

neto

VISUAL IDENTITY

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BRANDMARK

The Neto brandmark represents a dynamic, contemporary, and innovative organisation, which has customer relationships and business integrity at its heart.

The Neto brandmark consists of a bespoke typeface. The letterforms encapsulate the warmth and friendliness uniquely inherent to Neto's relationship with its customers. The wordmark has a strength to its letterform weights, giving it purpose to sit confidently on the page or layout and additionally aiding legibility at smaller print sizes or mobile-responsive layouts.



neto

BRANDMARK COLOUR REPRODUCTION

There are three variations of our brandmark which we use according to reproduction method.

FULL-COLOUR BRANDMARK

Our full-colour brandmark is distinguished by the use of the Neto Blue. We use it, where possible, on all applications and always on a white background.

Should the collateral utilise a darker background, use the reversed white variation instead.

RESTRICTED USE

A charcoal or black logo may be used with prior approval from the Neto Brand team.

NOTE: Never attempt to recreate the brandmark. Contact us for an official brand pack.

Full Colour
CMYK and RGB



BLUE
Pantone® 2985 C
C61M4 Y0 K0
R69 G192 B239
HEX 47BFEE

CHARCOAL
Pantone® 446 C
C72 M61 Y59 K49
R56 G61 B63
HEX 383D3F

One Colour
Blue



One Colour
Reversed White



One Colour
Charcoal



One Colour
Black



BRANDMARK CLEAR SPACE & MINIMUM SIZE

A clear space area and minimum size ensures our brandmark is legible at all times.

CLEAR SPACE

The brandmark is most effective when given room to breathe. We have established minimum spacing parameters to prevent copy or patterns from encroaching on this space. Feel free to expand the space around the signature as the design permits.

MINIMUM SIZE

To protect the integrity, legibility and impact of the Neto brandmark, it must never be reproduced in sizes smaller than those shown on this page. This logo should not be used at sizes smaller than 16mm. Any further reduction would impair its legibility.



Clear space

The clear space for top and bottom and on the sides (left and right) is based on 1 times the x-height of the brandmark.

The brandmark should not be placed within a shape that may be construed as being part of the brandmark.

Minimum size

Print



BRANDMARK INCORRECT USE

The brandmark is our visual brand.

As such, it must appear in a consistent form, regardless of whether it is displayed on an email message, brochure, a t-shirt, or a legal document.

Accordingly, the brandmark must never be altered or re-proportioned in any way, or printed in colours other than ones contained in the pre-approved palette.

✘ The brandmark should not be distorted.



✘ The brandmark colours should never be altered.



✘ The brandmark should only be reproduced on a white background.



✘ Taglines should not be used.



✘ Sub-brands should not be created without approval from the Neto Brand team.



✘ Never add elements which break the minimum clear space.



BRANDMARK CO-BRANDING: PARTNERS

The partner lock-ups ensure consistency when managing partner brandmarks.

PARTNER LOCK-UPS

LEFT ALIGNED LOCK-UP

Ensures the Neto brandmark or the Neto Tagline brandmark maintain their preferred placement on the left side of printed applications (unless otherwise agreed with the partner).

RIGHT ALIGNED LOCK-UP

When a central or right aligned placement of elements is preferred, Neto is the secondary point of communication.

CLEAR SPACE

Partner lock-ups maintain a one square clear space on all sides.

VERTICAL KEYLINE

This simple equation ascertains the vertical keyline thickness at any size: Brandmark width (mm) X 0.01 = keyline thickness (pt). The minimum keyline thickness is 0.25 pt.

COLOUR

The vertical keyline is coloured 60% Neto Dark Grey. We do not alter any colour in our partners' brandmarks.

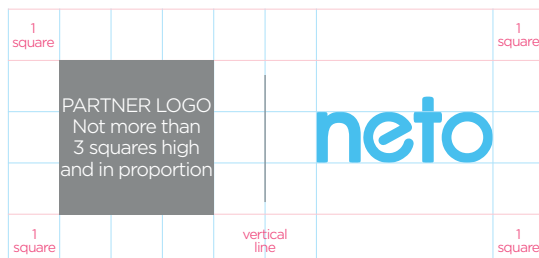
Partner lock-ups

Left aligned: All formats



Partner lock-ups

Right aligned: All formats



BRANDMARK SUB-BRANDING: “E” LOGO

The “e” logo is used in cases where it is more appropriate to use a logo with a equal height and width, such as on social media accounts.

It is also used in more casual applications, including merchandise and and event collateral.

FULL-COLOUR BRANDMARK

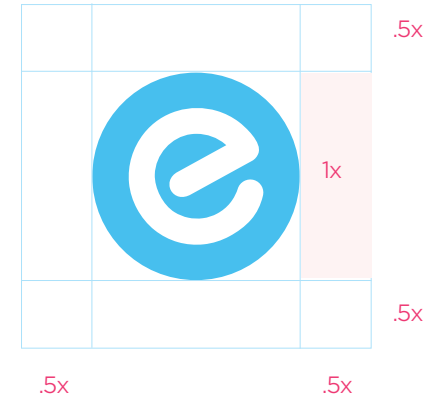
Our full-colour brandmark is distinguished by the use of the Neto Blue. We use it, where possible, on all applications and always with a white “e”.

Should the collateral utilise a darker background, use the reversed white variation instead.

RESTRICTED USE

Any other colour besides blue and white is prohibited. The reversed logotype is to be used on any coloured backgrounds except in the case where it is more legible to use the blue logo with the white “e”.

Full Colour
CMYK and RGB



Clear space

The clear space for top and bottom and on the sides (left and right) is based on half the x-height of the brandmark.

The brandmark should not be placed within a shape that may be construed as being part of the brandmark.

Two Colour
Blue and white



One Colour
Reversed white



BRANDMARK TAGLINE BRANDMARK

**There is a variation of the standard
Neto brandmark.**

The Neto Tagline Brandmark should only be used in specific situations, primarily when the Neto brand requires further context. It should not be used on any Neto owned collateral or digital properties where further context will be provided by the content. The most common usage scenario for this version of the Brandmark is when it is used in isolation or without supporting content.

Usage examples

Use the Neto Tagline Brandmark when:

- ✓ **Printed in isolation on an exhibition bag**
- ✓ **Displayed in isolation on a partner website**
- ✓ **Displayed as a sponsor on industry exhibition collateral**

NOTE: This version of the brandmark requires approval from the Neto marketing department before use.

Full Colour
CMYK and RGB

neto
DIGITAL RETAIL

BLUE
Pantone® 2985 C
C61M4 Y0 K0
R69 G192 B239
HEX 45C0EF

DARK GREY
Pantone® 2985 C
C61M4 Y0 K0
R69 G192 B239
HEX 45C0EF

CHARCOAL
Pantone® 447 CP
C50 M30 Y40
K90
R55 G58 B54
HTML 373A36

Two Colour
Spot

neto
DIGITAL RETAIL

One Colour
Blue

neto
DIGITAL RETAIL

One Colour
Charcoal

neto
DIGITAL RETAIL

One Colour
Black

neto
DIGITAL RETAIL

One Colour
Reversed white

neto
DIGITAL RETAIL