

Netstager

BRAND GUIDELINES

How to use
'NETSTAGER'
Brand Identity

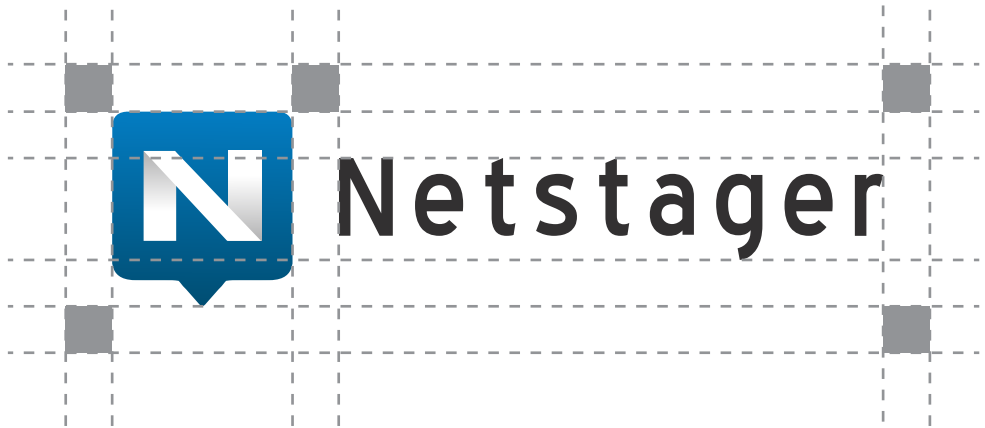
HOW TO USE THE 'Netstager' LOGO

These guidelines contain recommendations for the various ways you can use the Netstager name, logos, and language in your materials without having to have your people call our people. We've included some examples of work so you can see how it comes together as well as links to assets you can download and use.

LOGO



▲
VERTICAL LOGO



▲
HORIZONTAL LOGO

LOGO USES



- >> Full color on white is the primary preferred use. The alternate version is 54% black on a light background.
- >> Other light backgrounds can be used as long as legibility is maintained.
- >> On dark backgrounds Reverse "NETSTAGER" text in white
- >> Use the logo icon in black on a blue background.

LOGO USES

✘ DON'T



- >> Do not use black letter in black background.
- >> Do not use white icon in black background.
- >> Do not use fluorescent multi-color that does not match the logo color.
- >> Do not use white icon in color background.
Do not align bottom area of logo icon.

BRAND

COLOR CODES

PRIMARY COLOR



CMYK
85-45-0-0

RGB
4-123-193

HEX
047BC1



CMYK
100-65-30-15

RGB
0-84-123

HEX
00547b



CMYK
0-0-0-95

RGB
51-49-50

HEX
333132

SECONDARY COLOR



CMYK
10-0-5-0

RGB
227-239-239

HEX
E3EFEF



CMYK
5-0-20-0

RGB
242-245-213

HEX
F2F5D5



CMYK
10-10-0-0

RGB
224-222-240

HEX
E0DEF0

BRAND

TYPOGRAPHY

LOGO TYPEFACE

Blue Highway
Regular

ABCDEFGHIJKLMO
PQRSTUVWXYZ
abcdefghijklmo
pqrstuvwxyz

SECONDARY TYPEFACE

FONT NAME

Neuzeit Grotesk

ABCDEFGHIJKLMO PQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz

FONT FAMILY

LIGHT

REGULAR

BOLD

BLACK

EXTRA-CONDENSED BLACK

CONDENSED BLACK

SPECIMEN

H1 **A Digital Agency that
delivers guaranteed
business growth**

H2 **Work with an agency
powered by proven
strategies**

P In an era of information explosion, what does it take to thrive in the ever-evolving, competitive marketplace? We say, well-thought-out and craft-fully executed digital marketing ideas. That is why we do what we love; devising innovative online marketing strategies for an exclusive clientele that cuts across market segments. By offering a host of digital marketing strategies, we stand by them in their progress as trusted aides. Welcome to the world of Netstager. Welcome to the future.



Netstager

THANKS,
TEAM 'NETSTAGER'

www.netstager.com