

NIWE

ACADEMY | SALON | SPA

Brand Manual



NIWE
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NIWE BRANDING
GUIDELINES

CREATED FOR :
NIWE ACADEMY

MADE WITH LOVE BY:
CERCO CREATIVE MARKETING
CANADA

NIWE

Brand Manual

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NIWE Academy is a premier Canadian institution dedicated to transforming passion into profession in the fields of cosmetology, aesthetics, and wellness. Founded in Calgary, we combine rigorous academic instruction with immersive, hands-on training to prepare graduates for leadership in the beauty industry. Guided by our values of Mastery, Mentorship, Inclusion, Career Outcomes, and Integrity, we set the standard for professionalism, innovation, and industry-ready skills. At NIWE, we don't just teach beauty—we shape the professionals who define it.

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Introduction:

THANK YOU BEING A PART OF NIWE ACADEMY.

Founded in Calgary, NIWE Academy has grown from a family-led vision into a leading cosmetology institution recognized for its commitment to excellence in beauty and wellness education. Our programs span aesthetics, hairstyling, barbering, permanent makeup, and more—each crafted to combine rigorous academic instruction with extensive, hands-on experience in our on-campus clinic. By blending online theory with supervised practical training, we prepare our students to graduate as confident, industry-ready professionals.

At NIWE, our values guide everything we do: Mastery, in setting the highest standards; Mentorship, through personal and accessible instruction; Inclusion, fostering a welcoming and diverse community; Career Outcomes, ensuring every graduate has a clear path forward; and Integrity, in maintaining accredited programs and client-safe practices. We are proud to transform passion into profession and to shape the next generation of beauty industry leaders.

As we move forward, NIWE is embracing a new chapter—positioning ourselves as a premier academy and recognized industry leader in cosmetology

education. This means elevating every aspect of our presence: from our student experience and partnerships to our facilities, communications, and visual identity. Our goal is to not only meet industry standards but to set them, creating an environment where students aspire to join us, professionals respect our graduates, and the community views us as the gold standard in beauty education.

We are committed to innovation and continuous growth, ensuring our curriculum, technology, and teaching methods stay ahead of trends while grounded in timeless fundamentals. Through strategic collaborations, industry engagement, and unwavering dedication to quality, NIWE Academy stands as a beacon for those who see beauty as both an art and a profession.

This brand guide outlines the visual identity of NIWE and is designed to both educate and equip everyone who communicates on our behalf. It ensures that whether you are creating digital content, print materials, or internal documents, the presentation is consistent, professional, and reflective of the NIWE Academy brand.

OUR VALUES

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Mastery – Rigorous standards, measurable outcomes, and craft pride.

Mentorship – Small classes, instructor access, and professional accountability.

Inclusion – A welcoming community for diverse students, clients, and instructors.

Career Outcomes – Clear pathways to licensure, entrepreneurship, and employment.

Integrity – Accredited programs, transparent policies, and client-safe practice.

01/1

NiWE Academy
Canada's premier
cosmetology
school, turning
passion into
profession with
world-class
training and
industry-leading
standards.



01/1

SECTION 01:
BRAND IDENTITY



Corporate Logotype

Our Logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of our company name, and our primary descriptor – they have a fixed relationship that should never be changed in any way.

The NiWE Academy's Masterbrand or Corporate Logo comprises two elements, the logo wordmark and Descriptor statement.

It has a particular relationship with the Academy's name. The Logo Wordmark has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Purple and Black. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

Full NiWE Logo



THE LOGO SYMBOL

The NIWE wordmark is designed to be bold and confident, reflecting the Academy's role as a clear and authoritative voice in cosmetology education. Its clean letterforms ensure instant legibility in any medium. This subtle yet distinctive detail connects NIWE to its roots, grounding our global aspirations in the values of quality, inclusivity, and integrity that define Canadian education. The overall composition is concise and purposeful – mirroring the way NIWE communicates with clarity, professionalism, and pride.

LOGO DARK VERSION

will be used when the background color is light colored.



LOGO LIGHT VERSION

will be used when the background color is dark colored.



Alternatives



Location Specific



Logo Versions

Logo Construction, Clearspace and computation

**It is important to keep corporate marks
clear of any other graphic elements.**

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Clearspace

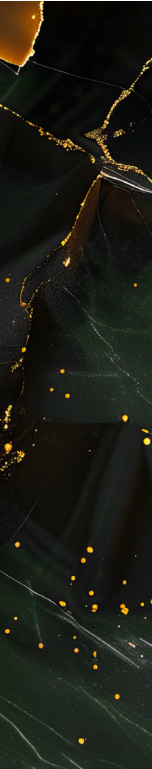
DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



COMPUTATION

To work out the clearspace take the height of the letter N and divide it in half. (Clearspace = Height / 2).



Logo Backgrounds



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Logo Dos and Don'ts



PLEASE CAREFULLY READ THE DOS AND DON'TS

-

Do:

1. Use approved color variations only (NIWE Violet #92278F, white, or black).
2. Maintain the required clear space equal to the height of the "N."
3. Ensure the logo has strong contrast against its background.
4. Scale proportionally – never stretch or compress.
5. Use high-resolution vector files for print and optimized files for digital.

Don't:

1. Change the logo's colors to unapproved shades.
2. Place the logo on low-contrast or busy backgrounds.
3. Add drop shadows, gradients, glows, or other effects.
4. Rearrange or remove the maple leaf element.
5. Crop or rotate the logo.
6. Use outdated or rasterized versions in print.

Corporate Typography

01

Light
Regular
Demi Bold
Bold
Black

The Corporate Fonts and Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all NiWE Academy's communications.

We have selected Contralto and Neue Haas Grotesk, which helps inject energy and enthusiasm into the entire NiWE Academy's communications, as the primary and secondary corporate typefaces.

Light Italic
Regular Italic
Demi Bold Italic
Bold Italic
Black Italic

Contralto Big
Bold

Contralto Xsmall
Demi Bold

Figures

Characters

Corporate Font 01

The Contralto Family

Primary Font :

The Seasons Bold

Contralto is a high contrast sans-serif font family, crafted to look elegant but contemporary thanks to soft humanist shapes mixed with sharp geometric details.

