



BRAND GUIDELINES

Thank you for reviewing these guidelines to ensure appropriate and high-quality usage of the NetBurner brand and logo.

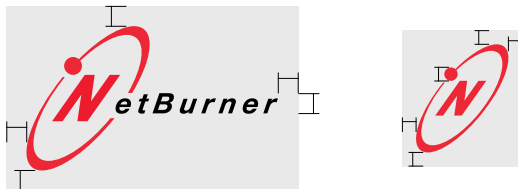
Consistently and accurately representing NetBurner's branding is fundamental to conveying our values of trust, quality, reliability and simplicity to our customers.

Logo Usage

Primary Logo



Always use the original form and color. Do not alter the proportions or distort the logo in any way. Prefer vector (svg, ai, eps, pdf) file formats over raster (png, jpg, gif, bmp.) If raster is required, convert from vector at the final resolution and avoid any resizing.



Ensure that there is adequate space around the logo. The minimum clear space should be equivalent to the height of the letter "B" in the logo's text, or for the icon use the diameter of the icon's "ball."

Logo Variations

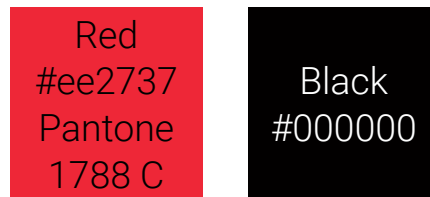


In addition to the primary logo, variations may be available for specific use cases.

Use the appropriate logo variation based on the background color and context of usage while maintaining clarity and legibility, and spacing.

Color Palette

Primary Colors



Accent Colors



Ensure sufficient contrast between text and background colors for readability and accessibility. Dividers can use a 85% opaque gradient from bottom-left to top-right.

Typography

Web

We use the Roboto font. If unavailable, Helvetica can be used. Roboto Light (300 weight) is used for headings and Normal (400 weight) for copy. Avoid bold weights online: use size, whitespace and color instead.

Print

Franklin Gothic Heavy is used for headings and Helvetica Neue is used for copy. Use bold and/or uppercase for subheadings, etc.

Usage

Consistency

Avoid using outdated or unauthorized versions of the logo. Refer back to provided guidelines and materials often. Use templates and alignments to create consistency.

Placement

Position the logo prominently and consistently in brand materials, typically in the top-left corner. Avoid placing the logo in areas where it may be obscured or overshadowed by other elements.