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# NetValue

## Basic Brand

# Guidelines / 2021

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This guidelines describe the visual and verbal elements that represent NetValue's corporate identity.

For questions concerning the use of NetValue brand assets, or to inquire about a co-marketing opportunity, contact [support@netvalue.nz](mailto:support@netvalue.nz)

**EVERY FLYER WHO VENTURES ACROSS  
OCEANS TO DISTANT LANDS IS A  
POTENTIAL EXPLORER; IN HIS OR HER  
BREAST BURNS THE SAME FIRE THAT  
URGED ADVENTURERS OF OLD TO SET  
FORTH IN THEIR SAILING-SHIPS FOR  
FOREIGN LANDS.**

**JEAN BATTEN**  
Aviatrix

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# Brand Essence

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Brand Essence is the heart and soul of a brand – a brand's fundamental nature or quality. Usually stated in two to three words, a brand's essence is the one constant across product categories and throughout the world.

# Introduction

A strong philosophy centred around innovation, collaboration, and delivery is what has driven NetValue to become a market leader in digital solutions designed to help our clients do 'Better Business'.

We're not just about designing and building websites, providing state-of-the-art hosting solutions, or creating world leading software products – we're about helping your business or organisation achieve its very own strategic goals, we're about using digital technology to help you and give you the edge in what we know can be a very crowded, and very competitive marketplace.

What enables NetValue to deliver products and services that empower you to do this is our corporate culture, a culture that focuses on continuous improvement, and a supportive and enjoyable work environment that encourages free thinking, innovation, initiative and trust.

It is important to myself and my fellow directors that all our staff feel respected, nurtured, encouraged, and rewarded

for the work they do – because it's not what we do that makes us great, it's the amazing team that does it for us.

Over the years that NetValue has been in business we have had the pleasure of working with a wide variety of organisations, from the small home business through to multi-nationals and listed Blue Chip companies, and in this world of constant change our commitment to you, is that we shall continue to innovate, to push the boundaries of software development, and to work alongside you with the ultimate goal of helping you do 'Better Business'.

Graham Gaylard - Chief Executive Officer

# Brand Definition

The NetValue brand experience defines our customers' interaction with our company, its products, people, and communications.

New markets, building capabilities, reaching out to new customers, expanding globally – it is essential that the NetValue brand expands with it.

We want to make sure that the brand captures new audiences while keeping existing customers loyal and engaged.

**When customers interact with NetValue we want their experience to be:**

**Excellence** – We strive for every aspect of our business to be executed with the highest level of excellence.

**Innovation** – We don't do things by the book; we are constantly breaking the boundaries to create new innovative ideas.

**Team Work** – Everything we do is based on a collaborative approach ensuring we tap into all skill-sets across the company.

**Fun** – Mundane and boring is not in our vocabulary. We keep the process of working fun, because who doesn't like a good laugh!

**Transparency & Openness** – We're an open book and that's how we like it. We see this as valuable for both staff and clients.

**Caring** – We take care of those who work for us; we understand the need for a work-life balance so we encourage that.

# Our Values

Where a purpose defines the “what” and the “why” of a brand, its values tell us about the “how.”

These values describe behaviors that empower us to deliver the purpose to our customers and the world.

For NetValue, we found three timeless values that are true not just of the company as a whole, but also of each team member.

## Technology Inspired

We are passionate about the power of technology. It is at the heart of everything we do.

## Relentlessly Curious

We embrace the changes in the world around us. We know they bring new problems to solve, new things to learn, and new ways to grow.

## Inherently Generous

We succeed by helping others succeed. We openly share our time and talent, and we confidently welcome the help of others.



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# Identity

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A company's brand identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers.



# Brand Mark

The form of the NetValue Symbol is based on the meeting of the real world with the digital world, highlighting our drive to create better business for our clients by way of technology. The pixels carved out of the circle are symbolic of the digital presence in the world, echoed in the 'N' to reflect our global technology skills.

The parts of the logo mark have been carefully proportioned so that a single drawing can be reproduced in many sizes. The minimum height of the logo mark is 6,5mm.

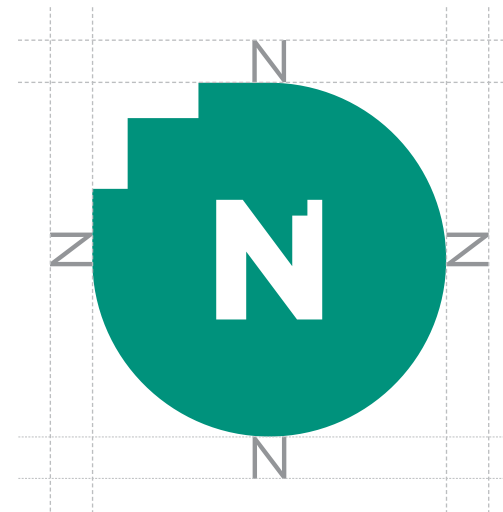
The logo mark only appears in the colour variant shown on this page, using white colour as a background.