Contralto comes in 40 styles: 5 weights × italics × 4 optical sizes, to help optimising contrast and readability. However, you can also use them to fine tune the mood of your graphical composition. Contralto's generous character set and OpenType features let you meet the most demanding layout needs and lets your creativity fly!

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

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Corporate Typography

Corporate Font 02 Neue Haas Grotesk

Completed for Richard Turley's 2010 redesign of Bloomberg Businessweek, this typeface was a restoration project: bringing Miedinger's original Neue Haas Grotesk back to life with as much fidelity to his original shapes and spacing as possible, rather than trying to rethink Helvetica or improve on current digital versions.

Secondary Font :

Neue Haas Grotesk

- 75 Bold



55 Roman



Figures



Characters



A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

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Typo and Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for NiWE's layouts.

Caption Text

NiWE Academy Typo

-

Neue Haas Grotek 55 Italic
6 pt Type

Copy Text

NiWE Academy Typo

-

Neue Haas Grotesk 55 Roman
10 pt Type

Headlines Copytext

NIWE ACADEMY TYPO

-

Neue Haas Grotesk 75 Bold - Capital Letters
10pt Type

Sublines Sections

NiWE Academy Sublines

-

Contralto Xsmall Demi Bold - Mixed Letters
13pt Type

Big Headlines and Title

NIWE Titles

-

Contralto Xsmall Bold - Mixed Letters
21pt Type

Sequencer and Title for Marketing

NIWE Titles

-

Contralto Big Bold - Mixed Letters
48pt Type

Alternates for Stylistic Touches

NIWE *text*

-

Use any Variant, Any Weight, Any Size

NIWE

Brand Manual

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Corporate Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES.

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Color plays an important role in the NiWE Academy's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use

of these colors will contribute to the cohesive and harmonious look of the NiWE Academy's brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR
EMERALD

PRIMARY COLOR
GOLD

PRIMARY COLOR
EMERALD

PRIMARY COLOR
GOLD

-

-

COLOR CODES

CMYK : C86 M45 Y82 K51
RGB : R19 G69 B47
Web : #13452f

COLOR CODES

CMYK : C19 M28 Y95 K1
RGB : R209 G173 B51
Web : #d1ad33

Secondary Color System

-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for NiWE Academy's company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.



Color Codes

CMYK : C00 M00 Y00 K00
RGB : R00 G00 B00
Web : #000000



Color Codes

CMYK : C62 M50 Y38 K10
RGB : R111 G115 B131
Web : #6f7483



Color Codes

CMYK : C83 M13 Y88 K02
RGB : R207 G167 B102
Web : #149c57



Color Codes

CMYK : C03 M01 Y00 K00
RGB : R249 G251 B254
Web : #8e3534



Color Codes

CMYK : C62 M50 Y38 K10
RGB : R111 G115 B130
Web : #afc96c

Color Usage



Use them to accent and support the primary color palette.

The Company Letterhead

This shows the approved layouts with the primary elements of the NiWE Academy stationery system for the front of the letterheads.



Parameter

Dimensions

8.5 x 11 in

Weight

30# Cougar
Smooth White Text

Print
CMYK

USAGE

-

The letterheads will be used for all official contact and communication of NiWE Academy company.



The Company Business Cards



Business Card Frontside



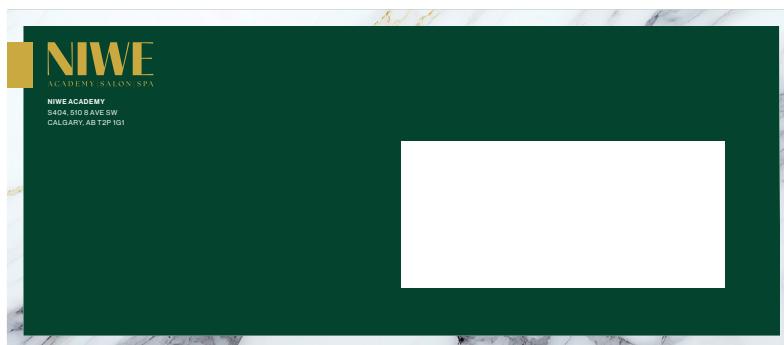
Business Card Backside

This shows the approved layouts with the primary elements of the NiWE Academy’s stationery system for business cards.

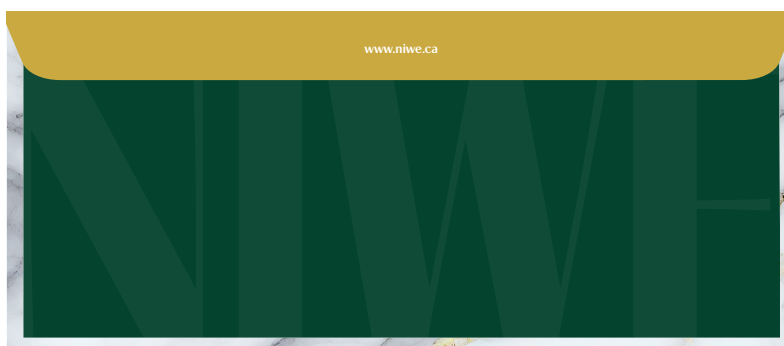
Parameter	
Dimensions 3.5 x 2 in	
Weight 28-32 pt cardstock Soft Touch Laminate	
Print CMYK	USAGE - The business cards will be used for all official contact and communication of NiWE Academy’s company.

The Company Envelope

This shows the approved layouts with the primary elements of the NiWE Academy stationery system for the front- and backside of the corporate envelopes.



Envelope Frontside



Envelope Backside

Parameter

Dimensions
#10 Envelope

Weight
85g/m
Uncoated white

Print
CMYK

USAGE

-

The envelop will be used for all official contact and communication of NiWE Academy's company.



The Company Presentation Folder



Parameter

Dimensions

9 x 12 inch closed

Weight

16 - 24 pt Stock
Soft Touch Laminate

Print

CMYK

USAGE

-

The presentation folder will be used for all official contact and communication of NiWE Academy's company. Do not forget to include a business card.



