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BRAND GUIDELINES

This guide defines the visual language, design style, and principles that shape a clear and consistent brand experience, no matter the team or area of expertise.

Project 525 is a flagship professional development initiative under NIL Africa, designed to build globally competitive IT professionals through structured, high-impact learning experiences.

Project 525 represents precision, growth, and global standards in IT education. Every expression of the brand should reflect our commitment to excellence, accessibility, and career transformation.

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01 Brand Strategy

Brand Purpose

To develop world-class IT professionals through structured, industry-aligned training pathways that lead to internationally recognised certifications.



Value Proposition

Project 525 delivers a guided, milestone-based journey that transforms working professionals into globally certified experts through mentorship, structure, and measurable progression.

Core Pillars

Structure – Clear learning pathways with defined outcomes
Excellence – Training aligned to global certification standards
Support – Mentorship and expert-led guidance
Credibility – Industry-recognized certification

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02 Personality



Tone & Voice: Project 525 communicates with confidence, clarity, and encouragement.

Precise:	Clear instructions, structured information, no unnecessary jargon
Trustworthy:	Evidence-based claims, professional language, credible positioning
Approachable:	Supportive, motivating, human — never cold or overly technical
Reliable:	Consistent terminology, steady tone, dependable messaging

Instead of: "Join our course now."

Say: "Start your structured journey toward global IT certification."

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03 Sample Copy

Short Brand Statement

Copy should be concise and purposeful, avoiding unnecessary jargon while still speaking credibly to a technically informed audience. Whether crafting course descriptions, promotional materials, or formal correspondence, writers should ensure that all content aligns with the Project 525 brand voice — authoritative yet approachable, and always oriented toward empowering professionals to achieve world-class Cisco certification.

Programme Description

Project 525 guides professionals through a 12-month, milestone-driven learning journey designed to prepare candidates for advanced global IT certifications.

Combining expert instruction, practical application, and structured progression, the program transforms experience into internationally recognized expertise.

Call-to-Action Examples

Begin Your Certification Journey

Step Into Global IT Standards

Advance Your Professional Capability

Build Skills That Travel

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04 Logo

Primary Logo

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Clear Space



Secondary Logo

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Incorrect Usage



Clear Space

To preserve the integrity of the logo, a minimum clear space must be maintained around it at all times. This exclusion zone ensures the logo is never crowded by surrounding design elements, text, or imagery.

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05 Partnerships

Stacked/Small Badge Variations (top left). Two compact lockups where the Cisco Certified badge (CCIE or CCNP) sits above the "PROJECT 525" wordmark suitable for smaller placements or secondary use. Horizontal Lockup with CCIE (top right) A wide-format lockup with the large "PROJECT 525" wordmark on the left and the CCIE badge positioned to the right ideal for banners or headers. Africa NIL | Project 525 (bottom left) A co-branded horizontal lockup combining the Africa NIL identity with the Project 525 mark, separated by a vertical divider designated for partnership or regional communications. Horizontal Lockup with CCNP (bottom right) Mirrors the CCIE horizontal lockup but paired with the CCNP badge instead, maintaining the same structural format.









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06 Social Media Partnerships



Please download the brandkit to download the banner at the top when creating a post the speaks to all the partners

please see our sample copy section for guidence on 525's tone and voice.

IInclude the CCNP,CCIE or CCDE badges appropriately



Please download the brandkit to download the banner at the top when creating a post the speaks to all the partners

Clear call to action for a partner specific post

IInclude the CCNP,CCIE or CCDE badges appropriately

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07 Colour

Primary Pallete



Navy Blue
Hex: #26344d
Cmyk: C=87 M=76 Y=45 K=41
RGB: R=38 G=52 B=77
PANTONE: 533 C



BLACK
Hex: #000000
Cmyk: C=72 M=68 Y=67 K=88
RGB: R=00 G=00 B=00
PANTONE: Black 6 C

