

NIKON EUROPE

Brand playbook



Introduction

For over 100 years, we've been harnessing the power of light to push boundaries and reimagine what's possible in photography.

The desire of people to capture memories, portray beauty, create art, or document reality has always inspired us, and the products we develop.

Now, we want to celebrate and inspire the creators who use Nikon by putting them—and inspiration itself—at the heart of our communications and campaigns.



02

Keep inspiring ■ ■ ■

- *Our brand essence*
- *Our manifesto*
- *The ELLIPSIS messaging system*
- *Our inspiring tagline*
- *ELLIPSIS headlines*
- *Our square shaped ellipsis*
- *Inspiring imagery*

Our brand essence

*Empowering
creative
exploration
& growth.*

Our manifesto

Beautiful images.
Again.
We are all surrounded
By an endless stream of ...
Beautiful images.
Real and artificial.
Are we saturated?
Slowly becoming...
Bored of beauty?

Keep looking ■■■

Let that question sink in.
Reflect.
Realise what you are seeing:
Purpose.
Our purpose.
The reason we **Keep chasing** ■■■

While learning.
Adapting.
Every day.
To create images that can change...
Our perspective.
Your mind.
The world.
Look beyond the beauty.
Keep wondering ■■■

About the story.
The details.
The extra mile.
See what we really want you to see.

Keep experimenting ■■■

Keep confidence ■■■

Keep going ■■■

Keep exploring ■■■

There will always be purpose behind beauty.
Now find yours.
Do what you always wanted to do:
Create.
It's your turn now.
Define your purpose.
Share your beauty.
Inspire us...
Like we inspire you.

Keep telling stories ■■■

Keep chasing minds ■■■

Keep searching ■■■

Keep believing ■■■

Like we do.
In you.

Keep inspiring ■■■

The ELLIPSIS messaging system

Creativity thrives on inspiration. It's a journey that doesn't stop and our new messaging system reflects this. The ELLIPSIS captures the essence of our brand today: it's a simple, bold, and engaging rallying call to creative exploration and growth.

TWO MAIN COMPONENTS DEFINE OUR NEW ELLIPSIS MESSAGING SYSTEM:

- A CTA textual element: the 'keep inspiring' tagline (used as a headline or sign-off) or any adapted ELLIPSIS headlines
- The yellow square-shaped ellipsis — our unique and ownable visual device.



Our inspiring tagline



01 /KEEP/

'Keep' is an imperative/directive, and it allows our tagline to function as a CTA to the Nikon community. Let's keep on—inspiring each other!

02 /INSPIRING/

'Inspiring' is one of the greatest compliments you can give an image creator. We want to recognise and celebrate our community as we encourage them to keep on inspiring us—and the people who see their images.

03 /THE ELLIPSIS/

We always use the ellipsis at the end of headline. The three dots of an ellipsis indicate that the story isn't over, the creative journey is ongoing. In other words: there's more to come . . .

By turning the dots into yellow squares, we have transformed the ellipsis into a memorable visual device that's instantly recognisable—and uniquely Nikon's.

USING THE TAGLINE

'Keep inspiring...' is our tagline. It's the cornerstone of the whole ELLIPSIS approach. You can use this tagline as a headline OR as a sign-off. It's one or the other: individual assets CANNOT use the tagline as a headline and a sign-off.

WHEN USED AS A HEADLINE, THE TAGLINE MUST ALWAYS BE WRITTEN WITH THE ELLIPSIS AT THE END.



If you're using the tagline as a sign-off, what do you use for a headline? Read on to find out how the ELLIPSIS messaging system lets you create inspiring headlines too. . .

WHEN USED AS A SIGN-OFF NEXT TO THE NIKON LOGO, THE TAGLINE IS WRITTEN WITHOUT THE ELLIPSIS.



ELLIPSIS headlines

ONE TAGLINE, MANY HEADLINES

Our 'keep inspiring...' tagline can be adapted to create an ELLIPSIS headline. This is done simply, by changing the word 'inspiring'.

- Use of 'keep' is fixed, this word cannot be changed.
- You may change the adjective ('inspiring') to create bold and engaging headlines for use on everything from campaigns to product launches and more.

BE INSPIRED... BY INSPIRATION!

Why create an ELLIPSIS headline?

Inspiration is everywhere and it can look different to different people, or at different points in time. We might want to promote the (inspirational) qualities of a new travel lens by using the word 'exploration'. Or we might want to celebrate the work of a Nikon creator by using adjectives like 'experimenting'.

Keep searching ■ ■ ■

Keep looking ■ ■ ■

Keep chasing ■ ■ ■

Keep wondering ■ ■ ■

Keep experimenting ■ ■ ■

Keep innovating ■ ■ ■

Keep going ■ ■ ■

Keep exploring ■ ■ ■

Our square-shaped ellipsis

VIDEO, INDOOR/OUTDOOR SPACES, RETAIL . . .

Our square-shaped ellipsis is a strong, vivid, and dynamic symbol. In videos, you can use it as an animation that takes viewers from one point of view, or storyteller, to the next.

For trade shows, exhibitions, and retail spaces, the ellipsis becomes three yellow cubes. The cubes could display images taken by Nikon creators or be used to display products—the possibilities are (almost) endless.



Inspiring imagery

SHOWCASE IMAGES FROM OUR COMMUNITY

Wherever possible, we use inspirational imagery created by the Nikon community. From historical and iconic images shot with a Nikon, to creative images from our Nikon Ambassadors, we're not short on choice!



©KINO

USING NIKON IMAGES

As you would expect from a global imaging brand, Nikon assets feature incredible images! These images are broadly split into the following types. You will encounter each of these as you build up visual assets.

PPDD: PRODUCT PHOTO DIGITAL DATA

AN IMAGE OF A NIKON PRODUCT, WITH OR WITHOUT BACKGROUND.



USDD: USER SCENE DIGITAL DATA

AN IMAGE OF A NIKON PRODUCT IN USE



SIDD: SAMPLE IMAGE DIGITAL DATA

AN IMAGE TAKEN USING A NIKON PRODUCT, USUALLY BY A NIKON BRAND AMBASSADOR.



