



Branding Guideline
2024

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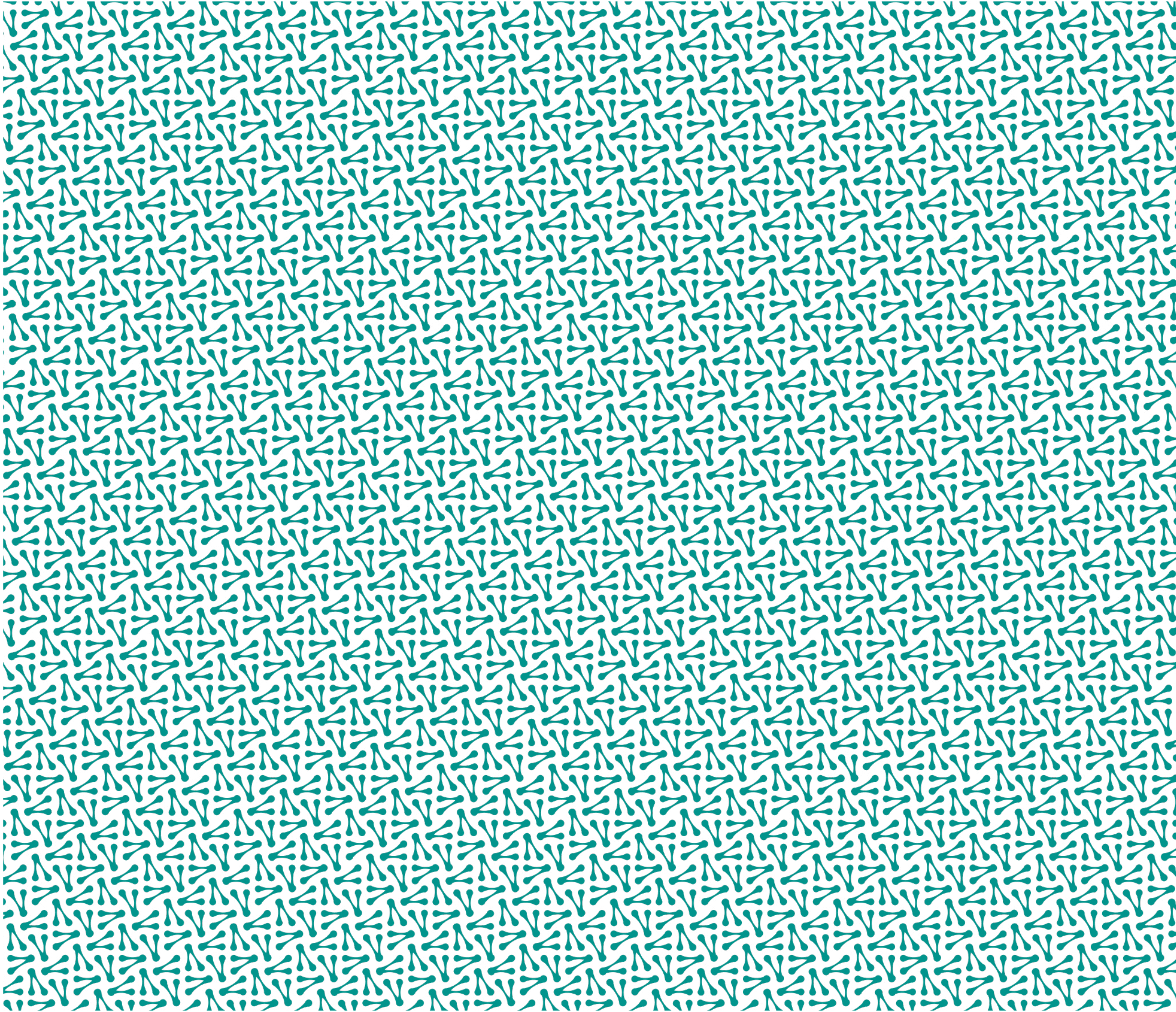
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Welcome to the official brand guidelines of Net AI. This document intended to provide a straightforward procedure to people who want to use the Net AI branding elements. To ensure brand consistency across all touchpoints, the below guidelines must be adhered to when using the Net AI branding asset.

