



# Brand Guide

# Logo

Our logo is a lockup of font and graphic shapes. These components have a fixed relationship to one another and may be proportionately scaled up or down as a unit. The logo should never be recreated or individual elements modified in any way.

The logo can be recolored as black or white as required for a design layout to ensure high contrast and clarity.



## Clear Space

Clear space is the “breathing room” for our logo. The minimum clear space shown here should always be maintained and is equal to the height of the letters. This isolates the mark from competing elements such as photography, text, or illustration, which may detract attention and lessen the impact of the mark.



# Fonts

## For Headlines

Roboto and Roboto Condensed are the primary typefaces used in all communications, both print and digital.

This font was specifically chosen to align with the logo font and the condensed version enables more characters fit per line to keep headlines short.

Use sentence case for headlines and body copy.

- No periods in bulleted text

## H1 - Headlines

Roboto Condensed Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**WXYZ 1234567890**

## H1 - SOCIAL MEDIA USE

League Gothic Regular - ALL CAPS ONLY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

## H3 - Subheads

Roboto Condensed Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ 1234567890

# Fonts

## For Body Copy

This font is regular width and not condensed.  
Use sentence case for headlines and body copy.

## Body

Roboto Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ 1234567890

## Bold Body

Roboto Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ 1234567890**

# Fonts

## For Powerpoint

Since PPT files are shared inside and outside of the office, we'll surrender enforcing the use of Roboto font and go with Arial: a universally available, preinstalled font family found in all PCs and Macs.

It's OK to import graphics created with Roboto fonts as those fonts are embedded in the graphic and unable to be substituted.

## Headlines

Arial Narrow Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ 1234567890

## Body

Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ 1234567890

# Color Palette



## Primary Colors

The consistent use of our high contrast palette is a vital element of our identity. Use color sparingly to direct eye and for emphasis.

Red has more importance than blue.

In graphs, use RED with greyscale as the single color of emphasis for identifying NETINT/ASICs.

| NETINT RED                                                                    | NETINT BLUE                                                                   | NETINT Light Blue                                                              |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <p>pms 032 C</p> <p>cmyk 4/95/74/0</p> <p>rgb 228/49/68</p> <p>web e43144</p> | <p>pms 298 C</p> <p>cmyk 63/0/4/0</p> <p>rgb 56/197/235</p> <p>web 38c5eb</p> | <p>pms 304 C</p> <p>cmyk 36/0/6/0</p> <p>rgb 143/234/249</p> <p>web 8feaf9</p> |

## Secondary Colors

When the opportunity arises to expand the palette, pull from the secondary colors.

|      | Dark Red     | Dark Blue  | 100%        | 0%          |
|------|--------------|------------|-------------|-------------|
| cmyk | 21/100/84/12 | 83/33/27/1 | 75/68/67/90 | 0/0/0/0     |
| rgb  | 178/18/49    | 20/137/165 | 0/0/0       | 255/255/255 |
| web  | b21231       | 1489a5     | 000000      | ffffff      |

|      | 90%      | 55%         | 20%         | 5%          |
|------|----------|-------------|-------------|-------------|
| cmyk | 0/0/0/90 | 0/0/0/55    | 0/0/0/20    | 0/0/0/5     |
| rgb  | 65/64/66 | 138/140/142 | 209/211/212 | 241/242/242 |
| web  | 414042   | 8a8c8e      | d1d3d4      | f1f2f2      |