03

Visual identity

- *Typography*
- *Brand colours*
- *ELLIPSIS headlines*
- *'Keep inspiring' sign-off and Nikon logo*
- *Key visual elements*
- *Portrait ad*
- *Landscape ad*
- *Social media grid*

Typography

'Soleil'

is

A type font

was

THAT

inspired

by the

power

of

light

SOLEIL FAMILY

The Soleil typeface is a very extensive font family with variations from light to extra bold. It is a calm and fresh geometric sans serif font family, ideal for clear texts and headlines.

SOLEIL

Light

SOLEIL

Book

SOLEIL

Regular

SOLEIL

Semibold

SOLEIL

Bold

SOLEIL

Extrabold

SOLEIL

Light Italic

SOLEIL

Book Italic

SOLEIL

Italic

SOLEIL

Semibold Italic

SOLEIL

Bold Italic

SOLEIL

Extrabold Italic

ELLIPSIS MESSAGING

Soleil Book Italic and Soleil Book are the fonts for the ELLIPSIS tagline, headlines, and footers. Different weights of the Soleil family may be used only for promo captions or legal lines. The kerning must always be zero.

Keep inspiring ■ ■ ■

Soleil Book Italic Soleil Book

HEADLINES

The headline should always be displayed in Soleil Book italic and Soleil Book (see pp26).

SUBHEADLINE

Subheads are used to communicate the secondary key message of the asset. They should always be displayed in capital letters, in Soleil Light. Optimal: 100 kerning.

BODY COPY

The body copy is used to communicate the longerform content within the asset. This copy should always be written in sentence case using Soleil Light.

FEATURE COPY

The feature copy will be used as a supporting copy format to highlight key features. Feature copy should always be displayed in capital leers Soleil Book.

LEGAL COPY

The legal copy will be used as a supporting copy format to add extra information for the product. Legal copy should always be displayed in Soleil Light. Depending on the text, it can be displayed in capital or regular leers.

QUOTE

Keep them short! Quotes should always be inspiring, and never long. Quote copy should always be wrien in sentence case using Soleil Book Italic.

NOTE THE SIZING, LEADING AND KERNING WILL BE ADJUSTED DEPENDING ON THE FORMAT.

<Headline> Keep inspiring ■■■

<SUBHEADLINE> THE Z8 IS READY IN THE MOMENT

<Bodycopy> This is everything you want in a full-frame hybrid camera.

Image quality, precision, flexibility—and a compact, lightweight body. Video to stills.

Commissions to passion projects. Don’t just create. Thrive. For more information visit **nikon.com**

<FEATURE COPY> 45.7 MEXAPIXELS
7FPS CONTINUOUS SHOOTING

<LEGAL COPY> LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE.

<Legal copy> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

<Quote> “I start with an idea and then I let myself get inspired in the moment.” - Mous Lamrabat

Brand colours

ACCENT COLOUR

Nikon Yellow is our hero colour, and we use it strategically and sparingly to signify the presence of the brand. Use this colour to help create a clear brand communication and strengthen brand recognition in collaterall materials.

NIKON YELLOW

C	0 %	R	255
M	10 %	G	230
Y	100 %	B	0
K	0 %	#	FFDD00
PANTONE 109C			
FILM	JS-6101 CRYSTAL YELLOW (3M)		
SPOT	DIC 166		
TRANSMISSION FILM	3M TL-5105 BANANA		
ACRYLIC	PERSPEX YELLOW 260		
LAMINATE	FORMICA F1485		
RAL	1018		

BASE COLOURS

We have a select set of supporting monochromatic colours which augment Nikon Yellow.

These secondary colours are applied to create contrast and help punch out the accent colour (Nikon yellow).

NIKON OFF-WHITE

C 0%		R 241	
M 0%		G 242	
Y 0%		B 242	
K 7%		# F1F2F2	

NIKON BLACK

C 30%		R 10	
M 30%		G 2	
Y 30%		B 3	
K 100%		# 0A0203	

Keep inspiring ■■■

ELLIPSIS HEADLINE CAN BE PLACED IN BLACK

Keep inspiring ■■■

OR ELLIPSIS HEADLINE CAN BE PLACED IN WHITE

Keep inspiring



TAGLINE CAN BE PLACED IN BLACK

Keep inspiring



OR TAGLINE CAN BE PLACED IN WHITE

ELLIPSIS headlines

CENTRE YOUR HEADLINES

Whether you’re using the ‘keep inspiring...’ tagline (with ellipsis) as a headline, or an ELLIPSIS headline, the text must be centred. If this is not possible, choose a spot that leaves room for the text to breathe.

If the text falls over two or more lines, the word(s) before the ellipsis must be placed in the centre. Use left alignment to make sure this happens.

Use your common sense when placing the squared ellipsis. The three yellow squares should never cover key visual elements—for example the eye in a portrait, the face in a fashion shot, or the animal in a wildlife shot.

