

Netguru Brand Guidelines

01. BRAND

First things first, whenever you talk about our brand, please pay attention to proper spelling. Long story short: capitalize the brand name (and only keep the first letter capitalized). Remember: it's Netguru, not NetGuru (ugh...!).

DO

Capitalize the brand name.

Netguru is evolving, full stack, [...]

Generating [...] for **Netguru** by meeting [...].

DO

Using a hashtag or a mention, don't capitalize the brand name.

Follow **@netguru** on Twitter.

Check out the new **#netguru** office.

DO

Use small letters when referring to our website.

Visit our blog - **netguru.co/blog**.

DON'T

Start the brand name with a small letter or use capitals inside the brand name.

NetGuru is evolving, full stack, [...]

Generating [...] for **netguru** by meeting [...].

DON'T

Capitalize the word "netguru" in hashtags & mentions.

Follow **@Netguru** on Twitter.

Check out the new **#netGuru** office.

DON'T

Capitalize the word "netguru" in the URL address.

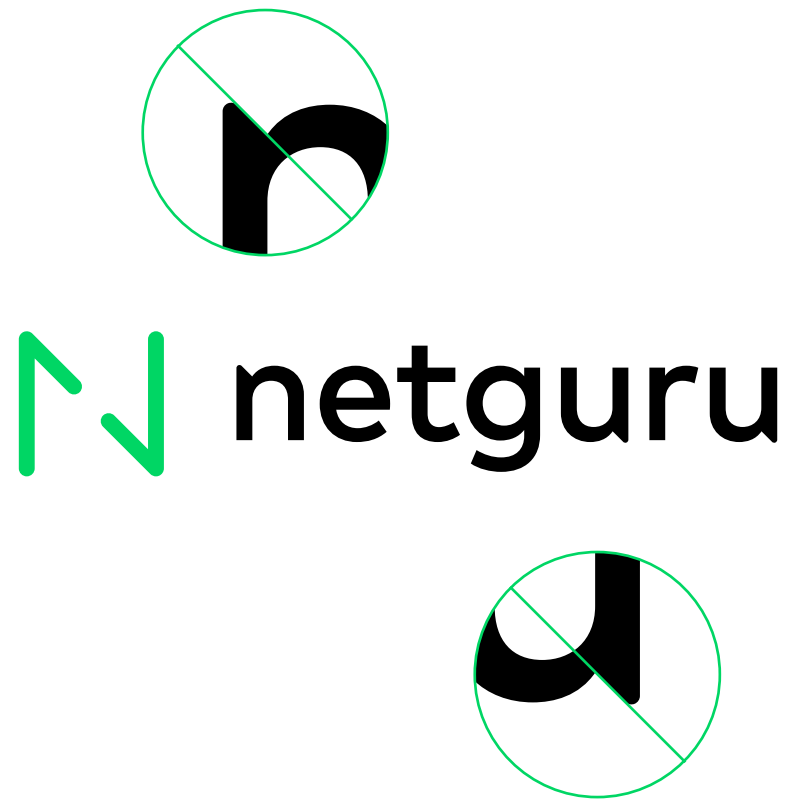
Visit our blog - **Netguru.co/blog**.

02. CORPORATE IDENTITY

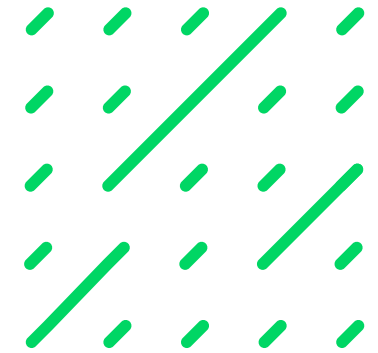
LOGO

The logo is a crucial and inseparable part of the CI. Netguru's logo symbolizes transparency & communication. It also reflects the company's core values.

