



Logo system guidelines

Introduction

This document defines the rules for the proper usage of Netvibes' logotypes.

These guidelines ensure the quality and the consistency of the brand. This reference document and the attached logos are intended for the use of printers, graphic designers or anyone who needs to use the Netvibes visual identity.

For questions: feedback@netvibes.com

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1 Logotypes

Presentation & versions



Color version

Colors are defined with the CMYK standard for four-color process printing with the RGB standard for web and office use. Pantone® values are specified as a reference.

Black & white version

This version is intended to be used for black & white and grayscale media.

Outlined version

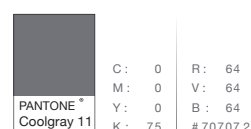
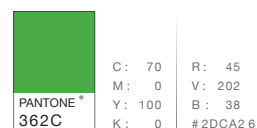
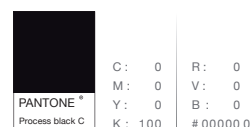
This version is for: stamps, fax and engraving.

Colors can vary depending on the paper (glossy, matte,...).

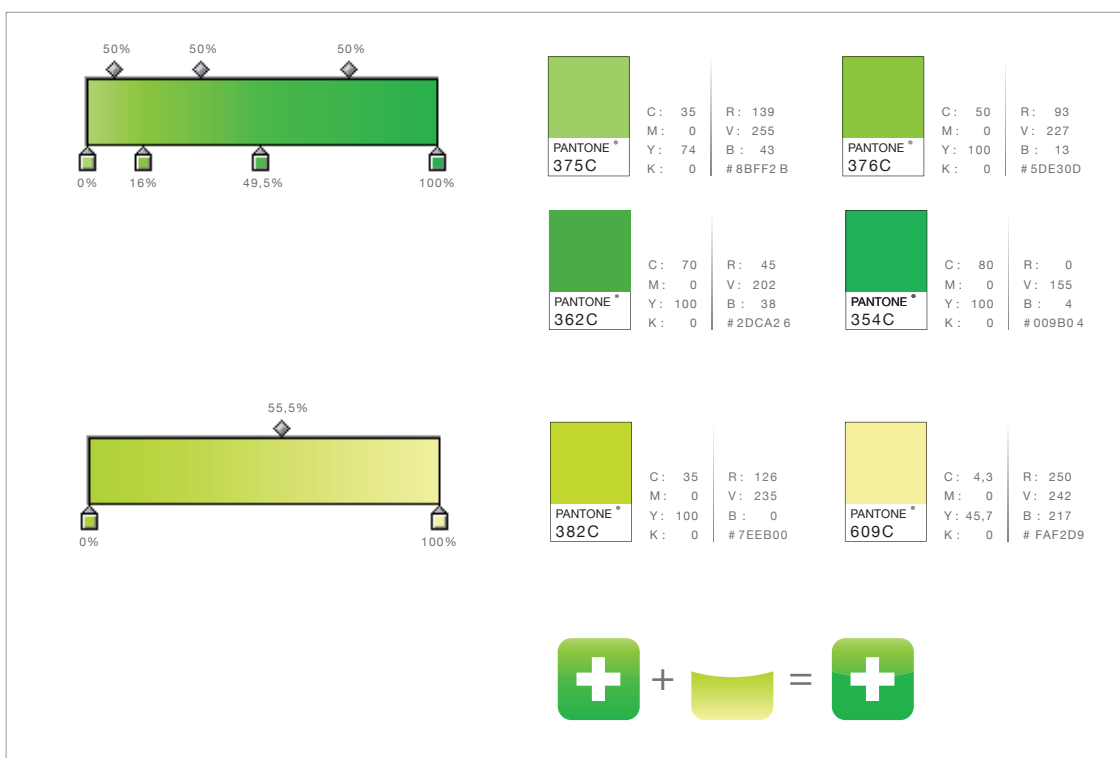
Colors can also vary when converting values between Pantone, CMYK and RGB spaces.

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Components : colors

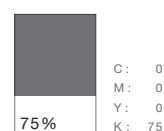
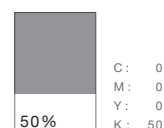
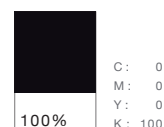


