



**realnet**  
your online advantage

Brand Guidelines v1

August 2015

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## 01 introduction

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Welcome To The Realnet Brand Guidelines.

These Guidelines exist to make us look consistently awesome!

Follow these guidelines as you create marketing materials, internal and external communications.

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## 02 our design foundation

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a unique look and feel that is immediately recognisable as Realnet.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

Any questions please call us on 01223 550800 or email: [info@realnet.co.uk](mailto:info@realnet.co.uk)



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## 03 company statements and promises

### mission statement

Realnet's mission is to deliver valued online products and services by:

- Listening to our clients and their individual requirements
- Offering a straightforward, informed and smooth flowing service at all times
- Delivering measurable results

### strapline

your online advantage

### brand promise

Realnet stand out as a digital agency because of the people we employ. We bring together the technical expertise and a human approach to deliver the best online solutions for our clients. We will gauge what your requirements are and talk to you in real world language, not industry jargon, so that you can be sure that we are on the same page and will get the results you need to take your business forward. We also manage all of our projects in-house - this means you can be sure of the same high level of quality that we expect from every Realnet team member. We cut through digital complexity.

### elevator pitch

We stand out as a web development agency because of the people we employ. Whether we are building you a high performing website or integrating processes to achieve greater efficiencies, our team will work with you to cut through digital complexity. We love a challenge and work with companies large and small to deliver online solutions that can be trusted to perform. Not only do we enjoy what we do, our clients enjoy working with us to get superior results.

### logo, positioning and size

#### Logo clearance zone



Realnet's logo and its variants is the principal element of our visual brand. A logo must be prominently positioned on all of Realnet's communications.

Realnet's logo must be used consistently, so the principles set out in these guidelines must be followed at all times.

#### Sizing

Minimum sizes have been established for all of Realnet's logos. Where the logo appears in its simplest form, its minimum size, measured across its entire width is 25mm in physical size or 80 pixels on screen.

The logo is protected by an exclusion zone which ensures that it has maximum visibility on all communications. No other graphic information may appear within this zone. The logo's exclusion zone is determined by the height of the letter r in realnet

For guidance of logo positioning please refer to the logo positioning page in the basic principles section of these guidelines.

#### Colours

For guidance on logo colours please refer to the using the colour palette page.

#### File Formats

Our logo must always be reproduced from a digital master reference. It must not be redrawn, altered or digitally manipulated in any way. Realnet's logo is available in the following file formats:

- 1) Ai - generated from Adobe Illustrator
- 2) Eps - generated from Adobe Illustrator

These are standard print ready formats and used for all professionally produced applications. compatible with all major industry standard design programmes such as; Quark Xpress, Indesign, Illustrator and Photoshop.

- 3) Jpeg
- 4) Png

These should be used for standard PC and Apple desktop applications. These files are compatible with Microsoft programmes.

## 04-2 graphic elements

### logo variants - acceptable

Other acceptable versions of the logo are shown below, these should be used when reproduction methods dictate, ie. embroidered usage or printing limitations. If you are unsure please ask.

When using on reversed high colour range or busy imagery please use your design sense and skills to allow the logo to be readable.

#### Full colour



#### Reversed onto colour and image



#### Grayscale



#### Black



## 04-3 graphic elements

### logo variants - unacceptable

Please DON'T!!!!...

Compress the logo



Do not rotate or angle the logo off its standard horizontal line.



Stretch the logo



Reproduce in any colour other than those specified



# 05 colours

## primary colours

The consistent and appropriate use of Realnet colours will create a distinctive visual expression for the brand across all applications.

Our primary colour palette comprises of our key brand colours: Tech and Environmental Green Vibrant Orange, and a warm neutral grey.

Use of white and space also provides a key role in the balance and use of our colours, providing space and clarity to each application.

### Realnet Green



**Screen:**  
102r 153g 153b



**Print:**  
63c 26m 39y 1k



**Hex:**  
#669999

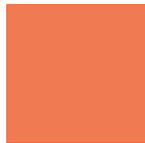
### Realnet Orange



**Screen:**  
240r 122g 82b

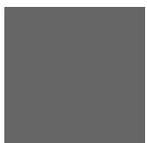


**Print:**  
2c 65m 72y 0k



**Hex:**  
#F07A52

### Realnet Main Grey



**Screen:**  
102r 102g 102b



**Print:**  
60c 51m 51y 20k



**Hex:**  
#666666

### Realnet Secondary Grey



**Screen:**  
204r 204g 204b



**Print:**  
19c 15m 16y 0k



**Hex:**  
#CCCCCC

### Tints



**30%:**  
209r 224g 224b  
17c 5m 10y 0k  
#D1E0E0



**10%:**  
239r 245g 245b  
5c 1m 2y 0k  
#EFF5F5



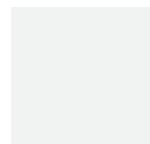
**30%:**  
250r 215g 203b  
1c 17m 15y 0k  
#FAD7CB



