

NETENT | Logo Style Guide

Primary Logotype

The primary logotype is NetEnt's most important brand element. The white and black combination visualises the professional, secure and quality oriented personality, while the green stands for the creative, innovative, fast-paced and visionary side.

The rounded corners bring harmony to the otherwise strong shape of the logo, while also adding a touch of playfulness.



Free Space

To ensure non-interference with the NetEnt identity, a set degree of free space around the logotype is crucial. No other logos, type or graphical elements should interfere with the logotype.



Exception Logotypes

Exception logotypes with monochrome colours, may be used when you simply cannot visualize NetEnt's primary logotype in the best quality. This also applies when print media does not allow printing with more than two colours.



Logotype Don'ts

To ensure a correct representation of the NetEnt brand it is crucial that the logotype is represented in the correct visual way. The following shows you have a few "don'ts" that shows how to respect the logo in the best possible way.



Do not add any effects to the logo



Do not rotate, tilt or distort the logo in any way



Do not hide the logotype



Do not change the colour of the logo



Do not use the logotype on strong vivid coloured backgrounds



Colourful images are very nice, but do not put the logo on it

Logo Colours

Green + Black = NetEnt. These two colours combined package the NetEnt identity and define the NetEnt personality.

NetEnt Green



368C

C	65	R	120
M	0	G	190
Y	100	B	32
K	0		

#78BE20

NetEnt Black

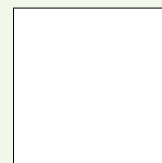


Black 6C

C	80	R	0
M	60	G	0
Y	40	B	0
K	100		

#000

NetEnt White



C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

#FFF