



# LOGO - MAIN



Master Logo

**netsso**

Logotype



Mark

# LOGO - GROUPS



Master Logo



Logotype

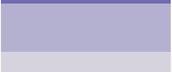
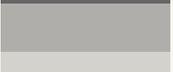


Mark

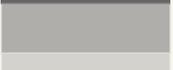
# BRANDING

## Color Palette

The Primary Palette should be applied in all of Netssø's marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility in conception - online and in print. Percentage tints can be used in any of these colors.

RGB 203 100 75	RGB 102 166 218	RGB 112 108 178	RGB 102 102 102
CMYK 86 49 0 0	CMYK 58 23 0 0	CMYK 63 62 0 0	CMYK 60 51 51 20
#0076c0	#66a6da	#706cb2	#666666
			

The Secondary Palette should be used for the Group area and brand related items. It can also be used as a complement to the main colours for printed material etc.

RGB 33 105 66	RGB 71 152 71	RGB 112 108 178	RGB 102 102 102
CMYK 85 34 86 26	CMYK 76 18 98 3	CMYK 63 62 0 0	CMYK 60 51 51 20
#216942	#479847	#706cb2	#666666
			

# LOGO

## Isolation Area

The Netsso logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by approximately by the average height of the main text. A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the area of isolation. Same principle must be applied to the secondary Group logo.



**netsso**

## Minimum Size

There are no predetermined sizes for the Netsso logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the the Netsso logo. However, minimum sizes are shown below. These sizes have been set to safeguard the integrity of the logo at all times.

The same size guides are also applied to the product logos. This is to maintain the legibility of all copy.



# TYPOGRAPHY

The main text of both logotypes (main and secondary Group logo), Helvetica Neue Bold font should be used for the logotype. It can also be used for short phrases or texts for promotional or printed material.

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**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**

**1 2 3 4 5 6 7 8 9 0**

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**Font: Helvetica Neue Bold**

# TYPOGRAPHY

Our font families should be used for all communications. This to ensure the consistent look and feel of all literature off and online.

Open Sans Semibold font should be used for the tagline and short phrases over photographs, for example, not for titles or long sentences. For long texts, Open Sans Regular should be the primary choice.

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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  
1 2 3 4 5 6 7 8 9

---

Font: Open Sans Semibold

# USAGE



Use coloured versions over white and light backgrounds.



# USAGE



For busy dark backgrounds, to use the colour version is preferably to put it on a dark overlay



For busy light backgrounds, use original, or white overlay

# USAGE



For solid/gradient backgrounds, use the white version of the logo.  
Preferable with brand colors. (i.e. Website)

# USAGE

## Unacceptable Logo Uses

Below are a few examples of unacceptable logo uses.



Do not use additional layer styles on the logo, such as drop shadows, bevels or glows.



Do not place the logo onto busy image backgrounds.



Make sure you're using the correct contrast for the background to ensure maximum contrast.



Do not add any transparency to the logo. It should always appear in full opacity unless it is used as a watermark.

# USAGE

## Unacceptable Logo Uses

Below are a few examples of unacceptable logo uses.



Do not distort the logo either vertically or horizontally. When resizing, hold the shift key to maintain aspect ratio.



Do not place the logo onto background colors that are not favorable to the palette even if the contrast is good.



Do not place the logo in a way that doesn't allow it to stand out. The logo should never merge with anything.



Do not change the colours on the logo.

All these examples also apply for the netssoGroup logo:

