

DESIGN AND BRAND GUIDELINES



Prepared for :
Network Optix



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CORPORATE IDENTITY

MISSION

Network Optix (aka Nx) is a software development company that makes Powered by Nx IP Video Management solutions.

Nx's mission is to develop IP video software that is instantly usable, lightweight, and extensible.

VISION

Network Optix believes that IP video, combined with AI which detects objects and behaviors, is eventually going to be a nascent part of every software solution on the planet.

Our role is to help companies become video powered.

Instantly Usable

Lightweight

Cross Platform

Extensible

Intelligent Video

Artificial Intelligence

LOGO TYPE - CLEARSPACE

Definition

-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



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LOGO INTRODUCTION



Network Optix Logo

The Network Optix “scrabble piece” is the key building block of our identity, the primary visual element that identifies us.

The signature is a combination of the the symbol itself (Mathematical, Scientific, Exponential) and our company name (**Network Optix**) – they have a fixed relationship that should never be changed in any way.

LOGO INTRODUCTION



Nx Witness Logo

The Nx Witness “scrabble piece” is a key component of our identity and the primary visual element that identifies the Nx Witness VMS product.

The signature is a combination of the the symbol itself (Dual Streaming, Adaptive Scaling, IP Cameras) and our product name (Nx **W**itness) – they have a fixed relationship that should never be changed in any way.

LOGO INTRODUCTION



Nx Meta Logo

The Nx Meta “scrabble piece” is a key component of our identity and the primary visual element that identifies the Nx Meta development platform.

The signature is a combination of the the symbol itself (metadata generated by IP video + AI) and our product name (Nx **M**eta) – they have a fixed relationship that should never be changed in any way.

LOGO INTRODUCTION

**Powered
By**



Powered by Nx

It is the Network Optix “scrabble piece”, which is the key building block of our identity, the primary visual element that identifies us in combination with our corporate type.