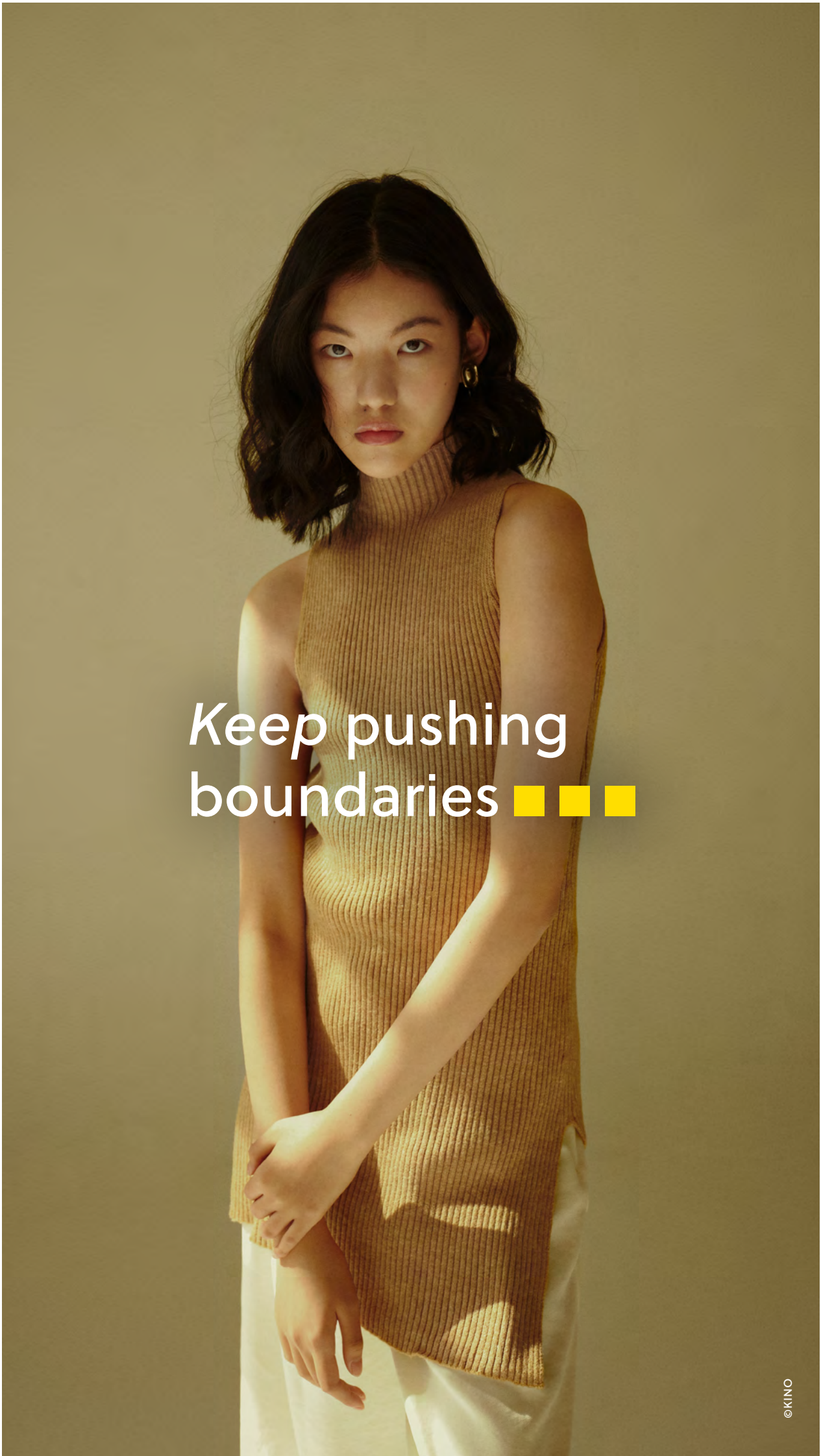
1080 X 1080PX



1920 X 1080PX



1080 X 1920PX



MAKE ELLIPSIS MESSAGING HEADLINES READABLE

If a white headline is hard to read, you can add a dropshadow behind it. Add a black dropshadow and multiply it on the image. Adapt the distance of the dropshadow to 0, so it feels like a darker 'cloud'.

This is a subtle way to add more contrast and should only be used when really necessary.



⊗ WITHOUT DROPShadow - READABILITY IS NOT OPTIMAL



⊗ DON'T USE THE DROPShadow TOO NARROW



✓ WITH DROPShadow. ONLY USE A DROPShadow WHEN THE READABILITY IS NOT OPTIMAL

OUR SQUARE-SHAPED ELLIPSIS: MIND THE GAP!

The square ‘dots’ of the ellipsis are set at a fixed distance from each other that’s equal to half the width of a single dot. The height of each dot is equivalent to the height of a lowercase x.

The fixed distance between the last letter of the headline and the first dot of the ellipsis is equivalent to 3/4 of a dot.



THE ELLIPSIS GOES LAST

When using either the 'keep inspiring...' tagline (with ellipsis) as a headline—or an ELLIPSIS headline—the ellipsis is ALWAYS placed last.

Never create headlines with the ellipsis in the middle of the sentence.

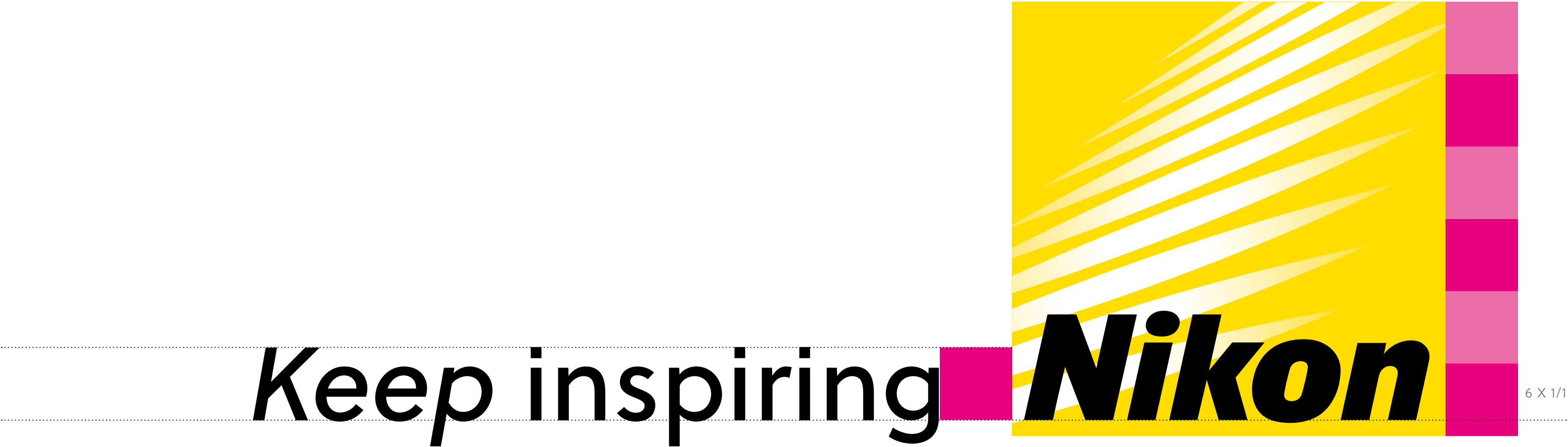
Keep chasing ■ ■ ■

©LINA TRINH

'Keep inspiring' sign-off and Nikon logo

When using the 'keep inspiring' tagline as a sign-off, it is placed next to the Nikon logo, with no ellipsis (see pp 15).

