

Nila.

Someone steady, well-read, in your corner.

BRAND GUIDELINE

Version 4 · June 2026



BEFORE YOU START

Read this part.

This is everything you need to make something that looks like it came from us: the logo, the icon, the colors, the type, and the way we talk. There's no design system to memorize. Default to black and cream, spend the magenta like it's expensive, italicize one thing per page, and close a headline with the period the way the wordmark closes its own name. That's most of it.

THE LOGO

One word, one period, no negotiating.

Nila is set in lowercase-led italic display type. The period is not decoration: it's the single most recognizable piece of the mark, and the only place magenta is allowed to live inside the wordmark itself. Don't move it, recolor it, resize it independent of the type, or let it drift off the baseline.



The full-color mark. Black wordmark, magenta period, baseline-aligned after the lowercase 'a.'

Clear space & minimum size

- Keep clear space equal to the height of the capital N on every side. Don't let copy, edges, or other marks crowd in.
- Don't go below roughly 1 inch / 90px wide. Smaller than that, the italic serifs and the period both start to blur into each other.
- Never stretch, skew, rotate, outline, or drop-shadow it. It's not a logo that needs help.

CORRECT



AVOID



Four ways the mark goes right, and two of the more common ways it goes sideways.

Files provided

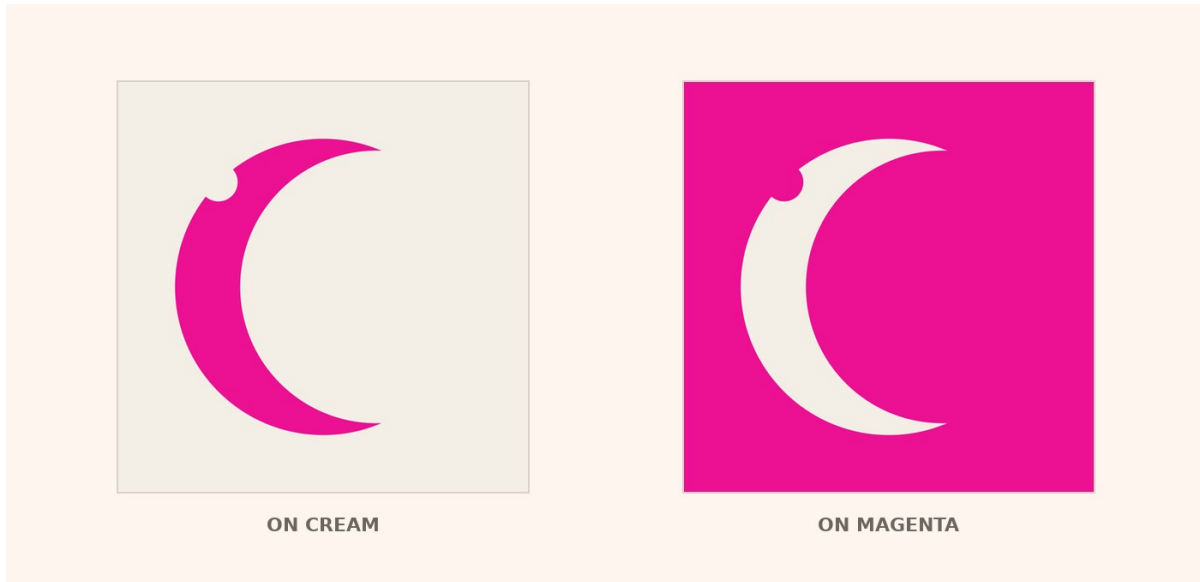
These come from the official source files: clean at any size used here and well beyond. They are the master files; no further redrawing is needed.

- nila-logo-transparent.png: full color, transparent background, for layering over anything
- nila-logo-on-white.png / nila-logo-on-black.png / nila-logo-on-cream.png: full color, flattened
- nila-logo-black-mono.png / nila-logo-white-mono.png: single color, for one-color print or embroidery

THE ICON MARK

A crescent, cut once.

Alongside the wordmark, Nila has a standalone mark: a crescent moon with a single notch bitten out of its inner edge. It's the wordmark's quieter sibling, built for spaces too small for the full 'Nila.', like an app icon, a favicon, or a social profile photo.



