



Net Nanny Brand Guidelines

Logo



Master Logo

Logo Variants

Depending on the situation, color variations for the logo are needed for different colored backgrounds. Use the following approved logo colors as needed.



Social Media Logo Variants



Vertical Lock Up



The "N" Symbol

Incorrect Usage

We like our logo just the way it is, so, it should be treated with respect at all times. The use of our logo should remain consistent. When used, it should be applied thoughtfully.

Shown are examples of what **NOT** to do with the Net Nanny logo.



Font

Our primary font family is Sophia Pro. It's a modern, clean font that also conveys the professionalism of the company.

A range of weights are available, including Light, Regular, and Bold which should be used accordingly to form hierarchy of information as well as draw attention.

Header: Sofia Pro Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subheader: Sofia Pro Semi Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body: Interstate Regular

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Color Palette

The primary Net Nanny color palette consists of purple and yellow. These colors should be used in all communications to give our brand a consistent and professional aesthetic.

Primary

Light Purple
Hex: 7e66ad
RGB: 126, 102, 173
CMYK: 57, 67, 0, 0

Secondary

Yellow
Hex: f5ec36
RGB: 245, 236, 54
CMYK: 6, 0, 3, 0

Dark Purple
Hex: 4d469c
RGB: 77, 70, 156
CMYK: 84, 86, 0, 0

Supporting

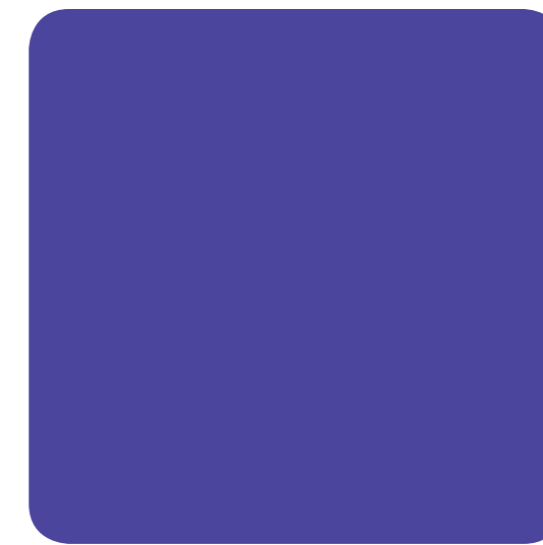
Green
Hex: aed47b
RGB: 174, 212, 123
CMYK: 35, 0, 68, 0

Red
Hex: e81b45
RGB: 232, 27, 69
CMYK: 2, 100, 72, 0

Blue
Hex: 38abd2
RGB: 56, 171, 210
CMYK: 69, 14, 9, 0



Primary Color



Secondary Colors



Supporting Colors