netcents

GRAPHIC STANDARDS MANUAL
MAY 2017

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WORDMARK & SYMBOL

Proper usage of the Netcents wordmark & symbol will contribute to the optimum recognition of the brand across media.

This section details the various versions of the Netcents wordmark & symbol, as well as the appropriate context for each.

Pleaste note that the grayscale logo version is only to be used in applications where colour printing is unavailable.

WHITE OR LIGHT BACKGROUNDS

Full lockup   Symbol only

GRAYSCALE (TO BE USED ON BLACK & WHITE APPLICATIONS ONLY)

Full lockup   Symbol only

DARK BACKGROUNDS

Full lockup   Symbol only

LOGO MISUSES

The integrity of the Netcents logo should be respected at all times. Please refer to the examples provided for misuses of the logo.

Please note that this is not an exhaustive list. When in doubt, it is typically better to modify the usage of the logo or choose a different version of the logo rather than creating a new, edited version.

Effects: Do not apply any visual effects to the logo (such as drop shadows)

Ordering: Do not change the order of the logo's elements

Proportions: Do not change the proportions of the logo's elements

Orientation: Do not rotate the logo.

Scale: Do not distort the logo by stretching it horizontally or vertically.

Stroke: Do not use a stroke on the logo.

Colour: Do not change the colour of the logo.

Contrast: The logo should not be placed on complex backgrounds that obscure the logo elements.

CLEAR SPACE

Proper usage of the various logo forms means including a "clear space", or minimum blank area around the logo, where no other graphic elements such as type, images, or icons may reside.
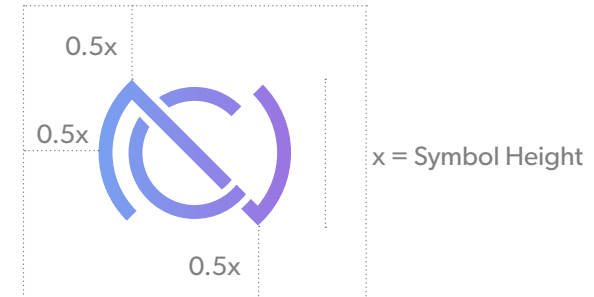
Regardless of how large the logo is used, this is defined by the height of the lowercase "n".

When used in the symbol only format, use half the height of the symbol to determine the clear space.

Full lockup

"n" Height

Symbol only

0.5x

0.5x

0.5x

x = Symbol Height

COLOUR PALETTE

The Netcents brand palette consists of the colours represented here.

Please refer to the colour values provided to reproduce the Netcents colours across print and digital media.

CMYK and Pantone colours are provided for print applications, while RGB and HEX colours are provided for digital applications.

BLUE

CMYK
C 67
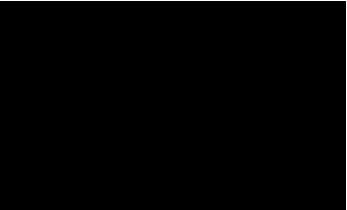M 37
Y 0
K 0

RGB
R 74
G 144
B 226

HEX
#4A90E2

PURPLE

CMYK
C 54
M 71
Y 0
K 0

RGB
R 169
G 87
B 252

HEX
#A957FC

STANDARD BLACK

CMYK
C 0
M 0
Y 0
K 100

RGB
R 0
G 0
B 0

HEX
#000000

TAGLINE

When using our tagline
we ask that you please
pay attention to the way
it is typed out and don't
use any other type of
sentence construction
or capitalisation.

Pay. Your Way.

TAGLINE MISUSES

Here are a few common
misuses that we would
like you to avoid.

Pay, Your Way.

Do not use commas

Pay - Your Way.

Do not use dashes

Pay your way.

Do not make it into one sentence.

Pay. Your way.

Do not forget to capitalize
every word

TYPOGRAPHY

The Netcents typographic strategy is centred around the use of one main brand font: Gibson.

Gibson is used throughout the brand to provide a cohesive flexible range of weights while retaining the same feel throughout.

GIBSON REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@$%!?,.

GIBSON SEMIBOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@$%!?,.**

GIBSON LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@$%!?,.

SECONDARY FONT

Museo is NetCents secondary font. It is primarily used on paragraphs and other big chunks of text.

MUSEO SANS - 300

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@$%!?,.

Thank You