Color gradients Angle: -90°

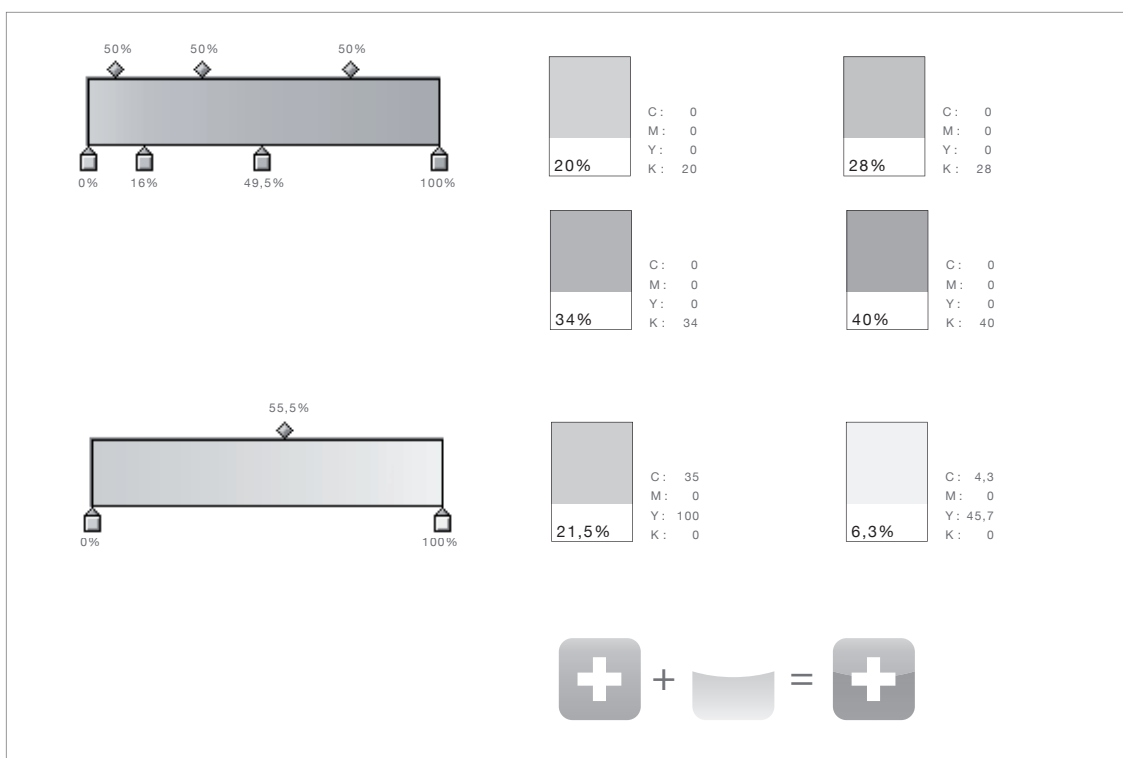


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components : Black & white

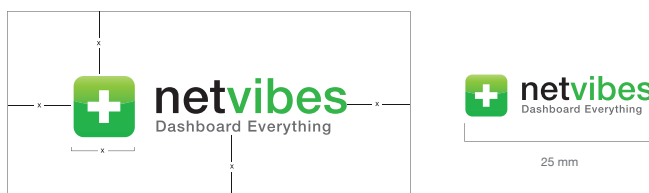


Color gradients Angle: -90°



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Recommendations & use-cases



Minimum clear space

A minimum amount of clear space around the logotype is recommended to eliminate visual clutter that can compete with logo legibility.

A minimum of 1 «x» must be applied.

The height of the logotype square defines «x».

Minimum size

To ensure legibility, a minimum size is recommended. The logo must be, at least, 25 mm (70 px) wide.



Usage with backgrounds

Light backgrounds

The logo can be used on very light colors (< 10% black), gradients or patterns.

Dark backgrounds

The logo can be used on very dark background, close to plain black.



Black & white backgrounds are recommended for optimum readability.

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Incorrect usage



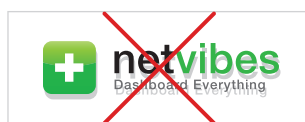
Narrowing



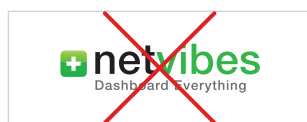
Enlarging



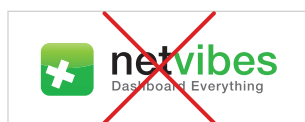
Changing typography



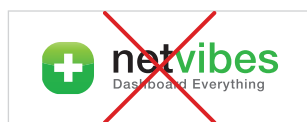
Adding effects (drop shadows)