The icon mark on its two standard backgrounds: cream and brand magenta, fully reversible.

How it's used

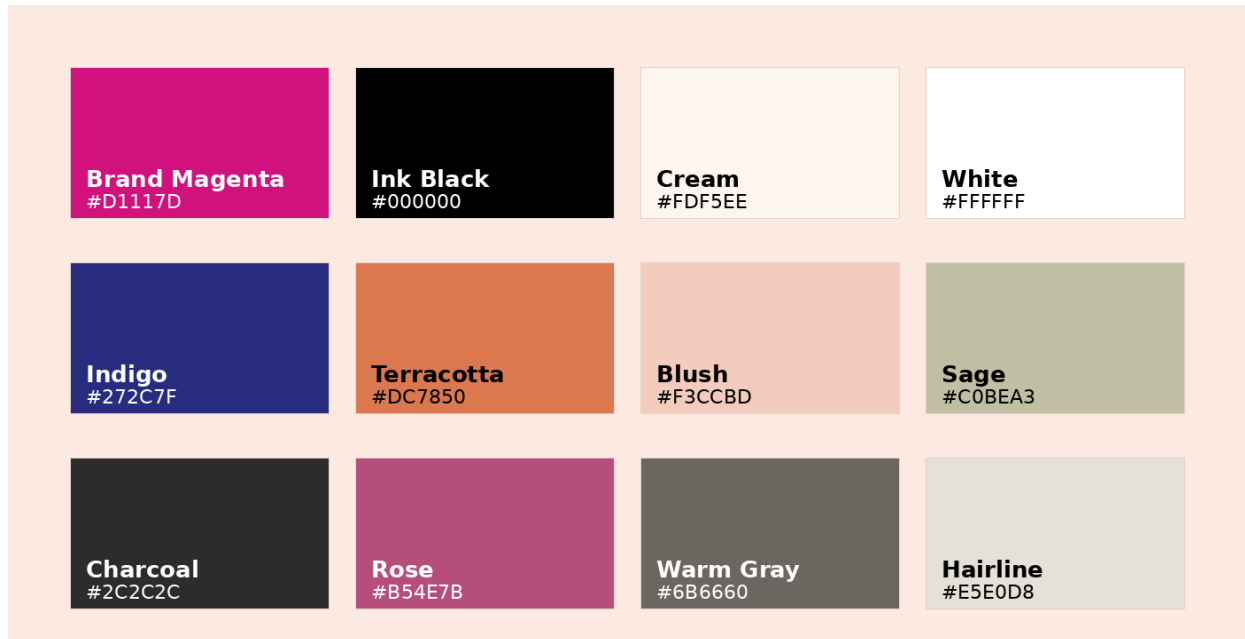
- App icon and favicon: the magenta-on-cream version is the default; use magenta-background/cream-mark on dark app shells or platforms that require a filled icon.
- Profile photo: works at thumbnail size where the full wordmark would blur. Use this instead of the wordmark for LinkedIn, Instagram, and app store listings.
- Section motif: a single large, low-opacity crescent anchors the corner of a page or card as a quiet signature, the way it's used throughout this guide. It should always read as background, never compete with the text on top of it.

One note on color: the icon's working files use a slightly brighter magenta and a slightly warmer cream than the wordmark's documented hex values below. Treat the wordmark's hex values as the source of truth for type and UI; the icon files are fine to use as-is for the icon mark itself, but don't sample new colors from them.

COLOR

Magenta is a sentence, not a paint can.

Black and cream carry almost everything. That's the quiet, readable backbone. Magenta shows up once per page, on purpose: the period, a key number, a link, a button. The moment it starts filling backgrounds or repeating itself, it stops feeling like an accent and starts feeling like a different brand.



Core pair: black + cream. One accent: magenta. Indigo, terracotta, blush, sage, and rose are surface treatments for bigger moments, like a launch post or a themed series, not everyday colors.