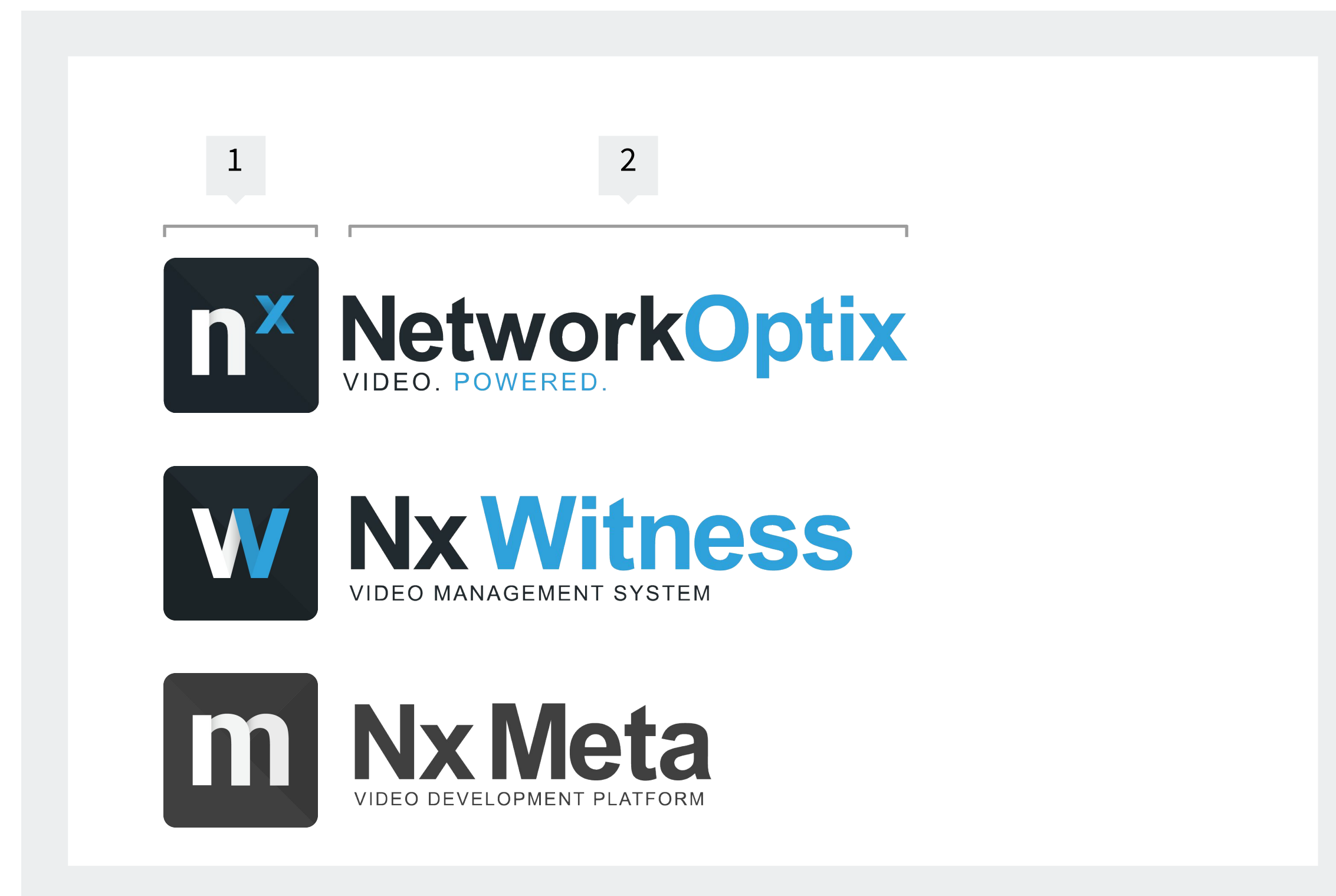
FULL LOGOTYPE

The Network Optix Masterbrand or Corporate Logo comprises two elements, the logo symbol and logotype. The Logo Symbol is a powerful image evoking the culture of the company and our downstream products - the connection between the platform and the VMS.

It has a particular relationship with the Network Optix name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters. The typeface is Arial Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are Nx Blue and Nx Grey. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.



1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of uppercase letters in gray tone of the chosen corporate color. The font that is used here is Arial Bold.

LOGO TYPE - APPLICATION ON A BACKGROUND

1) The Logo Dark Version

will be used when the background color is light colored.

2) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

Please consult with Network Optix if you have any questions or need further help.



1



2



3



4

APPLICATION ON A BACKGROUND

COLOR ON WHITE



MONO ON BLUE



MONO ON GRAY



MONO ON BLACK



Powered
By 

Powered
By 

Powered
By 

Powered
By 

Works
With 

Works
With 

Works
With 

Works
With 

CORRECT LOGO USAGE

Can be used on it's own or in conjunction with other corporate logos.



NetworkOptix
VIDEO. POWERED.

Can be used on it's own or in conjunction with other corporate logos.



NxWitness
VIDEO MANAGEMENT SYSTEM

Must be used in conjunction with the Network Optix corporate logo.



NxMeta
VIDEO DEVELOPMENT PLATFORM

CORPORATE FONTS AND TYPOGRAPHY

Typography in our Corporate Design

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Network Optix communications.

We have selected Arial and Roboto, which helps inject energy and enthusiasm into the entire Network Optix communications, as the primary and secondary corporate typefaces.

Primary Font

Arial

Secondary Font

Roboto

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Primary Color System

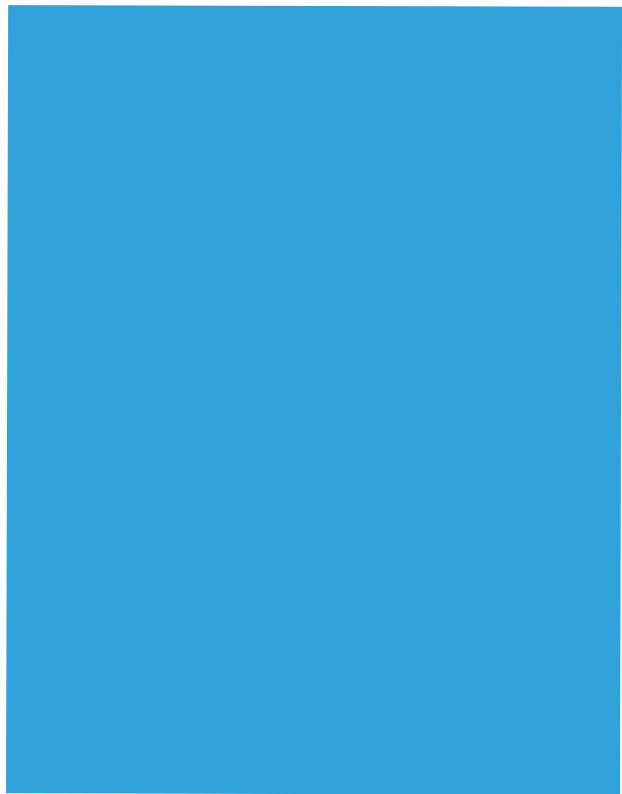
-

Explanation:

The Network Optix has two official colors: Nx Blue and Nx Grey. These colors have become a recognizable identifier for the company.

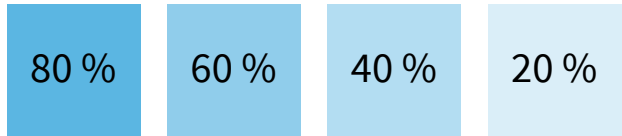
Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR
Nx Blue

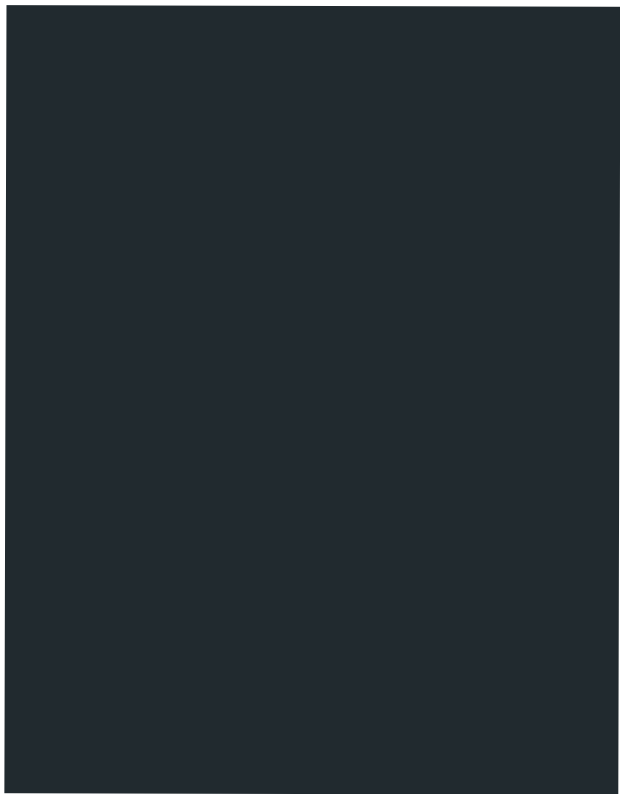
CMYK : C71 M21 Y0 K0
Pantone : 2171 C
RGB : R047 G162 B219
Web : #2FA2DB



Color Tones

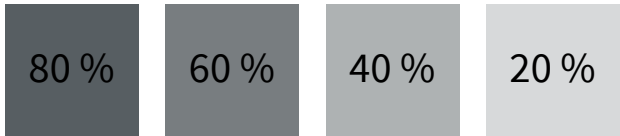


The Gradient

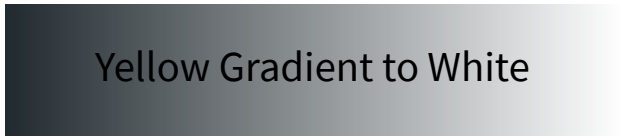


PRIMARY COLOR
Nx Grey

CMYK : C79 M66 Y59 K64
Pantone : 433 C
RGB : R33 G42 B47
Web : #212A2F



Color Tones



The Gradient

Nx Witness COLOR SYSTEM

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Explanation:
The Secondary Colors are complementary to our official colors, but are not recognizable identifiers for Network Optix. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.



