NETSAFE BRAND
Quick guide

We've created this quick guide for when small changes need to be made to branded templates.
Not sure of something?

Flick us an email at **outreach@netsafe.org.nz**

netsafe
netsafe.org.nz

Minimum size

netsafe
30mm
Print

netsafe
85 px
Digital

Preferred lockup with clearspace
Maintain a good amount of space around the logo. Use the shield as a guide for the amount of clear space in both print and digital applications.

Core colours

Netsafe Teal

logo & headers

RGB	24	180	187
HEX	18B4BB
CMYK	73	4	29	0
PMS	2227C

Netsafe Navy

background

RGB	25	34		61
HEX	18223C
CMYK	90	80	42	57
PMS	2965C

Netsafe Charcoal

body text
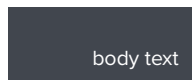
RGB	67	71	79
HEX	42474f
CMYK	70	60	50	40

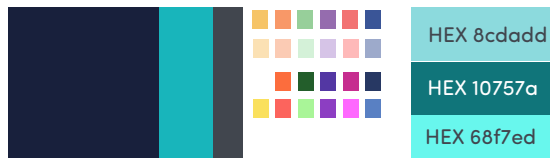**Netsafe Orange**

call to action

RGB	248	144	5
HEX	F89005
CMYK	0	58	95	0
PMS	158C

Colour proportions
To keep the overall brand colour balance. Secondary colours should be used in colour proportions shown below.

HEX 8cdadd

HEX 10757a

HEX 68f7ed

HEX: F6C368	HEX: FC7373	HEX: 986CC2
HEX: 93DD9D	HEX: FE9367	HEX: 3A5496
HEX: Fbe1b4	HEX: feb9b9	HEX: d6c437
HEX: d4f1d8	HEX: fbcbb4	HEX: 9DAACB
	HEX: c62d8f	HEX: 5337a3
HEX: 235e2b	HEX: fc6d3d	HEX: 273863
HEX: fae05d	HEX: fe68fe	HEX 8c3ec2
HEX: a9f598	HEX: fc645d	HEX: 5980C3

Preferences

✓ Netsafe   ✗ NetSafe
✓ Shield in bottom right corner of powerpoints and social media
✓ Left aligned copy
✓ Sentence casing for headers

Fonts and hierarchy
For Headers we generally use Proxima Nova Bold
SUBHEADERS USE SOFIA PRO SOFT

Proxima Nova Regular is used for body text.
Minimum size is for print is 6.5pt
Arial should be used as a default font when our brand fonts are not available

(e.g. externally shared Word)

Photography

Every photo we use should have two or more of the following characteristics

✓ authenticity (captures moments of real emotion)
✓ tech friendly (technology is featured positively)
✓ Kiwi context (reflects NZ's diversity in location and people)
✓ approachable (use of bold, colourful, clever modern imagery)
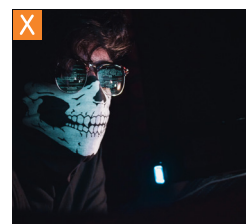✓ online culture (use of social icons, modals, trends e.g. topical memes)

AVOID

✗ dramatically angled, over-stylised dark photographs
✗ imagery that is menacing or triggering
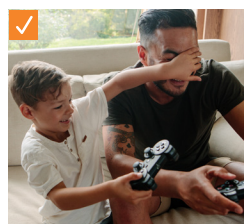
✓ Tech friendly
✓ Authentic
✓ Kiwi context

✓ approachable
✓ online culture (trolls)

✗ dark
✗ menacing