Brand identity
Style guides

MISSION

"Mission is to onboard more than a billion smart phone users consisting of individual users, professionals, merchants, into the Netclan trusted community through a mobile application; and give these community users a million of reasons to connect and transact with each other in hyperlo-cal geography, on need basis, and in mutual interests."

VISION

"To create a digital platform which will connect the entire unconnected world community of netizens with each other in a hyperlocal environment, for the purpose of mutual interests and benefits. The global community will form countless dynamic hyperlocal communities based on the locations and proximities and give members of these hyperlocal communities a host of reasons to connect, transact and create value for the community members."

The Endeavour is to create one of the largest online community of the world, consisting of trusted members, which will bring lot of value for members through a vast gamut of services, and will also create immense value for the digital platform.

Brand Logo Lockups

Logomark

Logo mark depicts a community. The members of the community (logo elements) in alternate colors depict that they are not directly connected but are still are within each other's reach. The circular shape denotes that it is a global community. A swastika sign generated in the middle of the logo mark by all the elements resonates positivity, trust, humanity, brotherhood, compassion among the community members.

Primary Logomark

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter N.
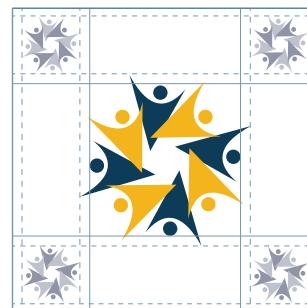
Logo Variation

Random logo used on an application will often depend on the background and production method. When using the logo on a white background. You can use full color version.


Full color

Full color with background

One color

One color : Reverse

Background
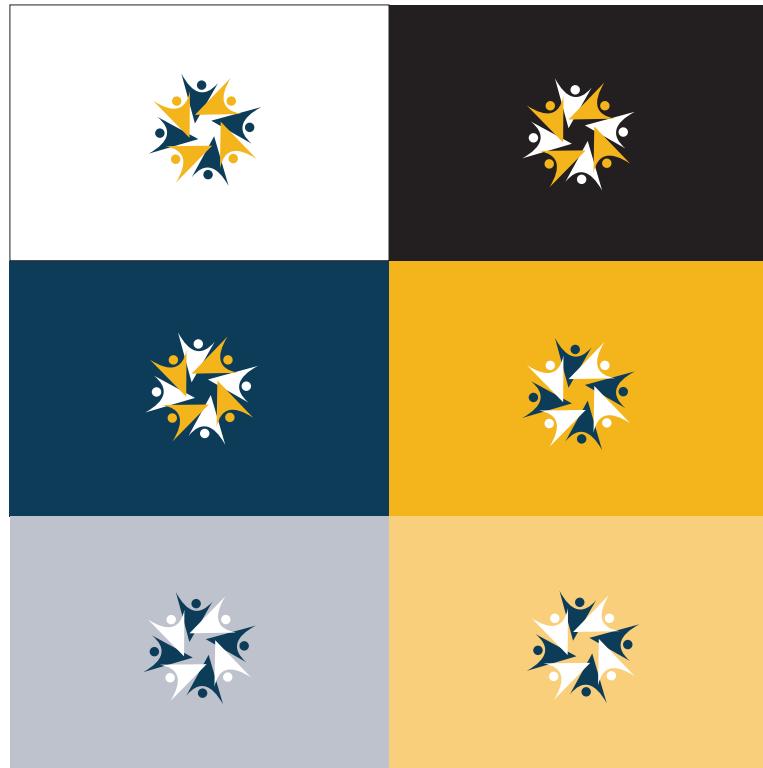
Do Not: Logomark

Do not resize or change the
position of the logomark.

Do Not: Fonts

Do not use any other font, no
matter how close it might look to
**New Font Regular (primary
font)** and never use the logo type
alone without tagline.

Do Not: Sizing | Rotation

Do not squish or squash the logo.
Any resizing must be in
proportion. Don't rotate the
logomark and logotype.

Do Not: Color | Shadow

Do not change the colors even if
they look similar. Use the official
colour specifications detailed in
these guidelines and never put
shadow while using logounit.

Colors

Primary Colors

CMYK	96 74 42 32	0 31 98 0
HEX	#133D59	#FFB81C
PMS	524 C	1235 C
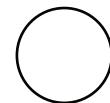
CMYK	0 0 0 100	0 0 0 0
HEX	#000000	#FFFFFF
PMS	NOIR	BLANC

Secondary Colors

CMYK	19 15 8 6		2 19 60 0
HEX	5E7286		#F8CE7C
PMS	5415 C		134 C

CMYK	65 46 31 14		3 15 57 0
HEX	#5E7286		#F7D483
PMS	5405 C		7403 C

Color Psychology

Yellow is the ultimate atten-tion-grabber and radiates energy, and it sets up a youthful backdrop for the authoritative **Navy**.