We divide the height of the Nikon logo into six equal squares. The distance between the tagline and the Nikon logo is one square. If possible, place the logo on the right side of the declination—top or boom. Make the capital K the size of one block.



DESIGNING FOOTERS

You can build up the footer from the fixed position of the Nikon logo and the 'keep inspiring' sign-off (no ELLIPSIS).

Keep inspiring ***Nikon***

MINIMUM SIZE



PRINT

A5 document is the minimum logo height is 14mm

ONLINE

Banner 320x100px is the minimum logo height is 42px

MAXIMUM SIZE



PRINT

A3 document is the maximum logo height is 55mm

ONLINE

Banner 970x250px is the maximum logo height is 62,5px

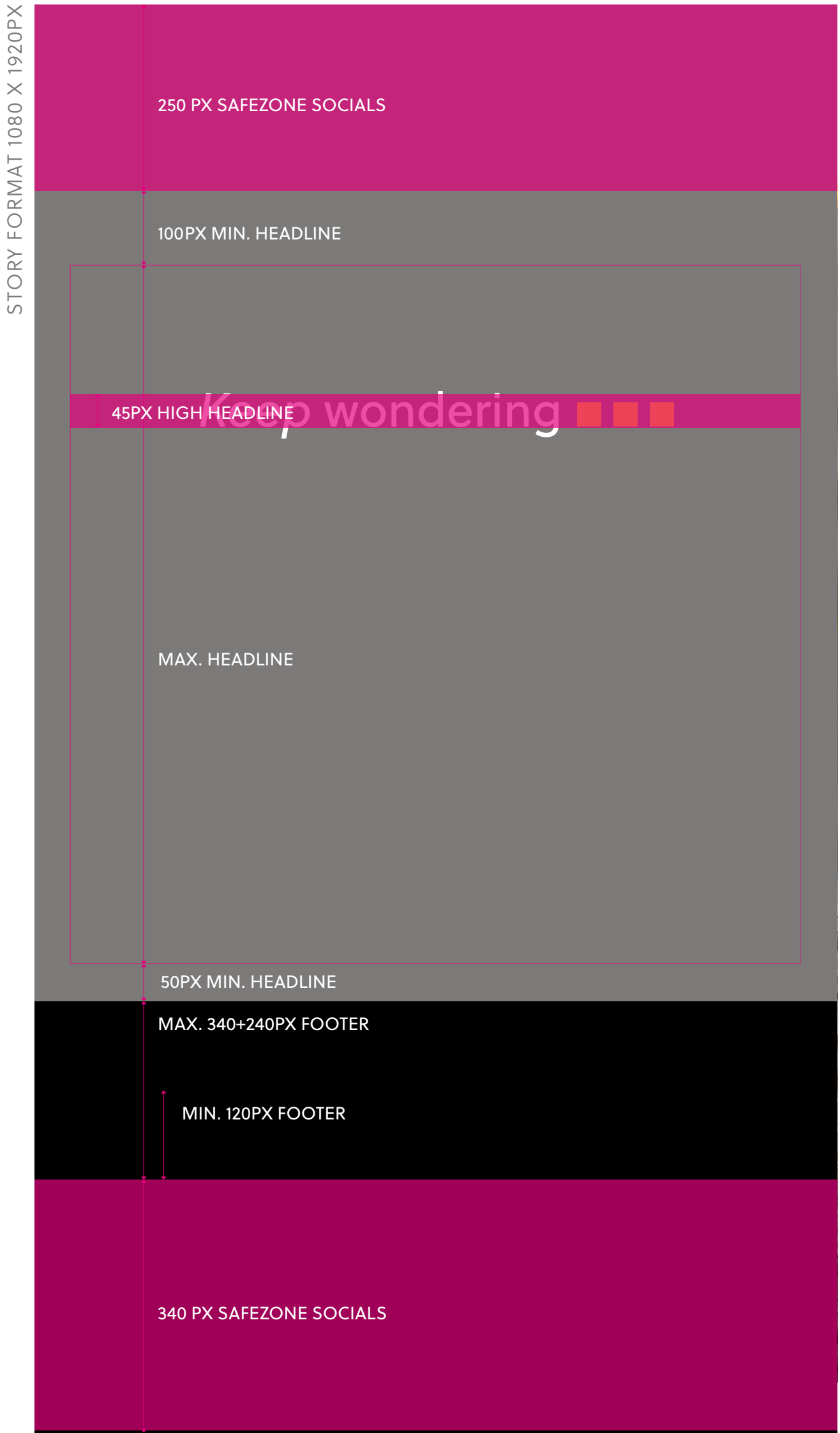
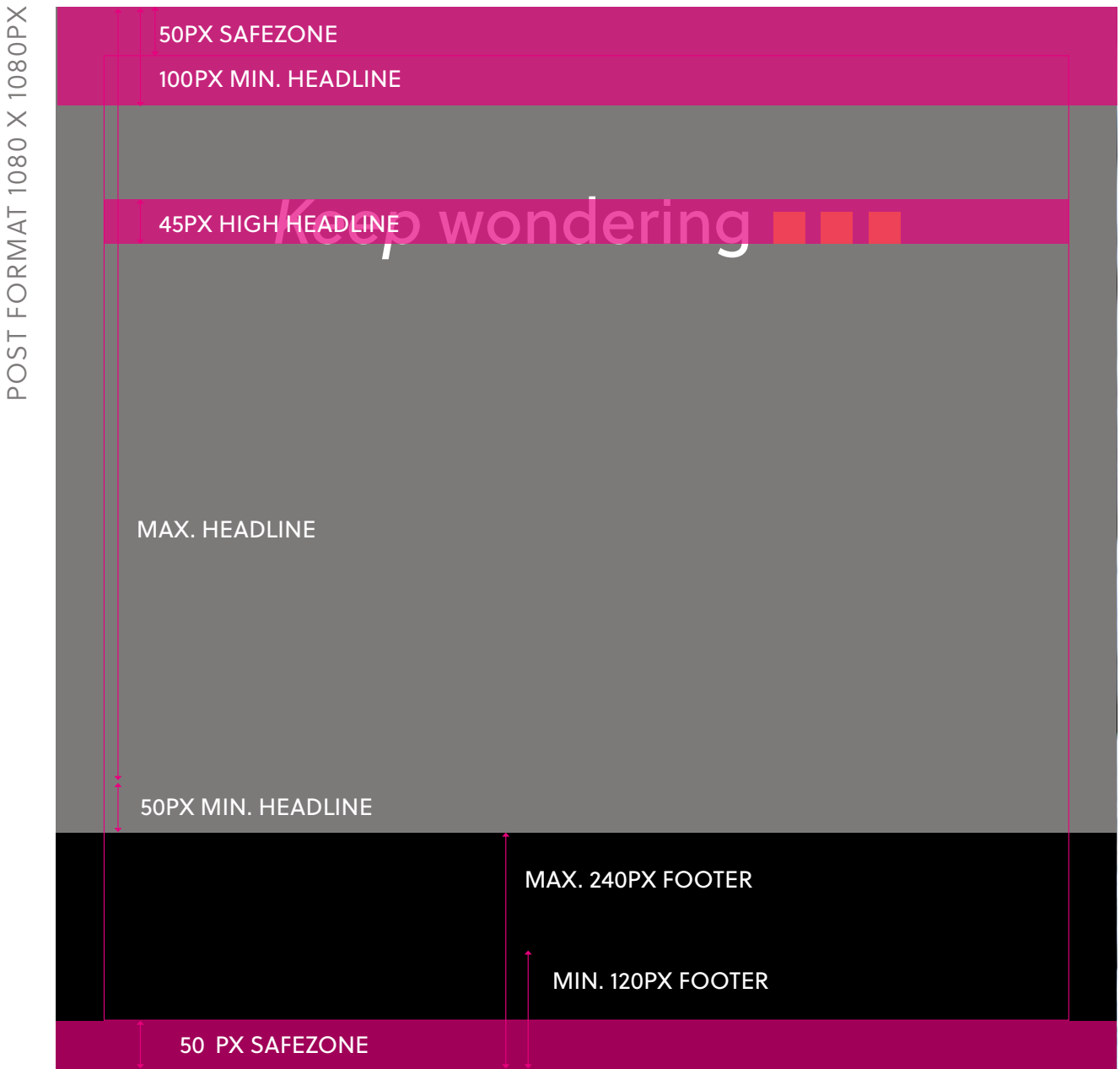
Social media grid