The Brand In Use

Placement

**THE NIWE ACADEMY
BRAND IN USE FOR
INSTRUCTORS,
STUDENTS, AND
MERCHANDISE.**

Using approved logos and colors is essential to building a strong, recognizable NIWE brand. Consistency across all touchpoints—from digital media to print materials—ensures that our audience immediately identifies and trusts our communications. The NIWE logo should always be displayed in its approved color lockups, with the most visible option chosen for the background it is placed on. To protect its integrity, the logo must remain free of overlapping graphics, text, or visual clutter, and should always maintain the required clear space for maximum impact and legibility.



How to use logo's and approved colours to achieve consistent identity.



Social Media Guides

01

FACEBOOK MEDIA GUIDELINES

Explanation:

Here you will find the social media guidelines for Facebook.

This will help you to prepare your Posts in correct way and give you the best possibilities to provide images and media links to your audience. This will help you to have the most effective interaction with your social media fans or visitors.

Facebook Marketing Trends to Watch in 2025

Prioritization of Vertical Video

Short-form vertical videos, such as Reels and Stories, continue to dominate Facebook's content landscape. Brands leveraging 9:16 content formats see higher engagement rates, particularly with time-sensitive promotions or interactive campaigns.

Rise of Interactive Ads

Interactive ad formats like carousels and Stories ads are seeing greater adoption. These formats encourage users to engage directly with the content, such as swiping through slides or clicking on embedded links.

AI-Driven Content Optimization

Artificial intelligence tools are becoming mainstream for automating image resizing, optimizing ad visuals, and analyzing engagement metrics.

Mobile-First Design Strategy

With most Facebook users accessing the platform via mobile, content that prioritizes vertical formats and mobile-friendly visuals will perform better.

Implementing these strategies will ensure your Facebook content remains engaging and effective throughout 2025. As we transition to other platforms, remember that while Facebook's wide user base offers extensive reach, each social network presents unique opportunities for brand expression and audience engagement.

Facebook Media Guidelines

Image Type	Recommended Dimensions	Aspect Ratio	Key Notes
Profile Photo	196×196 px (minimum)	1:1	Use 320×320 px for better quality. Displayed as a circle on profiles.
Cover Photo	851×315 px (desktop)	16:9	Mobile cover size: 640×360 px. Align text and key visuals to the right.
Event Cover Photo	1920×1005 px	16:9	High-resolution visuals create stronger impact for events.
Group Cover Photo	1640×856 px	1.91:1	Avoid cropping by maintaining the aspect ratio.
Story Image	1080×1920 px	9:16	Leave a 250-pixel safe zone at the top and bottom for buttons and overlays.
Square Post	1080×1080 px	1:1	Ideal for balanced content across desktop and mobile feeds.
Vertical Post	1080×1350 px	4:5	Optimized for mobile users; visually appealing on smaller screens.
Landscape Post	1080×566 px	1.91:1	Best for wide-angle or panoramic visuals.
Carousel Images	1080×1080 px	1:1	Up to 10 images can be included; consistency is key for storytelling.
Reels	1080×1920 px	9:16	Vertical videos drive high engagement on facebook.
Feed Ads	1080×1080 px (minimum)	1:1 OR 1.91:1	Stick to minimal text for improved performance.
Stories Ads	1080×1920 px	9:16	Avoid placing text in the top/ bottom 14% for better visibility.

Social Media Guides

02

INSTAGRAM MEDIA GUIDELINES

Explanation:

Here you will find the social media guidelines for Instagram..

This will help you to prepare your Posts in correct way and give you the best possibilities to provide images and media links to your audience. This will help you to have the most effective interaction with your social media fans or visitors.

Instagram Marketing Trends to Watch in 2025

Vertical Video Growth

With the sustained rise of Reels, vertical video continues to outperform other formats in terms of reach and engagement. Brands prioritizing this format will stay competitive in 2025.

Interactive Story Features

Polls, questions, and clickable links in Stories are growing in popularity. Pairing these interactive elements with visually compelling images ensures higher engagement.

Cohesive Grid Aesthetics

Maintaining a visually consistent Instagram grid helps strengthen brand identity. Using tools like content planners ensures that posts align with your overall visual strategy.

AI-Enhanced Content

AI tools are becoming essential for streamlining the creation of Instagram-optimized visuals, enabling rapid resizing and design.

Why Optimizing Instagram Image Sizes Matters

Correctly sized images on Instagram ensure that:

Content is displayed as intended, avoiding awkward cropping or pixelation.

Posts are visually engaging and professional, which enhances brand credibility.

Your profile remains aesthetically appealing, encouraging users to follow and engage with your account.

By adhering to these guidelines and staying attuned to the latest trends, your Instagram content will not only stand out in 2025 but also drive better engagement and help maintain a strong brand presence. As we move on to explore other platforms, keep in mind that while each social network has its unique features, the principles of visual consistency and platform-specific optimization remain crucial across the board.

Instagram Media Guidelines

Image Type	Recommended Dimensions	Aspect Ratio	Key Notes
Profile Photo	320×320 px	1:1	Displayed as a circle; focus on the center to avoid cropping.
Square Feed Post	1080×1080 px	1:1	Ideal for balanced visual content across feeds.
Vertical Feed Post	1080×1350 px	4:5	Optimized for mobile screens; visually dominant on smaller devices.
Landscape Feed Post	1080×566 px	1.91:1	Best for horizontal or panoramic visuals.
Story Post	1080×1920 px	9:16	Ensure critical content is within safe zones to avoid overlays.
Reels	1080×1920 px	9:16	Vertical videos dominate engagement; cover image should also be 1080×1920.
Carousel (Square)	1080×1080 px	1:1	Consistent style across all images creates a cohesive narrative.
Carousel (Vertical)	1080×1350 px	4:5	Prioritize mobile-friendly visuals for greater reach.
Thumbnail Preview	161×161 px	1:1	Upload images at 1080×1080 px to ensure clarity when scaled down.
Ads (Feed)	1080×1080 px (min)	1:1 OR 1.91:1	Minimal text improves performance and engagement.
Ads (Stories)	1080×1920 px	9:16	Keep logos and text away from the top and bottom 14% for visibility.