CMYK : C71 M21 Y0 K0
Web : #2FA2DB



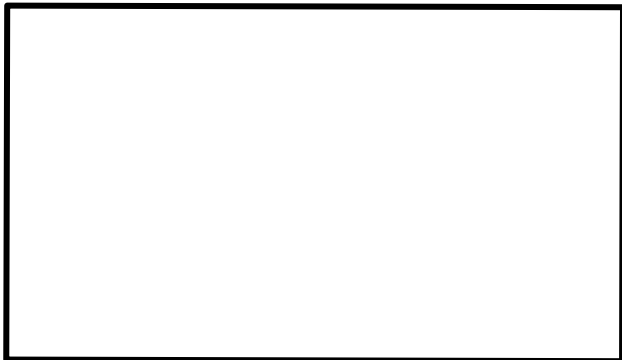
CMYK : C79 M66 Y59 K64
Web : #212A2F



CMYK : C80 M68 Y59 K67
Web : #1C252B



CMYK : C80 M66 Y59 K65
Web : #1E282D



CMYK : C0 M0 Y0 K0
Web : #FFFFFF

Nx Meta COLOR SYSTEM

-
Explanation:
The Secondary Colors are complementary to our official colors, but are not recognizable identifiers for Network Optix. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.



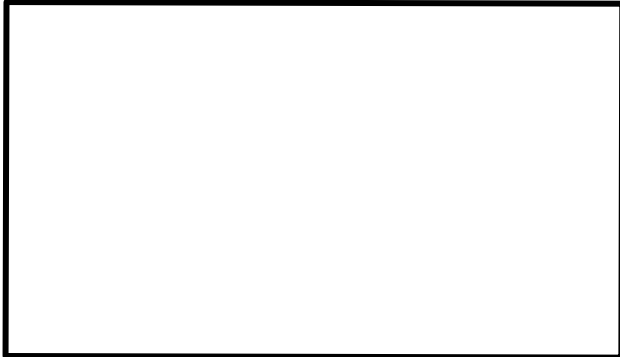
CMYK : C68 M61 Y60 K47
Web : #404040



CMYK : C69 M62 Y61 K54
Web : #383838



