netwatch

Brand Guidelines

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netwatch

Creating Fearless Environments

Our mission is to deliver innovative, proactive monitoring technologies and solutions built on trust and commitment to quality of service.

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LOGO

Primary Logo

Our logo is the face of our brand. It represents innovation, confidence and round the clock security.

The logo is used across all of our communications. We want it to be instantly recognizable, so consistency is important – please don't edit, change, distort, recolor or reconfigure it.

netwatch

Positive color logo

netwatch

Positive color logo

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LOGO

Monochrome Logo

If a background color makes the full-color logo hard to see, you should use a monochrome logo instead.

Positive color logo

Positive color logo

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LOGO

Logo Space

Clear space buffers the logo from images, text, or other graphics that hinder its impact and visibility. The more space you give our logo, the more impactful it becomes.

The minimum clear space around the logo is equal to the size of the icon.

Logo Size

Our logo is designed to scale to small sizes on print and screen. When the logo scaled below 40mm/1.57 inches or 160px the responsive icon should come into play.

Minimum Size

Responsive

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LOGO

Regional Logos

The logo variations represent the different departments and regions we operate within.

Each variation has been created consistently. Don't edit, change, or create new variations.

Clear space

Clear space buffers the logo from images, text, or other graphics that hinder its impact and visibility. The more space you give our logo, the more impactful it becomes.

netwatch
Ireland and UK

netwatch
North America

netwatch
Group

netwatch
Ireland and UK

netwatch
North America

netwatch
Group

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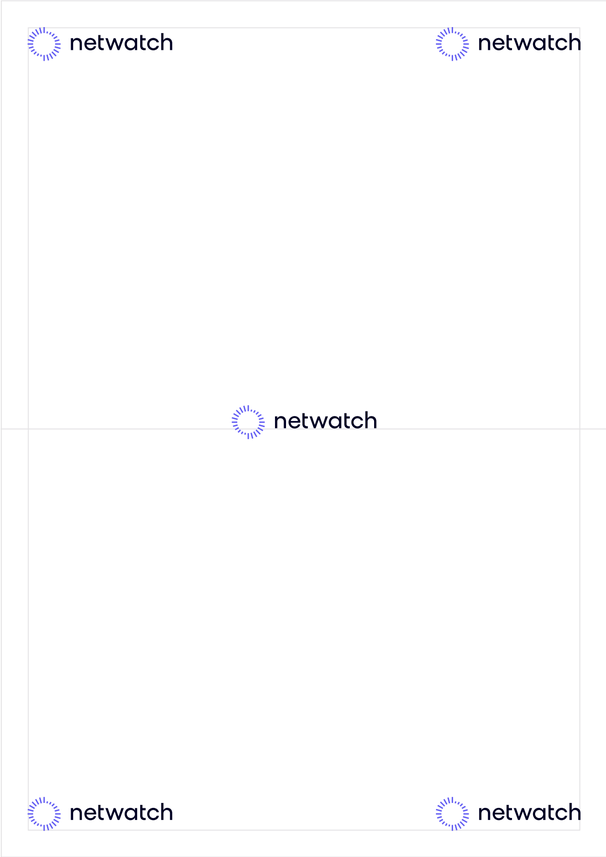
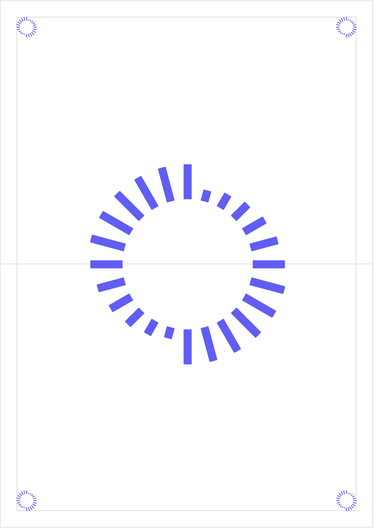
LOGO

Logo Placement

When creating a composition, place the Netwatch logo or glyph in one of the four corner areas, or center it on the page.

The icon can be used singularly, enlarged and centered to create impact.





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Color

The Netwatch color palette consists of two primary colors, three secondary colors and a gradient.

The primary colors should be used predominantly throughout web and print collateral while the secondary colors and gradient can be used as accents to add depth or create stand out call-to-actions.

Pantone Printing

For accurate and consistent color production. It is advised that Pantone printing is used for the Primary Purple color.

PURPLE PRIMARY
CMYK: 76/76/0/0
RGB: 98/93/243
PMS: PANTONE 2725 C
#625DF3

NAVY PRIMARY
CMYK: 100/100/10/79
RGB: 0/0/36
PMS: PANTONE 276 C
#000024

BLUE SECONDARY
CMYK: 77/0/16/0
RGB: 22/221/252
PMS: PANTONE 2199 C
#16DDFC

VIOLET SECONDARY
CMYK: 58/76/0/0
RGB: 124/61/196
PMS: PANTONE 2587 C
#7C3DC4

GREEN SECONDARY
CMYK: 70/0/65/0
RGB: 53/211/140
PMS: PANTONE 2414 C
#35D38C

GRADIENT
100
50
0

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Typeface

Our typography, Gellix is a modern font.