POST FORMAT (1080x1080 px)
Create a safezone around the frame of 50px.
Ideally, when placing the headline, keep 100px from the top and 50px from the footer. Make the capital letter equivalent to capital K at 45px high. In a square image, the footer can be max 240px high and minimum 120px high.

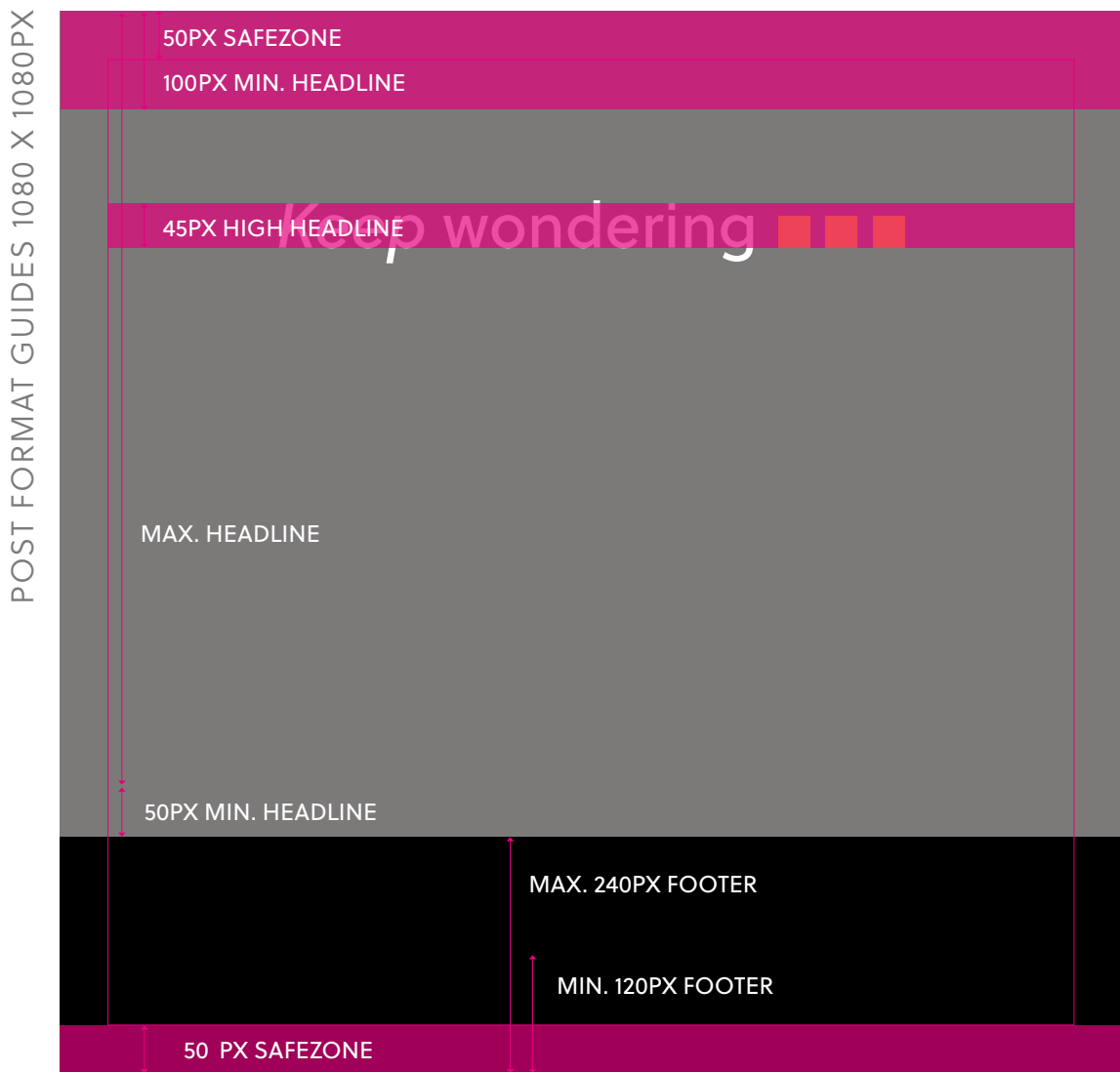
This leaves space to add a product logo, or create an overlap with a product shot and the main image.