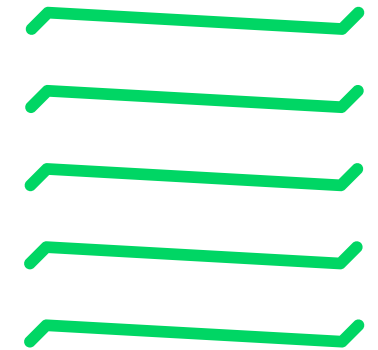
 [Download logo pack](#)



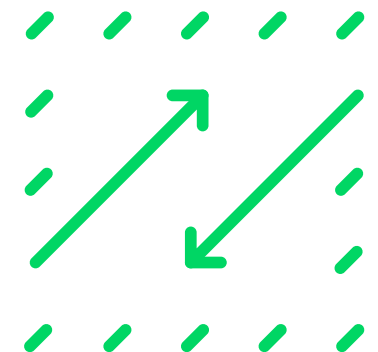
evolving



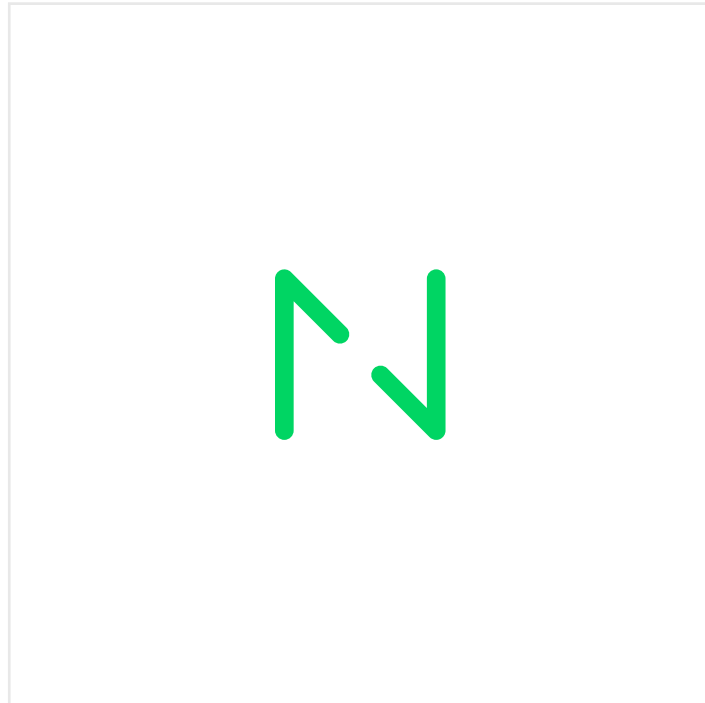
full stack



remote



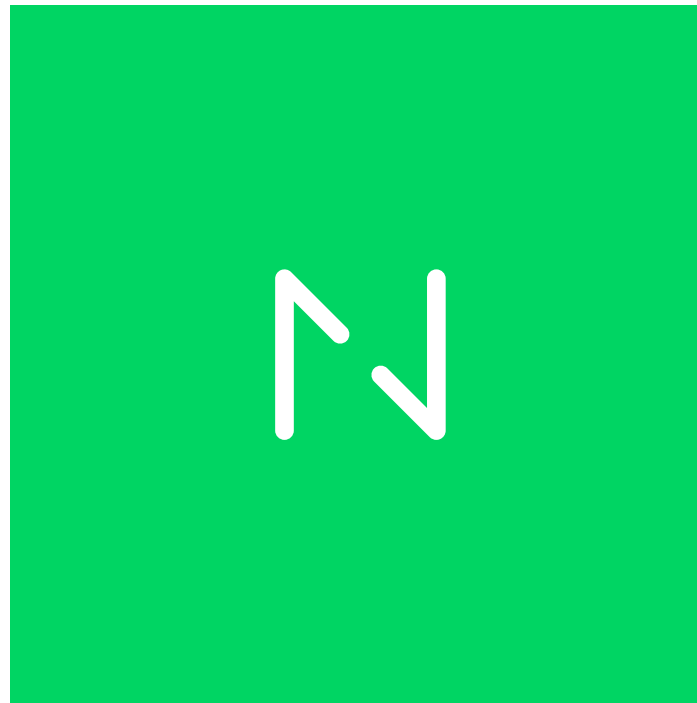
03. LOGO



Mini



Basic



Extended




netguru.co

[Download logo pack](#)


