



CORE BRAND ELEMENTS STYLE GUIDE

LOGO OPTIONS



LOGO USAGE

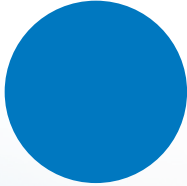
The logo needs to have a decent amount of clear space around it.
At no time should any object crowd the logo.



Logo placement should either be to the right or centered depending on creative.

COLORS & FONTS

ON WHITE BKGD



CMYK
100 / 45 / 0 / 0

RGB
0 / 119 / 192

PANTONE
2935 C

HEX
#008aff



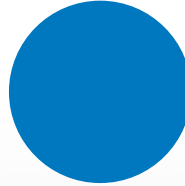
CMYK
81 / 71 / 60 / 81

RGB
10 / 16 / 24

PANTONE
296 C

HEX
#010F1a

ON DARK BKGD

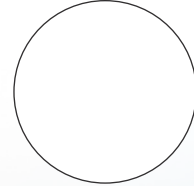


CMYK
100 / 45 / 0 / 0

RGB
0 / 119 / 192

PANTONE
2935 C

HEX
#008aff



CMYK
0 / 0 / 0 / 0

RGB
0 / 0 / 0

PANTONE
White

HEX
#ffffff



FRANKLIN GOTHIC BOOK

FRANKLIN GOTHIC MEDIUM

When using accompanying copy, body copy should be in FRANKLIN GOTHIC BOOK and headlines in **FRANKLIN GOTHIC MEDIUM**.

PRIMARY COLORS

NEOWARE BLUE

CMYK 100 / 45 / 0 / 0

RGB 0 / 119 / 192



TRUE BLACK

CMYK 75 / 68 / 67 / 90

RGB 0 / 0 / 0



NEOWARE GRAY

CMYK 5 / 0 / 0 / 25

RGB 187 / 196 / 202



IMAGES & BACKGROUNDS

Images should be used in grayscale with a blue color layer(at 35%) when accompanied by logo without additional copy. Areas behind logo should be darkened to help logo stand out more clearly.



When using the blue lighting effect, true black should be used below it with the grayscale image at the top.

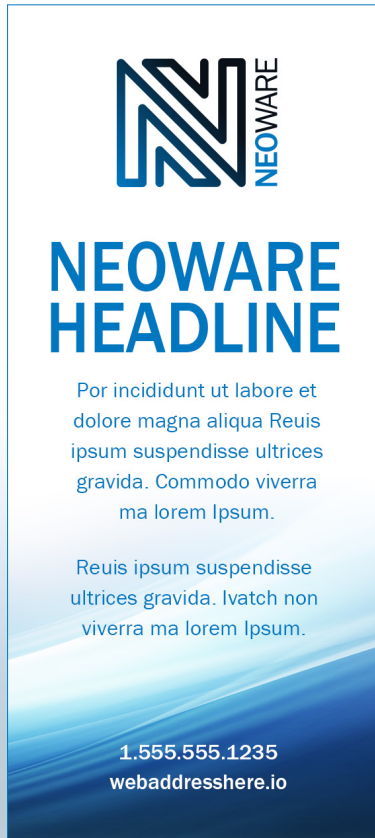
The blue lighting effect should be placed on top as an overlay at 100%.



If no image is being used and the NeoWare logo is placed on a lighter area of a dark background, a shadow should be used. Top background color should be the NeoWare blue.

The Neoware logo should always be larger than any other logo when used together since it is the parent company.

IMAGES & BACKGROUNDS (con't)



Blue lighting effect background (mask upper portion when in use).