STORY FORMAT (1080x1920 px)
Create a safezone of 250px at the top, 340px at the bottom, and 50px from left and right sides. Ideally, when placing the headline, keep 100px from the safezone and 50px from the footer. Make the capital letter equivalent to capital K at 45px high. In a story image, the footer can be max 340+240px high and minimum 120px high.

This leaves space to add a product logo, or create an overlap with a product shot and the main image.



PPDD AND SIDD WITH PRODUCT



04

Assets identity

- *Social media*
- *Video animation*
- *Display banners*
- *Point of sales*

Customer journey



Paid ads

EXAMPLES

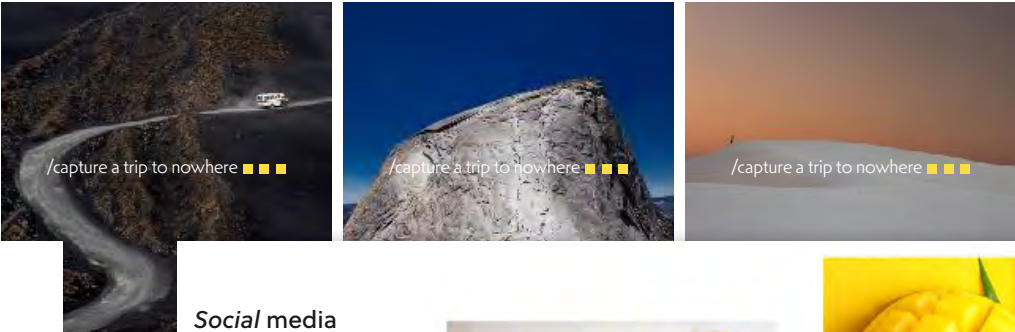


Organic

FIRST CONCEPTUAL IDEAS

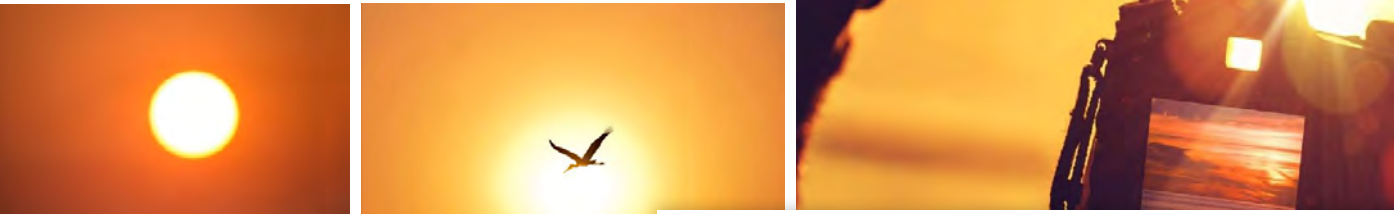
Keep creating

We show 3 images and a prompt that is linked to it.



IDEA / THE MIGRATING PROMPT

Together with scientists of Euro Bird Portal we follow the smallest migrating European birds from Mid Europe to West Africa and try to capture their incredible journey. **Since we go south, the challenge is to shoot only to the south, so directly into the sun.** Perfect when someday a new camera with extra bright EVF might be launched.