Introduction



We(Net AI) are a pioneering network intelligence company. The Moodboard provides a visual reference of our brand characteristics, which can be used as an imagery style guide across the brand to add visual interest to deliverables such as presentations, blog posts, white papers, marketing materials, etc.

Moodboard





The Net AI master logo should be used with a light background wherever possible. The font used for the logotype is Proxima Nova Bold.

Logotype

Master Logo

Secondary Dark: # 000000

net Ai®

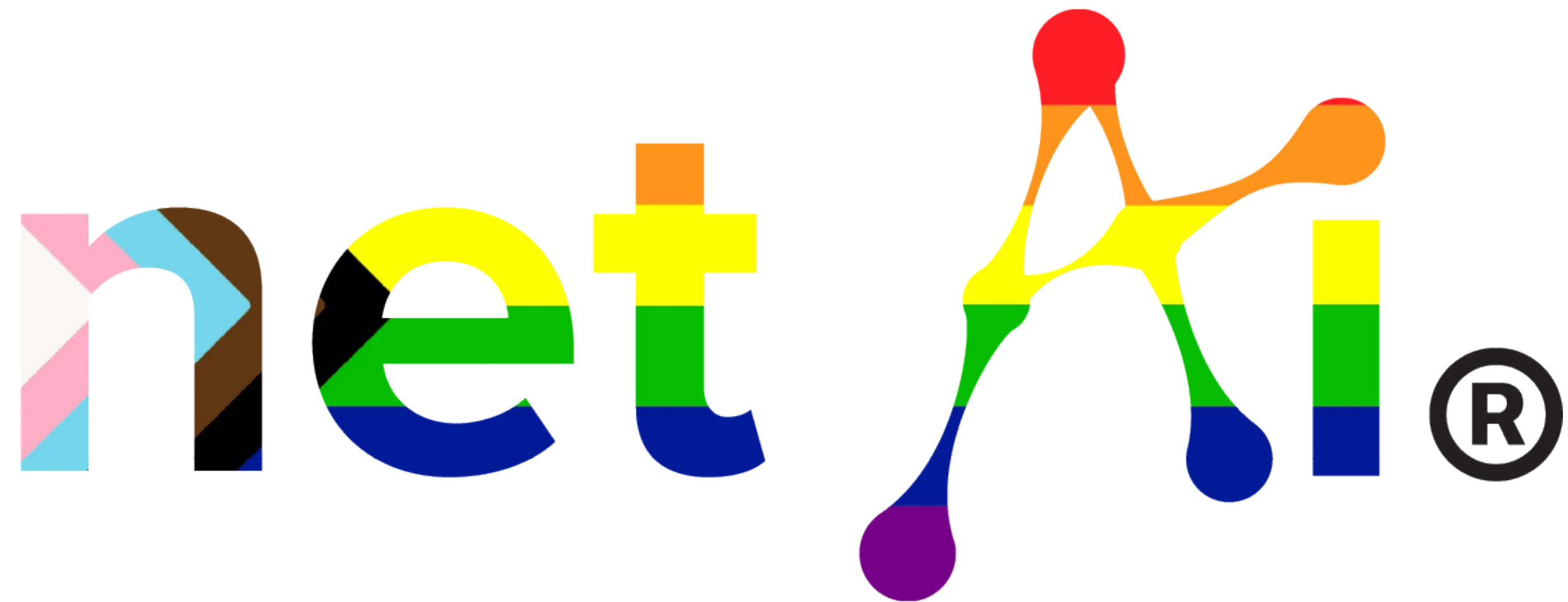
Secondary Light: #FFFFFF

net Ai®

The Secondary logo can be used when there is only one colour available or wanting to design something in high contrast with the background, such as a dark colour background, video, embossing, debossing, embroidery, foil stamps and spot colour.

Logotype

Secondary Logo



The Net AI pride logo can only be used during pride month or other LGBTQA+ events.

Logotype

Pride Logo

The Net AI logo should always have a minimum area of clear space. This clear space ensures the logo is readable when surrounded by text, headlines, images, or other logos.

Apparent space on all sides should be larger than the green area. The minimum required clear space is defined by the measurement 'Y', which is the equal height of the 'i' within the Net AI Logotype.

Logotype

Spacing



The Net AI symbol is inspired by our mission and the company's energy. The symbol can be used in a narrow space that the logotype does not fit, such as a web tab and thumbnail images.

