

netcash<sup>®</sup>

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 lowercase letter 'e' is centered in the background of the slide. The 'e' is composed of thick, rounded strokes. The background is a solid dark blue, with a small portion of a red and green circular graphic visible in the bottom right corner.

# Section 1

## Brand Identity

# Corporate Logo

## The Corporate logo

The Netchash 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 Netchash 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 Netchash logo



# Logo Clearspace

## The Corporate logo

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## Logo surrounding clear space



## Example

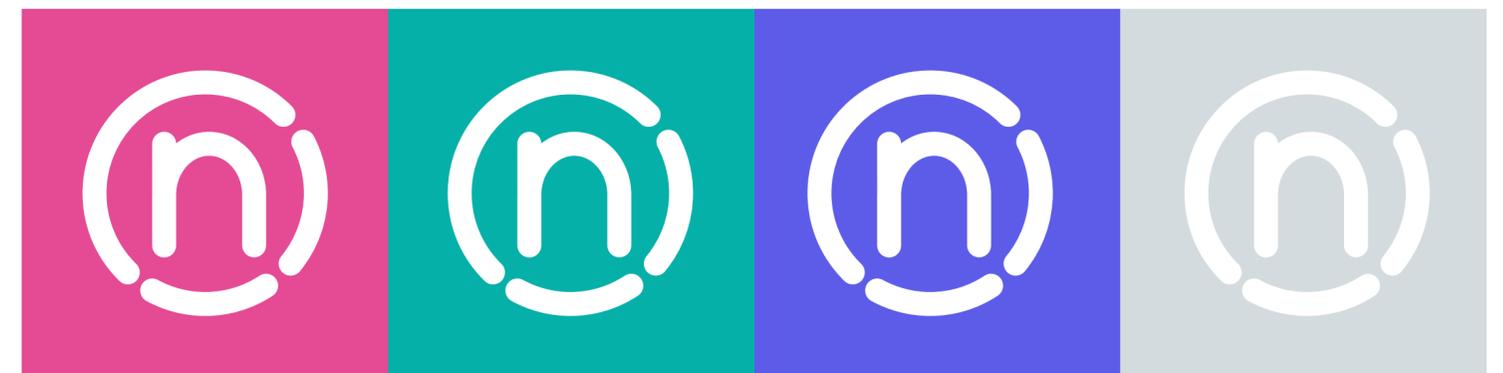


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# Logo Usage

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.

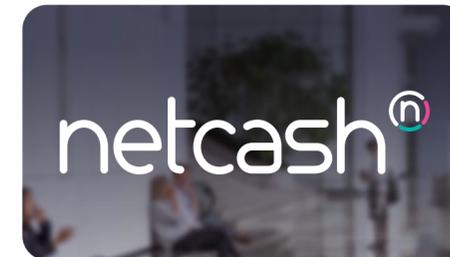


# Logo Usage

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

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## 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





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