It was chosen to be impactful across all applications while keeping it easy to read, ownable, and recognizable.

TYPEFACE

Gellix

Alternative typeface

An alternative typeface should be used when licensing isn't available or in the case of file sharing with thrid parties. For example: emailing, Word or PowerPoint documents. The alternative typeface is Arial.

APPLICATION	VARIANT	KERNING
Headings and Sub Headings	**SemiBold**	0
Body Copy	Regular	0
DETAILING	**SEMIBOLD UPPERCASE**	0

ALTERNATIVE HEADING

Arial Bold

ALTERNATIVE BODY

Arial Regular

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Iconography

There are two icon styles. The large gradient icon should be used singularly for impact while the smaller single color icons should be used as a set in the likes of bullet points or lists.

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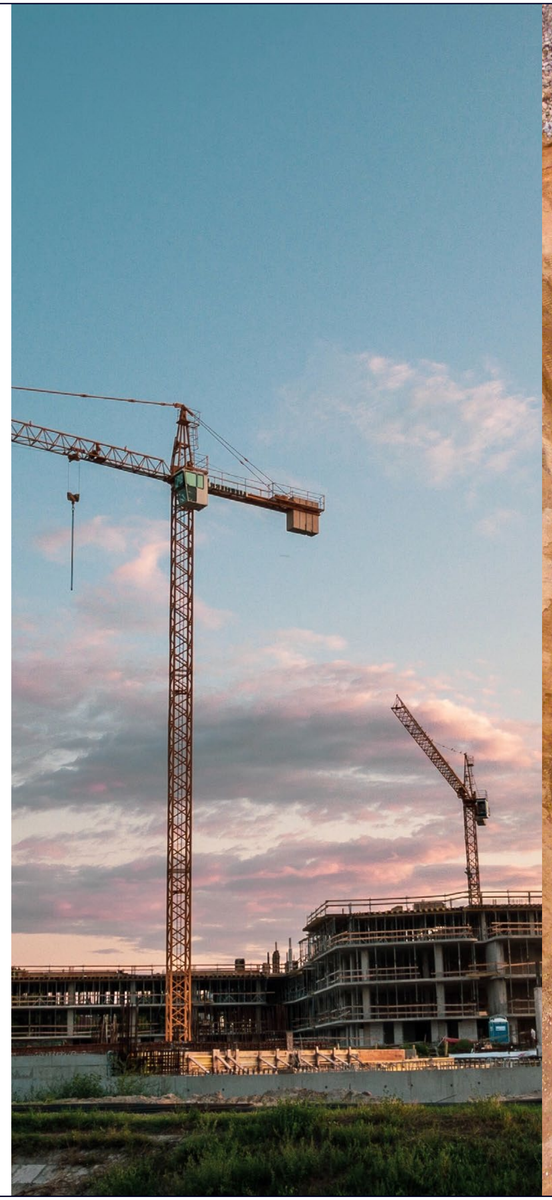
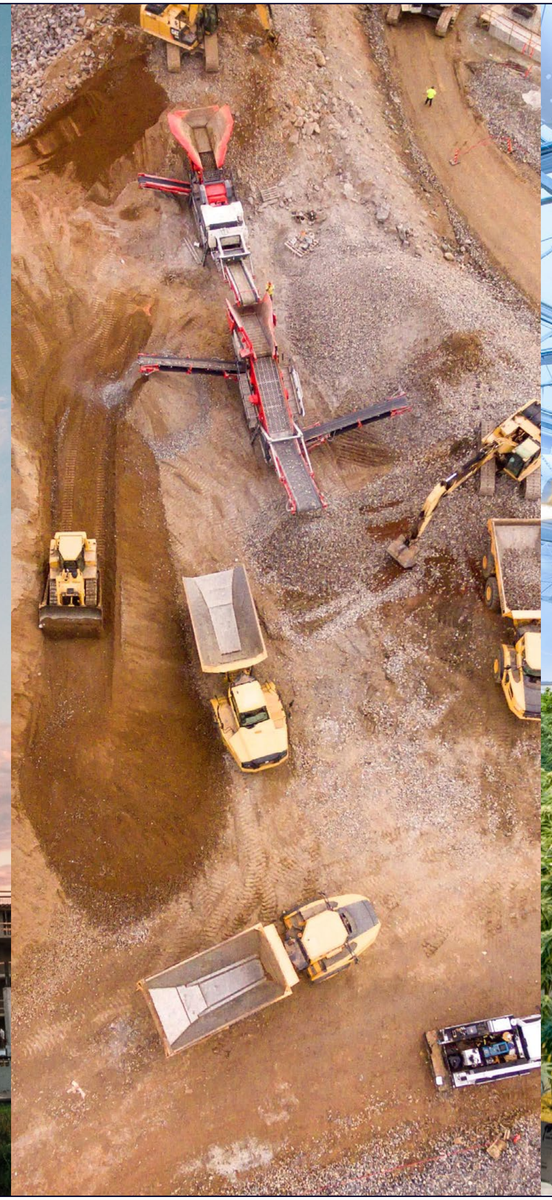
IMAGERY

Industry Imagery

Our industry imagery should be expansive. Scenes should represent security at scale and promote confidence and reliability.