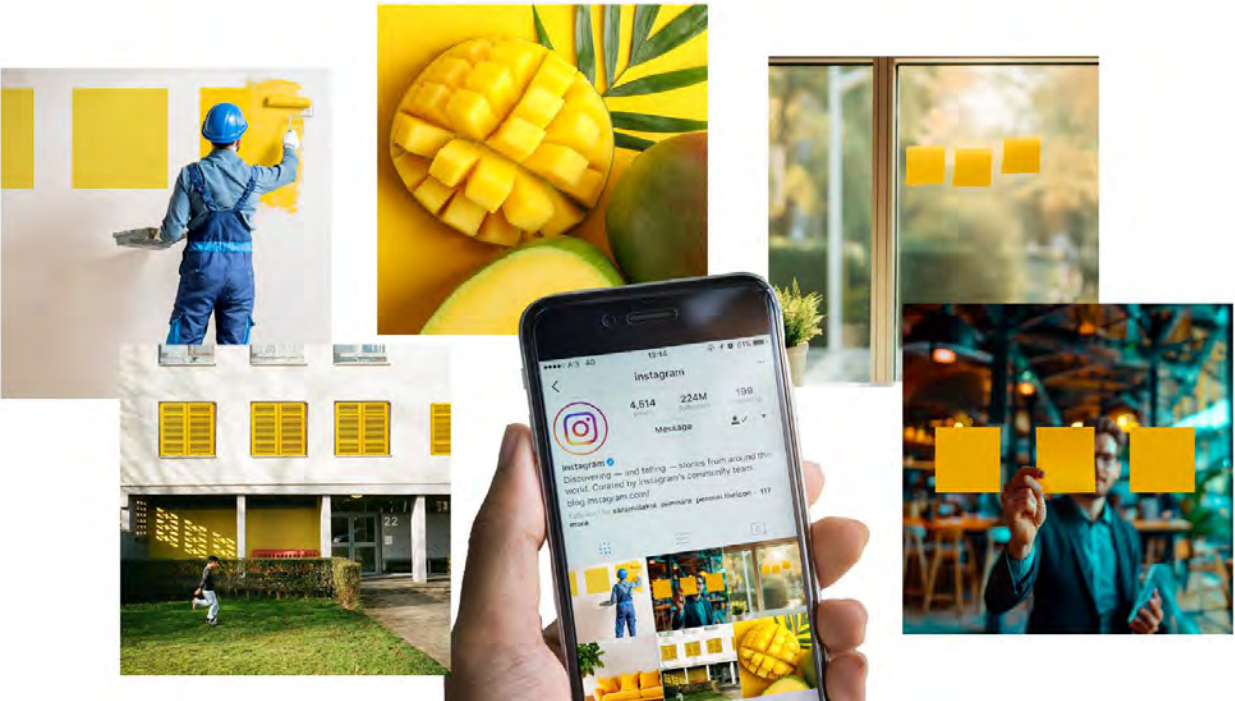


Keep learning

We share the pictures of creators with their settings



Social media



Notes from the meeting

Create examples: this helps people to join the contest -> but make it full Nikon style (e.g. painter with black clothing)

Add this in brandbook 1.0

IDEA / NEW DAY, NEW PROMPT

The prompt can of course also live in everybody's everyday life. On those days that the whole world seems to make a picture of some event, our prompts can push them a bit further. To try your extra best.

Get inspired! Maybe you might become our next ambassador.

Examples:

Start of holidays
Christmas/Easter
Halloween
First day of school
...

Notes from the meeting

Like how we present a prompt: also need square format G in carousel to show the results as well

Add this in brandbook 1.0



Keep self improving

We share 3 images/videos of a creator, showing their progress.
- Where they started
- When they saw improvement
- When they are now



Where I am now

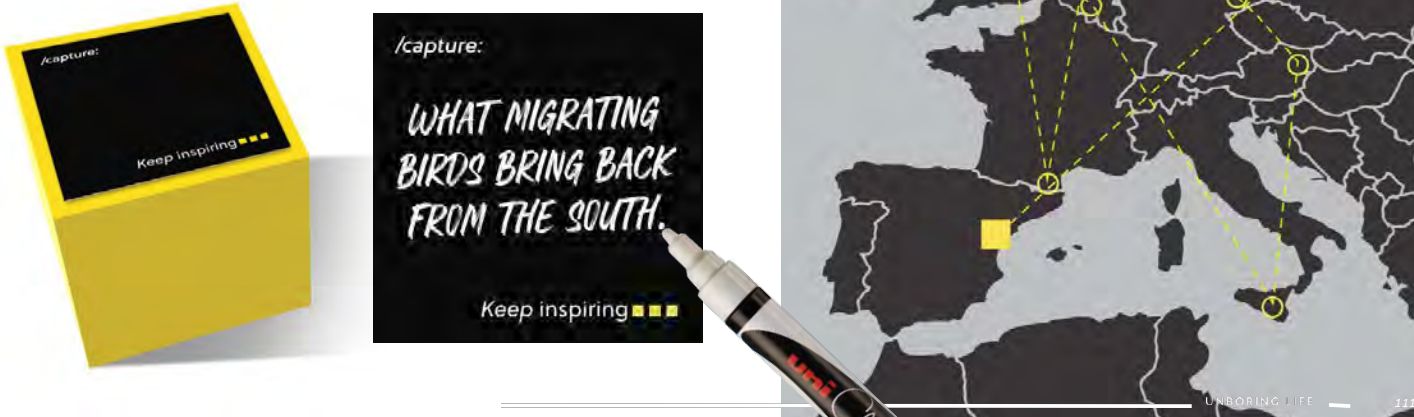
When I saw improvement

When I started

IDEA / PASS THE PROMPT / CREATOR TO CREATOR

To really make the cubes interactive and **easily transferable between creators**, we make 3 BLACK BOARD editions. Each one will have its own journey.

Creators can think of a prompt themselves, (maybe a bit linked to the creator they send it to), and write it with a white chalk marker on the plate. They of course inform Nikon about their prompt. Nikon from their side can then send gear that would perfectly match that prompt.



Keep experimenting

We share the favourite photography combo of a creator and what they can create with it.



Notes from the meeting

Show the lenses in the picture: show what you can do with a different lens
-> lenses are important to include in social

Basic elements

ELLIPSIS MESSAGING AND LOGOS

Keep a safe zone of minimum 50px. The text is always centered horizontally and vertically in the frame, whether using the ‘Keep inspiring...’ tagline as headline, or an ELLIPSIS headline, Make the capital lettering equivalent to capital K at 45px high, or the font size of the headline, which is 75pt.

