



Brand Manual & Guidelines

Introduction

This document contains strict branding guides, rules and information that needs to be implemented throughout any usage for Netcash branding: internal or external.



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A large, light blue stylized letter 'e' is positioned on the left side of the slide, serving as a background element. The slide has a solid blue background with a decorative pink and teal curved shape in the bottom right corner.

Section 1

Brand Identity

Corporate Logo

The Corporate logo

The Netcash corporate logo comprises two elements, the logo symbol and logo type. The logo type has been carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of lowercase letters. The typeface of Netcash is a custom designed font and is paired with the Quicksand font family and has also been chosen to compliment and balance perfectly with the logo symbol



The full logo above will be used on any big printed material as banners and branding of events items.

Official Netcash logo



Logo Clearspace

The Corporate logo

The Netcash corporate logo comprises two elements, the logo symbol and logo type. The logo type has been carefully chosen for its modern yet refined, highly legible style, which has been further enhanced by the use of lowercase letters. The typeface of Netcash is a custom designed font and is paired with the Quicksand font family and has also been chosen to compliment and balance perfectly with the logo symbol



Logo surrounding clear space



Example



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea .
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Logo Usage

The Netcash logo can be used on a variety of backgrounds.

Please see what is allowed and which is not allowed based on our brand guidelines and any digital marketing assets done by external companies needs to be approved by the Netcash marketing team.

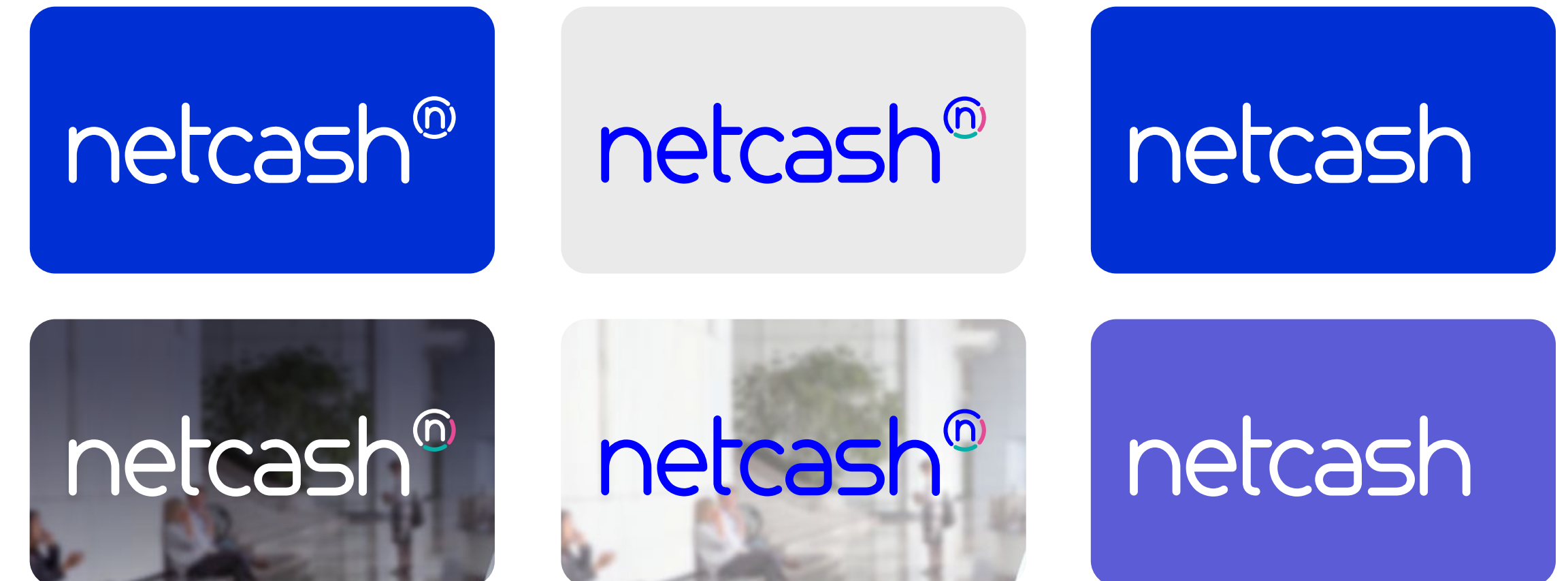
The Netcash logo is displayed in white on a solid blue background. The word "netcash" is in a lowercase, sans-serif font, followed by a circular icon containing a stylized lowercase "n". The icon has a small teal arc on its left and a small pink arc on its right.The Netcash logo is displayed in white on a solid dark grey background. The word "netcash" is in a lowercase, sans-serif font, followed by a circular icon containing a stylized lowercase "n". The icon has a small teal arc on its left and a small pink arc on its right.

