

netstager

Brand Guidelines



The Netstager Brand Manual defines the appearance, voice, and tone of our Brand across all channels and platforms, providing our teams and partners with a consistent way to communicate and build confidence in their messaging. By using these standards as a guiding compass, we create an environment where every interaction embodies who we are and the value we bring to our customers. This builds trust and positions Netstager as a trustworthy digital growth partner.

Our Vision

Lead the digital revolution by empowering businesses worldwide with innovative marketing, software, and cloud solutions. We foster a culture of excellence, integrity, and continuous learning to deliver unmatched value and drive innovation.

Our Mission

Our mission is to empower our customers to achieve digital and financial growth through innovative products and services. We aim to be their trusted partner and advisor, guiding them through the ever evolving digital landscape.

Our Brand

Netstager Technologies takes a clear step forward in defining who we are. Our brand reflects the trust and expertise we bring to every project, guiding clients with clarity and consistency. Upholding our brand standards ensures we continue to build credibility, foster long-term relationships, and distinguish ourselves in the technology landscape.

Logo

Netstager's logo represents our identity as a modern digital solutions company.

As technology grows, a clear visual symbol helps people recognise us quickly and understand what we stand for.

The design reflects progress, connection, and reliability. The bold initial makes the mark easy to identify, while the clean form gives the brand a professional look.

Through this simple yet strong symbol, we want people to instantly associate the logo with Netstager and remember us whenever they come across our work.

The logo for Netstager is displayed in a bold, lowercase, sans-serif font. The word "netstager" is written in black. A small, solid green triangle is positioned above the letter 't' in "stager".

netstager

Clear Space

The Netstager logo works best when it has space around it, keeping it clear and easy to see without other elements crowding it. The visual impact is enhanced when the space is allocated, and the logo presents itself immaculately.



Partnership

When partners use the Netstager logo as part of their marketing or branding efforts, adequate space must be given around it so as not to hinder their clarity or balance. Partners should adhere to the formalized Agreements and Branding Guidelines to ensure a uniform application and preserve both Netstager's and their own good reputation.



Logo Usages

The logo of Netstager is a major part of the identity of Netstager and should always be displayed in a clearly articulated and consistent manner. The logo should always be clearly identifiable and significant in all forms of media, both printed and electronic. The logo must stand alone while retaining its unique identity when placed within the design of an overall layout.



✔ Netsatager primary logo



Netsatager logo overlaid on color background.



Netsatager logo overlaid in monochrome black on white.



Netsatager logo in monochrome white on black.



✘ Do not change the transparency of the logo



Do not use different colors



Do not use drop shadows or any other effects



Do not distort the logo

Typo- graphy

**The primary typeface used for Netstager's
brand communication: Poppins**

Poppins

Belongs to the geometric sans-serif font family, Poppins stands for clarity, simplicity, balance, and digital readability, the qualities that reflect our goals.

The clean, modern, rounded typeface makes it versatile, offering a professional touch.

As a digital solutions company, the font well aligns with our brand image.

Poppins Thin
Poppins Thin Italic
Poppins ExtraLight
Poppins ExtraLight Italic
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium Italic
Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic
Poppins ExtraBold
Poppins ExtraBold Italic
Poppins Black
Poppins Black Italic

Colors



The dark lemon lime colour combines with the finest black, resulting in a contemporary and confident visual identity for Netstager.

While lemon lime communicates agility, freshness, and forward thinking, black reinforces strength, clarity, and professionalism. When combined, the two colours provide a recognizable visual aesthetic within all areas of the brand's communication.

Primary colors

Black and Dark Lemon Lime as the primary colours go in tandem with the vision of Netstager.

While the black colour stands for boldness, elegance, professionalism and strength, the lemon green colour embodies clarity, optimism, growth and future-readiness.

| | |
|---|--|
|  <p>HEX: 86BC24 RGB: 134, 188, 36 CMYK: 53, 4, 100, 0</p> |  <p>HEX: 000000 RGB: 0, 0, 0 CMYK: 53, 4, 100, 0</p> |
| Dark Lemon Lime | Black |

Secondary Colors

Netstager's secondary colors are thoughtfully chosen to complement the primary palette, enhancing the brand's visual identity. They ensure a cohesive and balanced look while allowing flexibility across different design applications.

First choice accent colors

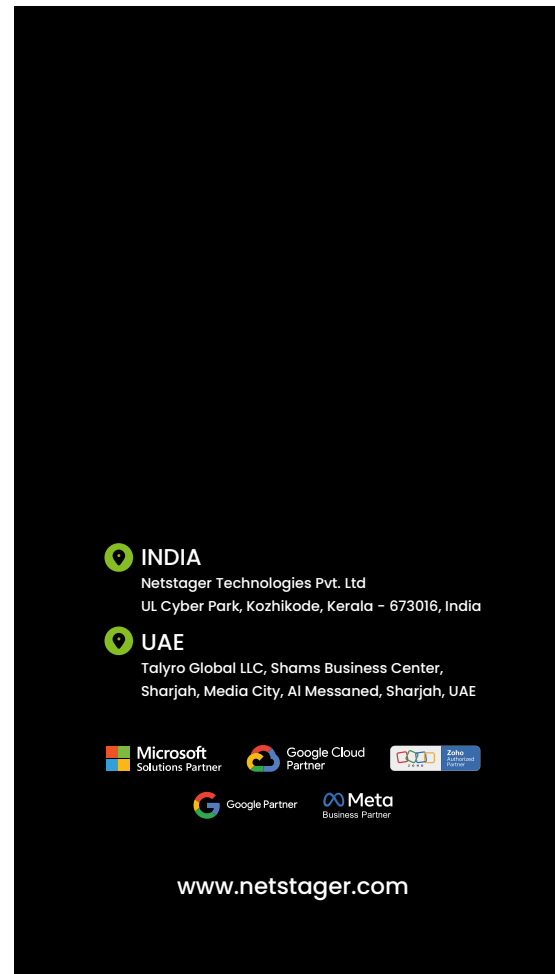
| | | | |
|---|--|---|--|
| HEX: 5A24BC RGB: 90, 36, 188 CMYK: 78, 87, 0, 0 | HEX: BC2487 RGB: 188, 36, 135 CMYK: 25, 98, 6, 0 | HEX: 9485DE RGB: 148, 133, 222 CMYK: 45, 49, 0, 0 | HEX: 24BC24 RGB: 36, 188, 36 CMYK: 76, 0, 100, 0 |
| | | | |

Secondary accent colors

| | | | |
|---|--|---|---|
| HEX: CF142B RGB: 207, 20, 43 CMYK: 12, 100, 94, 3 | HEX: F68428 RGB: 246, 132, 40 CMYK: 0, 59, 96, 0 | HEX: 86BC24 RGB: 255, 210, 5 CMYK: 1, 16, 99, 0 | HEX: 009DDC RGB: 0, 157, 220 CMYK: 75, 23, 0, 0 |
| | | | |

Collaterals

Business Card & Letterhead



THANK YOU