Social Media Guides

03

THREADS MEDIA GUIDELINES

Explanation:

Here you will find the social media guidelines for Threads.

This will help you to prepare your Posts in correct way and give you the best possibilities to provide images and media links to your audience. This will help you to have the most effective interaction with your social media fans or visitors.

Threads Content Trends to Watch in 2025

Conversational Visuals

As Threads is designed for quick, conversation-style posts, visuals that evoke emotion or curiosity perform well. Consider pairing minimalistic text-based graphics with engaging captions.

Short-Form Video Focus

Vertical videos (9:16) are gaining traction on Threads, with brands using this format to share quick updates, product highlights, and user-generated content.

Interactive Carousels

Carousel posts are becoming a dominant content format on Threads. Brands that creatively use carousels for storytelling or interactive content see higher engagement rates.

AI-Generated Imagery

AI tools are making it easier to create custom graphics tailored to Threads' format, reducing production time while maintaining quality.

As Threads continues to evolve, staying adaptable and leveraging these best practices will help your brand thrive on this platform. While we transition to discussing other social networks, consider how Threads' focus on conversation and community might complement your presence on other platforms.

Threads Media Guidelines

Image Type	Recommended Dimensions	Aspect Ratio	Key Notes
Profile Photo	320×320 px	1:1	Displayed as a circle; ensure the focal point is centered to avoid cropping.
Post Images	1080×1920 px	9:16	Ideal for single photos or carousel posts.
Carousel Images	1080×1920 px	9:16	Up to 10 photos or videos allowed per post.
Post Videos	1080×1920 px	9:16	Vertical videos optimized for mobile viewing.

Social Media Guides

04

LINKEDIN MEDIA GUIDELINES

Explanation:

Here you will find the social media guidelines for LinkedIn.

This will help you to prepare your Posts in correct way and give you the best possibilities to provide images and media links to your audience. This will help you to have the most effective interaction with your social media fans or visitors.

LinkedIn Marketing Trends to Watch in 2025

Long-Form Content Revival

LinkedIn Articles paired with engaging cover images are gaining traction as users seek in-depth insights and thought leadership content.

Interactive Content Formats

Carousel posts and ads are increasingly used to tell compelling brand stories. Ensure your visuals flow cohesively and remain visually appealing.

B2B Video Dominance

Video content continues to outperform static posts in engagement, particularly when optimized for mobile and paired with captions or clear CTAs.

High-Quality Visual Branding

Companies investing in professional-quality logos, banners, and post visuals see stronger brand recall and trust among LinkedIn users.

By following these guidelines, you'll be well-equipped to leverage LinkedIn's professional network for your brand's growth in 2025. As we explore other platforms, consider how LinkedIn's B2B focus might complement your strategies on more consumer-oriented social networks.

LinkedIn Media Guidelines

Image Type	Recommended Dimensions	Aspect Ratio	Key Notes
Profile Photo	400×400 px	1:1	Displayed as a circle; upload a high-quality image for clarity.
Personal Cover Photo	1584×396 px	4:1	Ensure key visuals are centered as cropping may occur on different devices.
Company Logo	300×300 px	1:1	Logos are displayed on company pages and LinkedIn ads; use minimal text.
Company Cover Photo	1128×191 px	5.91:1	High-quality image recommended to avoid pixelation.
Life Tab Main Image	1128×376 px	3:1	Appears on the Life tab for company pages.
Life Tab Custom Modules	502×282 px	16:9	Use consistent branding for a polished look.
Post With Square Image	1080×1080 px	1:1	Ideal for general updates and balanced visuals across devices.
Post With Vertical Image	1080×1350 px	4:5	Optimized for mobile viewing.
Post With Landscape Image	1080×566 px	1.91:1	Best for wide-angle or panoramic visuals.
Post With Custom Url Image	1200×627 px	1.91:1	Linked images preview in this format; ensure clarity for clickable links.
Video Post	256×144 px to 4096×2304 px	1:2.4 to 2.4:1	Aspect ratio depends on content; ensure high-quality resolution.
LinkedIn Article Cover	1920×1080 px	16:9	Recommended for long-form content; ensures a professional, eye-catching header.
Carousel Images For Ads	1080×1080 px	1:1	Maintain consistent design across all slides for cohesive storytelling.
Sponsored Content Images	1200×627 px	1.91:1	Recommended for better performance in LinkedIn ads.

Social Media Guides

05

TIK TOK MEDIA GUIDELINES

Explanation:

Here you will find the social media guidelines for Tik Tok.

This will help you to prepare your Posts in correct way and give you the best possibilities to provide images and media links to your audience. This will help you to have the most effective interaction with your social media fans or visitors.

TikTok Marketing Trends to Watch in 2025

The Rise of Carousel Posts

With TikTok's Photo Mode gaining popularity, brands are using carousel posts for step-by-step guides, product highlights, and storytelling.

Interactive Short-Form Content

TikTok continues to push boundaries with interactive features like polls, quizzes, and augmented reality filters, enhancing user engagement.

UGC-Driven Campaigns

User-generated content remains a key driver of brand visibility on TikTok. Encourage users to create content around your brand through challenges, hashtags, and incentives.

Live Video Integration

Live streaming on TikTok is becoming a powerful tool for brands to interact with their audience in real time. It's particularly effective for product launches, Q&A sessions, and behind-the-scenes content.

AI and Trend Identification

Brands leveraging AI tools to identify trending sounds, hashtags, and formats can capitalize on viral opportunities and boost discoverability.