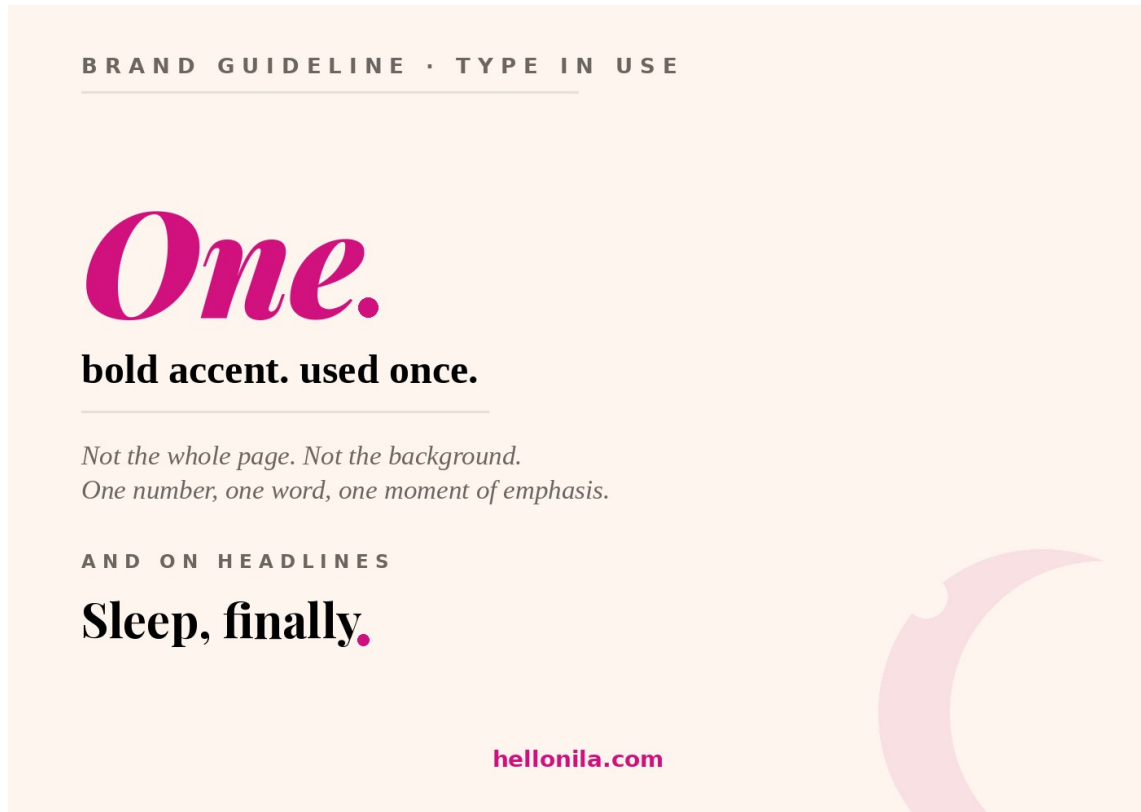
How the palette actually gets used

- Black + Cream: the default for everything, body copy, the wordmark, most cards and pages.
- Magenta: the period, one statistic, one link, one button. Never a background, never repeated twice on the same page.
- Indigo / Terracotta: bold, full-bleed surfaces for a single themed post or launch card, used for the whole background, with cream type on top, the way “Gender & midlife.” and “Libido” run.
- Blush / Sage: soft accent backgrounds for quieter, gentler topics, used the same restrained way as the bolder colors.
- Charcoal / Rose: occasional dark-mode or accent cards for variety in a content series, not a default.
- Warm Gray / Hairline: captions, sources, dividers. The quiet supporting cast.

TYPOGRAPHY

A few voices, one at a time.

Nila graphics draw from a small cast: a high-contrast italic Didone for the one big emphasis, a tall upright serif for bolder headline moments, a softer serif for support lines, and plain sans serif doing the rest of the talking. Nobody competes for attention because nobody's allowed to share the stage, and on headline moments, the sentence gets closed the same way our name does: with a small magenta period right after the last letter.



The italic display moment, the bold headline period, and the supporting voices, built the way a real card gets built, not a font chart.

Display: the italic serif

Reserved for the wordmark and exactly one big emphasis per page: a number, a single word, a small moment. It's a high-contrast italic serif in the Didone family (hairline horizontals, bold verticals, the same DNA as Bodoni or Didot). If you're rebuilding this without our logo file, Playfair Display Italic is a free, faithful stand-in.

