

# The Brand Book

network >

Section 8

# **The Network Brandmark**

## The Network Brandmark

### 8.1 | Master Brandmark - English

The Network brandmark is simple and easily recognizable. It consists of the wordmark and the chevron.



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## The Network Brandmark

### 8.2 | Master Brandmark - Arabic

The Network brandmark is simple and easily recognizable. It consists of the wordmark and the chevron.



نتورك

## The Network Brandmark

### 8.3 | Wordmark - English/Arabic

The lowercase Network wordmark is contemporary, approachable and welcoming.

The wordmark cannot be used on its own, and must always be reproduced with the chevron.

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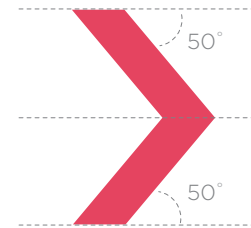
نتورك

## The Network Brandmark

### 8.4 | Chevron

The Network chevron's strength lies in its active identity. It may be used on its own for specific design purposes.

The guidelines for creating the chevron are given alongside.



## The Network Brandmark

### 8.5 | Measurements

The Network brandmark key measurements are demonstrated alongside.

The brandmark must always be reproduced in this proportion, no variations are permitted.



## The Network Brandmark

### 8.6 | Exclusion Zone

A minimum exclusion zone surrounds the brandmark.

This ensures that it is always prominent and does not become obscured by surrounding information or graphic elements.

The formula is based on the height of the chevron, denoted by the symbol X. The minimum exclusion zone is X, as shown alongside.



## The Network Brandmark

### 8.7 | Recommended Sizes

Given alongside are the recommended brandmark sizes for certain standard formats.

It is important that all elements of the Network brandmark can be easily read on every application at all size.

The minimum size is the smallest size for which the brandmark can ever be reproduced. Please note there is a general preference to make the brandmark larger than the minimum size.



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A3 : 80mm



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A4+ : 60mm



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A4 : 45mm



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A5 & Business Card : 35mm



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Minimum Size : 25mm / 70px



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Minimum Digital Size : 15mm / 42px

## The Network Brandmark

### 8.8 | Colours

The values of the Network colors, Sapphire and Amaranth are given alongside. These must be maintained consistently, depending on the medium of reproduction.



PANTONE 2196 C  
C 95 M 30 Y 05 K 00  
R 00 G 105 B 177



PANTONE 198 C  
C 04 M 92 Y 51 K 00  
R 225 G 46 B 86

## The Network Brandmark

### 8.9 | Colour Reproduction

The preferred choice for reproduction is in full colour on white. This version is the primary choice for reproduction.

The brandmark may also appear in reverse on the brand corporate colours, on dark backgrounds, and on images. Black should only be used in black and white applications.



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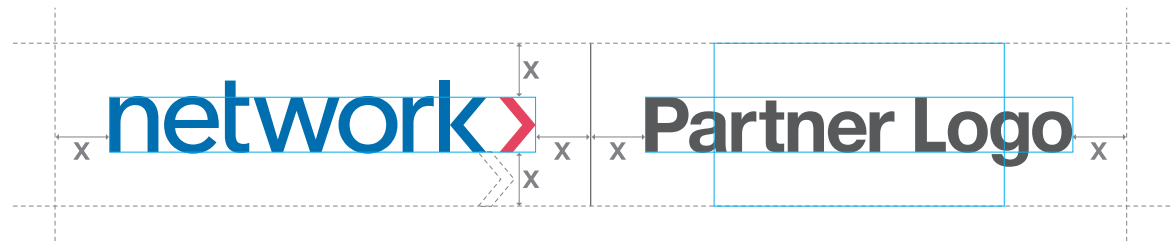
## The Network Brandmark

### 8.10 | Co-branding

When using the Network brandmark in conjunction with other logos, the preferred choice is for the Network brandmark to come first. Measurements are given alongside.

A few things to keep in mind:

- Use the logos in horizontal position.
- Both logos should be visually the same size.
- Centralise the logos vertically for the best visual balance.



