



# Brand Identity Style Guide

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**V 2.00 – 2024**

# NetRefer Primary Logo

The NetRefer logo is composed of two elements. The emblem and wordmark. These two elements need to be used together and consistently across all branding and marketing media.

The horizontal logo lockup is used on a website, banners corporate voice and stationary or online, and in print.

The Reversed Out (White) logo is used in Dark Mode and high contrast situations. The horizontal logo lockup is reserved for cases where layouts and footprints won't accommodate the vertical logo.



# NetRefer Secondary Logo

The NetRefer Secondary logo is composed of three elements; the emblem, wordmark and our slogan CLEAR • FAIR • TRUSTED. These three elements need to be used together and consistently across all branding and marketing media.

The horizontal logo lockup is used on a website, banners corporate voice and stationary or online, and in print.

The Reversed Out (White) logo is used in Dark Mode and high contrast situations. The horizontal logo lockup is reserved for cases where layouts and footprints won't accommodate the vertical logo.



# Logo Clearance

The logo should always be surrounded by a minimum area of space. An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

A margin of clear space equivalent to the height of the 'N' is drawn around the logo to create the invisible boundary of the area of isolation.



# Minimum Logo Dimensions

The logo has a minimum proportional width dimension. Whether in 'pixels' for Digital Media or 'millimetres' for Print Media, to keep legibility and readability of the logo effective the logo should never be smaller than what is specified below.

Please consult with the Marketing Department if you have any questions or concerns.



**Digital Media**  
Proportional Width: 94px



**Print Media**  
Proportional Width: 33mm



**Digital Media**  
Proportional Width: 94px



**Print Media**  
Proportional Width: 33mm

 The use of a vertical version must be approved by the Marketing Department.

# Misuse of Logo

Please consult with the Marketing Department if you have any questions or concerns.



✘ Do not apply gradient to the logo.



✘ Do not rotate the logo.



✘ Do not outline the logo.



✘ Do not change logo colours.



✘ Do not type out NetRefer in uppercase, lowercase, titlecase, etc...



✘ Do not use the wordmark as a logo or place without the emblem.



✘ Do not distort, stretch or squash the logo in any way.



✘ Do not change the typeface nor recreate or manipulate the wordmark and the icon.

# Misuse of Emblem

Please consult with the Marketing Department if you have any questions or concerns.



✘ Do not add a pattern.



✘ Do not rotate the emblem.



✘ Do not add a gradient.



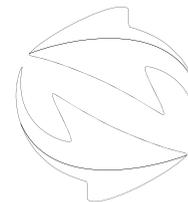
✘ Do not distort.



✘ Do not write over the emblem.



✘ Do not apply effects to the emblem.



✘ Do not outline the emblem.



✘ Do not change the colours.

# Background Colours

Please consult with the Marketing Department if you have any questions or concerns.



✓ Always, when possible, use the Primary full colour logo.



✓ If the background is very light, use the Primary full colour logo.



✗ If the background is too dark, do not use the Black logo.



✓ If the background is vibrant, use the Reversed-Out, White logo.



✓ If the background is dark use the Reversed-Out, White logo.



✗ If the background is very light, do not use the White logo.

# Primary Colours

NetRefer's main colours are Black and White, designed for use in both print and digital formats. These colours emphasise the premium quality of our product, showcasing simplicity and sophistication. By consistently using Black and White, we reinforce our commitment to providing a refined and top-notch experience in every interaction.

Make sure to only use the specified colour specifications for the various Print or Digital outputs. Please consult with the Marketing Department if you have any questions or concerns.



Black

Hex: #0d0f1b  
RGB: 13 15 27  
CSS: black



White

Hex: #f2f6f9  
RGB: 242 246 249  
CSS: white



Black  
Hex: #0d0f1b  
RGB: 13 15 27  
CSS: black



Gray 90%  
Hex: #242631  
RGB: 36 38 49  
CSS: gray-90



Gray 80%  
Hex: #373b49  
RGB: 55 59 73  
CSS: gray-80



Gray 70%  
Hex: #515166  
RGB: 81 81 102  
CSS: gray-70



Gray 60%  
Hex: #5e657a  
RGB: 94 101 122  
CSS: gray-60



Gray 50%  
Hex: #667089  
RGB: 102 112 137  
CSS: gray-50



Gray 40%  
Hex: #75819b  
RGB: 117 129 155  
CSS: gray-40



Gray 30%  
Hex: #8b9bb7  
RGB: 139 155 183  
CSS: gray-30



Gray 20%  
Hex: #a6bfe2  
RGB: 166 191 226  
CSS: gray-20



Gray 10%  
Hex: #c7e0ff  
RGB: 199 224 255  
CSS: gray-10



White  
Hex: #f2f6f9  
RGB: 242 246 249  
CSS: white

# Communication Typeface: Open Sans

The font-family has a nice round shape that rivals the most sophisticated fonts. It comes with 18 fonts which cover all below-trough-above the line needs of any brand and is fully web-ready.

The Font is to be used for all Client-Facing communication as the versatility of the Graphik font provides a unique opportunity for the brand to create a recognizable message that is consistent with Video, Print, and Digital & Web Media productions, as well as the NetRefer Platform.

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£€\$%^&\*(){}™ ¢ ¥ # %

# Open Sans Typeface: Selected 'Weights'

It is important to maintain a small and simple type family to create a strong hierarchy for all communications.

The selected fonts are:

- Semi-Bold for Heading
- Medium for Sub-heading
- Regular for sub sub-heading
- Regular for Body Copy / Bullet points
- Regular Italic for Quotes / Job Titles / Company Names

Light for Photo Credits / Fine Prints

## Open Sans: Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£€\$%^&\*(){}™¢¥#%

## Open Sans: Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£€\$%^&\*(){}™¢¥#%

## Open Sans: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£€\$%^&\*(){}™¢¥#%

## Open Sans: Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£€\$%^&\*(){}™¢¥#%*

## Open Sans: Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£€\$%^&\*(){}™¢¥#%