

Net Nanny Brand Guidelines

Effective January 2012

Logo

Primary Colors

 Net Nanny®

 Net Nanny®

Print Colors:

Pantone
165 C

CMYK
0/79/97/0

Web Colors:

RGB
231/88/47

HEX#
E7582F

 Net Nanny®

 Net Nanny®

Print Colors:

Pantone
801 C

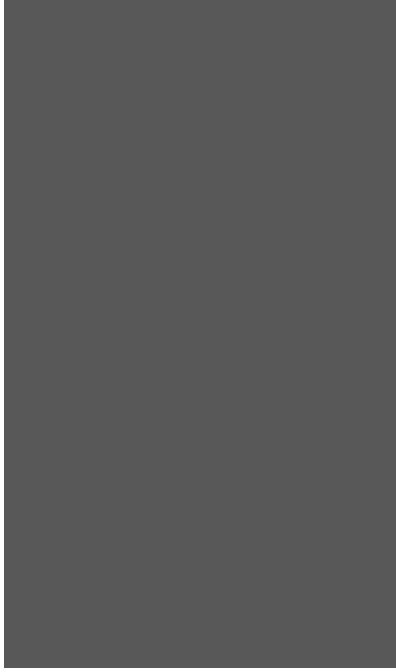
CMYK
74/11/9/0

Web Colors:

RGB
59/172/212

HEX#
3BACD4

Secondary Colors



Print Colors:

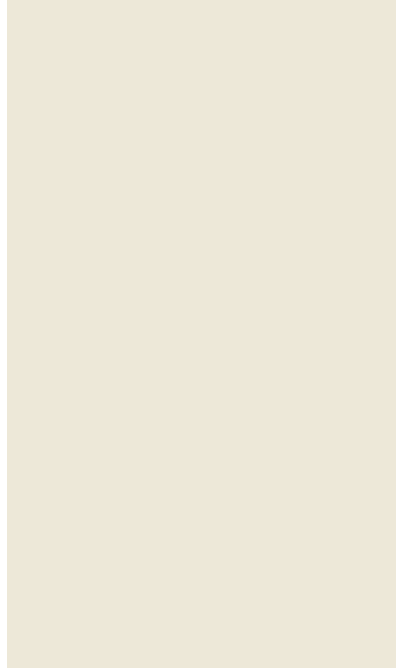
Pantone
COOL GRAY 11

CMYK
63/55/55/30

Web Colors:

RGB
87/87/87

HEX#
575757



Print Colors:

Pantone
WARM GRAY 1

CMYK
6/6/14/0

Web Colors:

RGB
239/235/219

HEX#
EFEBDB



Print Colors:

Pantone
179 C

CMYK
10/93/89/2

Web Colors:

RGB
215/56/52

HEX#
D73834

Logo Usage Guidelines

Clear space



Horizontal lockup:

For most applications the horizontal treatment of the logo should be used. Ample white space equal to the height of the uppercase "N" will help maintain the integrity of the logo. The logo must always be accompanied with the registration indicator.



Vertical lockup:

In certain circumstances a stacked version of the logo may be needed.

The "N" symbol



The "N" symbol can be used independently in applications where the full wordmark is too long and cumbersome. It must always be accompanied with the trademark indicator, with the exception of as app icons.

Logo Usage Guidelines cont.

Minimum sizes

 Net Nanny

Horizontal version

Min. width: 1 in


Net Nanny

Vertical version

Min. width: .75 in

(In all digital uses, be sure that legibility is maintained.)

The "N" symbol in web and mobile

In some digital uses, small icon versions of the "N" symbol are needed. In these cases, special versions are available to use. These have been modified for small size and are not to be used at larger sizes.



30 px and smaller



16 px and smaller

Inappropriate use of the logo:

Do not mix colors.



Only use light beige on dark backgrounds.



Do not change or "fake" wordmark font.



Fonts

Headline: Interstate

ABC123

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

CA KA NT

1234567890\$%^&*(!@#)

Subhead: Interstate Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890\$%^&*(!@#)

Print Body: Interstate Regular

Ania nos aut pelique vende non comnimp or santia soluptaquid que imin nostempor solluptatur acea volessi tatiunt, sunt aut que voluptatis et, niam, comnient fugitas intiore culpa volectio Sitint ommo odi dolluptur accabor esequia ducia conseraes nonsenda quisquibus dollenimin comnimin rem faccae volent qui as cusdae num ut odios doluptibusam volut at eosam siniam dolore ne pa cor sint facepudandis sae parcimil illab ide vollaborro et ipsaectio quam, ommoluptas recab iusciisciet essimin velliqui as nis es remporeped quo corposapit fuga. Non consequi cusantium unt quo et es molecti velest, qui occus expello restiur autemol orporehent, sunt vendellist. qui dolorehenti voluptatis exere velecab ium il iuntur rechil laboritatem ad quam.

Web Body: Arial

Ania nos aut pelique vende non comnimp or santia soluptaquid que imin nostempor solluptatur acea volessi tatiunt, sunt aut que voluptatis et, niam, comnient fugitas intiore culpa *volectio Sitint ommo odi dolluptur accabor esequia ducia conseraes nonsenda quisquibus dollenimin* comnimin rem faccae volent qui as cusdae num ut odios doluptibusam volut at **eosam siniam dolore** ne pa cor sint facepudandis sae parcimil illab ide vollab. Hillit, utest veniend



@ Net Nanny

Protect What Matters

Net Nanny allows the ability to manage all content

Photography

Lifestyle Imagery

The tone of the images should feel nostalgic and friendly. Images should show families participating in positive experiences together. Models should not feel posed, but rather candidly shot in the moment. Technology such as computers and phones should have a minimal presence in campaigns and collateral. Images should sell the benefits of Net Nanny, i.e. positive family experiences, and not necessarily the literal representation of how the product is used.



Graphic Applications

Icon Styles

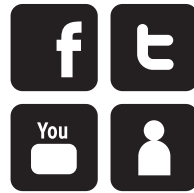
Icons which represent different features of the product should be playful, friendly, and simple. They need to be quickly recognizable and understandable.



Internet Filtering



Porn Blocking



Social Media Monitoring



IM/Chat Room Monitoring



Time Management



Profanity Masking



Alerts and Reporting



Child Protection Software