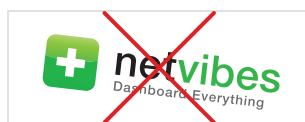
Changing proportions



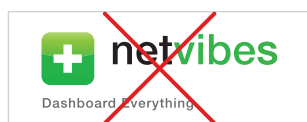
Rotating a component



Changing the shape



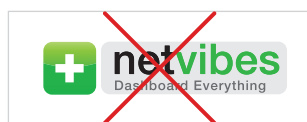
Rotating the logo



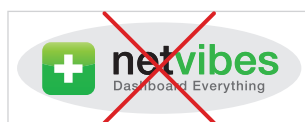
Moving the baseline



Removing the baseline



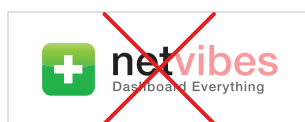
Enclosing the component in a block



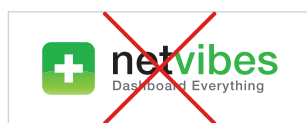
Enclosing the logo



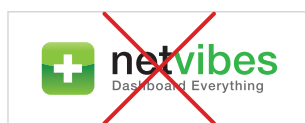
Changing colors



Changing colors



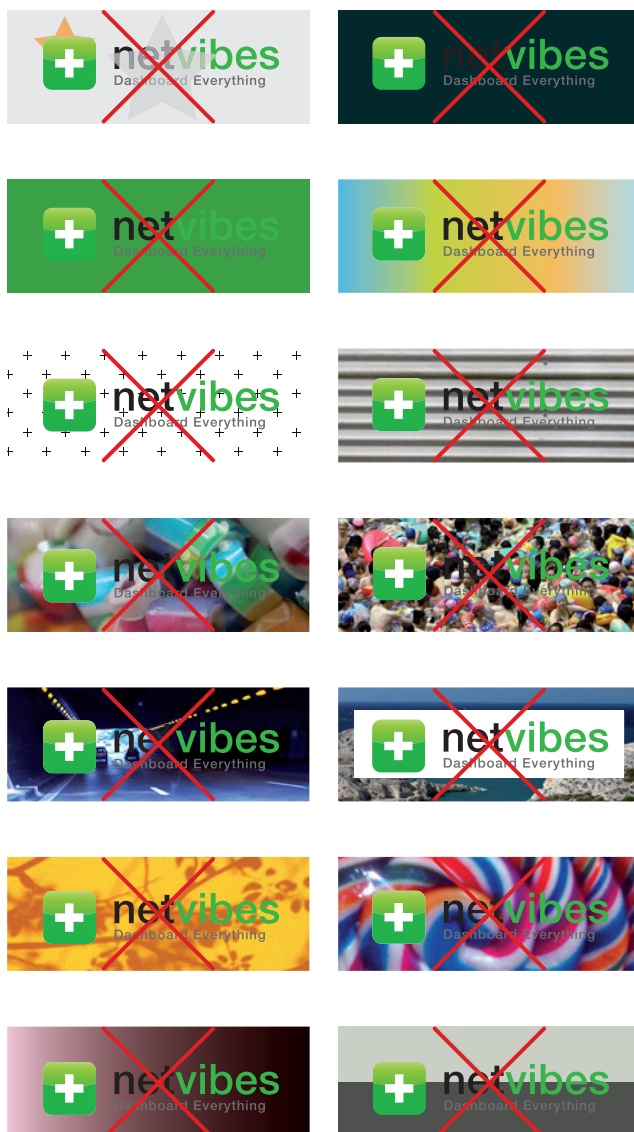
Changing gradient direction



Changing gradient components

Logotype alteration

Changes to shape, colors, typography, placement, composition and proportions are forbidden.



Usage with backgrounds

Cluttered or dense background are forbidden.

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Typography



Helvetica Neue LT
65 Medium and 55 Roman
are used for Netvibes logotype.

Helvetica Neue LT - 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 % (, . - ; ! ? _) { " ' , . } [+ - = / @ £ \$ ^ & *]

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Helvetica Neue LT - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 % (, . - ; ! ? _) { " ' , . } [+ - = / @ £ \$ ^ & *]

Å Á Â Ã Ä È Ê Ì Î Ï Ó Ô Õ Ø Ö Ù Ú Ç à á â ã è é ê ì î ï ò ó ô õ ö ø ù ú ü ç

In all publications, articles or communication support,
please spell netvibes as 'netvibes'

NetVibes or Netvibes will not be accepted. Only use
capital N if netvibes is the first word of a sentence.

Helvetica Neue ST Std

25 ultra light	26 <i>ultra light italic</i>
35 thin	36 <i>thin italic</i>
45 light	46 <i>light italic</i>
55 roman	56 <i>italic</i>
65 medium	66 <i>medium italic</i>
75 bold	76 <i>bold italic</i>
85 heavy	86 <i>heavy italic</i>
95 black	96 <i>black italic</i>

Fonts for general use

For corporate use,
Helvetica Neue ST Std
is the reference font.

For other media, other fonts
can be used to avoid limiting creativity.
Ex: Helvetica Neue ST Std
condensed and extended.

Helvetica Neue ST Std condensed

27 ultra light condensed
27 *thin condensed oblique*
37 thin condensed
37 *thin condensed oblique*
47 light condensed
47 *light condensed oblique*
57 condensed
57 *condensed oblique*
67 medium condensed
67 *medium condensed*
77 bold condensed oblique
77 *bold condensed oblique*
87 heavy condensed
87 *heavy condensed oblique*
97 black condensed
97 *black condensed oblique*
107 extra black condensed
107 *extra black condensed oblique*

Helvetica Neue ST Std extended

23 ultra light extended
23 *ultra light extended oblique*
33 thin extended
33 *thin extended oblique*
43 light extended
43 *light extended oblique*
53 extended
53 *extended oblique*
63 medium extended
63 *medium extended oblique*
73 bold extended
73 *bold extended oblique*
83 heavy extended
83 *heavy extended oblique*
93 black extended
93 *black extended oblique*