04. COLOR SCHEMES

Main color



HEX #00d563
CMYK (65, 0, 73, 0)
PANTONE 2270U / 2420C

Secondary colors



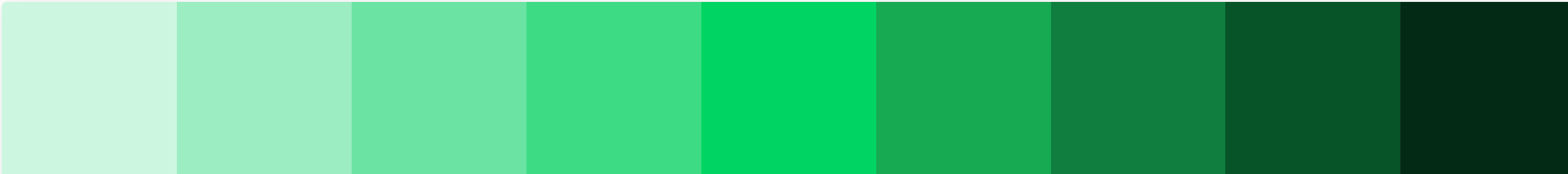
HEX #ffffff **HEX** #fafafa **HEX** #999999 **HEX** #000000

Shades of grey



#ffffff #fafafa #d6d6d6 #b2b2b2 #999999 #6b6b6b #474747 #232323 #000000

Main color gradation

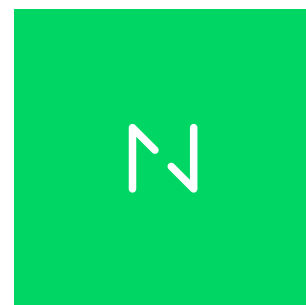
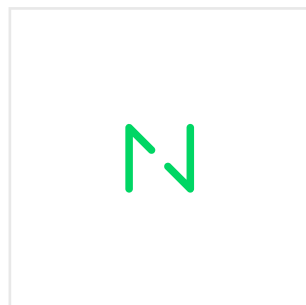


#cdf6e0 #9cedc1 #6be4a3 #3edb85 #00d563 #18a953 #0f7e3e #075429 #022a14

05. USAGE EXAMPLES

DO

Use the original electronic files.



 [Download logo pack](#)

DON'T

Redraw or retype the logo.



05. USAGE EXAMPLES

DO

Keep the original proportions.



DON'T

Stretch or distort the logo.



DO

Keep the original color schemes.



DON'T

Change the logo colors.



Exceptions from this rule might be accepted, but it will be decided based on specific case. Please write at brand@netguru.co.

05. USAGE EXAMPLES

DO

Place the logo on contrasting values.



DON'T

Place the logo on similar values or outline the logo to help it stand out. Nothing in the background should distract from the master logo.



DO

Use logo as visual.



DON'T

Use a logo in a line with text.



05. USAGE EXAMPLES

DO

Make the logo at least 25mm wide.