Secondary Pallete



BURGUNDY
Hex: #900020
Cmyk: C=26 M=100 Y=93 K=28
RGB: R=144 G=0 B=32
PANTONE: 7421 C



BLUE
Hex: #00B0F0
Cmyk: C=69 M=13 Y=0 K=9
RGB: R=0 G=176 B=240
PANTONE: 2995 C

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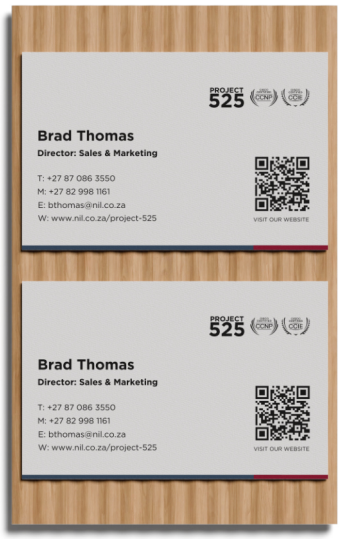
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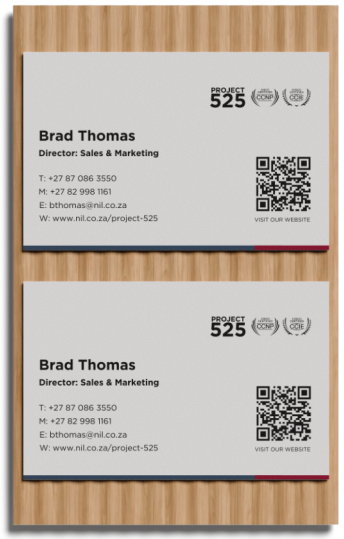
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08 Stationary & Print Materials

The Project 525 branded stationery suite presents a cohesive and professional visual identity across all key print touchpoints. The collection includes a letterhead, business cards, and a branded envelope, each thoughtfully designed to reflect the authority and credibility of the Africa NIL | Project 525 brand. Letterhead. The A4 letterhead features a clean, minimal layout on a light grey background, with the Africa NIL | Project 525 co-branded lockup prominently positioned in the header. Contact details are displayed in a refined typographic treatment, while the CCNP and CCIE Cisco Certified badges anchored at the footer reinforce the programme's professional certifications and credibility.









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08 Apparel Mockups

This apparel mockup illustrates correct brand application on corporate clothing, showcasing logo placement, scale, and spacing across a formal shirt. It serves as a visual reference to ensure consistency, professionalism, and clarity when reproducing branded uniforms across all business touchpoints.








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09 Typography

Nil Africa's typography balances clarity and professionalism with a modern yet timeless type pairing, reinforcing our commitment to accuracy, efficiency, and stability.

Primary Typeface

Poppins



Primary Sans-Serif **(Poppins)** is a clean, modern sans-serif typeface that ensures legibility and precision across all digital and print materials. Its geometric structure reflects clarity, efficiency, and trust, making it the ideal choice for data-heavy content, dashboards, and user interfaces.

Secondary Typeface

Lora



Secondary Serif **(Lora)** is a refined, authoritative serif font that adds a touch of tradition and credibility. Used for emphasis in headlines, reports, and financial documents, it reinforces Nil Africa expertise and reliability.

This sans-serif and serif combination creates a dynamic contrast—modern yet trustworthy, analytical yet approachable, ensuring Redo's brand communication is always clear, professional, and dependable.

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10 Sizing

Heading

Gain peace of mind with guidence from seasoned professionals

Type sizes > 72pt/px - 85pt/px | 100% leading | Medium Font Weight

Body Poppins

Hands-on, instructor led training. Globally recognized I.T skills with career ready outcomes work, grow, and connect

Type sizes > 30pt/px - 45pt/px | 100% leading | Medium Font Weight

Body Lora

Hands-on, instructor led training. Globally recognized I.T skills with career ready outcomes work, grow, and connect

Type sizes > 30pt/px - 45pt/px | 100% leading | Medium Font Weight

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11 Social Media Templates





Social media footnotes

The social media header should have a gutter of 10px and the utitlize the 1080 x 1080 post dimensions. Please see **brandkit for approved header.**

Only use **company approved imagery** please see Project 525's photograhy section for guidence and **utilize the contact us button for post approval.**

Only use company approved iconography which can be found in the company brandkit.