Best Practices for TikTok Content Creation

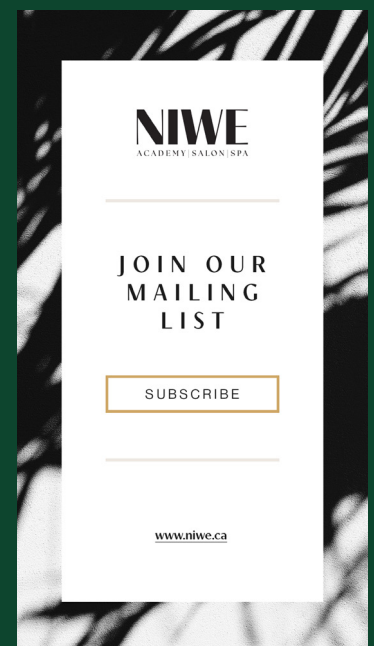
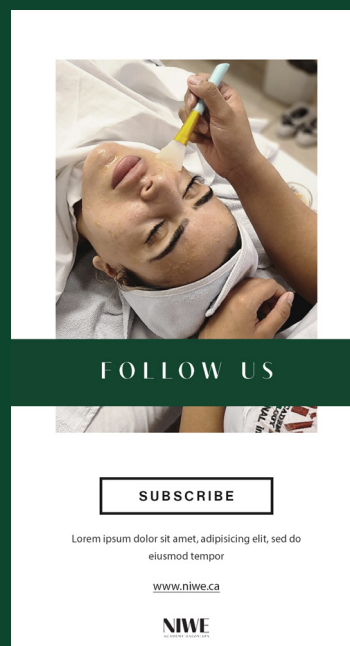
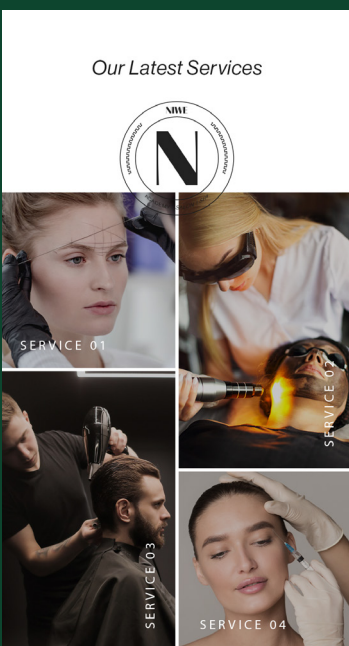
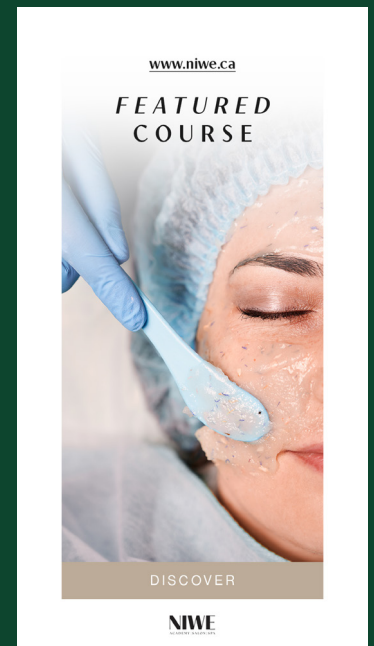
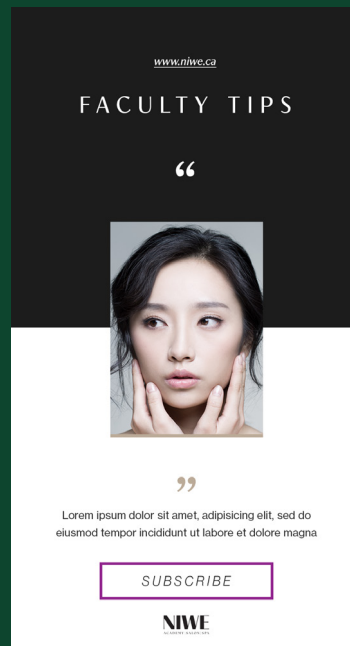
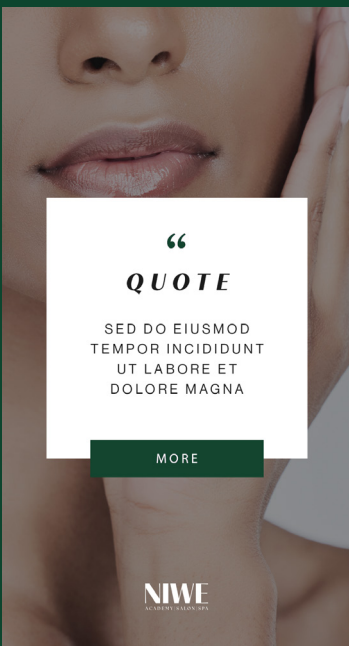
- **Keep It Vertical:** TikTok is a mobile-first platform, so all content should be optimized for vertical viewing. Avoid horizontal or square formats that leave empty space.
- **Use Captions Strategically:** Add concise, engaging captions to highlight key points or provide context for your video.
- **Focus on the First Three Seconds:** Capture attention quickly with dynamic visuals, bold text, or a compelling hook.
- **Incorporate Trending Elements:** Use popular sounds, filters, and hashtags to boost your content's chances of appearing on the For You page.
- **Consistency Is Key:** Maintain a cohesive visual identity across your profile by using consistent colors, fonts, and editing styles.

Embracing these TikTok-specific strategies will help your brand connect with the platform's dynamic, young audience. As we move on to other social networks, consider how TikTok's emphasis on creative, short-form video content might influence your overall content strategy across platforms.

Tik Tok Media Guidelines

Image Type	Recommended Dimensions	Aspect Ratio	Key Notes
Profile Photo	200×200 px	1:1	Displayed as a circle; center key elements to avoid cropping.
In-Feed Video	1080×1920 px	9:16	Vertical orientation is essential for seamless viewing.
Photo Carousel	1080×1920 px	9:16	Each image in the carousel should follow the vertical video dimensions.
Story Post	1080×1920 px	9:16	Similar to in-feed videos but often used for time-sensitive content.
TikTok Ad Videos	1080×1920 px	9:16	Optimal for vertical video ads; keep the focus centered for clarity.
Cover Images for Videos	1080×1920 px	9:16	Select an engaging thumbnail to increase clicks and views.

