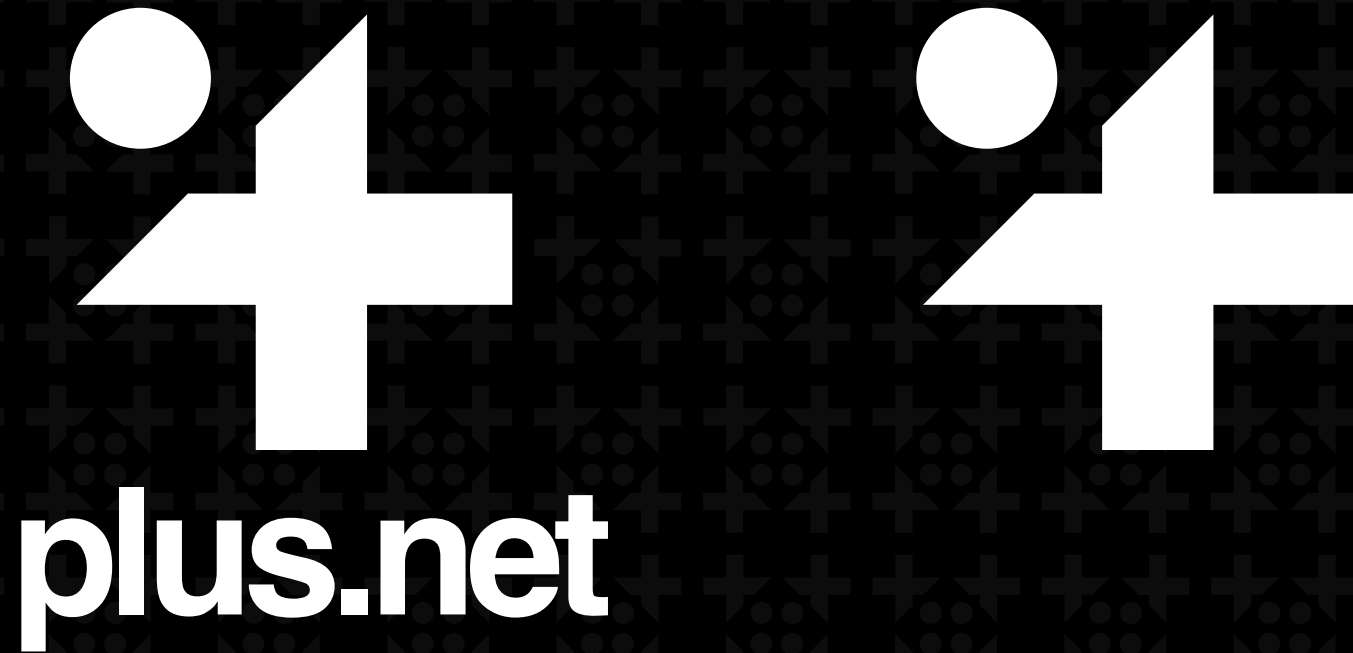# plus.net

Brand Document

plus.net | Logos

The plusnet logo is comprised of a "plusnet person" symbol and wordmark. The logo can be used stacked, or alternatively, the symbol can be isolated.
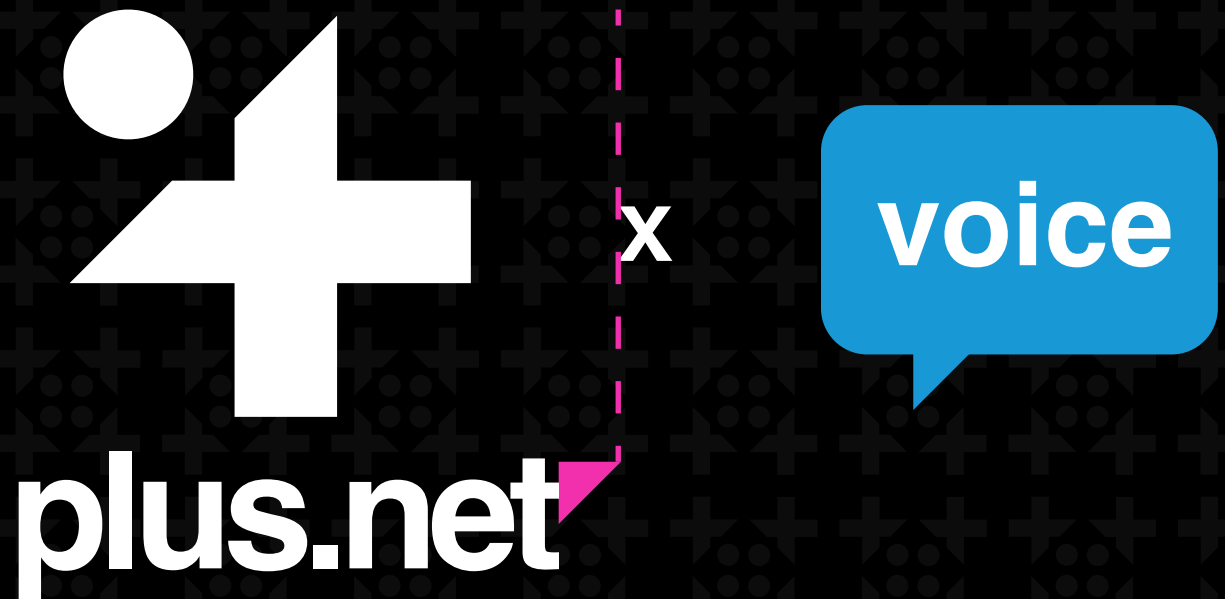
plus.net

plus.net I Padding

The minimum padding you should leave for the plusnet logo is the size of the neck / caret in the top left corner.

diagram

example

plus.net | Typrography

The plusnet logo and headings should be set in Helvetica Bold, at -60 Kerning.
Body text should be set in Helvetica Regular at -25 Kerning.
When the plusnet name is used in body text, it should be typed out in lowercase, unless there are grammar rules which would override the casing of regular words, such as if the name is at the start of a sentence. In body text, you should also not use the period that represents the domain name.

