

BRAND IDENTITY GUIDELINES



EXT.NET

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This document is for anyone who uses the Ext.NET logo in any way.

Please take the time to look over this document. It is brief and can help reduce the need to rework completed design.

If there are questions about proper implementation of the logo or if logo files were not included with this document, please contact Ext.NET.



EXT.NET

Colour

The Ext.NET logo's primary and only colour is black.



EXT.NET



C=0 M=0 Y=0 K=100

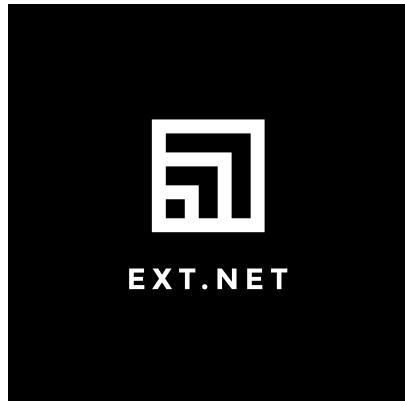
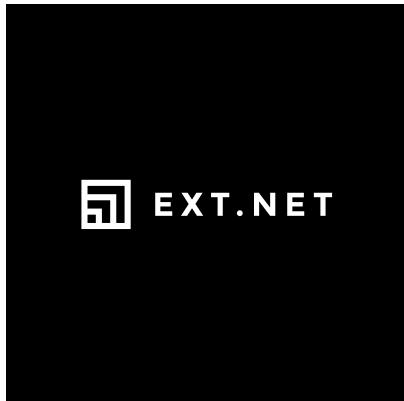
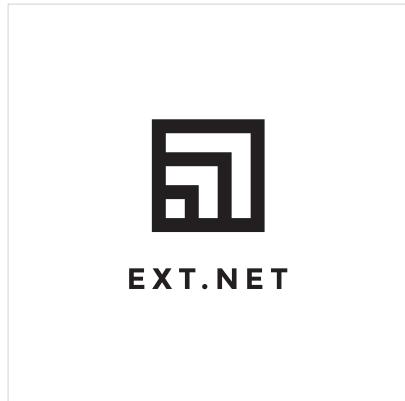
R=0 G=0 B=0

#000000

Logo Versions & Colour Options

The Ext.NET logo is provided in vertical and horizontal versions in order to help use the logo in various applications.

If the logo is to be used on a dark background, primary colour should be white as displayed in below samples.

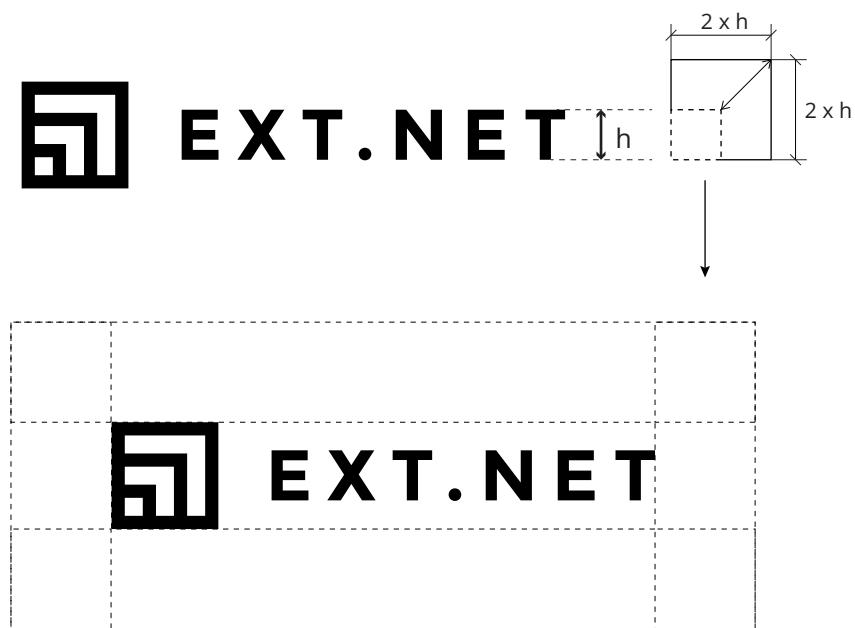


Proper Spacing

Proper spacing must be observed when implementing the logo to ensure that issues like crowding, illegibility, and brand dilution do not occur.

Minimum spacing is obtained by measuring the height of the letters in the logo and multiplying the value by two. Same rules applies to both vertical and horizontal versions.

To smooth this process a file called "extnet-spacing.pdf" can be provided by Ext.NET. This file may be placed into any layout for reference. After position and sizing have been determined, a proper logo file may be used to replace the spacing reference logo. This is done visually and is not automated. The spacing document simply verifies proper spacing in a layout. After verification, please delete the spacing logo from the layout.



Logo Display

The Ext.NET logo consists of two main parts: The mark and the text. 99% of the time, the proper way to use the logo is to include both of the main parts.

In special cases, the mark may be used alone. The text portion of the logo must never be used alone.



Don'ts

Below are examples of how to NOT use the logo. These are common mistakes made by people without design backgrounds or who are in a hurry to complete a task. Please guard against this kind of use of the logo as it has the potential to damage the brand or worse, the

render logo illegible. These are just some of the more extreme examples of incorrect logo usage. If there are any questions about proper logo representation, please contact Ext.NET.

Stretching and Shrinking



Complex Backgrounds



Rotation



Outlining



Alternate Typefaces



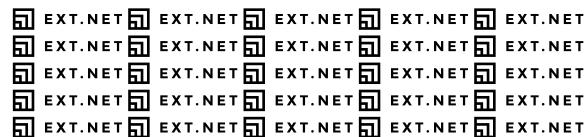
Elements too close to logo



Unapproved Colours



Tiling



Files

All proper logo alternatives in various file formats can be downloaded from
<http://ext.net/identity/>