

IDENTITY

NETFOUNDRY

New Identity Project

PREPARED BY:
BILL BOWMAN

COMPOSITIONS
2024.05.31 / FINAL



bowmandesign.com
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617.803.4251

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NetFoundry

Secure by Design



NetFoundry

Secure by Design



BRAND POSITIONING

The NetFoundry compass navigates providers through implementing and utilizing Modern Zero Trust. The primary green CTA conveys the destination achieved by those who leverage NetFoundry. The linked green line shows connectivity between the light blue and darker blue endpoints that enter the NetFoundry controller, resulting in the protected green endpoint of growth. The three endpoints represent NetFoundry's three ICPs and three delivery methods of Zero Trust Your Way.



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AppNets

Next-Gen Secure Connectivity



OpenZiti

Zero Trust Open Source



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Color

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022B6B

056CBF

6ABCFF

346727

67CE4D

E4E8EB



Royal Blue Traditional

HEX **022B6B**

PMS U **295 U**

RGB **2, 43, 107**

PMS C **294 C**

HSB **217, 98, 42**

CMYK **98, 59, 0, 58**

Azul Blue

HEX **056CBF**

RGB **5, 108, 191**

HSB **207, 97, 75**

CMYK **97, 43, 0, 25**

Maya Blue

HEX **6ABCFF**

RGB **106, 188, 255**

HSB **207, 58, 100**

CMYK **58, 26, 0, 0**

PMS U **2915 U**

PMS C **292 C**



Dark Moss Green

HEX **346727**

PMS U **2427 U**

RGB **52, 103, 39**

PMS C **2266 C**

HSB **108, 62, 40**

CMYK **49, 0, 62, 59**

Lime Green

HEX **67CE4D**

RGB **103, 206, 77**

HSB **108, 63, 81**

CMYK **50, 0, 62, 19**

Anti Flash White

HEX **E4E8EB**

RGB **228, 232, 235**

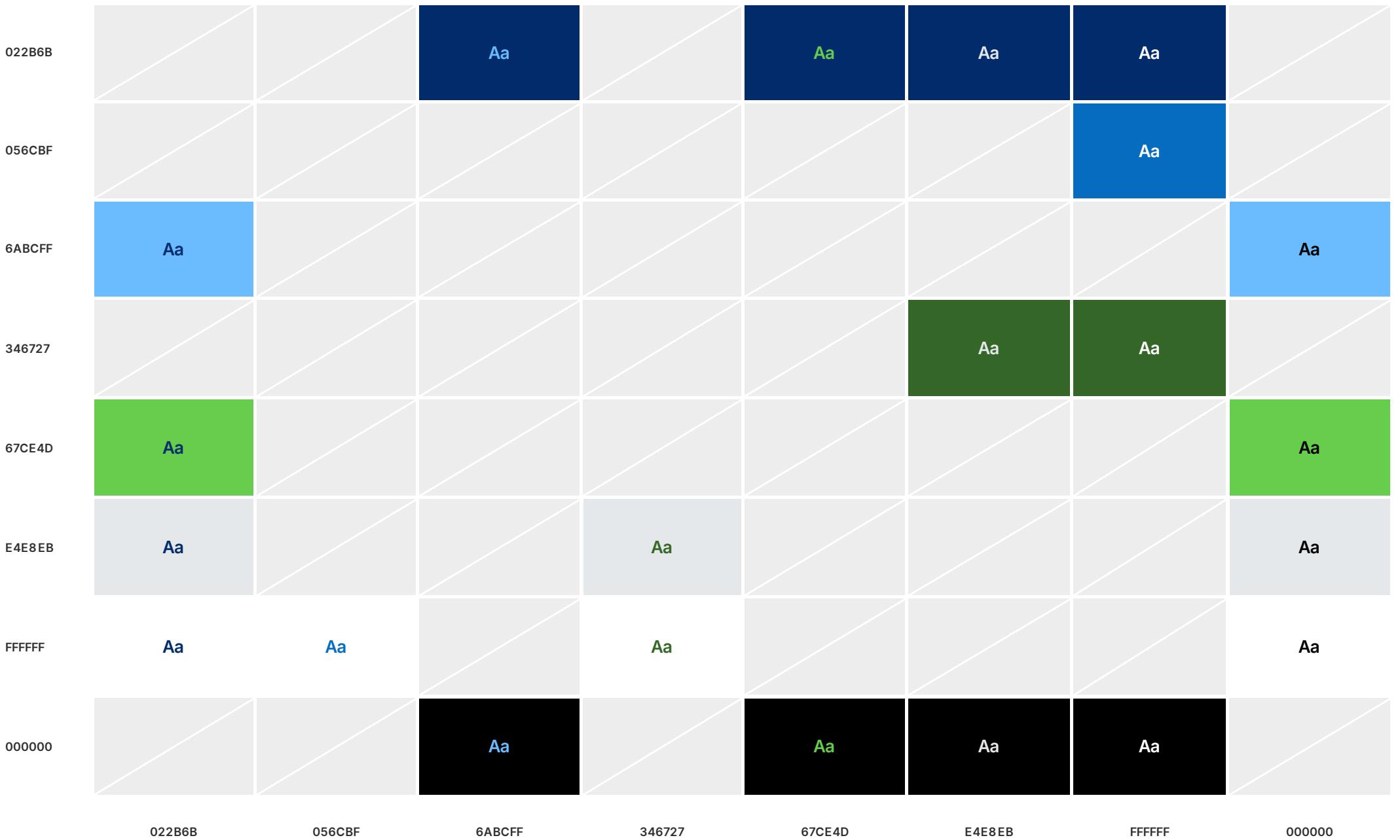
HSB **206, 3, 92**

CMYK **2, 1, 0, 7**

PMS U **649 U**

PMS C **656 C**

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	CEE0FE	D8EDFE	EDF7FF	E2F2DE	ECF9E8	FCFCFD
+75%	9CC1FD	B2DBFD	DAEEFF	C5E6BC	D9F3D2	F8F9FA
+62.5%	6BA3FC	8BC9FC	C8E6FF	A8D99B	C5ECBB	F5F7F8
+50%	3A84FB	65B7FB	B5DEFF	8ACD7A	B2E6A5	F2F4F5
+37.5%	0865FA	3EA6FA	A3D5FF	6DC059	9FE08E	EFF1F3
+25%	0451CC	1894F9	90CDFF	56AA41	8CDA78	EBEEFO
+12.5%	033D9A	0680E3	7EC5FF	458934	78D461	E8EBEE
0%	022B6B	056CBF	6ABCFF	346727	67CE4D	E4E8EB
-12.5%	02245C	045DA5	3EA8FF	2E5B22	51C135	C3CCD3
