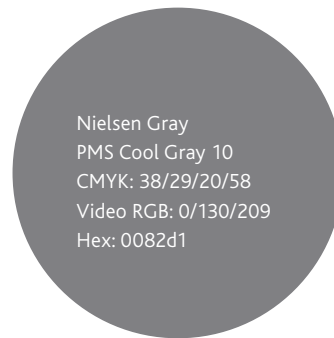


Clearspace and minimum size

The Nielsen signature should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the signature and protects it from competing visual elements such as text and supporting graphics.

As shown in the exhibit, the absolute minimum amount of clear space that can surround the signature in any application is equal to the size of the "n" in the Nielsen wordmark. The Nielsen signature can be scaled to a variety of sizes.

However, at extremely smaller sizes, the readability of the wordmark becomes compromised. To ensure that the signature is always legible, it should never be reproduced smaller than .5" in height, as shown in the exhibit above.



Primary color palette

Color is a key component of the Nielsen visual identity, and the colors of the primary palette were inspired by those found in the Nielsen signature.

By using these colors consistently across brand communications, they will build recognition for the Nielsen brand while contributing to a unified look and feel.

The colors of the primary palette can be used for text, color fields, backgrounds, rules and other graphic devices.

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

Bliss Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bliss Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bliss Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typography

Typography is another essential piece of the Nielsen identity system. The consistent use of the selected typeface families throughout Nielsen applications adds greatly to a cohesive visual style.

Bliss is a clean, modern and highly legible sans serif. Available in a wide variety of weights and styles, Bliss is intended for headlines, titles and primary messaging.



Description	File Name
1-color spot (PMS Cool Gray 10)	
PMS Process Cyan	Nielsen_S.eps
Process (CMYK)	Nielsen_P.eps
Video (RGB)	Nielsen_V.eps



Description	File Name
Grayscale (60% black, 30% black)	Nielsen_GS.eps



Description	File Name
1-color black	Nielsen_K.eps



Description	File Name
Grayscale reverse (40% black, white)	Nielsen_GS_R.eps

Description	File Name
1-color reverse	Nielsen_R.eps

Signature color variations

To accommodate a range of reproduction and printing requirements, a number of signature color variations are available for use.

Keep in mind that the full-color signature is always preferred for brand communications.

However, the grayscale, one-color black, partial- and full-reverse variations should be used when color reproduction is limited.

The grayscale and one-color black variations are especially effective in media such as newsprint.

The partial-and full-reverse versions should be used when an application necessitates a background that compromises the legibility of the full-color signature.



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Background control

The signature artwork was designed to be adaptable to a range of background requirements. However, it is essential that the signature is always highly legible in every application.

As shown in the exhibits, the signature and its variations can be positioned against a variety of backgrounds.

The full-color signature features well against white and black, as well as photographic backgrounds that provide significant contrast.

The grayscale and one-color reverse variations also reproduce well against white and black.

Applications that require dark photographic backgrounds or colors that compromise the signature should apply the full-reverse variation.



Never re-arrange the elements of the signature.



Never distort the signature.



Never re-typeset the signature.



Never apply the signature to a background that does NOT provide sufficient contrast.



Never outline the signature.



Never change the color of the signature.

Signature misuse

Any misuse of the signature artwork diminishes its integrity and that of the Nielsen brand as a whole.

The exhibits featured here represent some common misuses that must be avoided whenever designing with the signature.

Remember that the signature must never, under any circumstances, be altered or re-created in any way.