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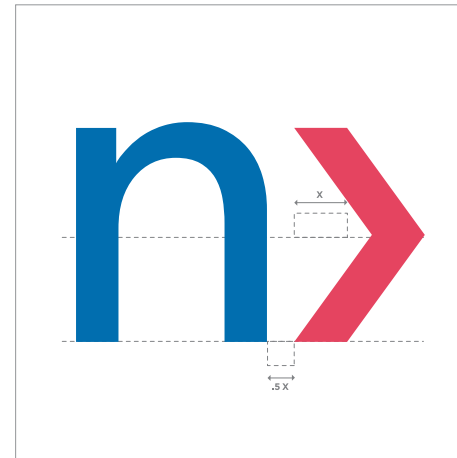
Partner Logo

## The Network Brandmark

### 8.11 | Logo Monogram

The Network monogram is to be used on digital applications. It can also be used on merchandise.

The measurements and colour options for the monogram are given alongside.



Section 9

# Graphic Device

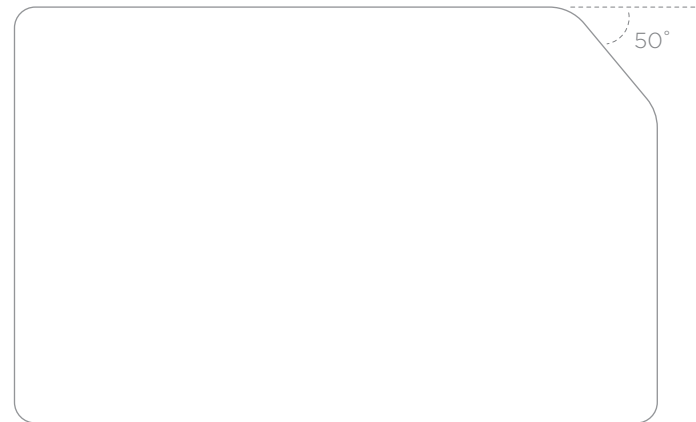
## Graphic Device

### 9.1 | The Network Corner

The Network corner is derived from the chevron in the logo. The corner can be used in different orientations and proportions.

It is used wherever possible to add identity to collaterals and communication.

The specifics are shown alongside.



Section 11

# Typography

## Typography

### 11.1 | Latin Typefaces

Our typography is simple and clear, reflecting the Network philosophy.

The primary Latin typeface used is the **Gotham** font family. This is to be used in all printed brand material to be published.

**Arial** is for use in digital applications. It should be used as a supporting typeface when Gotham is not available.

#### Primary Typeface

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Supporting Typeface

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Typography

### 11.2 | Arabic Typefaces

Our typography is simple and clear, reflecting the Network philosophy.

The primary Arabic typeface used is the **GE SS** font family. This is to be used in all printed brand material to be published.

**Adobe Arabic** is for use in digital applications. It should be used as a supporting typeface when GE SS is not available.

#### Primary Typeface

GE SS ULTRA Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

GE SS Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

GE SS Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

GE SS Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

#### Supporting Typeface

Adobe Arabic Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

Adobe Arabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ل م ن ه و ي  
. ٩٨٧٦٥٤٣٢١

Section 12

# Photography

## Photography

### 12.1 | Lifestyle Imagery

The Network photography style is bright and positive.

The images are always in natural situations, and candid in nature. All imagery should be in full intense colour, wherever possible.

The subject must always be in sharp focus, and the backgrounds or foregrounds can be blurred, to give more emphasis.



## Photography

### 12.2 | Product Imagery

The Network photography style is bright and positive.

Product photography is crisp and clean, with maximum appetite appeal. Details are seen with clarity. Colours should be intense and contemporary.

Wherever possible, the images should reinforce Network's technological expertise.



## Iconography

### 13.1 | Icons

The Network family of icons is simple, contemporary, and easy to understand.

The preferred holding shape is a circle, as this is the most versatile. However, the icons may be used without a holding shape, if the need arises.

On light backgrounds, the holding circle is Sapphire, with the icons in white.



## Iconography

### 13.2 | Icons

The Network family of icons is simple, contemporary, and easy to understand.

The preferred holding shape is a circle, as this is the most versatile. However, the icons may be used without a holding shape, if the need arises.

On dark backgrounds, the holding circle is white, with the icons in Sapphire.