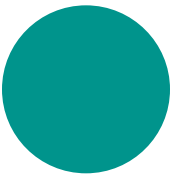
Logotype

Symbol

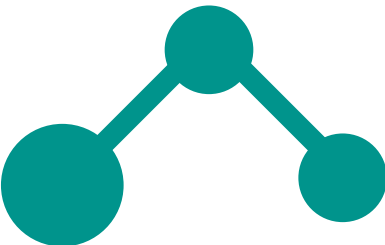
What we do

AI

Individual worker
Data point
Insights



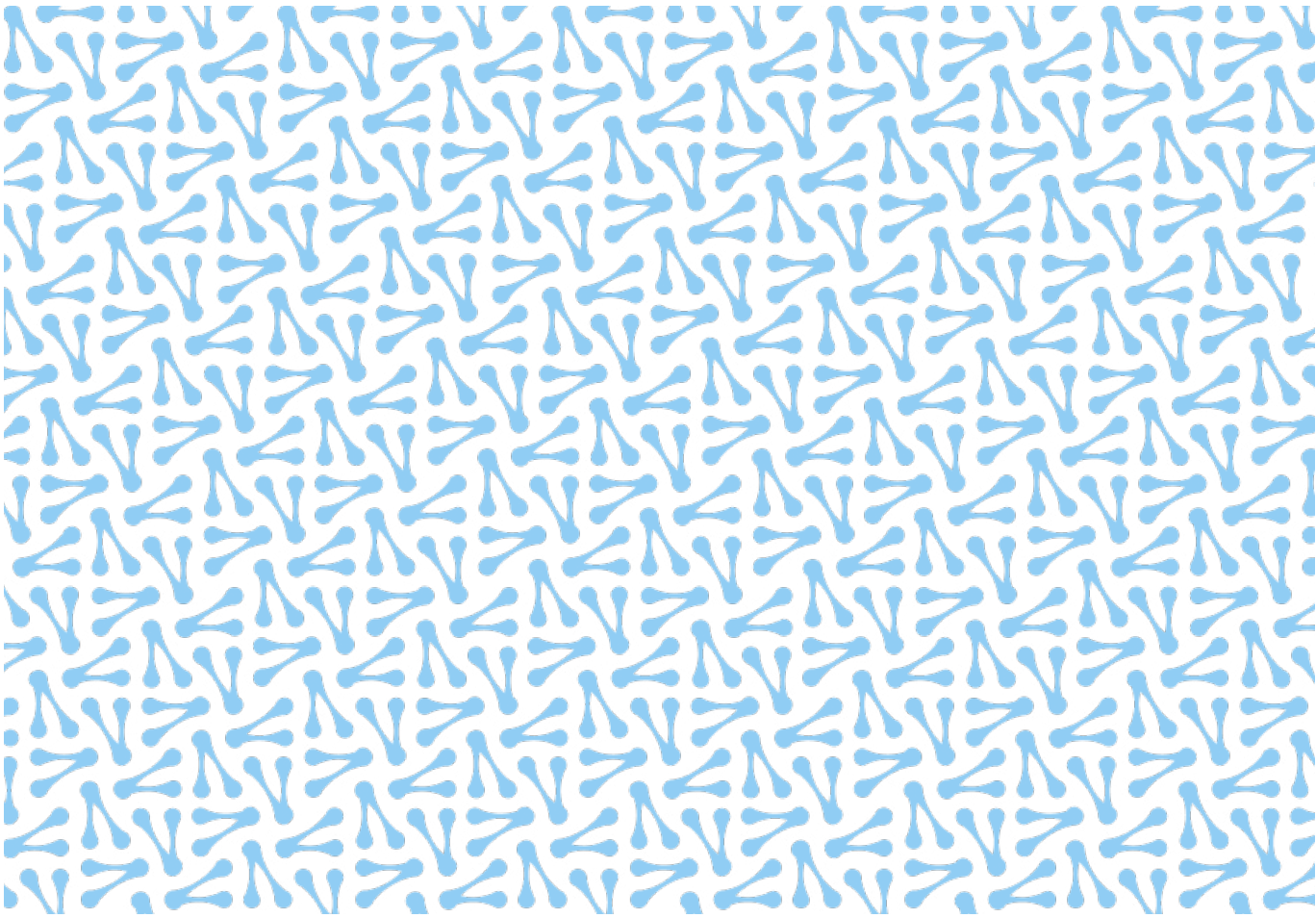
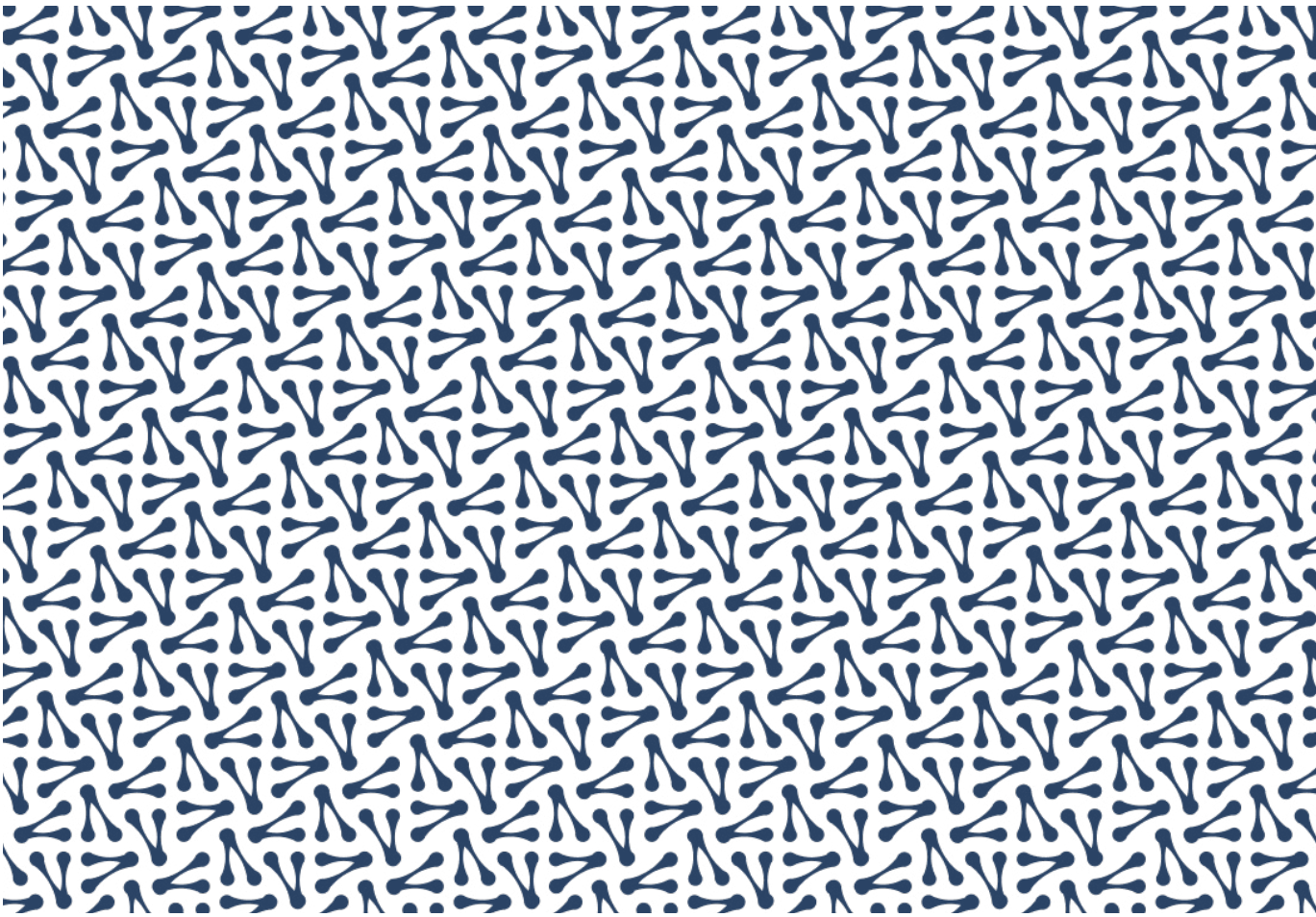
