



NIM STUDIO

Brand Guidelines

How to use the NIM Studio identity — the film-reel mark, color, type, and voice — so every touchpoint feels like one crafted studio.

BRAND ESSENCE

A studio that turns product shots into sales.

NIM Studio is the NEXINFINITY META family's image studio — browser-based tools for background removal and object/watermark erasing that turn a raw phone photo into a clean, marketplace-ready product image in seconds, entirely on-device. The brand should feel precise, modern, and premium — a real studio, not a gimmick — while reading as part of the wider NIM house.

MISSION

Give every seller a studio — make clean, marketplace-ready product images effortless, with no camera, set, or designer required.

TAGLINE

“Studio-grade product images, in seconds.”

PERSONALITY

Precise

Fast

Private

Premium

Modern

Confident

Think a calm, expert photo studio — refined and modern, never loud. Confident enough to feel premium, simple enough that anyone gets a great shot on the first try.

THE MARK

The film reel.

Primary mark — the default. Use this wherever space allows.

The mark is a **film reel** — the object of an image studio — carrying the **NIM monogram in its hub**, in the NIM family **teal**. It follows the NIM family rule: each product is a single recognisable object holding the NIM monogram (NIM Sports is a ball, NIM App Lock a padlock, NIM Studio a film reel), so the line reads as one house while each product stays instantly its own.

TREATMENTS

One mark, three surfaces.

On light — teal reel, transparent



On dark — same mark, stands out



App icon — white reel on a solid teal field

WHEN TO USE WHICH

Use the **transparent teal** mark on light or dark backgrounds and over photos — its white reel detail keeps it legible. Use the **solid teal field** version for app icons, home-screen, and favicons, so the platform's icon mask never crops onto transparency.

CLEAR SPACE & MINIMUM SIZE

Give the mark room to breathe.

Keep clear space around the mark equal to one of its four feed-holes (we call it X). Nothing — text, edges, other logos — should enter this zone.

**X**

Minimum padding on all sides = one feed-hole of the reel.

MINIMUM SIZE



On screen — never below 24px



Favicon — 32 / 16px, app version preferred

MARK MISUSE

Please don't.



Don't stretch or distort.



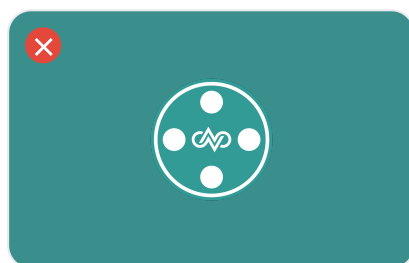
Don't recolor the mark.



Don't rotate or tilt.



Don't add shadows or effects.





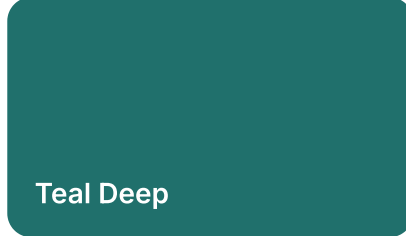

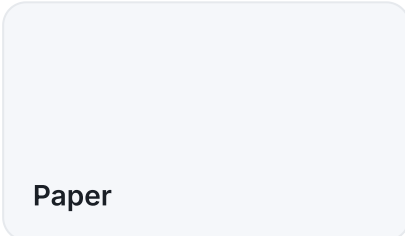
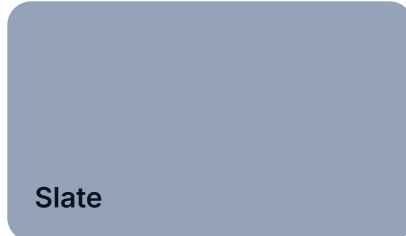
Don't place on low contrast.



Don't reduce opacity / screen back.

COLOR PALETTE

Teal leads. Ink grounds.

 <p>NIM Teal</p>	 <p>Teal Light</p>	 <p>Teal Deep</p>
<p>Primary HEX #349C98 RGB 52 156 152</p>	<p>Highlight HEX #4FD4CE RGB 79 212 206</p>	<p>Depth · text on light HEX #20706C RGB 32 112 108</p>
 <p>Ink</p>	 <p>Paper</p>	 <p>Slate</p>
<p>Dark base HEX #0F1620 RGB 15 22 32</p>	<p>Light base HEX #F5F7FA RGB 245 247 250</p>	<p>Muted · captions HEX #94A3B8 RGB 148 163 184</p>

USAGE BALANCE



Lead with ink & paper surfaces, teal for brand moments and actions, teal-light only as a small highlight.

TYPOGRAPHY

Gabarito for display. Inter for clarity.

Gabarito, the NIM family display sans, carries the wordmark and headlines — confident and modern. Inter handles UI, body, and captions so everything stays clear and cohesive with the wider house.

Display

Gabarito Bold · 700 · wordmark & headlines

Heading

Gabarito Semibold · 600

Subheading

Inter Medium · 500

Body — the quick brown fox jumps over the lazy dog.

Inter Regular · 400 · 1.7 line-height

AA BB CC DD EE

NIM Studio 0123456789

VOICE & TONE

Clear, confident, quietly expert.

We talk like a great studio assistant — calm, capable, and to the point. We promise results, not magic. Plain words, short sentences, real confidence.

We say

"Studio-grade shots, no studio needed."
"Drop a photo. Get a clean cutout in seconds."
"It runs on your device — nothing is uploaded."

We avoid

"Revolutionary AI-powered imaging synergy."
"Unleash next-gen visual workflows."
Hype, jargon, and over-promising.



NIM Studio is part of the NEXINFINITY META family.

Questions about brand usage? support@nexinfinitymeta.ai · nexinfinitymeta.ai