

# nimbus

Logo guidelines

clarify  
streamline  
simplify

At nimbus, our commitment to innovation and excellence has always driven us forward. As the workforce landscape continues to evolve, so do we. We've refined our identity to align with our core values of advancement, connection, and excellence, ensuring we continue to provide the best experience for our customers. This transformation brings a modernised visual identity designed to enhance clarity and engagement. Our new logo is clean and contemporary, symbolising simplicity and efficiency. Paired with a fresh colour palette, it reflects our dynamic and forward-thinking approach.

While our brand may look different, our mission remains the same - to empower businesses with cutting-edge workforce management technology. This rebrand marks an exciting new phase for nimbus, one that reinforces our ongoing pursuit of innovation and our position as a leader in Workforce Management.

## 02 disclaimer

The nimbus logo is a visual representation of our brand, and these guidelines have been established to control its use and our brand integrity.

All nimbus logos and trademarks are the exclusive property of nimbus and may not be altered, modified, or used by any partner, vendor, or third party without prior written consent from nimbus. Unauthorised use or modification is strictly prohibited.

The word "nimbus" is written in a white, lowercase, sans-serif font against a solid blue background.

# logos



OLD LOGO



NEW LOGO

with objectives to clarify, streamline and simplify, the new logo is a subtle evolution from the current brand identity.

minor typesetting adjustments have been made, graphic elements removed and a new blue selected for optimal legibility.

## 04 primary logo variations

customers

partners

The word "nimbus" is displayed in a bold, lowercase, sans-serif font. The letters are a vibrant blue color.

FULL COLOUR

#2967a7

r41 g102 b166

c95 m41 y10 k0

pantone 7690C

The word "nimbus" is displayed in a bold, lowercase, sans-serif font. The letters are black.

BLACK

#000000

r0 g0 b0

c0 m0 y0 k100

The word "nimbus" is displayed in a bold, lowercase, sans-serif font. The letters are white, set against a solid blue background.

WHITE

#ffffff

r255 g255 b255

c0 m0 y0 k0



OLD LOGO



NEW LOGO SUITE

each nimbus platform - time2work, connect and hub - have been updated inline with the new brand identity. this includes simpler icons to clarify and modernise each brand.



OLD LOGO



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 **compliance**

 **compliance**  
nimbus

### NEW LOGO SUITE

logos for - compliance and managed service - have been added to the nimbus logo suite. they have been designed to be consistent with existing logos and to clearly convey the service provided.

 **managed service**

 **managed service**  
nimbus

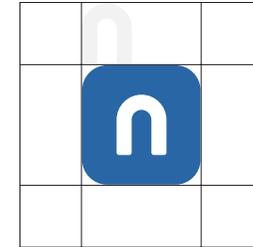
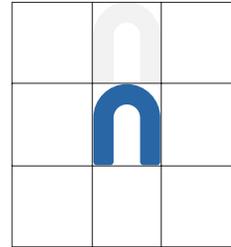
### NEW LOGO SUITE

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# 10 clearspace

customers

partners



clear space is the minimum area that should be maintained around the logo without obstruction. the minimum clear space around all logos and icons should be 1 x 'n' height, or, for product logos 1 x icon height.



## 11 minimum sizing

customers

partners

nimbus



18MM

 time2work



36MM

 connect



30MM

 hub



18MM

 managed service



56MM

 compliance



40MM

as shown above, each nimbus logo has a minimum size.  
logos must not be used in print or digital below their  
specified minimum size.

## 12 incorrect usage

customers

partners

× nimbus

× nimbus

× nimbus

× nimbus

to ensure the integrity of the nimbus brand and logos are maintained, care must be taken to ensure the logos are always represented correctly.

### INCORRECT USAGE

- the logo must always be shown proportionately
- do not distort or skew the logo
- never alter the proportions or the size of the elements that make up the logo
- care must be taken when using the logo over photographs or patterns to ensure the logo is clearly visible on the image
- never apply effects to the logo, such as drop shadows or glows
- alter the colour of the logo
- these principles apply to all logo versions across the nimbus logo suite

# questions

please direct any brand related enquiries to

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