The logo mark must always contrast well against the background to ensure maximum impact and accessibility.

Clear space is required around the logo mark.

Logo Mark

PMS	CMYK	RGB
Pantone 327 C	100 21 64 7	0 135 177



Minimum size



# The Logo

Our logo is a very valuable member of our brand. We must treat it warmly and nicely.

Our tagline tells the world what we do every day, it's our mantra. And the culmination of what every NetValue employee works towards. It summarizes our brand purpose and encapsulates our brand values in an externally facing expression. The tagline is left-aligned with NetValue word.

To preserve the integrity and visual impact of the NetValue logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

## Clear Space



## Minimum Size



# Brand Mark Combination Violations

The integrity of the Netvalue Logo must be respected at all times. Do not alter, recreate, or distort the logo in any way.

**Space around the logo** - Always leave the logo some space to breathe. Use a white or neutral background for NetValue green.

**Colourful seats** - If the NetValue logo has to sit in a colourful seat, use Netvalue green as the background colour. For external usage, NetValue white is a good match with dark and strong background colours.

**Warning!** - Do not place the logo on busy colours.

**Not Cool** - Do not use the logo on the cluttered imagery background.

**The logo is sacred** - Do not add embellishments like drop-shadows, emboss, gradients or any other effects to the logo. Skew, rotate or stretch the logo also is not acceptable.



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# Colour

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Colour is a primary means of visual identification that we use to create a powerful emotional response. Our colours were chosen with care to convey that we are a vibrant, forward-looking brand. The consistent use of a limited number of colours will build strong external recognition and memorability for NetValue.

# Primary Colour Palette

Our primary colour, green, is intended to be the main signifying colour for the brand. It should be used for all solid fill secondary graphics and green typography used on some backgrounds. In terms of brightness, it is roughly an average of the light and dark greens.

Neither light nor dark greens should be used alone as a solid fill in secondary graphics or typography.

Black, white, and grays round out our primary palette and provide a foundation for the NetValue green to stand out.

Green

PANTONE 327C  
CMYK 100 21 64 7  
RGB 0 135 177  
# 00927C

Black

CMYK 0 0 0 100  
RGB 0 0 0  
# 000000

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# Typography

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Making the web more beautiful, fast, and open through great typography.

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage.

Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

# Primary Typefaces / Print

## Myriad Font

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

~!@#\$%^&\*()\_{}|":<>?

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

~!@#\$%^&\*()\_{}|":<>?

### Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

**~!@#\$%^&\*()\_{}|":<>?**

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

**~!@#\$%^&\*()\_{}|":<>?**



# Primary Typefaces / Print & Web

## Raleway Font

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890 ~!@#\$%^&\*()\_{}|":<>?**

# Secondary Typefaces / Web

## Poppins Font

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890 ~!@#\$%^&\*()\_{}|":<>?**

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

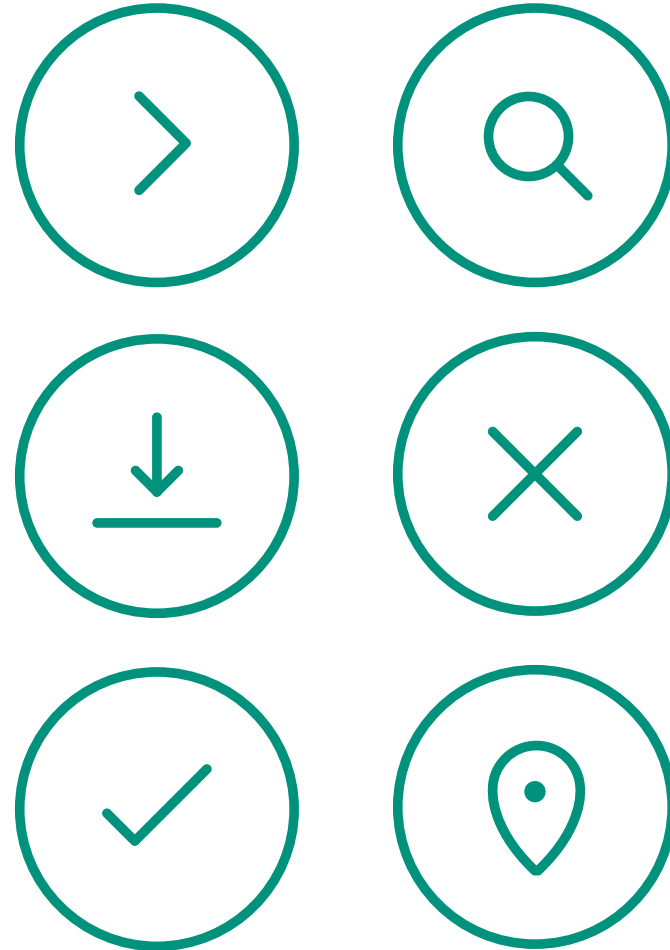
**1234567890 ~!@#\$%^&\*()\_{}|":<>?**

# Iconography

Iconography should be simple and clean.

The icons appear in a flat style using the primary palettes and placed onto a circle-shaped background.

NetValue does not have a library of icons, so the icon creator should follow this basic style for consistency.



**IF YOU'RE GOING TO START DOWN THE ROAD ON A NEW PIECE OF ACTIVITY, DON'T BE TOO WISE. DON'T KNOW TOO MUCH ABOUT IT, BECAUSE IF YOU KNOW HOW HARD IT IS, YOU WON'T DO IT.**

**SIR ANGUS TAIT**  
Entrepreneur / ZZL3NL

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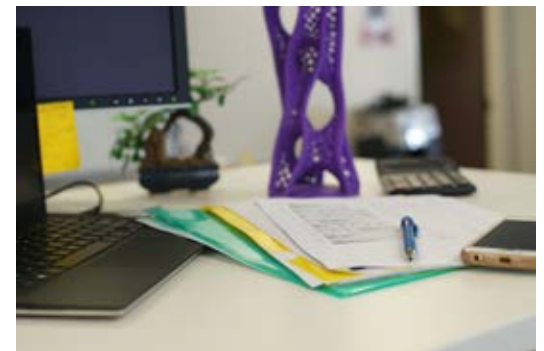
# Images

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Imagery plays an important role in projecting the personality of a brand and strengthens the personal and emotional relationship the brand shares with its intended audience.

# Art Direction

NetValue imagery needs to be consistent with the company.





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# Digital

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Online is just as important  
as in person.



# Typography

## Poppins Font

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

1234567890 ~!@#\$%^&\*()\_{}|":<>?

### Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890 ~!@#\$%^&\*()\_{}|":<>?**

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**1234567890 ~!@#\$%^&\*()\_{}|":<>?**

# Button Styling

If you want people to click on something, make it clear it's something to click on.

Links and calls-to-action must be recognizable in a clear and immediate manner.

On hover, the green background will go from solid green to a solid white with 1 px solid green. The text will go from white to green.

The button transition used is faded.

Font: Poppins Bold



State



Hover state example



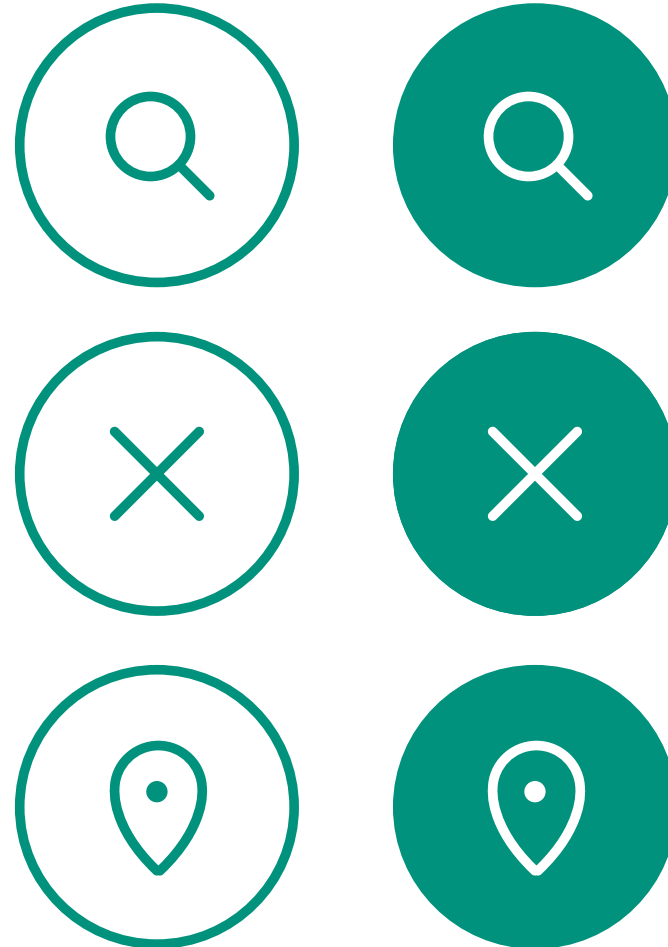
# Web Iconography

Iconography should be simple and clean.

