

NET SERVICE S.P.A. BRAND GUIDELINES

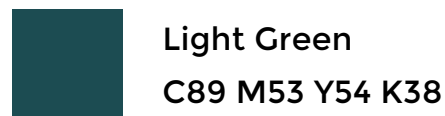
for Design and Communication Assets



COLORS AND FONT



net service
font Montserrat Bold



Information Technology
font Montserrat Regular



white / black logo



white logo on a black background

Mistakes to make

It cannot be less than:



Minimum space around:



x = larghezza logo

y = altezza logo

■ = spazio libero

COLORS PALETTE

Institutional colors



Deep Green

C= 89, M= 53, Y=54, K=38
R=28, G=76, B=82
#1c4c52



Light Green

C= 79, M= 27, Y=55, K=4
R=48, G=138, B=125
#308a7d

Coordinated company colors



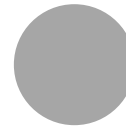
Deep Grey

C= 72, M= 50, Y=43, K=34
R=69, G=89, B=99
#455963



Yellow

C= 79, M= 27, Y=55, K=4
R=48, G=138, B=125
#308a7d



Light Grey

C= 37, M= 29, Y=29, K=8
R=198, G=198, B=198
#a6a6a6

Montserrat Bold

Montserrat Regular

Montserrat Light

Montserrat Regular per Paragraph
Ipsae nis et volut optat erfere vel iunt
recest venda voloreroTi beriorum sit
**acerspe raerferiat eati reicidiat por ressit
quis eos**

Montserrat Bold

Montserrat Regular

Montserrat Light

Montserrat Regular per Paragraph
Ipsae nis et volut optat erfere vel iunt
recest venda voloreroTi beriorum sit
**acerspe raerferiat eati reicidiat por
ressit quis eos**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

LOGOS IN VARIOUS SIZES AND COLORS

File attachments in folder

FOR WEB



vettoriale - fondo trasparente

Net Service-logo color.svg

fondo trasparente

Net Service-logo color 1500x260px.png

Net Service-logo color 500x86px.png

fondo bianco

Net Service-logo color 1500x260px.jpg

Net Service-logo color 500x86px.jpg



fondo trasparente

Net Service-logo nero 1500x260px.png

Net Service-logo nero 500x86px.png

fondo bianco

Net Service-logo nero 1500x260px.jpg

Net Service-logo nero 500x86px.jpg



fondo trasparente

Net Service-logo bianco 1500x260px.png

Net Service-logo bianco 500x86px.png

FOR PRINTING



vettoriale eps - fondo trasparente

Net Service-logo color.ai

Net Service-logo color.eps

Net Service-logo color 500x86.svg

fondo bianco

Net Service-logo color 1500x260px.tif

Net Service-logo color 1500x260px.jpg



fondo trasparente

Net Service-logo nero 500x86px.eps

fondo bianco

Net Service-logo nero 1500x260px.tif



fondo trasparente

Net Service-logo bianco.eps

Net Service-logo bianco 1500x260px.png

IT CAN BE DONE

Application on funds

Preferably on a white background



If necessary, the colored NS logo can be placed on colored backgrounds as long as they are very light



On colored backgrounds the white or black NS logo must be used



It must be placed on the colored backgrounds following the indications in the examples below:

On a black background the white NS logo must be used



On a dark gray background the white NS logo must be used



On a light gray background the black or colored NS logo must be used



IT CAN NOT BE DONE

Wrong changes and applications

It cannot be used in different colors:



It cannot be distorted:



The colored NS logo cannot be positioned like this:

On a black background



On colored backgrounds that limit readability



On photos or patterns that limit readability





netservice.eu