

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



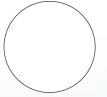


CMYK 100 / 45 / 0 / 0

RGB 0 / 119 / 192

PANTONE 2935 C

HEX #008aff



CMYK 0 / 0 / 0 / 0

RGB 0 / 0 / 0

PANTONEWhite

HEX #ffffff



FRANKLIN GOTHIC BOOK

FRANKLIN GOTHIC MEDIUM

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

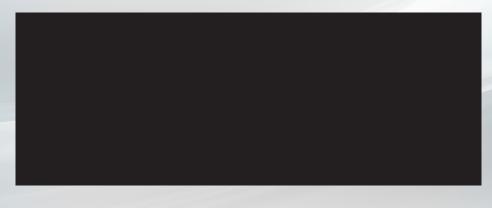
PRIMARY COLORS

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

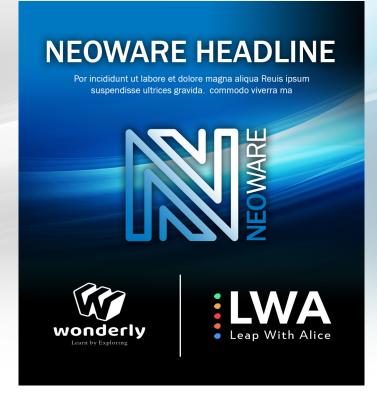
Images should be used in grayscale with a blue color layer(at 35%) when accompanied by logo without additional copy. Areas behind logo should be darkened to help logo stand out more clearly.





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 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)



NEOWARE HEADLINE

Por incididunt ut labore et dolore magna aliqua Reuis ipsum suspendisse ultrices gravida. Commodo viverra ma lorem Ipsum.

Reuis ipsum suspendisse ultrices gravida. Ivatch non viverra ma lorem Ipsum.

> 1.555.555.1235 webaddresshere.io



Occum vellupt asperror simpos etur aci opti deliatinisto con corempo ritatet, cumque voleseditius dent, conseque raecearit liberi dioriae.

1.555.555.1235 webaddresshere.io



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

