



Netris Brand Guidelines

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Logo



The Netris logo is a combined mark, where the wordmark and the coral graphic element form a single, inseparable unit. Neither element should be used independently.

The primary logo appears in black and coral on a white background, representing the brand's clean, modern, and tech-forward identity. The inverted version is used in white and coral on a black background.

Secondary applications may use monochrome (solid black or white) versions as needed, provided that contrast remains strong and the logo is never placed on noisy or overly textured backgrounds, to ensure optimal legibility and brand consistency.

Type

Montserrat Regular

7@Aa

Morbi sed dolor tempus, porta ante quis, auctor leo. Donec luctus enim nisl, ac aliquet arcu tincidunt ac. Suspendisse convallis sapien quis dui mollis, non rutrum sapien sollicitudin. Fusce fringilla tortor ac auctor lacinia. Mauris ut pretium est. In in tellus vel mauris congue ornare.

Montserrat Medium

7@Aa

Nunc laoreet dolor a enim posuere, eget facilisis ex vehicula. Ut ac nunc varius, malesuada mi a, hendrerit nisi. Curabitur eleifend hendrerit libero, ut vestibulum est ornare quis. Phasellus fringilla, augue euismod malesuada mollis, turpis nunc accumsan turpis, sed efficitur eros nisl a felis.

Montserrat SemiBold

7@Aa

Cras condimentum quis ipsum sit amet ultricies. Fusce lacinia, ligula ultrices porta interdum, mauris ligula mollis urna, id pretium massa lectus vel sapien. Vivamus aliquet ut leo non tincidunt. Phasellus eu erat nibh. Etiam molestie sed nibh id sagittis. Ut pellentesque consequat magna.

H1

Montserrat SemoBold

Size: 88

Leading: 88

Tracking : -10

H2

Montserrat SemoBold

Size: 58

Leading: 68

Tracking : -10

H3

Montserrat SemoBold

Size: 22

Leading: 27

Tracking : 0

Body

Montserrat SemoBold

Size: 16

Leading: 25

Tracking : 0

Netris uses Montserrat as its primary typeface — a modern, geometric sans-serif designed by Julieta Ulanovsky and available as a free, open-source font through Google Fonts.

Montserrat reflects the brand's clean and contemporary character, offering excellent readability across digital and print mediums.

While all weights within the family may be used to provide flexibility and hierarchy, the primary styles are Regular, Medium, and SemiBold, which together create a balanced, confident, and approachable visual voice for the brand.

Colors



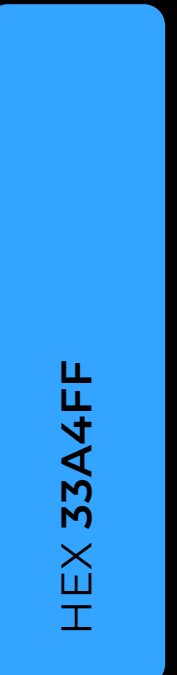
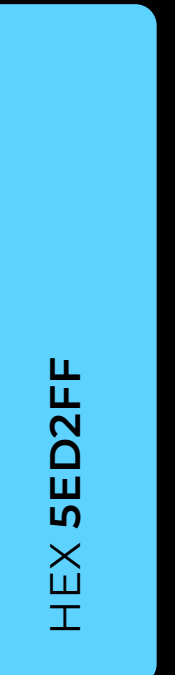
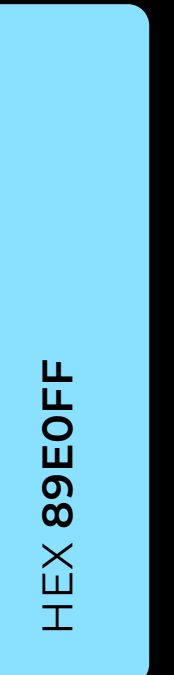

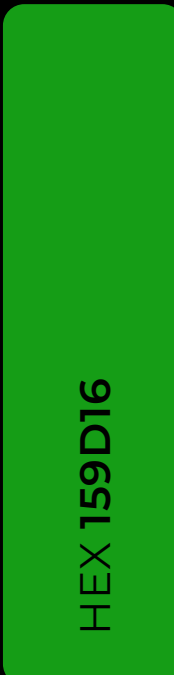

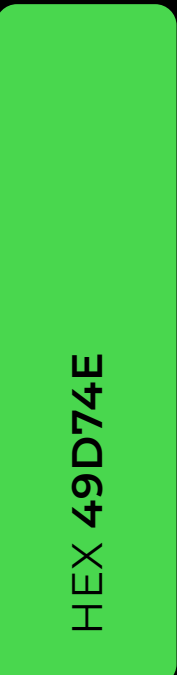




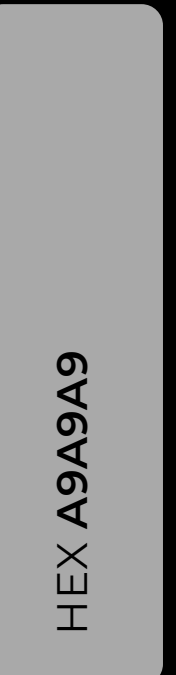

Primary colors

 HEX FF476C RGB 255,71,108 CMYK 0,86,40,0	 HEX FFFFFF RGB 255,255,255 CMYK 0,0,0,0	 HEX 000000 RGB 0,0,0 CMYK 35,30,30,100
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The Netris color palette is built around two tiers: Primary and Secondary. The Primary colors — Coral, Black, and White — form the foundation of the brand's visual identity, creating a clean and distinctive contrast that communicates energy and sophistication.

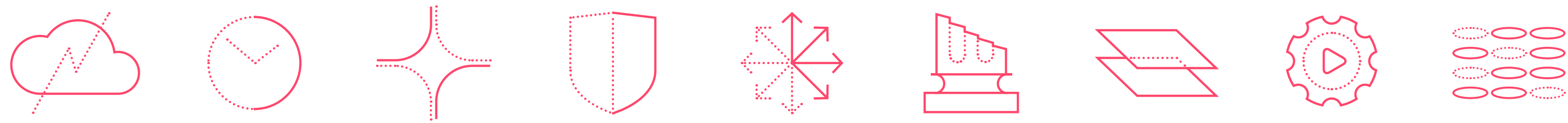
The Secondary colors, Blue and Green, serve as supporting accents, adding flexibility and variety across digital and print applications.

Secondary colors

 HEX 00308C	 HEX 156EF3	 HEX 33A4FF	 HEX 5ED2FF	 HEX 89E0FF	 HEX 00752E	 HEX 159D16	 HEX 30C027	 HEX 49D74E	 HEX 8BEE75	 HEX 111111	 HEX 282828	 HEX 646464	 HEX A9A9A9	 HEX EBEBEB
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It is acceptable to use tints and shades derived from these core colors — for example, greys originating from black — to build depth, hierarchy, and subtle tonal variation, while always maintaining balance and consistency within the overall system.

Icons



Netris uses monochrome icons built from a combination of solid and dotted outlines, creating a distinctive visual rhythm that reflects the brand's technical precision and modern aesthetic.

These icons work best in the primary coral color, but can also be applied in black or white depending on the background and overall composition.

In some cases, icons may be scaled up and used as illustrative elements to add visual interest — however, the stroke weight must remain unchanged to preserve the thin, refined, and sophisticated appearance that defines Netris' spot illustrations and graphic vignettes.