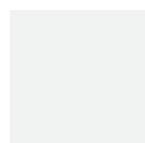
**10%:**  
253r 241g 237b  
0c 5m 4y 0k  
#FDF1ED



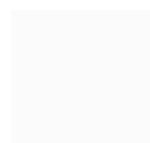
**30%:**  
209r 209g 209b  
17c 13m 13y 0k  
#D1D1D1



**10%:**  
239r 239g 239b  
5c 3m 3y 0k  
#EFEFEF



**30%:**  
240r 240g 240b  
4c 3m 3y 0k  
#F0F0F0



**10%:**  
250r 250g 250b  
1c 1m 1y 0k  
#FAFAFA

## 06-1 typeface, heading and text styles

### primary typeface - for printed documents

Aller bold, Aller Regular and Aller Light are the primary Realnet typefaces and should be used on all communications. It has been chosen for its clarity, modern and friendly styling. its versatility and legibility. It must always be specified ranged left, using upper and/or lower case where required. Only use the weights as specified.

#### Exception

When Aller is unavailable Ubuntu font is a credible close alternative for headings and text. No other typeface(s) should be used on printed and pdf documentation.

Aller Bold - Heading 1

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890-="£\$%^&\*()\_+[];'#.,/{}:@~<>?**

Typeface: Aller Bold - 16pt  
Colour: Or 128g 128b  
Spacing: 1.3cm above, 0.5cm below  
Indents: None  
Case: Capitalise first word only

Aller Bold - Heading 2

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890-="£\$%^&\*()\_+[];'#.,/{}:@~<>?**

Typeface: Aller Bold - 14pt  
Colour: 240r 122g 82b  
Spacing: 0.5cm above, 0.5cm below  
Indents: None  
Case: Capitalise first word only

Aller Bold - Heading 3

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890-="£\$%^&\*()\_+[];'#.,/{}:@~<>?**

Typeface: Aller Bold - 12pt  
Colour: 240r 122g 82b  
Spacing: 0.5cm above, 0.5cm below  
Indents: None  
Case: Capitalise first word only

Aller Bold - Heading 4

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890-="£\$%^&\*()\_+[];'#.,/{}:@~<>?**

Typeface: Aller Bold - 11pt  
Colour: 240r 122g 82b  
Spacing: 0.2cm above, 0.2cm below  
Indents: None  
Case: Capitalise first word only

Aller Bold - Heading 5

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890-="£\$%^&\*()\_+[];'#.,/{}:@~<>?**

Typeface: Aller Bold - 11pt  
Colour: 102r 102g 102b  
Spacing: 0.2cm above, 0.2cm below  
Indents: None  
Case: Capitalise first word only

## 06-2 typeface, heading and text styles

### Aller Light - Body text

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890-="£\$%^&\*()\_+[];'#./{}:@~<>?

Typeface: Aller Light - 11pt  
Colour: Black  
Spacing: 0cm above, 0.2cm below  
Indents: None

### Aller Light - Bullet text styling

- abcdefghijklmnopqrstuvwxy
  - abcdefghijklmnopqrstuvwxy
  - abcdefghijklmnopqrstuvwxy
- 1. ABCDEFGHIJKLMNopQRSTUVWXYZ
- 2. ABCDEFGHIJKLMNopQRSTUVWXYZ
  - 1. ABCDEFGHIJKLMNopQRSTUVWXYZ
  - 2. ABCDEFGHIJKLMNopQRSTUVWXYZ

Typeface: Aller Light - 11pt  
Colour: Black  
Spacing: 0cm above, 0.5cm below  
Indents: None

### Aller Light - Terms and conditions text

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890-="£\$%^&\*()\_+[];'#./{}:@~<>?

Typeface: Aller Regular - 8pt  
Colour: Black  
Spacing: 0cm above, 0.1cm below  
Indents: None

## 06-3 typeface, heading and text styles

### primary typefaces - for website and web applications

Aller Regular, Aller Light and Arial Regular are the primary Realnet typefaces and should be used on all website, web applications, web advertising banners and anything else web. It has been chosen for its clarity, modern and friendly styling. its versatility and legibility. It must always be specified ranged left, using upper and/or lower case where required. Only use the weights as specified.

#### Exception

When Aller is unavailable Ubuntu font is an open-source credible close alternative for headings and text. Arial/Helvetica should only be used for body text for compatibility reasons across platforms.

## heading 1 - h1

Typeface: Aller Light - 36px / 2.2em  
Colour: 102r 153g 153b  
Hex: #669999  
Case: no capitalisation

---

## heading 2 - h2

Typeface: Aller Light - 24px / 1.5em  
Colour: 102r 153g 153b  
Hex: #669999  
Case: no capitalisation

---

## Heading 3 - h3

Typeface: Aller Regular - 18px / 1.125em  
Colour: 102r 153g 153b  
Hex: #F07A52  
Case: Capitalise first word only

---

## Heading 4 - h4

Typeface: Aller Light - 16px / 1em  
Colour: 101r 152g 152b  
Hex: #669999  
Case: Capitalise first word only

---

## Heading 5 - h5

Typeface: Aller Light - 13px / 0.8em  
Colour: 102r 102g 102b  
Hex: #666666  
Case: Capitalise first word only

---

## body text

Typeface: Arial Regular - 13px / 0.8em  
Colour: 102r 102g 102b  
Hex: #666666  
Case: Capitalise first word and as required

---

## link text

Typeface: Arial Regular - 13px / 0.8em  
Colour: 101r 152g 152b  
Hex: #669999

---

## 07 icons and graphics

### icons used in Realnet documents and on the website

Branded icons and graphics used in documents and on website, created specifically for Realnet.

#### Project Lifecycle graphic



#### Website section graphics



website design  
and build



e-commerce



web applications



e-evolution  
and support

#### Directional buttons



#### Social Media Icons



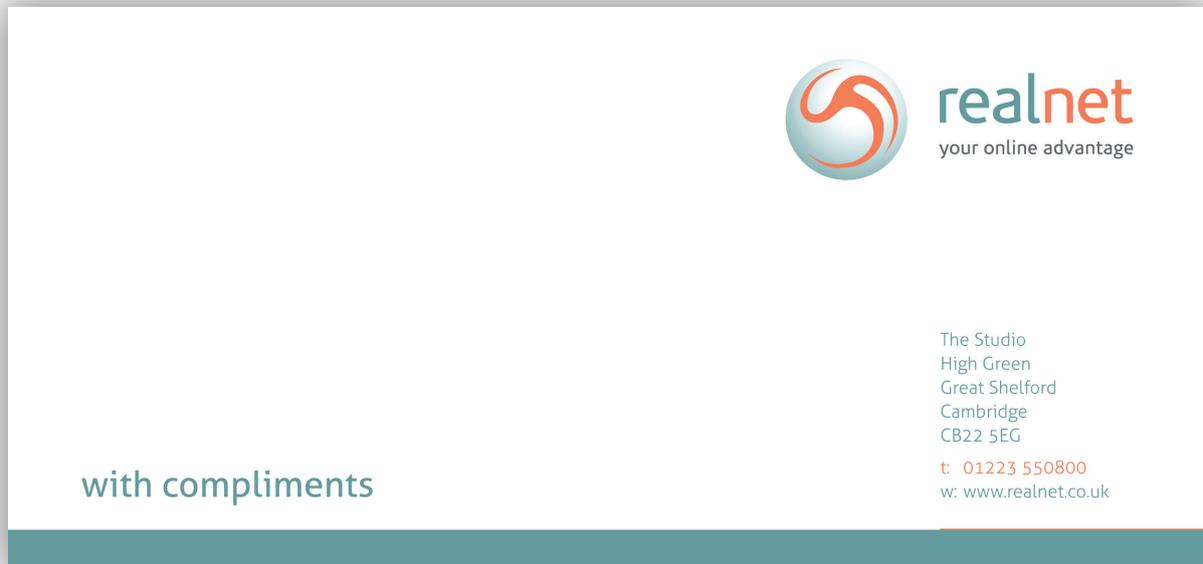
### Letterhead

Letterhead style as based on the brand guidelines closely following the colour weighting and balance of the website and regular document styling.



Shown at 60% size on this page for representational purposes

### Compliment Slip



Shown at 75% size on this page for representational purposes

### Business Card



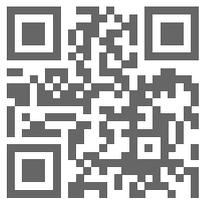
Shown at 100% size on this page  
for representational purposes only



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