

Styleguide

for NT-ware Systemprogrammierung GmbH

Corporate Logo Usage

The NT-ware logo is composed only of one color - a dark blue. Equivalent CMYK (print use) and RGB (electronic use) colors are provided below.



	CMYK (for print use)	RGB (for electronic use)
blue	100 80 0 50	0 40 95

Other Logo Versions

// Corporate logo on black or color

If the logo is to appear on a black or color background, then the version shown on the right with the white logo, should be used.



// Grayscale

This version of the logo should be used in grayscale production.

The dark grey is 70% black, RGB: 112 | 113 | 115



// b/w version

In a b/w production this version of the logo should be used.



Incorrect use of the logo

The logo must not be separated into any of the following.

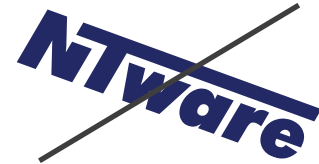
// Image mark with additional text



// Drop shadow or other effects



// Logo on the diagonal (or in any other direction)



// Do not alter the proportions of the logo



// Do not
- change the color,
- use pixilated or low resolution art,
- surprint the logo on an image

Exclusion Zone

To enhance the logo design, an exclusion zone has been created which must always be respected. The zone consists of the immediate areas surrounding the 'NTware'.

This area (height of the logo itself) must be kept free of all other graphical elements.



Logo Sizes

// Professional printing

The logo displayed to the right shows the smallest size recommended for the majority of printed materials.



// Website logo usage

The logo should appear no smaller than 100 pixels (width).

Graphical Elements

// Slashes

The slashes could be used in the above mentioned colors (blue, grey and its gradients).



// Bullets

// point 1
// point 2
// point 3

// Footer



NTware

// Boxes for images or text



Spelling

// Do's

Usual and preferred way of writing

Also correct, but should only be used if one needs to save space

NT-ware Systemprogrammierung

NT-ware

// Don'ts

Shorter text

Arrange the capital letters in a different way or get rid of the hyphen

NTw

ntware, NTWARE, nt-WARE

Typography

Corporate font for documentation

To maintain a consistent typographic look throughout printed documents a limited family of fonts should be used. For all documentation issues like whitepapers or the manuals the preferred font is Arial.

regular

abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ1234
56789! ? @ # \$ % & * () ;

bold

**abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ1234
56789! ? @ # \$ % & * () ;**

Corporate font for Promotional Material

The font Calibri should be used for all promotional material such as brochures or flyer. It should also be used for writing letters or Microsoft Powerpoint™.

regular

abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ1234
56789! ? @ # \$ % & * () ;

bold

**abcdefghijklmnopqrstu
vwxyzABCDEFGHIJKLM
NOPQRSTUVWXYZ1234
56789! ? @ # \$ % & * () ;**

Contact

For any other questions...

... please contact the NT-ware marketing department:

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