

Network Solutions[®]

Logo Guidelines



4 Color Logo - Primary

This logo should be used whenever possible. The 4 color logo consists of the green teardrop shape with “ns” in white with green gradient inside. The words “network solutions” should always appear to the right of the teardrop. The text should never be used without the mark. The logo should be used on white and light colored backgrounds. Guidelines for appropriate backgrounds are discussed on page 11.

Alternate Logo Versions



Full Color Logo - Reverse

The use of the positive version of the logo is always preferred, however when it is necessary to place over a dark background, the reverse version should be used to ensure ample contrast.

Mark:



CMYK: 31/0/92/0
RGB: 188/214/67
HEX: #BCD643



CMYK: 80/34/100/25
RGB: 53/108/53
HEX: #356C35

Text:



CMYK: 8/6/6/0
RGB: 232/232/232
HEX: #EAEAEA



2 Color Logo

Only to be used for 2 color print jobs, this logo consists of 2 solid Pantones with no gradient.



PMS: 370 C



PMS: Cool Gray 7 C



2 Color Logo - Reverse

Only to be used for 2 color print jobs, this logo consists of 2 solid Pantones with no gradient.

The use of the positive version is always preferred, however when it is necessary to place over a dark background, the reverse version should be used to ensure ample contrast.



PMS: 370 C



PMS: Cool Gray 2 C



Grayscale Logo

This logo should ONLY be used for grayscale print pieces. The grayscale logo is a black and white version of the primary full color logo.

Mark:



CMYK: 0/0/0/80
RGB: 51/51/51
HEX: #333333



CMYK: 0/0/0/19
RGB: 205/205/205
HEX: #CDCDCD

Text:



CMYK: 0/0/0/50
RGB: 127/127/127
HEX: #7F7F7F



CMYK: 0/0/0/35
RGB: 166/166/166
HEX: #A6A6A6



Grayscale Logo - Reverse

This logo should ONLY be used for grayscale print pieces. The use of the positive version is always preferred, however when it is necessary to place over a dark background, the reverse version should be used to ensure ample contrast.

Mark:



CMYK: 0/0/0/80
RGB: 51/51/51
HEX: #333333



CMYK: 0/0/0/19
RGB: 205/205/205
HEX: #CDCDCD

Text:



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF



1 Color Logo - Black

Only to be used for 1 color print jobs, this logo consists of 1 solid Pantones with no gradient.



CMYK: 67/22/100/6
RGB: 97/148/64
HEX: #619440



1 Color Logo - White

Only to be used for 1 color print jobs, this logo consists of 1 solid Pantones with no gradient.

The use of the positive version is always preferred, however when it is necessary to place over a dark background, the reverse version should be used to ensure ample contrast.



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Network Solutions[®]

Logo Usage

Above all,
let the logo
breathe.

Minimum Clear space

The Network Solutions® logo must always appear in an uncluttered area, free of text, designs, shapes, or strong background patterns. Always surround the logo with enough clearance from other items by observing the “minimum clear space” which is equal to double the height of the letter “o” in the word “solutions” as demonstrated here. Do not allow any other items to appear within this space.



Minimum Size

To ensure the greatest legibility and impact at small sizes, the minimum size for the Network Solutions® logo is 1/2” in height, not including the clear space.



Appropriate Backgrounds

To ensure the greatest legibility of the logo, it should appear on backgrounds that provide enough contrast and are free of strong patterns and textures that could interfere with the legibility of the logo.