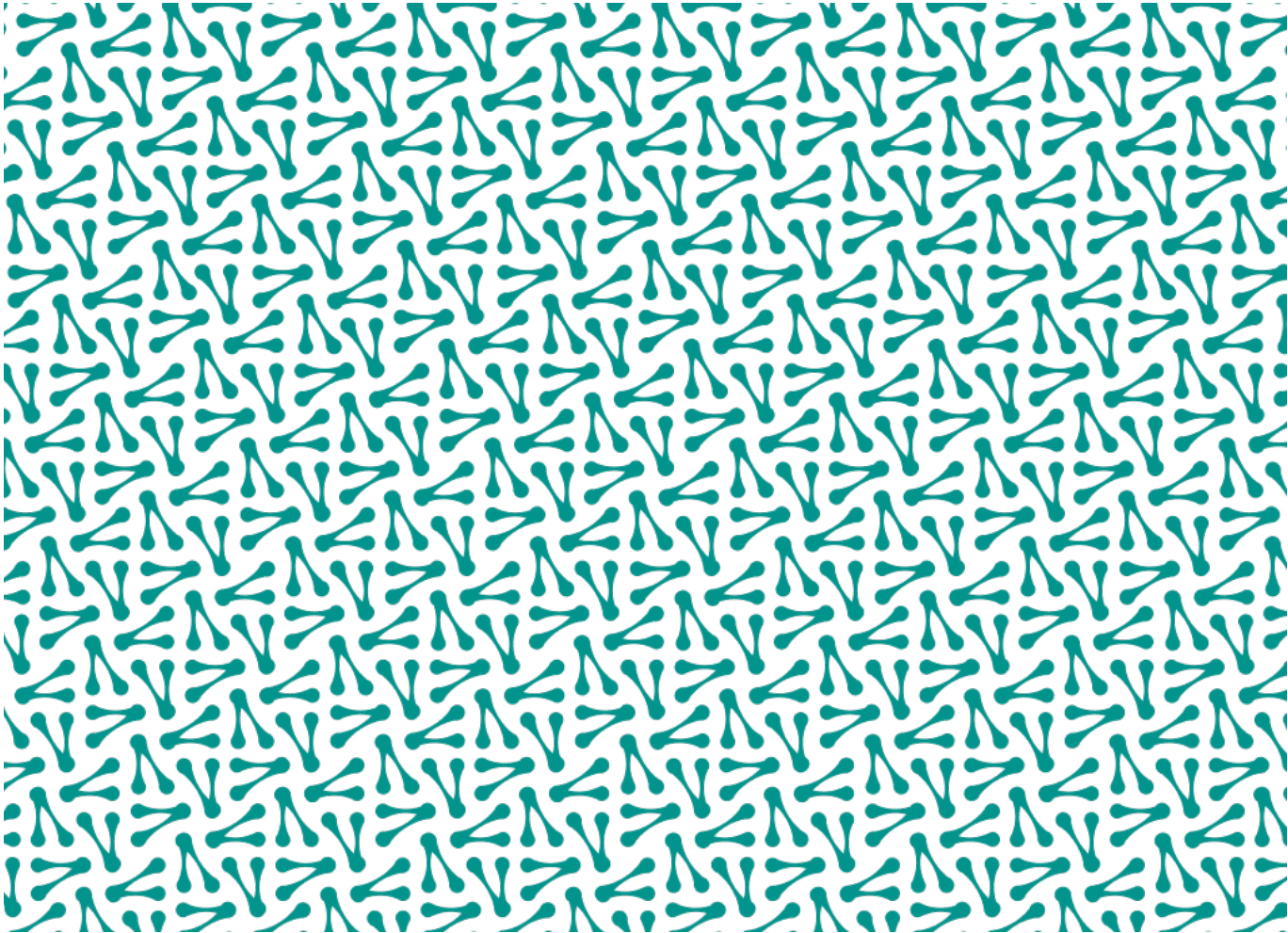
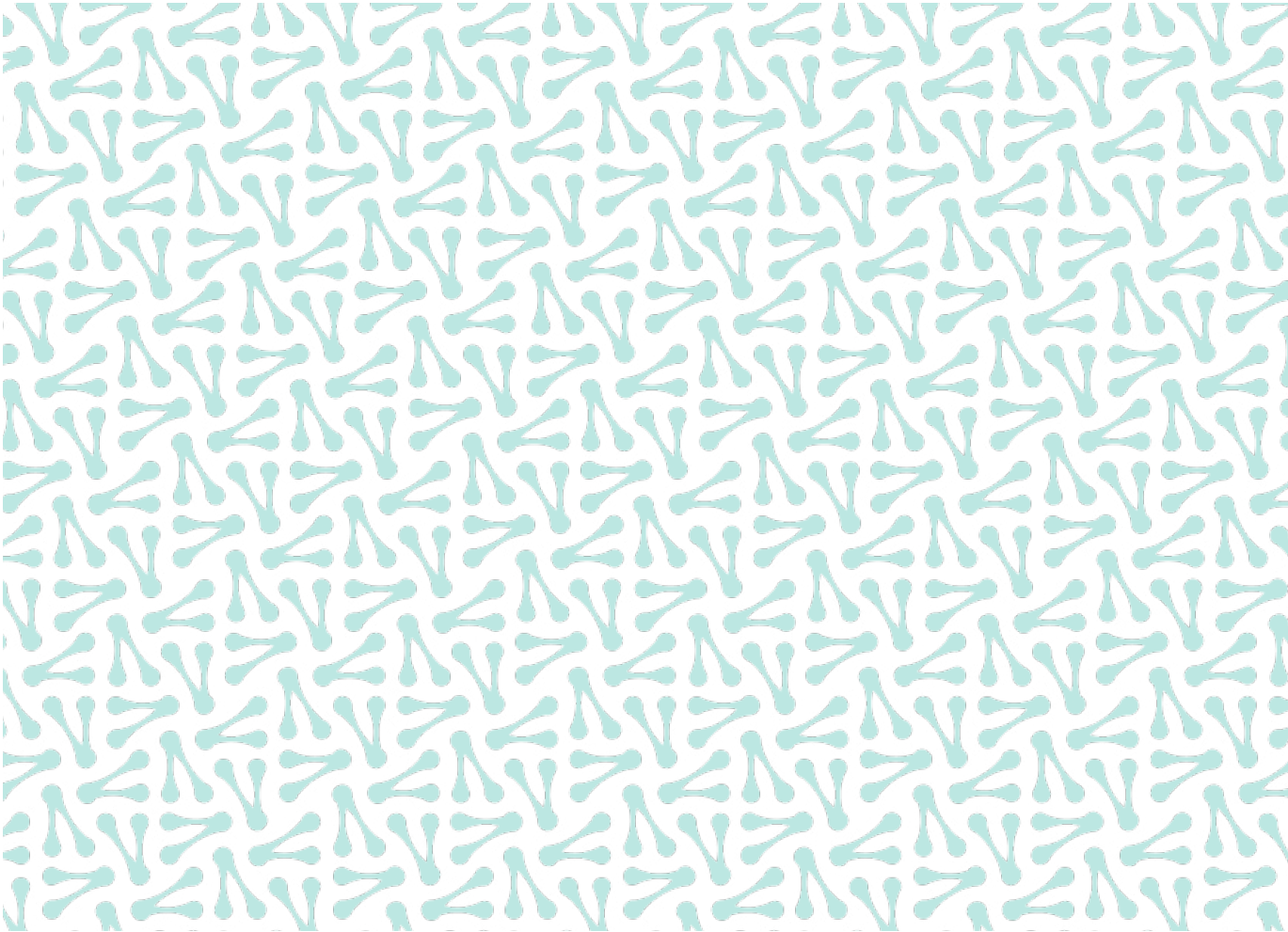
Net work
Intelligent
Convergence knowledge