-25%	021F4F	04508E	1194FF	274E1D	45A52D	A2B0BA
-37.5%	011A42	034276	007CE2	214119	3A8A26	8193A2
-50%	011534	02355E	0064B5	1A3414	2E6E1E	637685
-62.5%	011027	022847	004B88	14270F	235317	4A5964
-75%	010A1A	011B2F	00325B	0D1A0A	17370F	313B43
-87.5%	00050D	010D18	00192D	070D05	0C1C08	191E21
-100%	000000	000000	000000	000000	000000	000000



This is a Headline

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PRIMARY CTA

SECONDARY CTA

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Typography

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Typography

Neue Haas Grotesk

Neue Haas Grotesk is our preferred corporate typeface used in our logo identity system, print, and website. It allows for a wide variety of scenarios and moods.

It's a very flexible typeface with many weights that should be judiciously utilized and combined to create clear and concise communications.

We utilize Arial as our digital and slide typeface, and Arial Narrow for large amounts of content and table data.

Print and Website Body Typefaces

Neue Haas Grotesk Text Pro

Neue Haas Grotesk Text Pro Italic

Neue Haas Grotesk Text Pro Medium

Neue Haas Grotesk Text Pro Medium Italic

Neue Haas Grotesk Text Pro Bold

Neue Haas Grotesk Text Pro Bold Italic

Logo, Print, and Website Headline Typefaces

Neue Haas Grotesk Display Pro Ultra Thin

Neue Haas Grotesk Display Pro Ultra Thin Italic

Neue Haas Grotesk Display Pro Thin

Neue Haas Grotesk Display Pro Thin Italic

Neue Haas Grotesk Display Pro Extra Light

Neue Haas Grotesk Display Pro Extra Light Italic

Neue Haas Grotesk Display Pro Light

Neue Haas Grotesk Display Pro Light Italic

Neue Haas Grotesk Display Pro Roman

Neue Haas Grotesk Display Pro Italic

Neue Haas Grotesk Display Pro Medium

Neue Haas Grotesk Display Pro Medium Italic

Neue Haas Grotesk Display Pro Bold

Neue Haas Grotesk Display Pro Bold Italic

Neue Haas Grotesk Display Pro Black

Neue Haas Grotesk Display Pro Black Italic

Digital and Slide Presentation Typeface

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Table Data

Arial Narrow Regular

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

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Visual *Dialog*

PREPARED BY:
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COMPOSITIONS
2024.06.18 / FINAL





