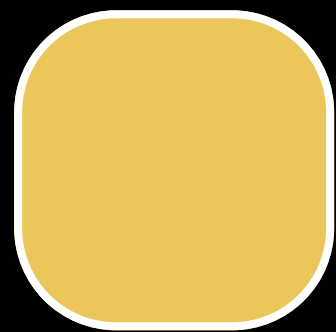
A black background with decorative ribbons in white and gold. A white ribbon is in the top-left corner, a gold ribbon is in the top-right corner, a white ribbon is in the bottom-right corner, and a gold ribbon is in the bottom-left corner.

NIYYE

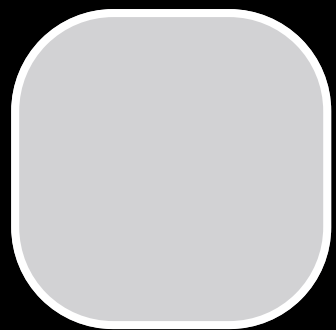
Brand Guidelines

Colour Palette



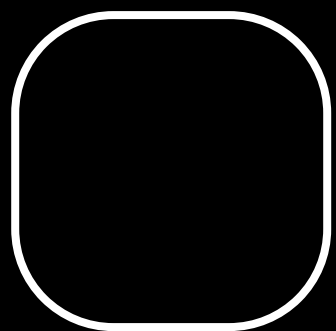
Gold

HEX: #EBC75B
RGB: (235,199,91)
CMYK: (0,15,61,8)



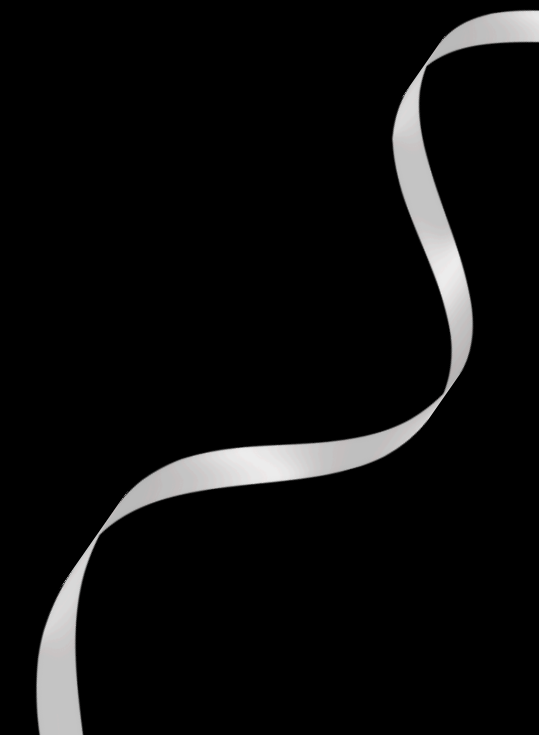
Silver

HEX: #D2D2D4
RGB: (210,210,212)
CMYK: (1,1,0,17)



Black

HEX: #000000
RGB: (0,0,0)
CMYK: (0,0,0,100)





Holiday Overview



New Year's Eve is more than a celebration

It's the art of connection and renewal. As one year fades into the next, we gather to reflect on what we've created, the people who shaped our journey, and the dreams waiting to begin. It's a night to dress with confidence, laugh without restraint, and feel the pulse of possibility in every shared moment. Together, we toast to growth, beauty, and the brilliance of what comes next.

Mission

To bring people together in celebration, reflection, and renewal. Inspiring hope and connection as the world welcomes a fresh start each year.

Vision

To be the world's most unifying and uplifting celebration. A timeless reminder that every ending can lead to a brighter beginning.

Brand Values

Connection

New Year's Eve unites people across cultures, time zones, and generations. It reminds us that no matter where we are, we're all moving forward together.

Renewal

Our holiday embodies new beginnings, offering people a chance to reflect, reset, and dream again. It's a moment of hope and transformation.

