

Hello! This is Nimble Evolution's brand manual, to guide the proper use of the company's name and logos.

i Some points to consider regarding brand communication with the public:

- In our communication, we aim to position Nimble as the leading authority in Atlassian and as a top partner.
- We reinforce Nimble's ability to add more value to projects with proprietary solutions such as MYDAS, COSMOSS, NimbleOne, among other services provided.
- With the support of the Sabiá agency, we established a unique proprietary language for the brand to differentiate it from competitors, positioning it as a reference in Atlassian solutions in all stages, from license acquisition to implementation, consulting, support, and training.

i TONE OF VOICE

Each editorial series will have its own writing style. Some will be more institutional, others more relaxed, but all will position Nimble as industry experts.

Humanized	Specialist
The tone of voice we will use is meant to bring the reader closer to the brand, more human, and closer to the user, including them in the conversation. Using terms such as: "we", "we know", "we understand", etc.	To reach an audience of executives and technology leaders, we will share content focused on Nimble's leading solutions. The tone of voice will be that of specialists in solving our clients' challenges.
Example: <i>Here at Nimble Evolution, we understand that #agility only becomes a reality with the commitment of everyone in the organization. That is why we join forces with strategic partners such as Atlassian to offer our customers solutions like Jira Software that help increase collaboration among development teams.</i>	Example: Based on our years of experience as an Atlassian partner , we developed MYDAS®, an unparalleled support service that is the best available in four key aspects for companies that rely on Atlassian solutions [...].

i VISUAL LANGUAGE

Here are the color codes we use in our visual identity:

- #262261 - Dark blue
- #59e086 - Green
- #53edde - Aqua green
- #6257fa - Purple 1
- #944a8d - Purple 2

- #b495c7 - Lilac



For fonts, we use Mandatory Plaything and Agelast in our logo.

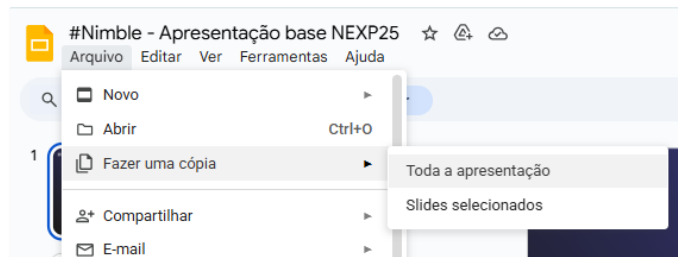
In marketing materials and social media, we primarily use Poppins and Montserrat.

PRESENTATION MODEL

Below is the template for standardizing Nimble presentations:

[#Nimble - Apresentação base NEXP25](#)

To use it, we ask that you make a copy of the file, as shown in the image below:



OFFICIAL LOGOS

These are the accepted versions of our logo, in vertical and horizontal, colored and white versions.





We allow the use of the vortex icon in internal materials used for the Nimble Evolution team and in very complex artworks where it is not possible to use the full logo.

Vertical colored

Horizontal colored

	
<p>Vertical white ✓</p> 	<p>Horizontal white ✓</p> 
<p>Colored vortex icon ✓</p> 	<p>White vortex icon ✓</p> 

LOGO MISUSE – NOT ALLOWED

<p>✗ Vortex on the right side</p> 	<p>✗ Inverted colors or colors different from the original</p> 
<p>Do not reposition the vortex to the right of the logotype; keep approved compositions only.</p>	<p>Do not alter the color palette; only the approved brand colors are permitted.</p>
<p>✗ Distorted format</p> 	<p>✗ Logo rotated to other angles</p> 



LINKEDIN COVER & MEETINGS BACKGROUND

Here are the standardized LinkedIn cover model and background images, designed to maintain a consistent visual style across all our networks and during meetings.





Capa Nimble Time US.jpg



Fundo de Tela_2025.jpg

EMAIL SIGNATURE

Nimble Evolution's email signature is also standardized to maintain consistency in our communication.

 <p>Nome e Sobrenome Cargo</p> 	<p>The standard to be used is:</p> <ul style="list-style-type: none">• Full name: Lato font, size 14.• Position: Lato font, size 11, in italics. <p>Maintaining this standard helps reinforce our identity and the professional way we present ourselves daily.</p>
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If you have any questions, contact the Marketing team.