



Net Nanny
Style Guide 2007

The Net Nanny logo is available as an electronic file for most applications, 1-color and 3-color. The master electronic files can be proportionally scaled up or down without losing quality.

Availability

Electronic logo files are available from Content Watch.

Default Logo

In situations where a default logo must be supplied without a full understanding of its application, the primary logo (shown below) should be provided.



Reproduction

For truest reproduction of the Net Nanny logo identity, PMS colors should be used. The second option should be 4-color process, CMYK reproduction matched to the PMS colors.

Logo placement

In order to protect the logo from becoming visually lost on a page with photography, graphics, and text. The logo should be placed in an area free from other competing elements and backgrounds. This ensures full readability of the logo.

Three Color Options

Corporate Logo Centered



Corporate Logo Horizontal



Three Color Options

PMS colors are preferred whenever possible.

Color Values:

Pantone Matching System

PMS 2945c PMS 021c PMS 123c

CMYK CMYK Values: 4-color process breakdowns:

Blue = 100,45,0,14

Orange= 0,53,100,0

Yellow= 0,24,93,0

RGB Values:

Blue = 0,105,170

Orange= 247,143,30

Yellow= 255,196,37

Core Colors



PMS 2945c



PMS 021c



PMS 123c

Brand Font



Signature Logo Font

Berkeley Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz