



Brand Guidelines

For Partners and Distributors
Updated May 2017



Northbridge
Secure

Introduction

This is a guide to the basic elements that make up our brand. It will help familiarise you with our brand identity, and is specific to the use of the NetConnect logo, colour palette and typography.



Logo



Colour Palette



Typography & Styling

Simplicity is the ultimate
form of sophistication.

Leonardo da Vinci

01.

NetConnect logo

This section covers logo usage, colours, background, spacing, placement and cobranding.

NetConnect logo

Primary and Secondary Usage

Primary Logo: Text + Bars

The stacked lockup of the iconic NetConnect coloured bars, followed by the product name should be used whenever possible.

Secondary Logos: Isolated

The isolated versions of the NetConnect logo should only be used when layout restrictions cause the stacked lockup to appear too small.

PRIMARY LOGO



SECONDARY LOGOS



NetConnect logo

Logo Colours

Logo Colour

Along with the original logo, a light version (to be used on dark backgrounds) has been produced for versatility.

Background

Whenever possible, use the NetConnect coloured logo on a white background. When it is not possible to use the logo on white, neutral shades such as grey or black are preferred.

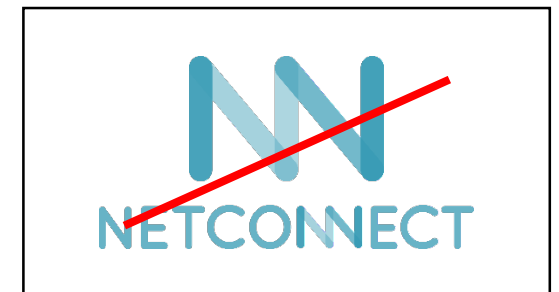
Colour Don'ts

Do not place the logo on clashing background colours, try to use white or neutral backgrounds where possible. Do not represent the NetConnect logo in any other colour than the dark and light versions provided.

LIGHT VERSION



COLOUR DON'TS



NetConnect logo

Spacing and Placement

Space around the logo

Always leave the logo some space to breathe, and avoid competition from other visual elements.

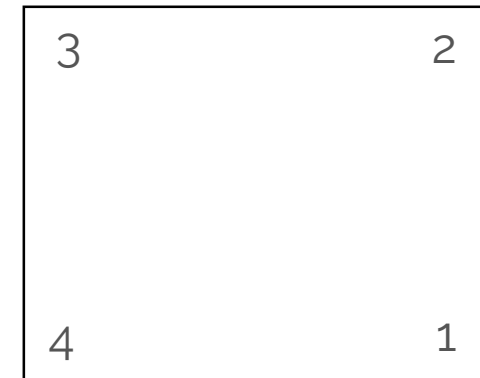
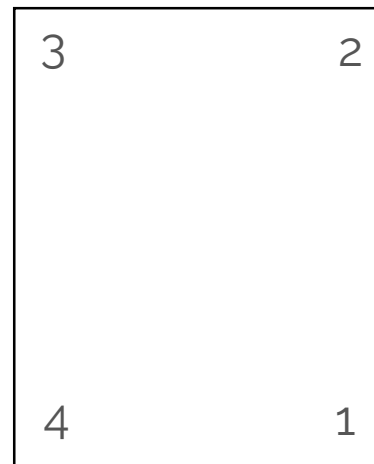
Placement

Primary logo placement is the lower-right corner, however if positioning does not work for desired communications, place the logo in another corner in order of preference, where it can have as much clear space as possible.

SPACING



PLACEMENT



NetConnect logo

Co-Branding

Cobranding may appear on marketing materials that are developed with an official business partner. All logo standards and guidelines previously outlined apply.

Integration

When placing two logos alongside one another, make sure there is sufficient clear space as outlined previously. Ensure all logos are visually equal in size, and are centre aligned either horizontally or vertically.

Co Branding Don'ts

Taglines and lock ups. The logo should never be locked up to make another logo that is not part of the broader branding structure.

IDEAL PLACEMENT

Northbridge
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CO BRANDING DON'TS



NetConnect logo

Incorrect Usage

Inconsistent use of the NetConnect logo detracts from our brand identity and recognition. Altering or recreating the logo in any way negates the consistency we strive to achieve. Please avoid alterations at all cost.

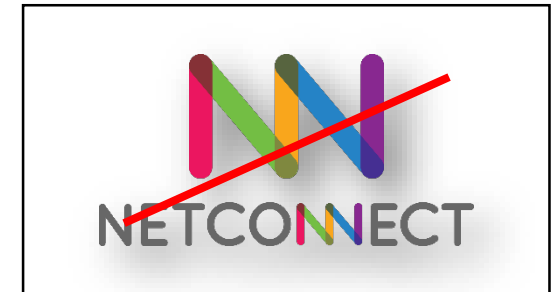
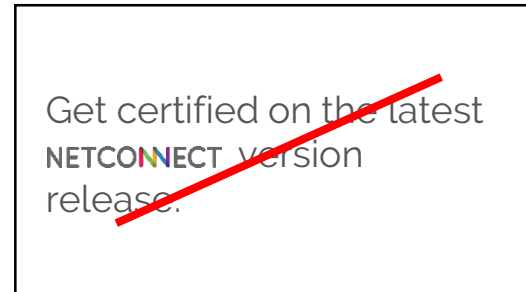
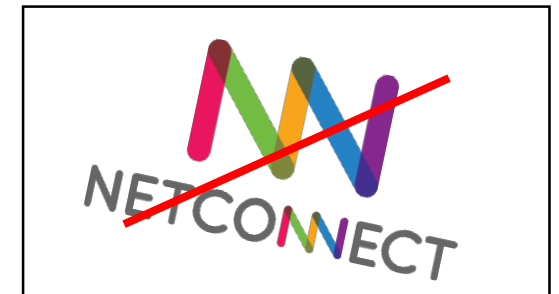
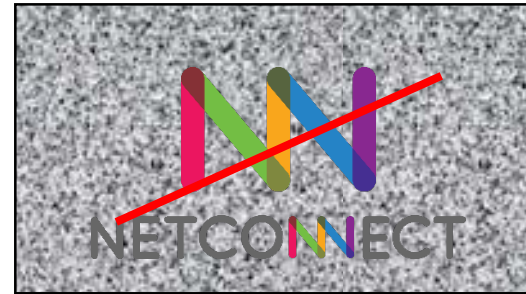
Alterations

The logo must not be redrawn or modified in any way including rotating, warping, stretching, drop shadows, embellishments, etc.

Sentence Case

The logo should be considered a picture, not a word. The logo should never be used in a communication title, headline, or sentence.

INCORRECT USAGE



02.

NetConnect Colour Palette

This section covers the NetConnect colour palette; primary and secondary colours as well as specifications.

NetConnect color palette

Logo Colours

The NetConnect palette supports a multitude of colours, including pink, green, yellow, blue, purple and grey.

Where possible, the logo should be reproduced in the CMYK colour process. Equivalent colours can be composed using the RGB and HEX references when the logo is to be used digitally.



CMYK 60 : 0 : 100 : 0
RGB 114 : 190 : 68
HEX# 72be44



CMYK 80 : 40 : 0 : 0
RGB 36 : 131 : 197
HEX# 2483c5



CMYK 1 : 100 : 45 : 0
RGB 236 : 18 : 95
HEX# ec125f



CMYK 56 : 100 : 0 : 0
RGB 141 : 16 : 156
HEX# 8d109c



CMYK 0 : 40 : 100 : 0
RGB 249 : 165 : 26
HEX# f9a51a



CMYK 60 : 51 : 51 : 20
RGB 102 : 103 : 102
HEX# 666766

NetConnect color palette

Colour Usage

While the number of colours in our logo ensure all collateral will be bright and cheerful, we recognise featuring many colours on one page can become messy.

Headings

We use the NetConnect green as a first-line solution when making colour decisions. Aside from typography influences, this colour may also be used to help highlight or give accent within content blocks.

Text

Black is best to give depth and strength to content. When a lighter shade is required for subtext, or when black is too heavy, we use the NetConnect grey – as used here.