Helvetica Bold
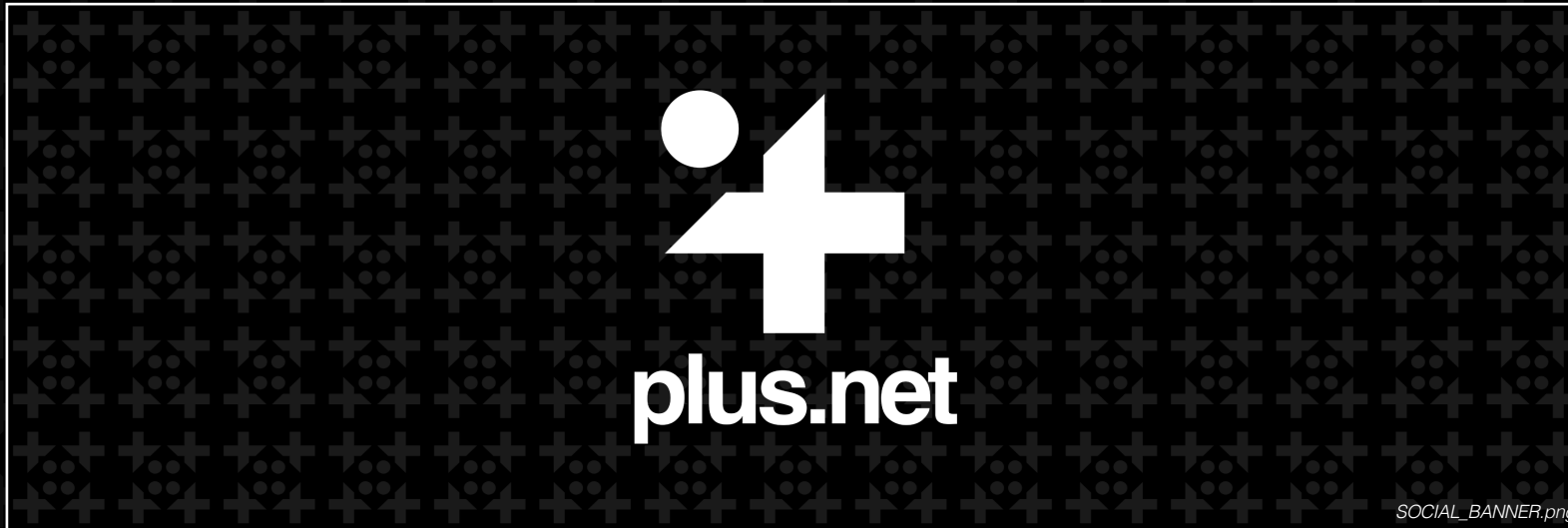**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
plus.net

Helvetica Regular
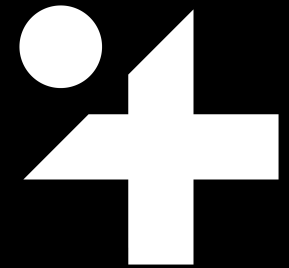AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

plus.net I Social Media

Social media profiles must use the provided assets for their layout.
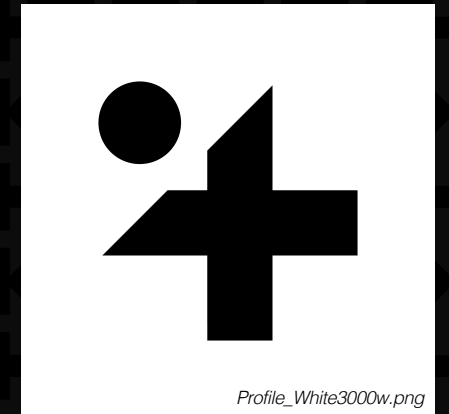
3:1 Social Banner

1:1 Profile Image

SOCIAL_BANNER.png

a .PSD of this banner is provided in the case where an alternate banner size is necessary.
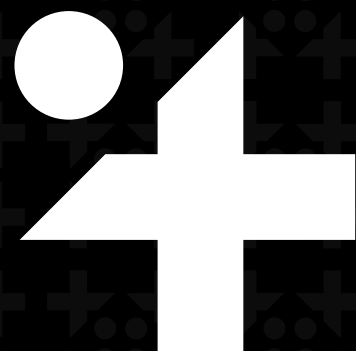
Profile_Black3000w.png

Profile_White3000w.png

*use appropriate colour
based on site theme*

plus.net | Brand pattern

The brand pattern is a net of interconnected "Plus-People" using the logomark in a tessellated pattern. The pattern should stay at a 5-10% opacity to ensure content placed above it can stay legible, and so that it's complexity is compensated and the contents can be registered.

plus.net