

netdocuments® | Logo Usage Guidelines

Proper display of the NetDocuments brand features including its corporate logos is important to maintain the overall branding and market positioning of the NetDocuments service. Logos are intellectual assets, are protected by applicable trademark, copyright and other intellectual property laws. They ensure superior service wherever they are seen. Proper usage of our logos requires compliance with the following guidelines. If you have any questions regarding these guidelines, please contact the NetDocuments Marketing Department at info@netdocuments.com.

THE NETDOCUMENTS LOGO

We welcome the usage of the NetDocuments logos by partners and customers as long as these guidelines are respected. The proper usage of the brand's image maintains a consistent form of communication, a common voice and personality which stands for a high quality level of service, rich functionality, enhanced design and a customer-driven market strategy.

The NetDocuments logo may be associated with a channel partner's logo in a manner that meets these guidelines and is in compliance with the NetDocuments Channel Partner Agreement. This provides opportunities used in sales and marketing materials, web site, graphics, etc.

ARTWORK

We will provide reproducible electronic artwork. Do not alter this artwork in any way, except as provided in these guidelines.

WORDING

The proper spelling of NetDocuments must always be used, and must not be translated into different languages. The registered trademark symbol must always follow the NetDocuments logo as artwork, preferably in a superscript or subscript mode. If these are not available, parentheses must be used: (R).

When using the logo as artwork, the entire logo is in lower case letters, but when used as text, the "N" must be capitalized, along with the "D." Whether using the logo or the company name in text, "NetDocuments" must always be typed as one word, with no space in between.

SIZE

The NetDocuments logo can be different sizes, but the smallest size permitted is one where all elements of the logo are shown and readable. The logo should never be so small that the trademark symbol isn't legible.



FONT

The NetDocuments logo was created in the Microsoft Arial Bold font, which must always be used when displaying the logo.

COLOR

The NetDocuments logo can only appear one of three ways, each including Pantone 284 (blue). The first is the most preferred and is in black and Pantone 284, with the word "net" in black and the word "documents" in Pantone 284. White is the only color of background allowed with these two colors. The logo can also appear on a black background, with the word "net" in white and the word "documents" in Pantone 284. Black is the only background color allowed with these two colors. The third way is on a Pantone 284 (blue) background, with the word "net" in black and the word "documents" in white.



To get this certain shade of Pantone (284) in hexadecimal, RGB, and four-color processes, follow these formats:

Hexadecimal: 7CB3F2
RGB: R124 G179 B242
CMYK: C47% M20% Y0% K0%



USE OF ICON

The NetDocuments icon is preferred to be included with the logo but it is permissible to not include it when displaying the NetDocuments logo, as per the black background example above where it shows the icon with and without.

ACKNOWLEDGEMENTS

At the most prominent use, designate the registered trademark and again at first occurrence in the text. Footnote the logo properly by stating the following clause: "NetDocuments is a registered trademark of NetVoyage Corporation."

NetDocuments reserves the right to check the logos printed to be certain they follow these guidelines. This includes requesting samples. If the logos aren't as specified, your right to use the logos will be revoked and you agree to remove the logos immediately from your site and disable all links to our Websites.

We also reserve the right to refuse permission to use the logos. The logos must be displayed as to depict NetDocuments in a positive manner. The logos must not be used to cast negativity on NetDocuments or its products, or in a manner that could reflect negatively on NetDocuments including, but not limited to, uses which could be deemed as unlawful or pornographic, obscene, excessively violent or otherwise in poor taste.