



# Visual guidelines for partners



**Netvisor logos**

Primary logo



Primary logo on dark background



Secondary logo, one colour version



# Safe areas



# Logo guidelines

## Do

Always respect the safety areas.

Consider the contrast and readability when placing logo and select proper logo version.

## Don't

... use gradient version as a logo.

... rearrange logo elements.

... rotate or distort logo in any way.

... change colours of the logo.

... place the logo on noisy background.

# Special logo situations

## Case A - No room for horizontal or vertical logo?

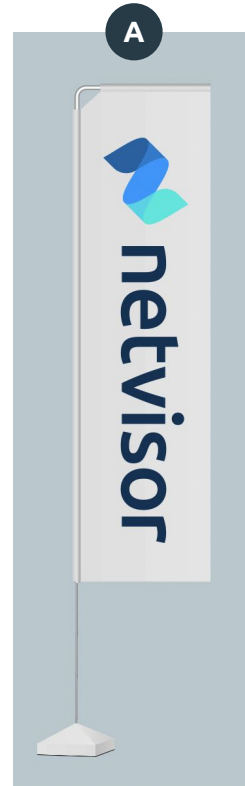
If needed, Netvisor logo can be rotated 90° but symbol goes to up (clockwise).

## Case B - Need logo for square space?

There's vertical version (square) of logo for those cases.

## Case C - White single-color or multi-color logo not visible enough from background?

In special cases, black (0,0,0,0 CMYK) version of cut-out logo can be used.



# Formats

## Print

Scalable vector logo in CMYK-colour format is used for print situations. Filetype is .ai, .eps or .pdf.

## Digital

Scalable vector logo in RGB-colour format is used in digital situations. Filetype is .svg.

Bitmap RGB-colour format is also used in digital situations. Filetype is .png or .jpg.