Celebration

Joy, laughter, and shared moments are at the heart of New Year's Eve. We celebrate life itself, honouring the journey and welcoming the future with optimism.

Brand Archetype

The Creator

New Year's Eve aligns with The Creator archetype, representing imagination, vision, and the drive to build something new. It invites people to envision and craft the life they want in the coming year through resolutions, intentions, and dreams.



Brand Voice

Confident

New Year's Eve speaks with bold assurance, we know the moment matters. Every word carries purpose, optimism, and a touch of sophistication.

Spontaneous

New Year's Eve feels alive and in-the-moment, genuine, and full of spark. We embrace surprise and encourage people to let go, have fun, and say yes to the unknown.

Lively

Vibrant, energetic, and magnetic our voice moves with rhythm and joy. We capture the pulse of celebration, laughter, music, and shared excitement.



Tone

Emotional

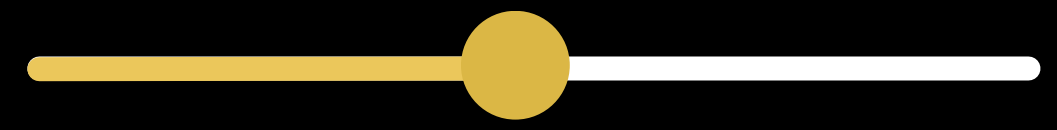


Informational

Social media: The night shimmers with promise — laughter rising, glasses clinking, hearts open to what comes next. Let's create the moment that begins it all.

Formal announcement: New Year's Eve Gala — December 31, 8 PM to 1 AM. Dress Code: Black Tie. RSVP by December 15.

Personal



Global

Social media (Instagram story): The clink of your glass. The glow in their eyes. This is your midnight moment.

Formal announcement: One world. One night. A million ways to begin again.