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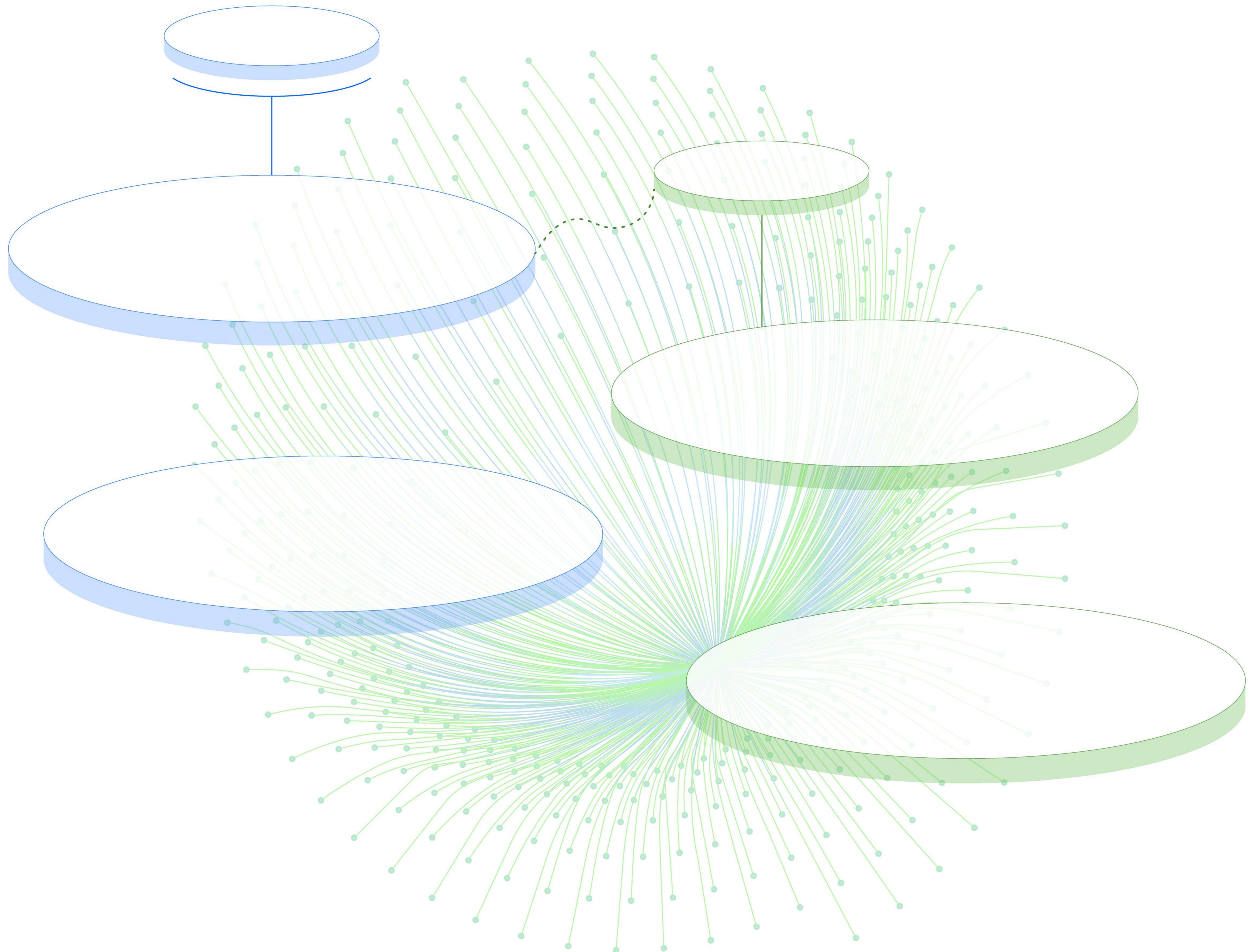
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