Headline: the bold serif, closed with the period

For bigger headline moments, like a post title, a launch announcement, or a section header on a colored card, use a tall, bold, high-contrast serif (Playfair Display Bold, or a true Didone bold if available). Close the headline with a small magenta period set right after the final letter: not a decoration, the same closing gesture as the wordmark's own full stop. One period per headline, never one per line.

Support: the italic serif subhead

One line under the big moment, in a classic italic serif. It's the explainer right under the headline: a one-line takeaway under a stat, a subtitle under a launch headline. It only works paired with the bold line above; on its own, it's just a heading.

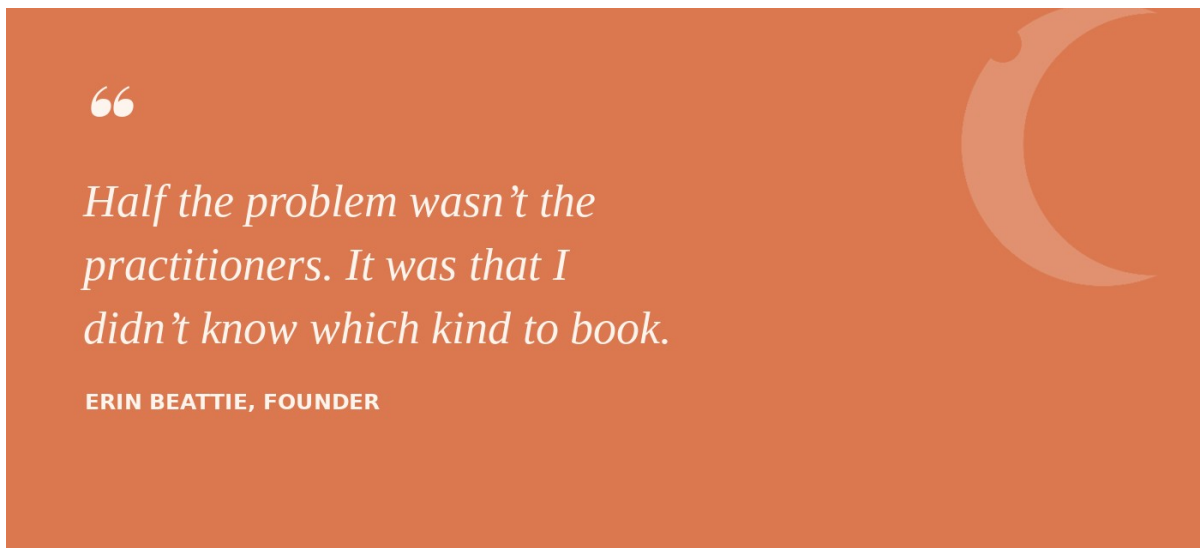
Everything else: sans serif

Navigation, captions, sources, small caps labels, body copy: a clean grotesque (Helvetica/Arial). Small caps with wide letter-spacing carry the tiny eyebrow labels, the kind of thing you're reading right now at the top of each section.

VOICE

She's done the reading.

Nila talks like the older sister who already sat through the appointment you're dreading: warm, plain-spoken, no patience for vague reassurance. Short sentences. Real numbers with real sources underneath them. Never breathless, never a wellness ad, never clinical either.



From the launch release. This is the register: direct, a little wry, never performing concern.

A quick gut check

- Would an informed friend actually say this out loud? If it sounds like a brochure, cut it.
- Is there a real number or source under any claim that needs one?
- Did it take the long way to say something simple? Say the simple thing.
- Did a headline earn its period, or did it get one out of habit? One per headline, never a string of them.

ELSEWHERE

Find us.

- LinkedIn: linkedin.com/company/hello-nila
- Instagram: [@hellonilas](https://instagram.com/hellonilas), instagram.com/hellonilas

Use the icon mark, not the wordmark, as the profile photo. It holds up at thumbnail size where

the wordmark would blur.

When in doubt: black and cream, magenta once, italic once, a headline closed with the period. Almost impossible to get wrong, and most of what makes something look like us.