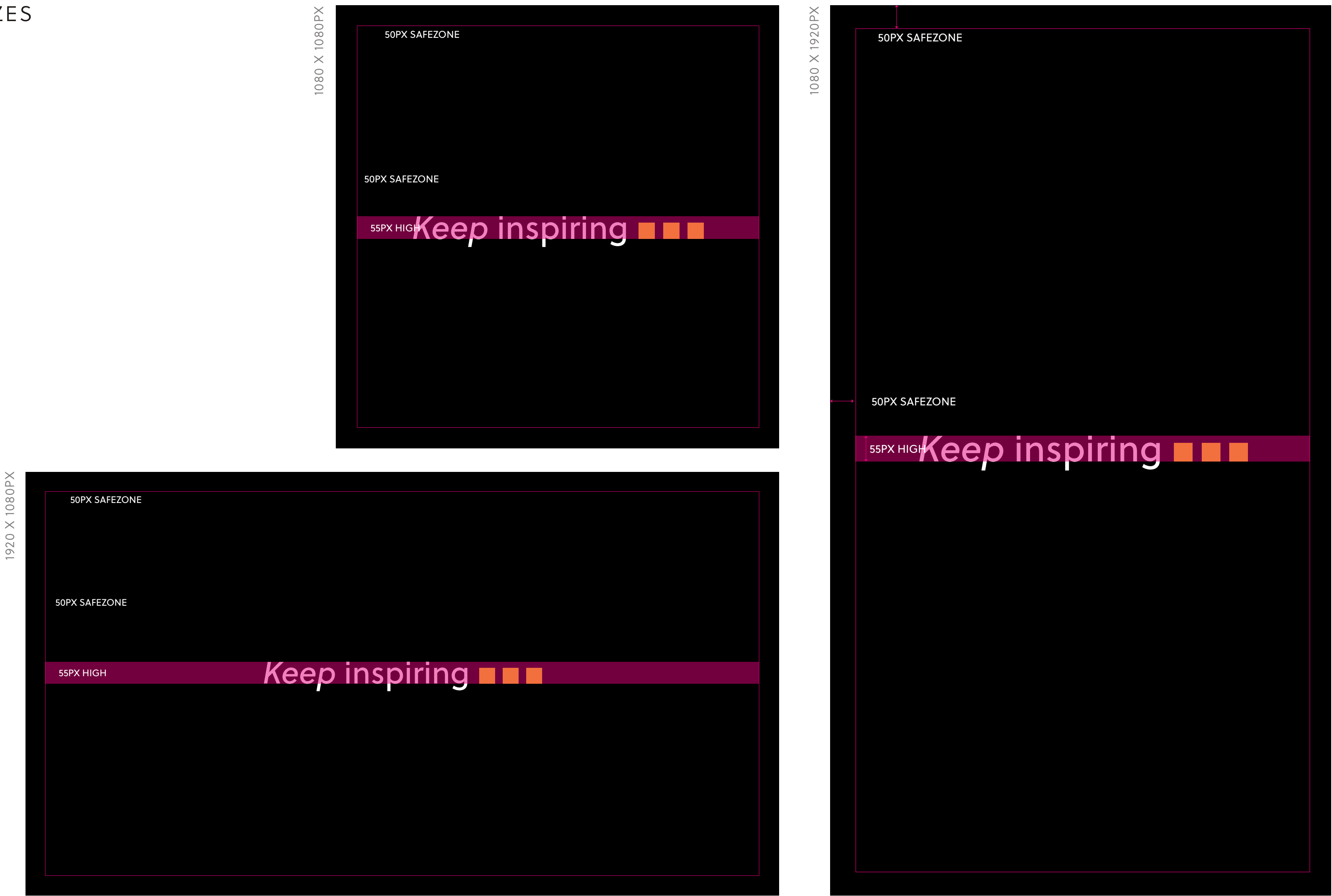
If the headline is too long for the frame, split the sentence across a second line. Always keep the lettering aligned and vertically centred in the frame.

Remember: the ellipsis always comes at the end of a headline. (see pp 26, 28-34 for the ellipsis design specs).

If designing a frame with the Nikon logo in it, the logo is 220px high and centered in the frame.



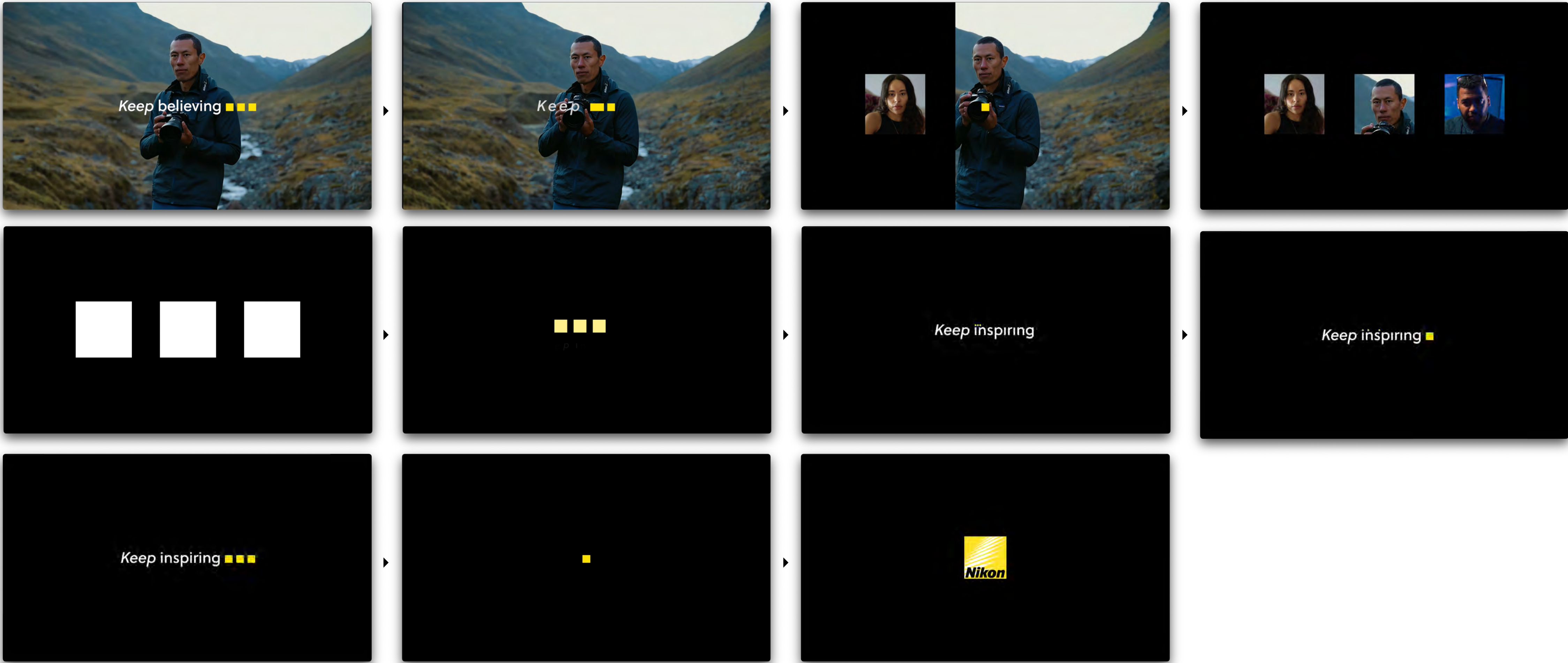
GUIDELINES FOR DIFFERENT VIDEO SIZES



Sign-off animation

FULL VERSION FORMAT 16/9

This outro can be used when we have no limitations or restrictions of video length.



THANK YOU

Keep creating ■■■

Keep inspiring 