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IMAGERY

Service Imagery

Our service imagery should feel hi-tech. Scenes and products should represent innovative equipment, as well as alert and engaged staff.

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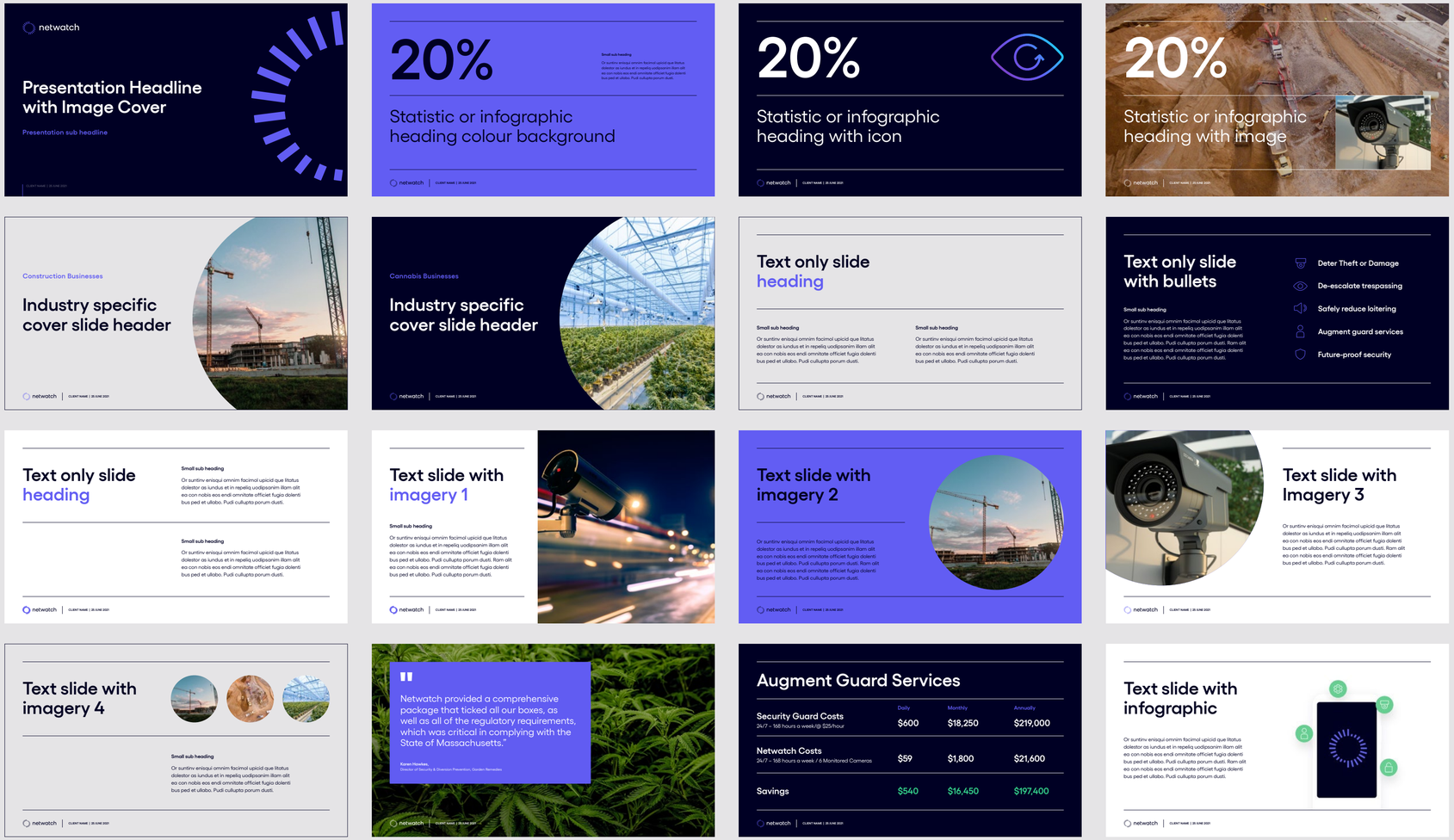
APPLICATION

PowerPoint

Digital presentations should make the best use of each layout and avoid too much repetition. Typography, icons, color and imagery can all be used to create an engaging deck.



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APPLICATION

Layout

Print and online brochures should use graphics, imagery and white space to create a professional and modern look.

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APPLICATION

Email Banners

Email banners should follow a simple formula: headline, image (or graphic) and logo. Make the best use of white space and try not to overcrowd the design.

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APPLICATION

Email Signature

Where possible, Netwatch employees should be using the branded email signature that adheres to their region.

Name →
Job Title →
Department →
Number →
Email →
Banner →

Rochelle Thompson
CMO
Netwatch Group
m. 408-429-0789
e. rthompson@netwatchgroup.com

netwatch North America | netwatchusa.com

Reply

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