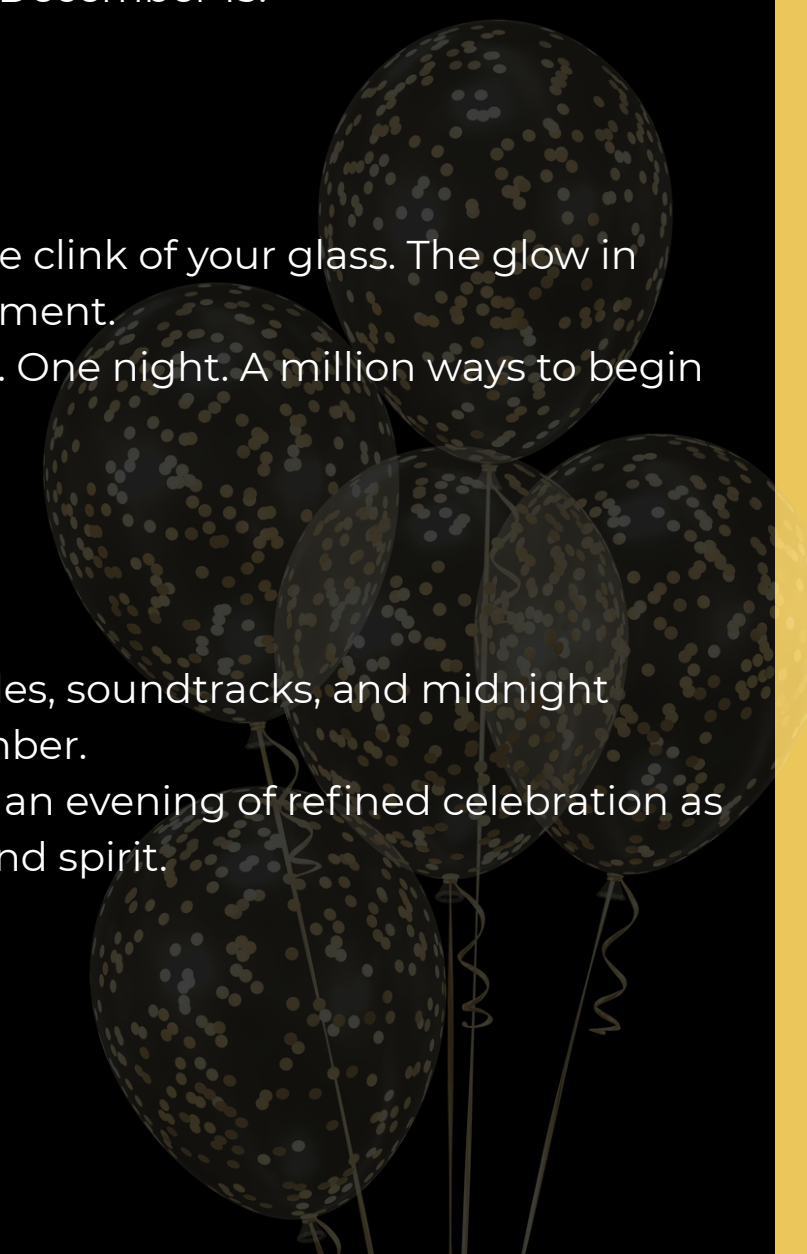
Casual



Elegant

Social media (post caption): Sparkles, soundtracks, and midnight magic — let's make it one to remember.

Formal announcement: Join us for an evening of refined celebration as we welcome the new year in style and spirit.



Messaging Guidelines

Lead with emotion, not information

Every message should feel before it tells. Emotion comes first (excitement, warmth, joy).

Speak to connection, not crowds

Even global messages should sound personal. “We,” “us,” and “together” are key anchors.

Use sensory language

Describe sights, sounds, and feelings (ex: fireworks, laughter, glowing light, the clink of glasses). It makes the moment tangible.

Keep it elegant, never excessive

Celebration doesn't mean chaos. The tone should stay polished and graceful, like champagne bubbles, not confetti overload.

Always end on hope

Every message should leave the audience feeling uplifted, united, and inspired.

On/Off Brand Examples

On-Brand

Raise your glass to time itself. To the moments that made you and the dreams still waiting to be born.

The future begins in the glow of this moment — take it, shape it, make it yours.

Elegant, reflective, artistically phrased, grounded in meaning.

Empowering, forward-focused, lively energy.

Off-Brand

New Year's Eve: the one night to forget everything and lose yourself in the noise.

Another year, another list of resolutions you won't keep.

Poetic, but negative. It celebrates escapism instead of renewal or connection.

Defeatist and sarcastic, undermines the brand's hope and confidence.



Typography



Keep it tasteful

We use Above The Beyond Script for all major headings. Montserrat Bold is meant for our minor headings and important information in text. Montserrat Regular is for all our other copy.

We use gold as an accent for text headings and highlighting anything important.