Social Media Template Design



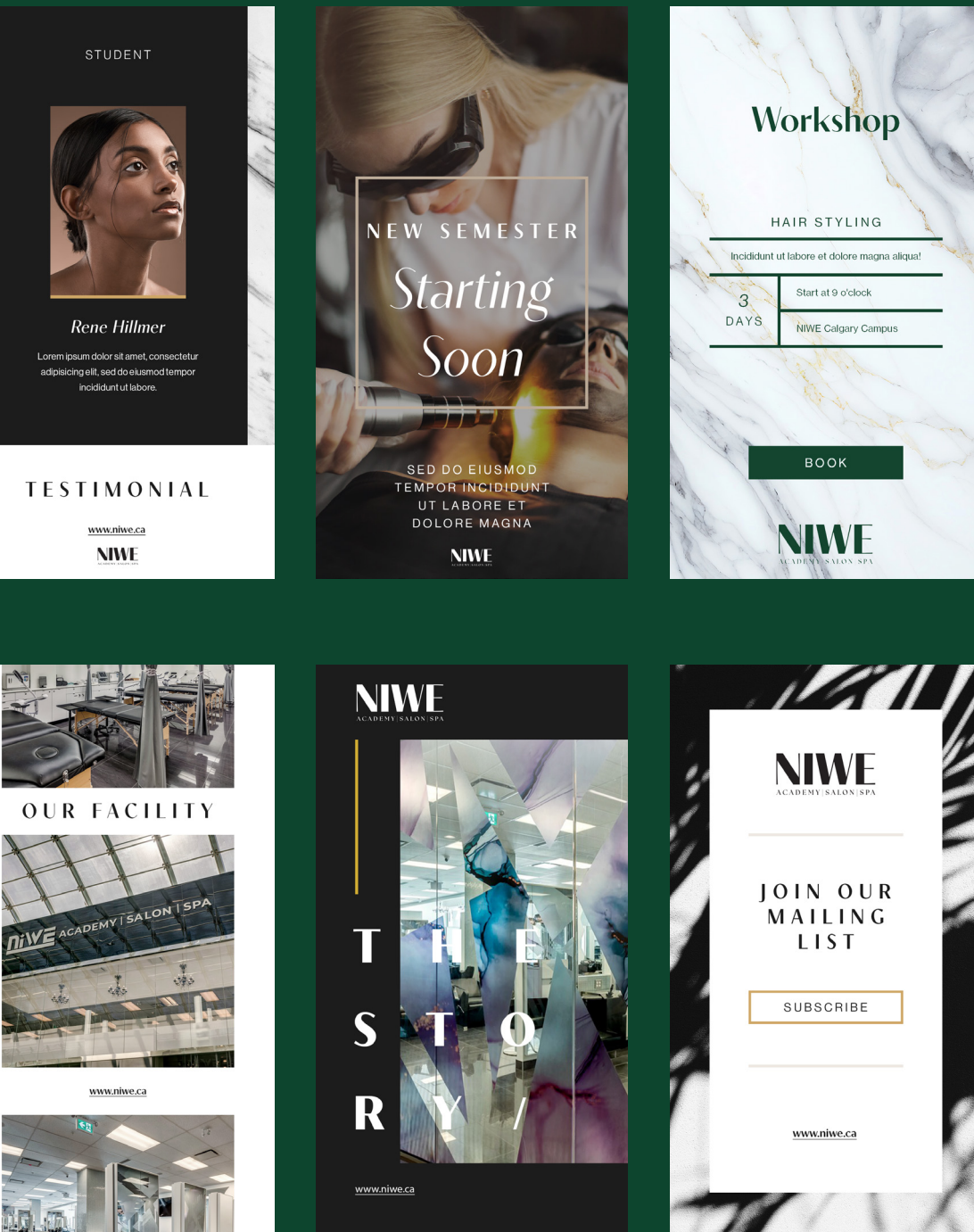
How to design social posts for NiWE Academy.

THE NIWE ACADEMY FORMULA FOR SOCIAL- MEDIA TEMPLATE DESIGN

Social media templates should be designed in full alignment with the visual direction outlined in this guide.

Elements must draw from the approved color palette, with the primary NIWE black taking prominence—either as a solid background, a tinted overlay, or as the primary text color on a lighter backdrop.

Templates should maintain a consistent, premium aesthetic while allowing flexibility for different content types. Posts should represent a balanced mix of services, courses, daily life at NIWE, accolades, events, inspirational quotes, and clear calls-to-action, ensuring the brand voice and visual style remain cohesive across all platforms.



Social Type

Font Guidelines

All social media graphics must use approved fonts. Titles and headings should be set in Contralto Xsmall Demi Bold or Contralto Black (italics may be used for emphasis), while body copy should be Neue Haas Grotesk 55 Roman.

Mood Board & Inspiration



This image moodboard sets the standard for the look and feel NiWE wants to convey within our communications. The following pages outline the specific types and their rhetoric.

**Be inspired. Be glad.
Be glorious. Be individual.**

Mooooooooood...

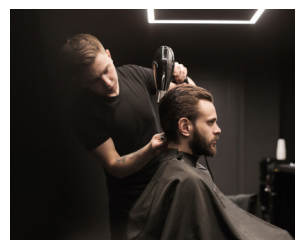


Image System

Corporate Images are responsible to transfer the values of NiWE Academy's to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. NiWE Academy use various corporate advertising techniques to enhance their public image in order to improve their desirability as an educator, employer, customer, borrower, partner, etc.

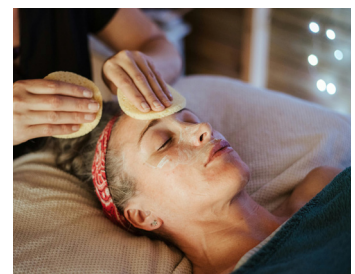
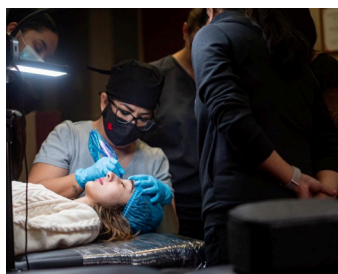
01

Impact Images

THE NIWE ACADEMY CORPORATE IMAGE

DESCRIPTION

Impact images are designed to immediately capture attention and create a lasting impression. These should be high-key, professionally shot photographs with dramatic lighting and a strong focal point. The subject should be clearly defined, with minimal background elements or a softly blurred backdrop to create depth and focus. Use these images sparingly and strategically – most often in hero headers, campaign banners, or featured sections where visual impact is essential to drawing the viewer in.