CMYK : C68 M62 Y60 K50
Web : #3C3C3C



CMYK : C0 M0 Y0 K0
Web : #FFFFFF

CORPORATE ICONOGRAPHY

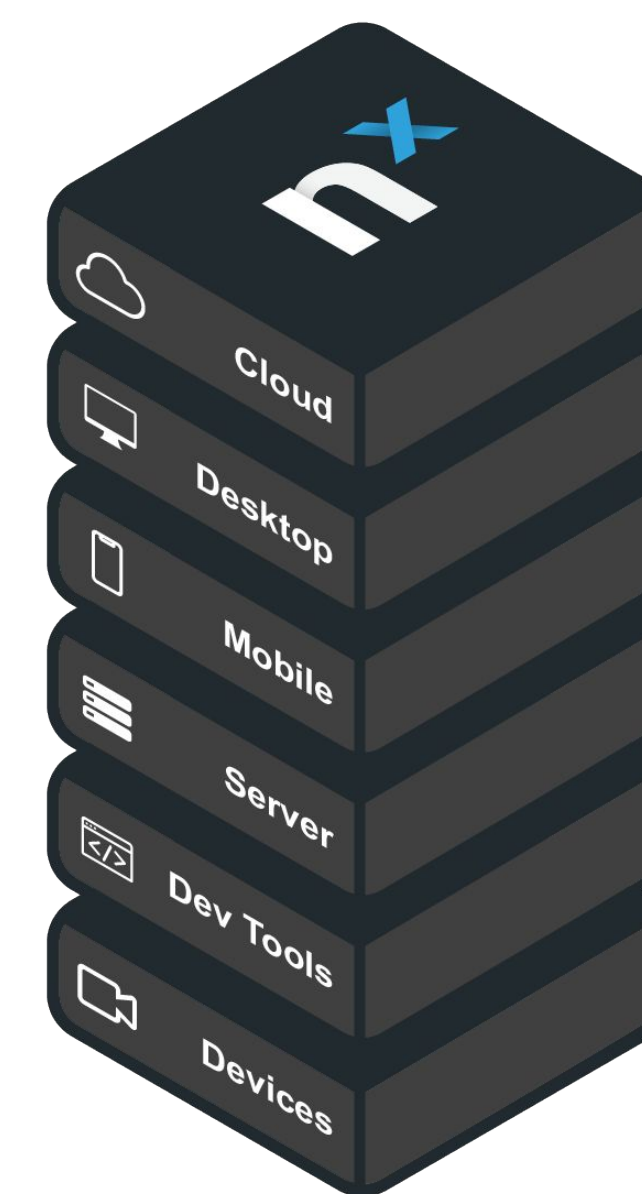
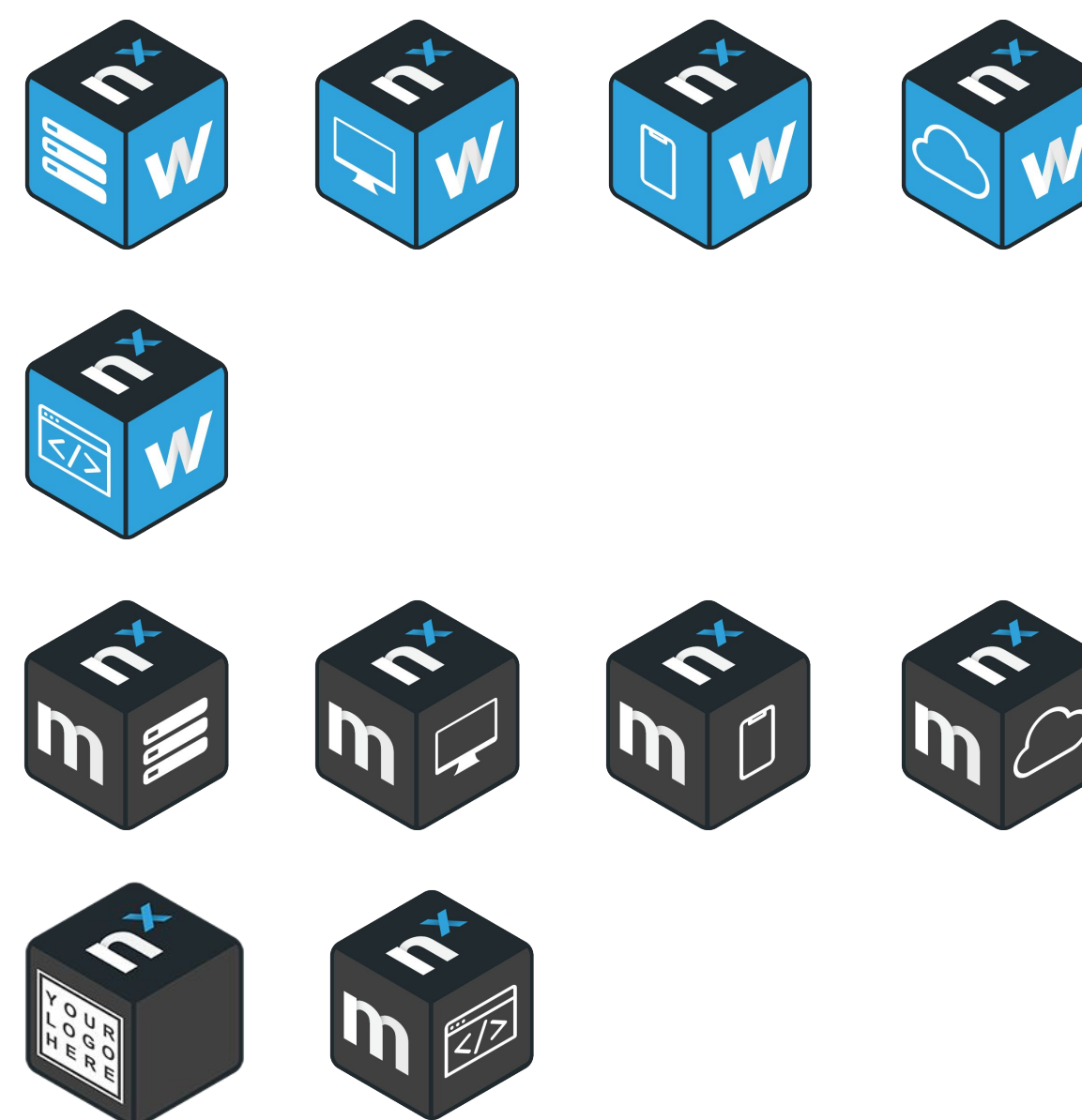
Explanation:

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

Examples for Network Optix Corporate Iconography System

How to:

- 1. only use icon with a background
- 1. minimum stroke size: 0.5 pt
- 1. upscale only proportional



CONTACT US

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For further information please contact:

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