Time To Celebrate

Above The Beyond Script

Time To Celebrate

Montserrat Bold

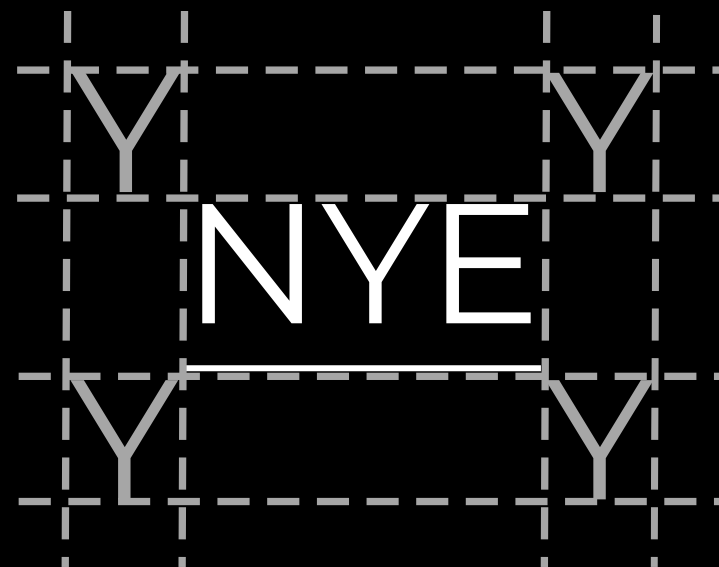
Time To Celebrate

Montserrat Regular

Visual Elements

Logo Variations

We keep it simple. Never mix colours in the logo and stick to brand colours only. Treat the text and underline as a pair, they always wear the same colour.



NYE

NYE

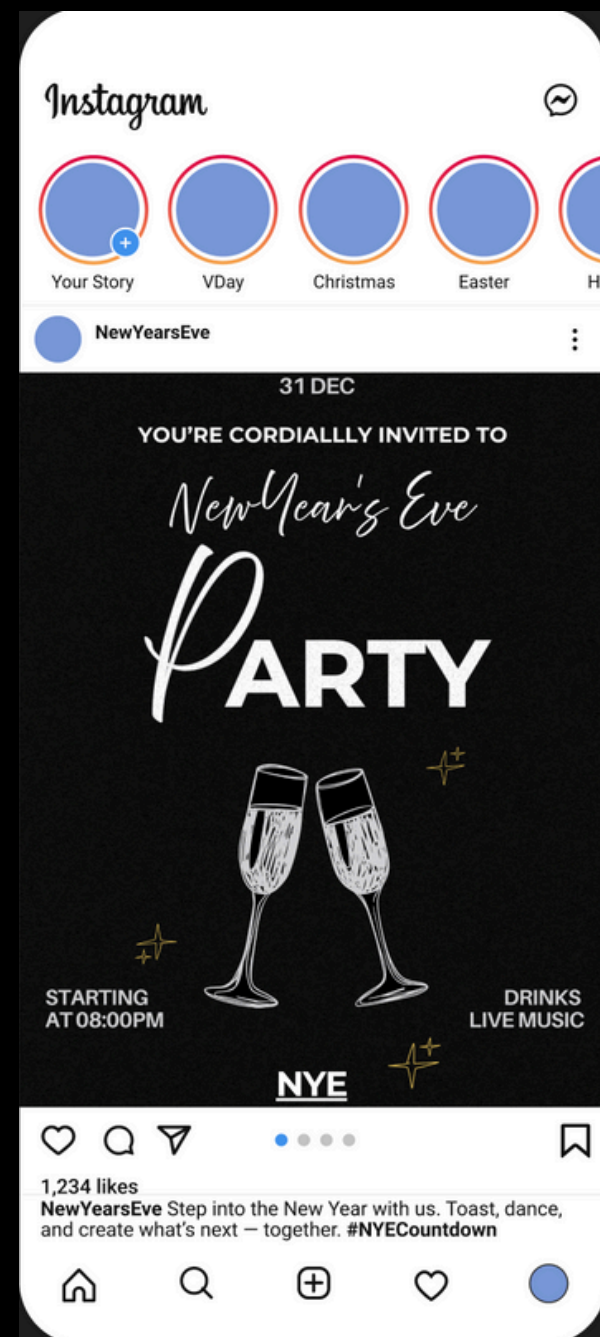
NYE

NYE

NYE

NYE

Instagram Applications



Posting on social media

Our social media captures the energy and emotion of New Year's Eve.

Each post is spontaneous yet refined, inviting followers to celebrate, reflect, and create the moment together.

Merchandising Applications

Using the logo

We keep our merchandise clean and iconic. A simple logo is all we need to get our message across.

You won't see our logo on hoodies or t-shirts. Instead, we keep it to pint glasses, invitations, and serviettes.



Pattern Applications

When to use

Our pattern can be applied to any billboards, posters, and wall coverings that could use some excitement. It can break up the boring and bring life to marketing materials.