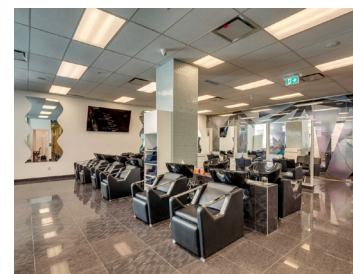
02

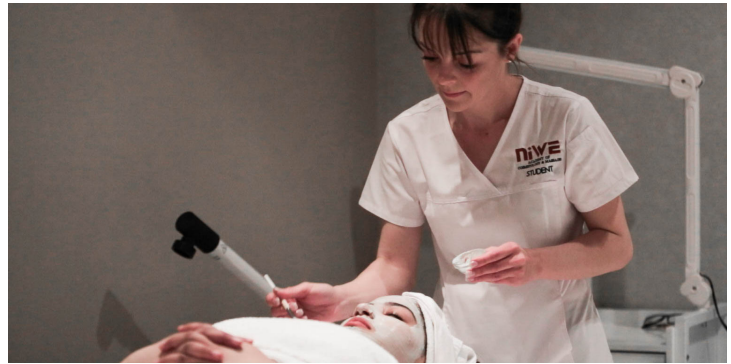
Facility Images

THE NIWE ACADEMY CORPORATE IMAGE

DESCRIPTION

Facility images present NIWE Academy's environment in its best light—literally and figuratively. They must be taken by professional or approved photographers, ensuring clarity, balanced lighting, and accurate color. Spaces should be tidy and free of unnecessary visual clutter, with no candid shots of people. These images should convey a sense of professionalism, cleanliness, and care, helping prospective students and visitors imagine themselves in an inspiring, well-maintained learning space.



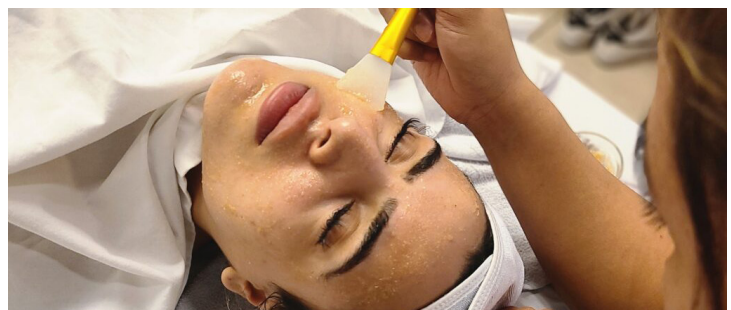


03

Practice Images

DESCRIPTION

Practice images showcase NIWE students in action, working within our facility under realistic conditions. These should always be staged or carefully posed to present the students' work, posture, and professionalism in the best way possible. All clients featured must have given explicit consent before photography takes place. Practice images are an opportunity to reinforce NIWE's emphasis on skill, technique, and industry-ready training, while maintaining a polished and professional presentation.



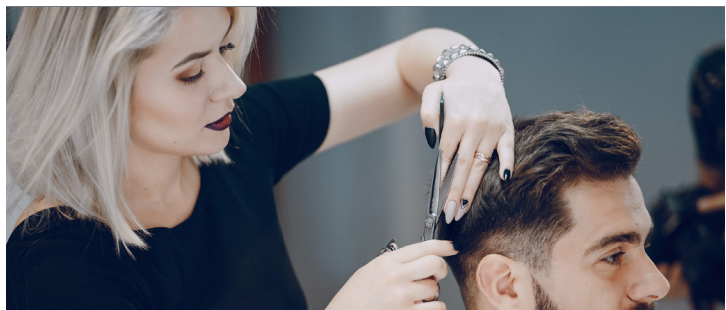


04

Discipline Images

DESCRIPTION

Discipline images are closely related to impact images but focus on highlighting a specific field of study—whether it's hairstyling, aesthetics, barbering, or permanent makeup. Like impact images, they must meet the highest standards of professional photography, with striking lighting, clear composition, and minimal distractions. Each discipline image should reflect the artistry, tools, and results associated with that program, ensuring viewers can instantly connect the image to the service or skill being promoted



Images and Blending Modes

Dark Images



+



Light Images



+



How to add the blending modes to corporate images

THE NIWE ACADEMY BLENDING MODES FOR IMAGES

-

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way they support the statement of the images and raise application possibilities.

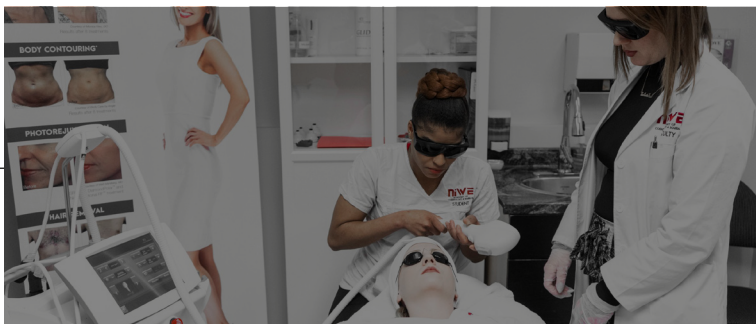


How to

How to create Blending modes

-

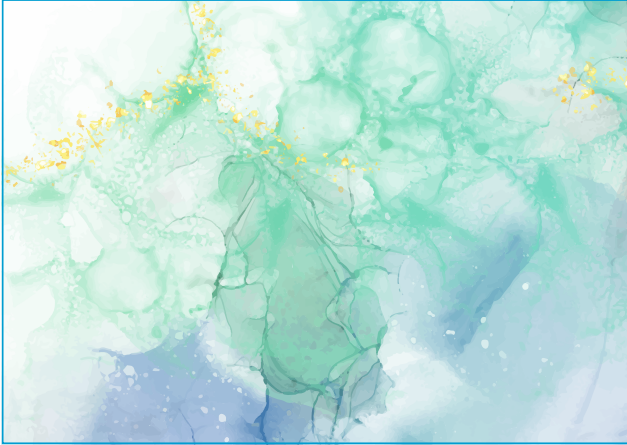
- 1) adjust image for lighting and clarity
- 2) adjust the layer style to "Overlay" for dark images
- 3) adjust the layer style to "Multiply" for light images.