The icons appear in a flat style using the primary palettes and placed onto a circle-shaped background.

On hover, the icon will go from a 1 px solid green outlined to a solid green with the icon in white.

NetValue does not have a library of icons, so the icon creator should follow this basic style for consistency.



# Email Signatures

MATT CAIRN | DEVELOPER | SENIOR DEVELOPER ..... Fullname | Title (Mac Font: Calibri Regular 12pt)  
Level 2, 18 London Street, Hamilton ..... Address  
P 07 859 1007 | M 021 1217043 ..... Phone & Mobile  
E matt.cairn@netvalue.nz | S mattc.nv | W netvalue.nz ..... Email | Skype | Website Link



NETVALUE  
BETTER BUSINESS

Logotype

MATT CAIRN | DEVELOPER | SENIOR DEVELOPER ..... Fullname | Title (PC Font: Myriad Pro 12pt)  
Level 2, 18 London Street, Hamilton ..... Address  
P 07 859 1007 | M 021 1207043 ..... Phone & Mobile  
E matt.cairn@netvalue.nz | S mattc.nv | W netvalue.nz ..... Email | Skype | Website Link



NETVALUE  
BETTER BUSINESS

Logotype

# Social Media Appearance

## Profile Picture

Our logo mark is our profile picture across all social media. It represents the company in our most iconic and memorable form and works best for scalability on mobile.

## Cover Picture

Our cover picture isn't set in stone for eternity. It's good to be flexible so we can change it to reflect any future communications or themes. For now, we will use examples of our brand photography.



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# Brand Activations

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Brand Activation is the art of driving consumer action through brand interaction and experiences. In simple terms, the key aim of these sorts of campaigns is to get consumers to act. It's about bringing brands to life via experiences and forming long-term emotional connections.

# Business card

When you hand someone your card, you forge a relationship.

Our business cards are designed to become a symbolic “&” between you and your client—symbolizing the relationship you’re creating.

When you hand yours to someone, try to keep the logo mark topside.





# Letterhead & Envelope

The logo is used simultaneously across stationery, adhering to the brand guidelines.



# Powerpoint Template

Our PowerPoint templates can be used for internal presentations, printing, and for more formal presentations that are primarily being projected.

The template is set to 4:3 format.



# Car Signage

A good logo becomes the “face” of your brand.

Placing it on a vehicle can allow you to saturate a geographic market area with your image, building greater awareness and visibility for your brand’s public face.

Putting your company’s logo on a vehicle also helps ensure your employees’ good work gets credited to your business.



# Branded Examples

**N** NETVALUE  
BETTER BUSINESS



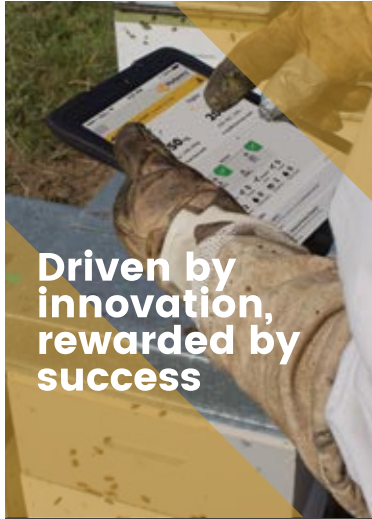
**Software development for Better Business**

Improving workflow and productivity for Agricultural Contractors

**JobFlow**  
SOFTWARE DEVELOPMENT

+64 7 859 1007 www.netvalue.nz sales@netvalue.nz

**N** NETVALUE  
BETTER BUSINESS



**Driven by innovation, rewarded by success**

Operations management software delivering better information for beekeepers

**MyApiary**  
SOFTWARE DEVELOPMENT

+64 7 859 1007 www.netvalue.nz sales@netvalue.nz



A modern building with a glass facade and a sign that says "SouthBloc". The building is partially obscured by a teal overlay. The sign is visible in the lower left quadrant of the image.

# Thank you!

For more information about our brand, feel free to contact us [support@netvalue.nz](mailto:support@netvalue.nz)

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