The company's culture inspires the brand colour of Net AI and its characteristic, which is also designed to have less saturation for better information accessibility. We encourage to use of the colour scheme across all the brand touch point.

Meadows Primary Light #BCE7E2 Meadows is a Park in Edinburgh with large green areas for sports and leisure activities. It is close to Net AI's Original office, and most Net AI people have a personal connection with it.	Flora Green Primary Main #00948C Flora Green is inspired by the working environment of the Net AI office, which has a set of beautiful plants collection. It brings comfort into everyday work and stands for the company's proposition of building a healthy working environment.	Dawn Primary Pink #E88DA Dawn symbolizes the first light of day, the beginning of a new chapter. It brings hope, passion and warmth to a coming future, with its promise of renewal and endless potential. This is what Net AI aspires to bring to the telecommunications industry. Through innovative and mindful artificial intelligence solutions, Net AI aims to revolutionize the way you work, connect, communicate, and interact with your business. Offering a future where technology not only enhances efficiency but also make things simpler abd better.
Cloudbase Secondary Light #90CDF4 Inspired by the sunny sky behind the beautiful white clouds, representing the cloud-based technology that the company is emerging into.	Bayes Secondary Main #2A4365 Bayes Center is a building from the University of Edinburgh named after Thomas Bayes. The building is the innovation hub for Data Science and Artificial Intelligence. It is a reminder and evidence of the academic background of Net AI, which brings the unique character and values of the company.	