Textures and Backgrounds



Types of backgrounds and textures and their usage



EMERALD + GOLD MARBLE TEXTURE

Explanation:

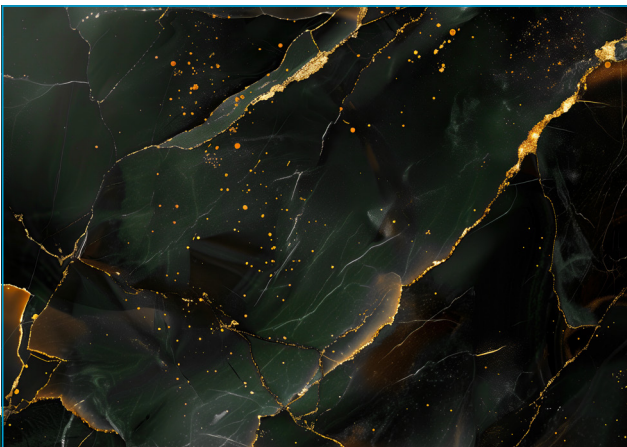
Using a colorful emerald and gold marble texture on marketing materials and graphics portrays a sense of elegance, timelessness, and grace.



WHITE + GOLD MARBLE BACKGROUND

Explanation:

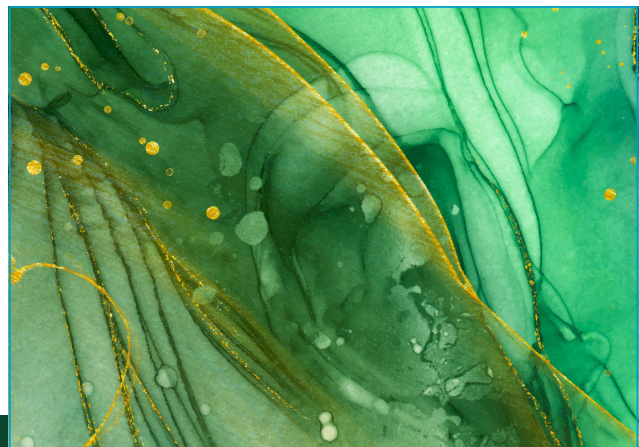
Using a white and gold marbled background can add depth to an otherwise plain white space. Use this sparingly, more as an accent than a full background.



BLACK + GOLD MARBLE TEXTURE

Explanation:

Use a dark black and gold marble texture on marketing materials and graphics when you're looking for a high contrast pop.



EMERALD INFUSED MARBLE BACKGROUND

Explanation:

Use these colour infused emerald and gold marbles to highlight different services or areas of expertise. These also offer a great way to combine colour into our usual emerald and gold marbles to add more depth.

Summary & Contact

THANK YOU FOR YOUR ATTENTION TO OUR BRAND GUIDELINES MANUAL!

SUMMARY

NIWE Academy is more than a beauty school – it is a premier Canadian institution dedicated to shaping the next generation of leaders in cosmetology, aesthetics, and wellness. Founded in Calgary with a vision to merge artistry, technical mastery, and professional excellence, NIWE has grown into a respected academy known for its high standards, industry relevance, and unwavering commitment to student success. Every program is designed to balance rigorous academic instruction with immersive, hands-on experience, ensuring graduates are confident, skilled, and ready to excel in their chosen careers.

Our foundation is built on five core values: Mastery, Mentorship, Inclusion, Career Outcomes, and Integrity. These principles guide every aspect of our operations – from how we teach and mentor, to how we engage with industry partners, to how we present ourselves to the public. We believe in treating every student as a future colleague, fostering an environment where talent is nurtured, skills are sharpened, and professionalism is second nature.

As NIWE continues to evolve, we are committed to positioning ourselves not just as a place of learning, but as an industry leader – setting benchmarks for quality,

Contact & Impress

innovation, and professionalism in cosmetology education. Through continuous improvement, advanced facilities, and strong ties to the beauty and wellness community, NIWE stands as a beacon for those who seek not only to enter the industry but to lead it.

At our core, we exist to transform passion into profession—helping our students discover their potential, master their craft, and step confidently into a career that inspires them. In every interaction, every class, and every graduate we send into the world, NIWE's dedication to excellence shines through.

CONTACT

-

Company:
NiWE Academy

Contact:

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Name Lastname

E: namelastname@niwe.ca
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Marketing Director
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Downloads & Impress

THE CORPORATE DESIGN OF NIWE ACADEMY

DOWNLOAD LINKS

-

Explanation:

For quick help and faster project development you will get the download links to the several brand guidelines and the editable data. To download the single items please follow the given hyperlink. You will also find the complete Brand Manual as a PDF file for sending this to responsible agencies or person(s) that need our guidelines.

NIWE Logo



NIWE Stationery



NIWE Iconography



NIWE Full Manual



Downloads & Impress

**Web link**

Link : <http://www.niwe.ca/>

**Web link**

Link : <http://www.niwe.ca/>

**Web link**

Link : <http://www.niwe.ca/>

**Web link**

Link : <http://www.niwe.ca/>

IMPRESS

-

Agency:

Cerco Creative Marketing

Contact:**Managing Director**

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Laraine Tuason

E: ltuason@cerco.design

NIWE

ACADEMY | SALON | SPA



Thank you for being a
part of our brand.

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NIWE ACADEMY