Logo Usage

The Netcash logo can be used on a variety of backgrounds.

Please see what is allowed and which is not allowed based on our brand guidelines and any digital marketing assets done by external companies needs to be approved by the Netcash marketing team.

Allowed



Not Allowed



Corporate Colours

Brand colours and usage.

Colour plays an important role in the Netcash corporate identity program. These colours are recommendations for various digital media and assets.

A palette of primary colours has been developed, which comprise of a blue, pink & turquoise. Consistent use of these colors will contribute to the cohesive and harmonious look of the Netcash brand identity across all relevant media

Primary and accent colours can be used together throughout all digital assets in a tasteful manner.

When working with designs, work in RGB for digital designs and CMYK for print. Very important.

PRIMARY Blue

Color Codes

CMYK	C90	M80	Y0	K0
RGB	R0	G48	B212	
Web	#0030D4			

PRIMARY 2 Pink

Color Codes

CMYK	C4	M85	Y4	K0
RGB	R229	G74	B148	
Web	#E54A94			

PRIMARY 3 Turquoise

Color Codes

CMYK	C76	M5	Y40	K0
RGB	R5	G176	B168	
Web	#05B0A8			

ACCENT 1 Purple

Color Codes

CMYK	C72	M67	Y0	K0
RGB	R92	G92	B232	
Web	#5C5CE8			

ACCENT 2 Orange

Color Codes

CMYK	C10	M67	Y84	K0
RGB	R219	G110	B61	
Web	#DB6E3D			

HEADINGS Slate

Color Codes

CMYK	C72	M67	Y42	K25
RGB	R77	G77	B98	
Web	#4D4D62			

BACKGROUNDS Light Grey

Color Codes

CMYK	C16	M9	Y9	K0
RGB	R212	G219	B222	
Web	#D4DBDE			

Corporate Typeface

Quicksand, Roboto font families & LancasteScriptDemo

Featuring a large x-height, short descenders and wide apertures, this typeface achieves high legibility even in small sizes.

Quicksand is a sans serif type family of three weights plus matching obliques and a dash version for display and headings. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

Roboto is a neo-grotesque sans-serif typeface family developed by Google that is an open source font that is legible and works great on android and web platforms.

LancasteScriptDemo is used internally and on Social media designs but not on professional documentation.

PRIMARY FONT

Quicksand

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Font letter

A B C D E F
G H I J K L
M N O P Q R
S T U V X Y
Z

Font numbers & symbols

1 2 3 4 5
7 8 9 0 ! % * # ?

SECONDARY FONT

Roboto Regular

Font letter

A B C D E F
G H I J K L
M N O P Q R
S T U V X Y
Z

Font numbers & symbols

1 2 3 4 5 6
7 8 9 0 ! % * # ?

SECONDARY FONT

Roboto Medium

Font letter

A B C D E F
G H I J K L
M N O P Q R
S T U V X Y
Z

Font numbers & symbols

1 2 3 4 5 6
7 8 9 0 ! % * # ?

SECONDARY FONT

Roboto Bold

Font letter

A B C D E F
G H I J K L
M N O P Q R
S T U V X Y
Z

Font numbers & symbols

1 2 3 4 5 6
7 8 9 0 ! % * # ?

A large, stylized blue letter 'e' logo is positioned on the left side of the slide. It is composed of several concentric, rounded shapes that form the letter. The background is a solid blue color. In the bottom right corner, there is a small, curved shape with a pink-to-teal gradient.

Section 2

Visual Toolkit

Images - Mood Board

Netcash corporate images

Requirements for corporate image system:

- Non-stock look (no staged shots)
- People in profesional, home and office enviroments
- Diverse collection of people
- Can look at electronic devices or look straight at camera



Images - Mood Board



Iconography

Netcash iconography.

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function, feature or data file

Use of Netcash icon set.

You can use the approved icon set for your print and web design development. If icons are missing or you need additional please contact our designer to create new icons in the corporate design style. This icon set consists of rounded corners and even line thickness throughout. This goes hand-and-hand with the logo style of round corners and uniform lines.

Icon rules:

- Only solid colours (Brand colours)
- No gradients allowed
- Even thickness throughout
- Round corners & line ends
- Styling line dot to be included in icon design
- Blob 25% opacity and transparency flatten
- Formats to be saved out as png and svg as needed