This logo's colour combination is playful yet confident, giving the impression that the company behind the symbol is one to be trusted.

Typography

The Typeface Family

Two font styles are used for the logo, typeface family:

New Font Regular- Name
Raleway (Regular) - Tagline

When to Use:

OPEN SANS is the primary font used for the standard headings, wordings, ranging from: mobile app designs, web designs, brochures and all forms of general correspondance.

Netclan
— connect with unconnected —

Open Sans (Semibold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Open Sans (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Stationery

Stationery

Illustrations

Illustrations

Illustrations are one of the main elements in random brand identity. They are intended to be repeatable to be used in wide variety of applications. We try to maintain the uniformity of the brand by using the primary colors of the brand in all the illustrations used during design process.

Icons are simple, friendly visual system for highlighting, labelling, and searching.

Use icons for

Iconography signals, labels, or highlights simple information with speed and clarity.

• Symbolising a command, file, device or directory.
• Icons are also used to represent common actions like chat, call , add image etc.

ICONOGRAPHY

Applications

Application

Application

Photography
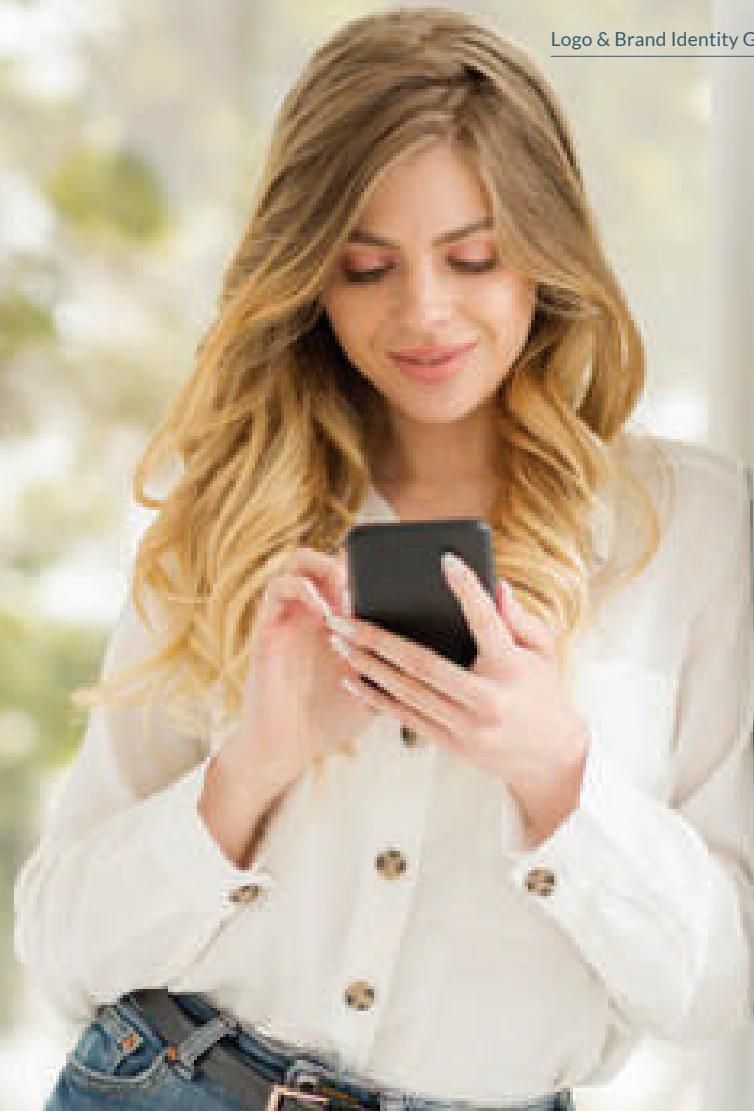
Photography

Our images capture a range of professions and places to mirror the variety of our users. The various creative processes they utilize within their work and how they problem solve is apparent throughout our visual narrative.

Users and Devices

When we're introducing devices, emphasizing people first is our motto. Even if we're showing the engagement of the user and the device, the primary focus should be on the user. Devices should reinforce the idea of mobility and movement.

Photography

.Netclan's photography is easily graspable at a glimpse. It's an image that the user can marvel and see themselves in. It's a place that seems familiar to their workspace, a user they recognize as their audience or people who look similar to their colleagues. It shows them various ways they can use Netclan, no matter where they find themselves.