Colour



The Brand Pattern is inspired by the brand symbol and comes with the four brand colours displayed in this document. The pattern can be used at branding touchpoints, such as leaflets and decks.

Signature Pattern

When we mention the company name in the text, we must follow the following principle.

Company Name Usage

When using the company name alone, (on social media, etc.) use caps for “N” and “AI”:

“Net AI”

When using the company name in a sentence, use caps for “N” and “AI”:

“I am writing about Net AI”

When using the company name as part of a web or email address, use all lower case:

“www.netai.tech”

“name@netai.tech”

Font

The “Proxima Nova Bold” from Adobe font is the primary font used for the ‘Net Ai” logotype.

Proxima Nova Bold

net ABCDEFabcdef1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_-

Body

The “Inter” family from google font is to be used in any document, embedded in the dashboard and all other branding assets. The inter font is designed for the screen, allowing users to have better readability.

Inter Regular

Content ABCDEFabcdef1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_-

We use two different typographies across the brand. The “Proxima Nova Bold” from Adobe font is used for the logotype. The “inter” family from google font is used for the rest of the branding assets. Both fonts are clean, easy to access, screen-based, confident and straightforward.

Typography

Inter SemiBold

Content ABCDEFabcdef1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_-

Inter Bold

Content ABCDEFabcdef1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()_-

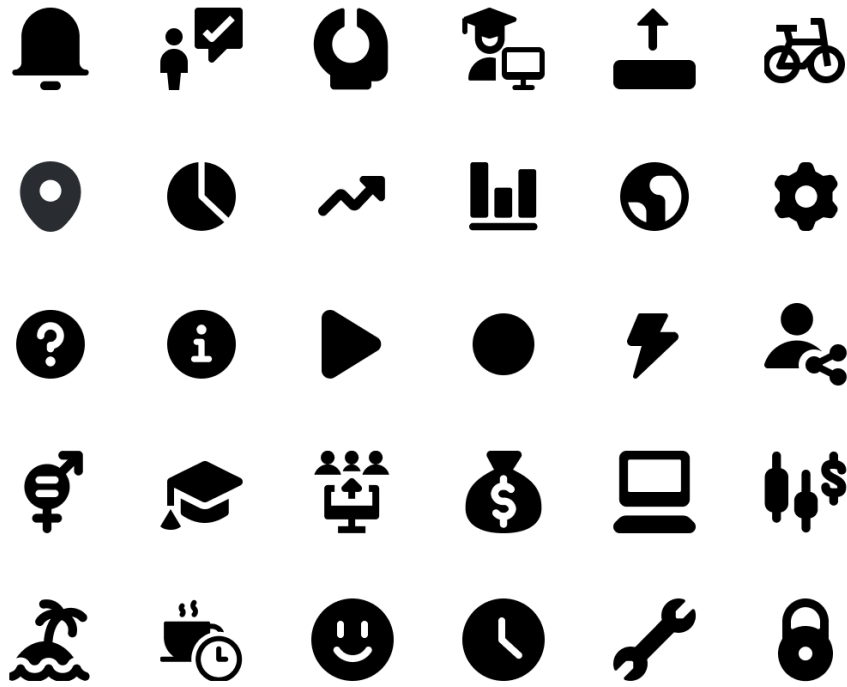
Icons play a vital role within our brand, guiding people through the complex information displayed on our website and dashboard. Their aesthetic should be aligned with the brand characteristics, clean and straightforward, with few details to distract from their meaning.

All icons should be black and white or any of the brand colours on the above pages.

We recommend using the icon from the ‘Streamline’ icon library to keep the consistency. The icon should always be the same style as either the “bold” or “light” example shown on the right side.