EXAMPLE

NO DEVICE? **NO PROBLEM.**

Ever got to a presentation without your resources? With NetConnect on your local environment you'll never have to worry about that again – **EVER.**

Don't fret if you get caught out of the office without a mobile device, you're still always mobile with NetConnect. If you can access a web browser, you can access your desktop. Simply log in to your personalised NetConnect online portal and your desktop is available on any device. See for yourself at netconnectdemo.com

03.

NetConnect Typography

This section covers font family, hierarchy, and styling.

NetConnect typography

Font Family

The NetConnect typeface is Raleway, used here. This full font family comes in a range of weights to suit a multitude of purposes.

Headline Fonts

Typeface for headlines that require a more prominent setting should use Raleway Medium or Raleway Semi Bold.

Body Copy Fonts

Typeface used in body copy is the standard Raleway font. Any accents within text should use Raleway Medium or Raleway Semi Bold.

Raleway Thin

Raleway Extra Light

Raleway Light

Raleway

Raleway Medium

Raleway Semi Bold

Raleway Extra Bold

Raleway Black

NetConnect typography

Hierarchy

Raleway font styles should be used in appropriate marketing deliverables according to a specified hierarchy. Following the hierarchy standard will ensure that any new marketing deliverable has a consistent typographic structure that represents the NetConnect brand.

Text for correspondence and publications should preferably be set in upper and lower-case, left aligned. Capitalisation should never be used for body text, but is acceptable for headings.

TITLE

Work is an activity, not a place

Level 1 – Raleway Semi Bold

NetConnect enables you to work from anywhere, using your device of choice.

Level 2 – Raleway

BODY COPY

Enjoy Your Desktop On Your Mobile

Level 1 – Raleway Semi Bold

Access files on remote computers

Level 2 – Raleway

Files are the most crucial part of your business. NetConnect provides you a way to search, view and open all of your files that are located on a work PC, home PC or even your server environment.

Level 3 – Raleway Light

NetConnect typography

Incorrect Usage

Our typography style complements other visual elements within our system and our key messages. The correct application is important in order for our communications to achieve a consistent look.

Fonts

Don't use fonts that are outside our design system.

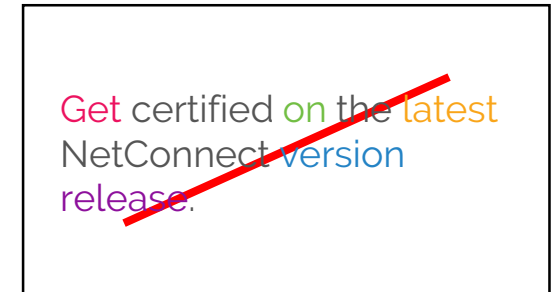
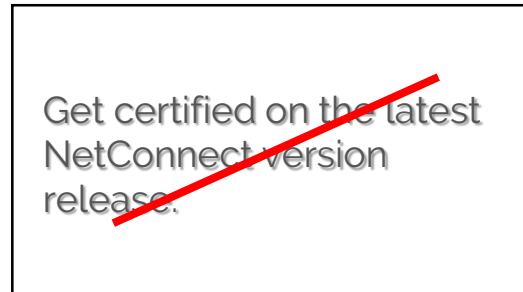
Stylising

Don't stretch, distort, adjust spacing or kerning, add shadows or special effects.

Colour

Don't use multi coloured text in headlines or body copy.

INCORRECT USAGE



The Checklist

If ever unsure, refer to NetConnect official collateral or netconnect.co for guidance.

01

The logo

Only use logos that are complete and in an appropriate version, Please check that you have respected exclusion zones and spacing.

02

Backgrounds

The logo should not appear on dark or cluttered images without being reversed out.

03

Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the NetConnect logo.

04

Typography

Check that our corporate typefaces have been used appropriately where applicable.

05

Designers

Be sure to provide these guidelines to third parties or collaborating partners.



NETCONNECT

*Work is an activity,
not a place.*

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northbridgesecure.com/contact-us

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