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.
Net Nanny Brand Guidelines

Social Media
Logo Variants

- Vertical Lock Up
- The “N” Symbol
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
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
- **Dark Purple**
  - Hex: 4d469c
  - RGB: 77, 70, 156
  - CMYK: 84, 86, 0, 0

**Secondary**
- **Yellow**
  - Hex: f5ec36
  - RGB: 245, 236, 54
  - CMYK: 6, 0, 3, 0
- **Green**
  - Hex: aed47b
  - RGB: 174, 212, 123
  - CMYK: 35, 0, 68, 0

**Supporting**
- **Red**
  - Hex: e81b45
  - RGB: 232, 27, 69
  - CMYK: 2, 100, 72, 0
- **Blue**
  - Hex: 38abd2
  - RGB: 56, 171, 210
  - CMYK: 69, 14, 9, 0