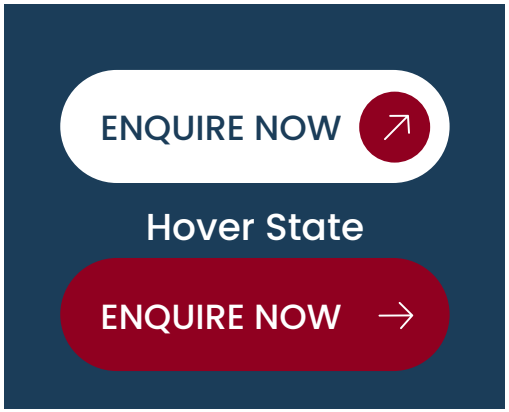
Please only use company approved social media templates which can be found in our brandkits for the latest and updated assets.

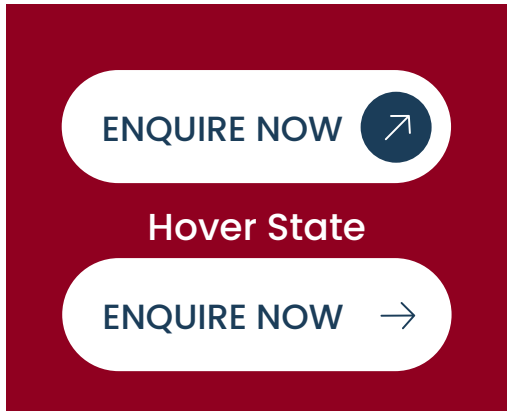
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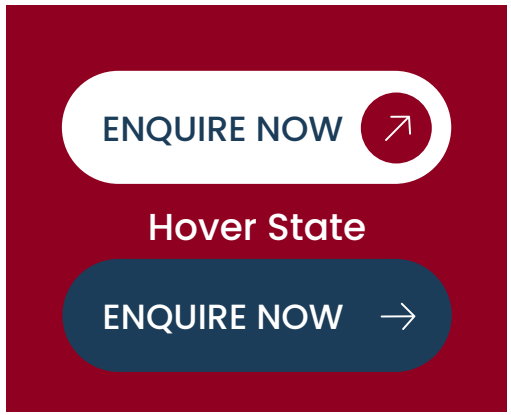
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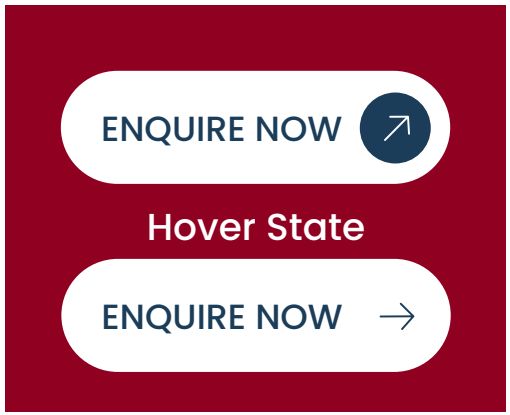
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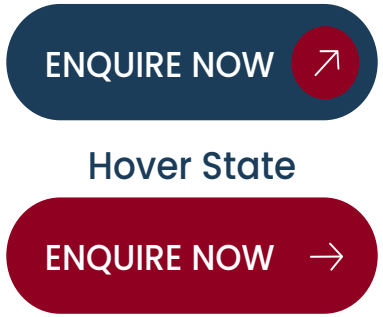
12 BUTTON COLOUR VARIATIONS











Button colours and hover states are designed to clearly guide user interaction while reinforcing the brand's visual identity across digital platforms.

Primary buttons use the core brand colour to highlight the most important actions, while secondary buttons use more neutral or subtle styles to support less critical actions without competing for attention.

Hover states provide immediate visual feedback typically through slight shifts in colour, contrast, or elevation to indicate interactivity and improve usability, helping users feel confident in their actions.

All button states should remain consistent, accessible, and aligned with the brand's colour system, ensuring sufficient contrast and clarity across all devices and interfaces.

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13 Photography



I.T Engineers

NIL'S photography style reinforces our brand's core values—trust, clarity, and financial empowerment—by showcasing visuals that reflect professionalism, accuracy, and control.



Server Room & Technical

NIL'S photography style reinforces our brand's core values—trust, clarity, and financial empowerment—by showcasing visuals that reflect professionalism, accuracy, and control.



I.T Executives

NIL'S photography style reinforces our brand's core values—trust, clarity, and financial empowerment—by showcasing visuals that reflect professionalism, accuracy, and control.



Team of I.T professionals

NIL'S photography style reinforces our brand's core values—trust, clarity, and financial empowerment—by showcasing visuals that reflect professionalism, accuracy, and control.