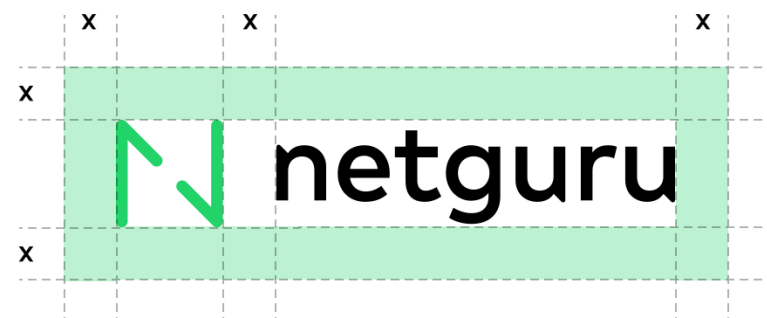
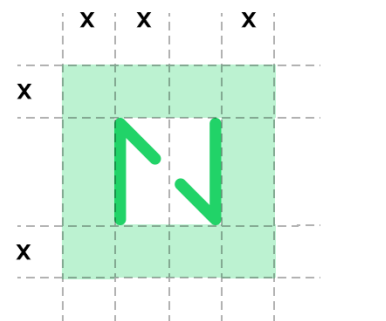
DON'T

Make the logo smaller than 25mm wide in print or 90 pixels on screen (5mm or 20 pixels for the "N" icon).



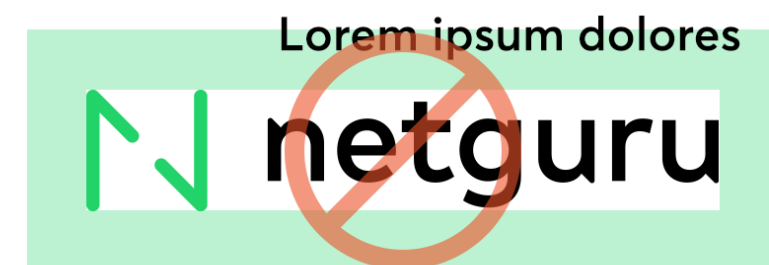
DO

Wrap logo with whitespace.

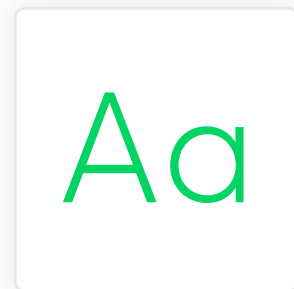


DON'T

Make any elements overlap logo whitespace.



06. FONTS

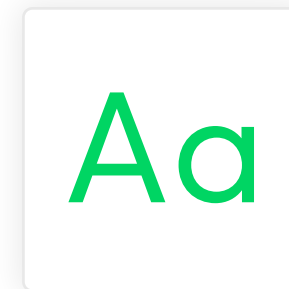


Averta Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#



Averta Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#



Averta Std Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#

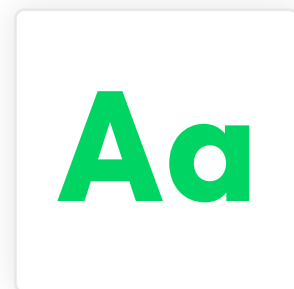


Averta Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#



Averta Std Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#



Averta Std Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#

When it is impossible to use the fonts mentioned above, we use **Proxima Nova** as an alternative, in cases when only system fonts are available we use **Arial** as replacement.

07. TYPOGRAPHY

Display

Could be used for making visual accents. Normally is not used.

Averta Std Bold, 72 px

Heading 1

Used as article/blogpost title and on the homepage slider.

Averta Std Bold, 36 px

Heading 2

2 level heading used in article/blogpost.

Averta Std Bold, 24 px

Heading 3

3 level heading used in article/blogpost.

Averta Std Bold, 21 px

Paragraph

Main body copy in article/blogpost .

Averta Std Regular 18 px

small

Used for smaller text elements (post author, category, etc.)

Averta Std Regular, 14 px

08. PATTERN



We use a dot pattern to enrich the visual diversity of the corporate identity. In most cases it is used as a subtle addition to the background, with 5-10% transparency depending on a given background. Alternatively, it could be also used as a full color separate element. The distance between dots equals the dots' diameter multiplied by 2.