Iconography

icon bold example



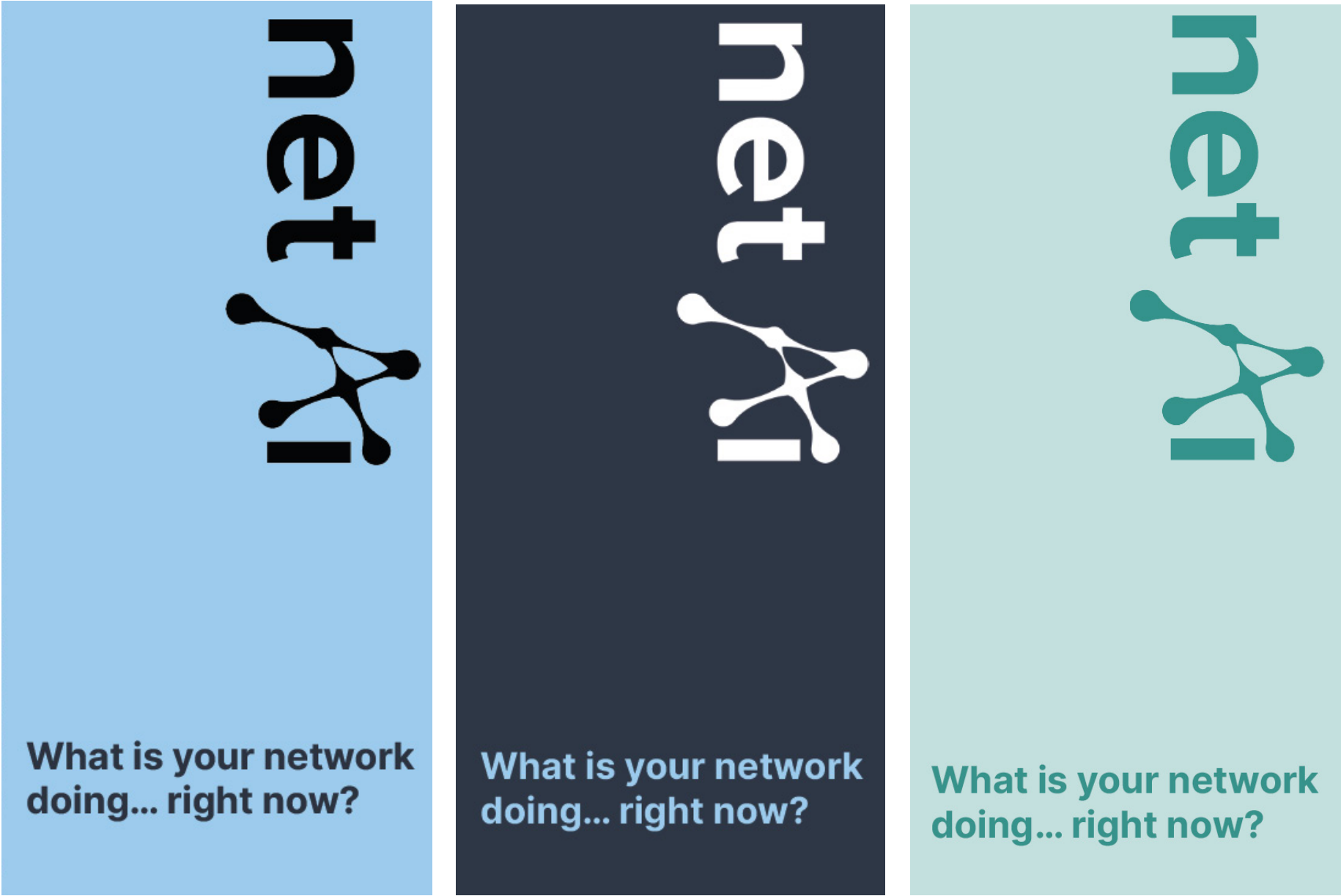
icon light example





The print leaflet should use the branding colour and design in a similar format to maintain consistency.

Prints





To keep the video promotion consistent across Net AI, we recommend putting a secondary logo on the top right corner of the video.

Videos Watermark

The Net Ai UI library is based on Chakra UI kits, which based on Atomic design system. We recomand to design all the UI project with the Library. The access link of the Library: <https://www.figma.com/file/jQeoUO7HL8MgF6g93schMU/Net-AI-UI-Library?node-id=1%3A13>

Net Ai UI Library