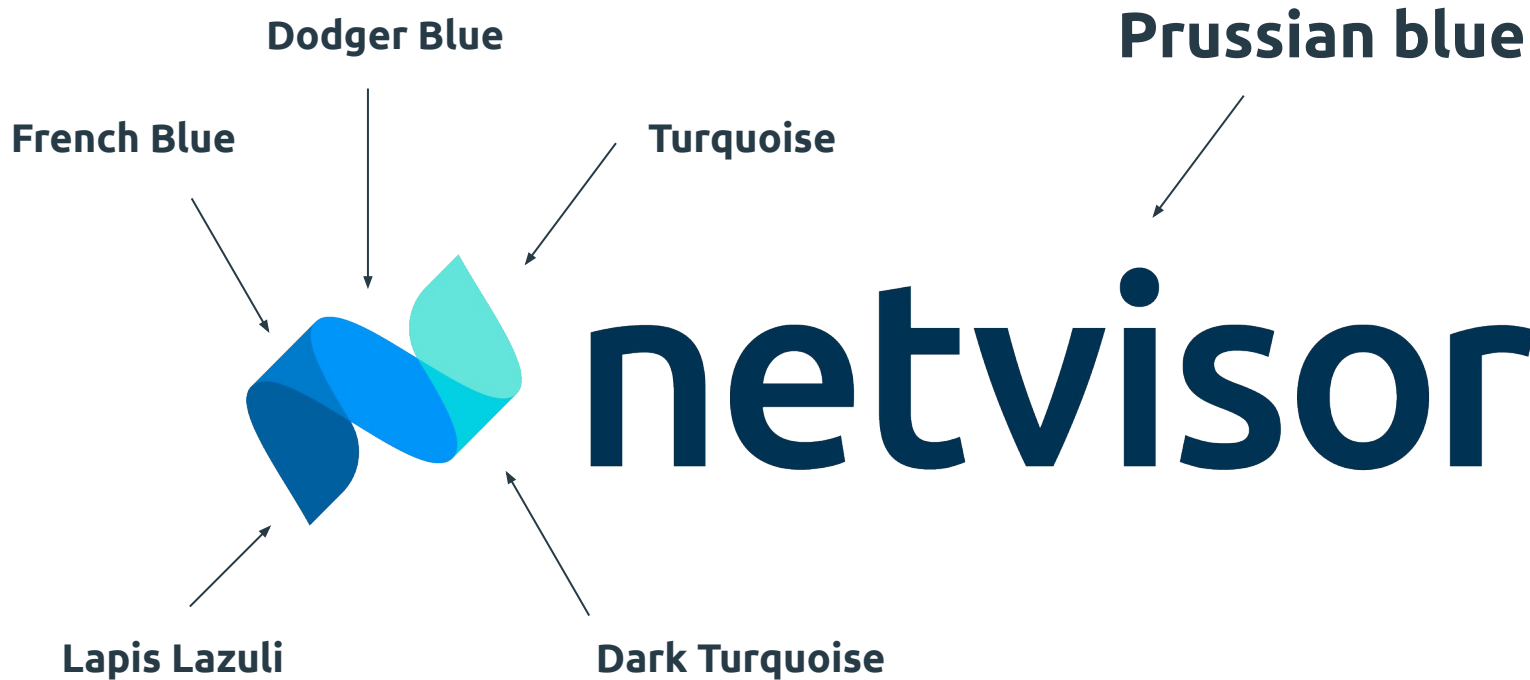
Color



# Brand color Palette

<b>Prussian Blue</b>	<b>Lapis Lazuli</b>	<b>French Blue</b>	<b>Dodger Blue</b>	<b>Dark Turquoise</b>	<b>Turquoise</b>
RGB R0 G50 B83	RGB R0 G95 B158	RGB R0 G122 B202	RGB R0 G149 B248	RGB R2 G209 B228	RGB R100 G229 B219
CMYK C100 M45 Y0 K62	CMYK C100 M40 Y0 K24	CMYK C100 M34 Y0 K0	CMYK C85 M15 Y0 K0	CMYK C59 M0 Y22 K0	CMYK C50 M0 Y15 K0
Hex code #003253	Hex code #005F9E	Hex code #007ACA	Hex code #0095F8	Hex code #02D1E4	Hex code #64E5DB

# netvisor



# Extended neutral palette

**Oxford Blue**

Hex code #001E33

**Prussian Blue**

Hex code #003253

CMYK C100 M45 Y0 K62

**Indigo Dye**

Hex code #234F6D

**Payne's Gray**

Hex code #466B84

**Bermuda Gray**

Hex code #7592A6

**Powder Blue**

Hex code #AEC1CE

**Columbia Blue**

Hex code #C7D5DF

**Alice Blue**

Hex code #E0E9F0

**Alice White Blue**

Hex code #EDF2F8

**White Lilac**

Hex code #F7F9FC

**White**

Hex code #FFFFFF

**Illustrative  
element**

# Illustrative Element



**Illustrative element is version of logo symbol with gradient colours.**

Used as an illustrative element, can be cropped over canvas.

**Please, don't rotate element.**

# Illustrative Element Usage examples



netvisor

Automatsoi taloushallinnon rutiinit helposti

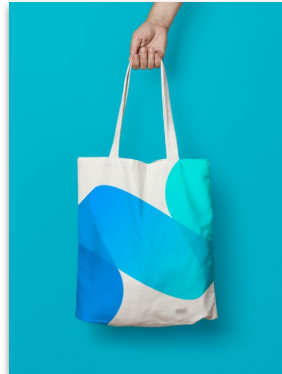
Kokeile veloituksetta

Ostojen kassavirta

Edellinen tilaaja |  Käytössä

Kuukausi	2023	2024	2025	2026	2027	2028	2029
Jan	1000	1000	1000	1000	1000	1000	1000
Feb	1000	1000	1000	1000	1000	1000	1000
Mar	1000	1000	1000	1000	1000	1000	1000
Apr	1000	1000	1000	1000	1000	1000	1000
Mai	1000	1000	1000	1000	1000	1000	1000
Jun	1000	1000	1000	1000	1000	1000	1000
Juuli	1000	1000	1000	1000	1000	1000	1000
Aug	1000	1000	1000	1000	1000	1000	1000
Syys	1000	1000	1000	1000	1000	1000	1000
Lok	1000	1000	1000	1000	1000	1000	1000
Marr	1000	1000	1000	1000	1000	1000	1000
Joul	1000	1000	1000	1000	1000	1000	1000

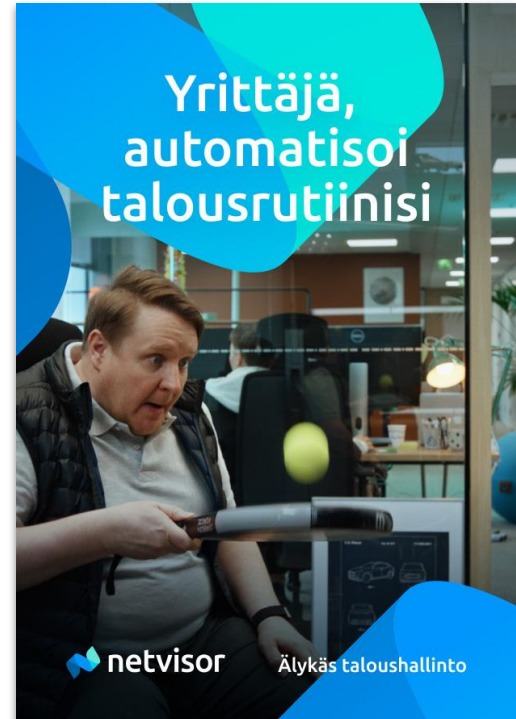
Siihy ostoreskontraan



Yrittäjä,  
automatsoi  
talousrutiinisi

netvisor

Älykäs taloushallinto



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