

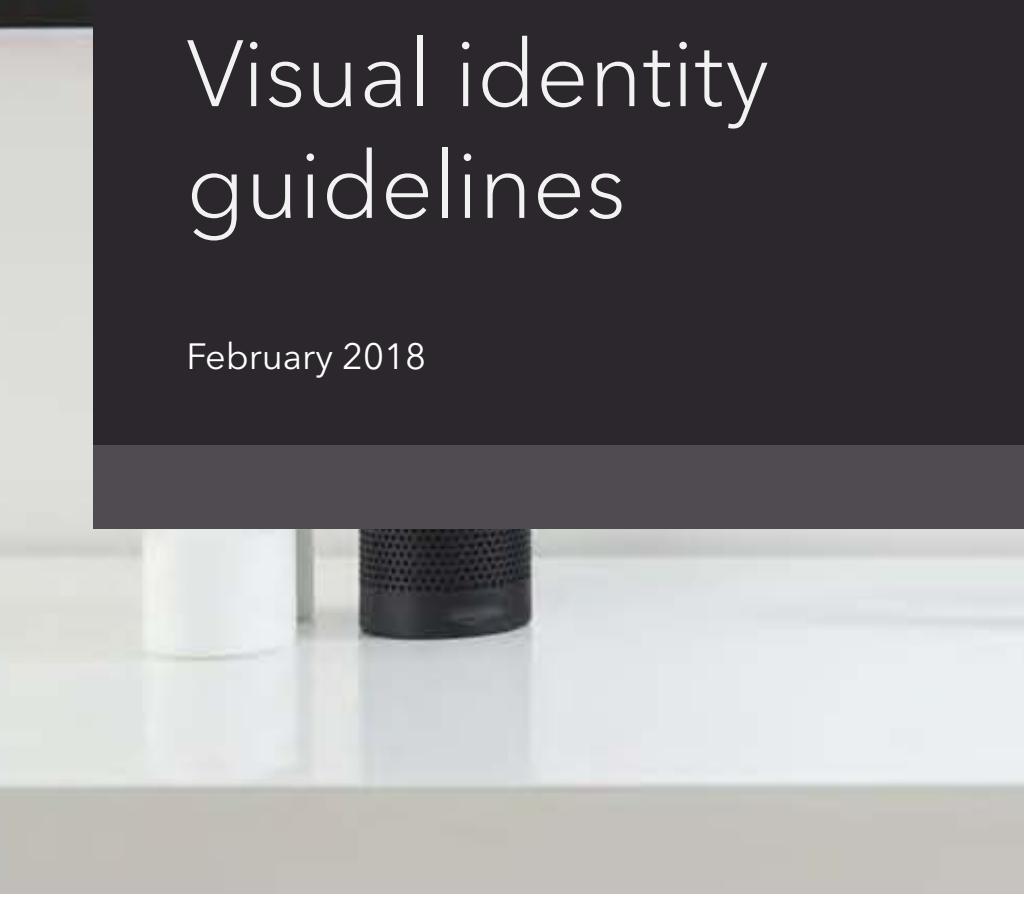


**NETGEAR®**

---

# Visual identity guidelines

February 2018



# Brand system overview

NETGEAR's visual identity brings our brand values and positioning to life. Centered around simplicity and strength, the identity system imbues flexibility to an airtight brand endorsement strategy across NETGEAR's entire portfolio.

Our visual brand aspires to be timeless, grounded, and relevant, no matter the application or context. It aims to avoid fleeting trends; conveying simplicity and inviting interaction.

## Logo

**NETGEAR®**

**NETGEAR®**

## Color



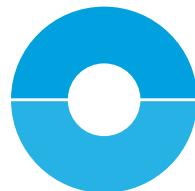
NETGEAR



Nighthawk



Nighthawk  
Pro Gaming



Orbi



Arlo



SMB

## Typography

Avenir Next LT Pro

To ensure simplicity and consistency of the master brand's visual identity system and the appearance of our name, the NETGEAR logotype should always be used in the approved logotype colors.

As demonstrated throughout the various use cases and applications, the logotype can be used in black or, in applications on dark backgrounds, reversed out.

Primary Logo - Full Color - 7

**NETGEAR®**

**NETGEAR®**

In greyscale applications, the NETGEAR logotype should be used in White on backgrounds that are 60% black and above. On 59% black and below, the NETGEAR logotype should be black.

Primary Logo - Black & White - 8

**NETGEAR®**

**NETGEAR®**

100% ← → 60%

59% ← → 0%

The placement of the master brand logotype should always be on flat, visually simple backgrounds, to ensure high contrast and legibility. Always attempt to avoid placing the master logotype over detailed, textured, and/or multi-colored backgrounds.



**NETGEAR®**



**NETGEAR®**



**NETGEAR®**

To ensure the NETGEAR logotype is clearly visible in all contexts, surround it with sufficient clear space.

The proportions displayed here represent the minimum clear space area around the logotype. More space is usually recommended to underscore the logotype's prominent position within the visual identity hierarchy, and its role as the anchor of the layout.



# Product & service lockup

---

To ensure consistency across all applications and increase equity in the NETGEAR master brand, all tertiary NETGEAR products and services should be treated in the same manner by default.

If a custom brand identity is ever desired for a priority product or service, please consult with the Brand Team before initiating any services.



The product or service name should only use Avenir Bold font with character tracking of 420. Always lock-up the product or service name underneath the NETGEAR master brand wordmark to connect the two entities and ensure the intended hierarchy and balance.

Avenir Bold font is used only to create NETGEAR product line lockups.



Avenir Bold  
Character Tracking: 420

The alignment of the product or service name may shift depending on the application. The position of the creative elements (e.g. text, CTA, buttons, etc., as applicable) within each composition determines which lockup alignment to use. For example, when text is left justified within the box, use the left aligned lockup. But when text and CTAs are centered within interstitials and/or banners, use the center aligned lockup.

Center Alignment

**NETGEAR®**  
INSIGHT

Left Alignment

Right Alignment

**NETGEAR®**  
INSIGHT

**NETGEAR®**  
INSIGHT

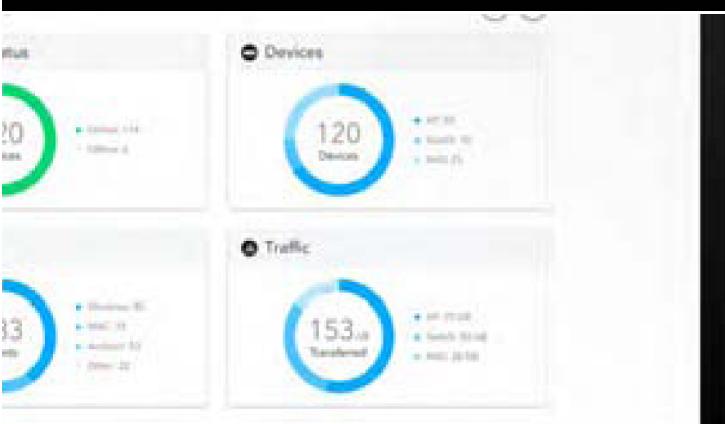


Network  
management  
worldwide.

---

Only NETGEAR's Insight app lets you easily setup, monitor and manage your wireless access points and ReadyNAS directly from your mobile device.

**NETGEAR®**  
INSIGHT



**NETGEAR®**  
INSIGHT

# NETGEAR's sub-brands

---

Four entities currently make up NETGEAR's sub-brand portfolio: Arlo®, the worldwide leader in smart home security; Orbi™, the most advanced home WiFi hardware; Nighthawk®, the world's fastest routers and networking devices; and NETGEAR Business®, networking products for all types of businesses. Each property is comprised of important brand equity that should be disseminated as clearly and consistently as possible via the sub-brand's respective visual identity and color palette.

For a more in depth look at the treatment of each sub-brand, refer to their respective guidelines.



**NIGHTHAWK®**



**NIGHTHAWK®**  
**PRO GAMING**

**NETGEAR®**  
**BUSINESS**

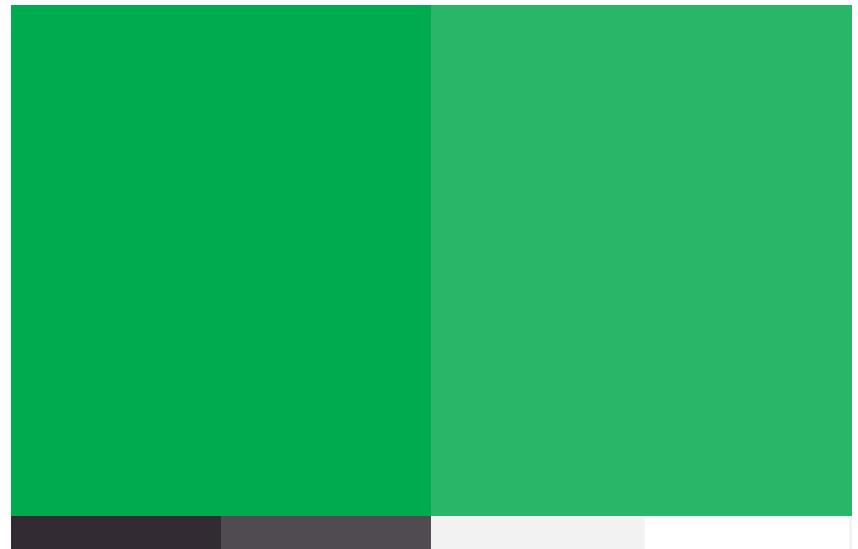


NETGEAR®

Arlo Lockups



Color



Typography

Avenir Next LT Pro

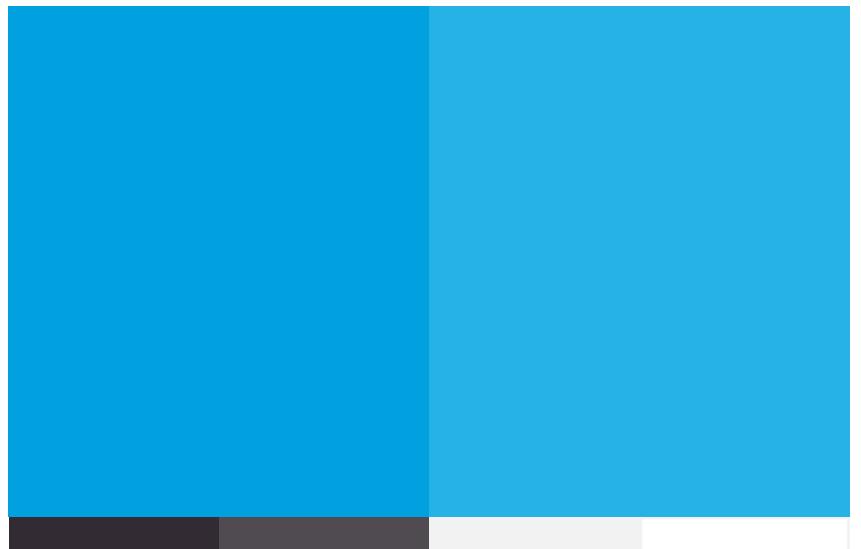
orbi  
TM

NETGEAR®

Orbi Wordmark

orbi™ orbi™

Color



Typography

Avenir Next LT Pro

**NIGHTHAWK®**

**NETGEAR®**

Nighthawk Logotype

**NIGHTHAWK®**

Nighthawk Pro Gaming Lockup

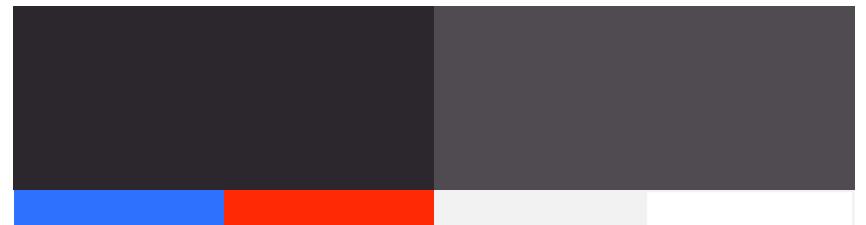


Nighthawk Pro Gaming Secondary Assets

**NIGHTHAWK®**  
PRO GAMING



Color



Typography

Avenir Next LT Pro

**NETGEAR®**  
BUSINESS

NETGEAR Business Wordmark

**NETGEAR®**  
BUSINESS



Color



Typography

Avenir Next LT Pro

# Master endorsement strategy

---

Due to NETGEAR's diversified products, sub-brands, and properties, the master brand must be displayed in 100% of marketing / promotional opportunities. This not only drives equity to the master brand, but lends NETGEAR's 20-year credibility to smaller sub-brands and product lines.

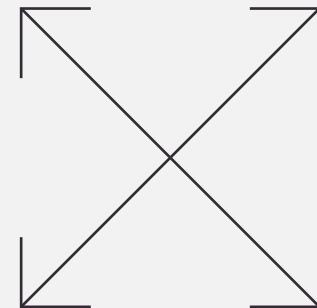


**NETGEAR®**

Consistency is key when executing NETGEAR's endorsement strategy. The master brand identity must always be applied in either its primary dark or reversed out in the NETGEAR white, dependent upon the values of the respective background. Placement should always be in one of the four corners, most often located opposite the respective application's primary content.

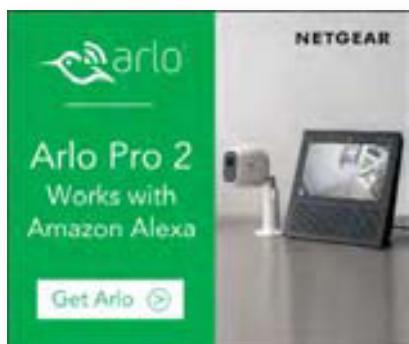
**NETGEAR®**

**NETGEAR®**



**NETGEAR®**

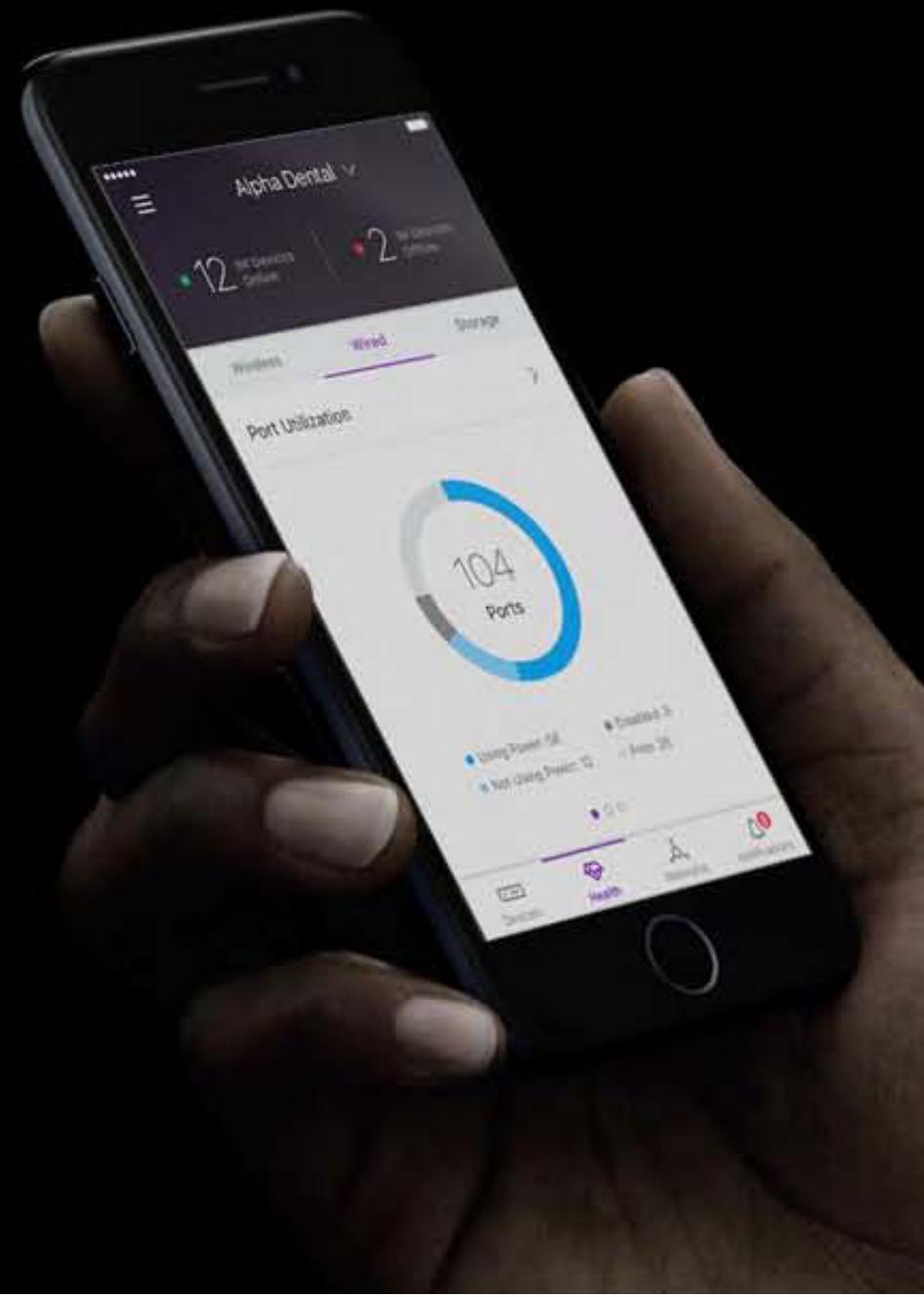
**NETGEAR®**



# Business endorsement strategy

---

For any and all business-related communications and collateral, the NETGEAR Business lock-up should replace the master brand logotype. Due to their visual similarities, this solution not only results in ease of execution and consistency, but also familiarity across NETGEAR's entire product portfolio.



# Co-branding

In use cases that require multiple NETGEAR sub-brands to coexist in a singular context, extra consideration on color treatment is tantamount. The NETGEAR master brand color palette should be used, allowing sub-brands to be conveyed without clashing. The brand typeface of Avenir Next can tie various NETGEAR properties together, as well as consistent lifestyle imagery or execution of product rendering. Endorsement via the master brand must be used in 100% of co-branding opportunities.



# Typography

---

Due to the diversity of sub-brands, products, and industries within NETGEAR's portfolio, certain elements must be universally consistent, in order to build and maintain brand equity with existing and potential customers.

Typography is one of the most important universal elements, due to its use throughout print and digital contexts. With these contexts in mind, Avenir Next LT Pro has been chosen to be the primary typeface used for all NETGEAR properties.

Two specific font styles within this diverse family have been chosen: Regular used for detail/body copy, and Light for headline treatments. Simplicity and consistency are key in building brand equity, so no other styles within Avenir Next LT Pro's family should ever be used for NETGEAR's marketing or visual communications. When additional font styles are desired for content dense material, please contact [corporatebranding@netgear.com](mailto:corporatebranding@netgear.com)

Header Text  
Avenir Next LT Pro - Light

Aa Bb Cc

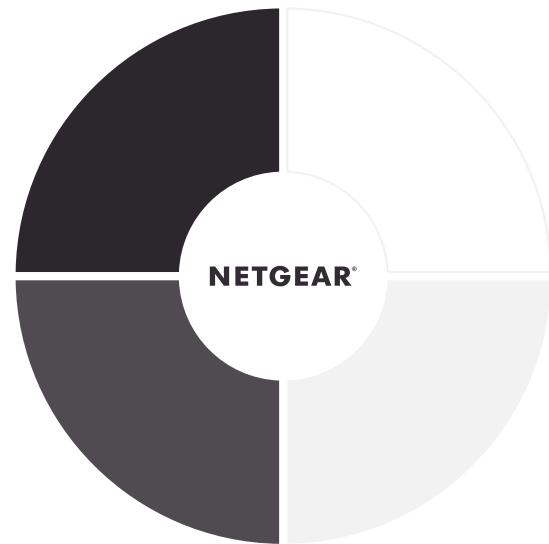
Body Text  
Avenir Next LT Pro - Regular

Aa Bb Cc

# Master brand color palette

Color strategy is another application consideration that should always be executed as consistently as possible. Each of the primary sub-brands has a universal accent color, from which each property derives a great amount of equity. In singular sub-brand application opportunities, these accent colors should always play an important visual role.

Due to the assortment of colors across sub-brands, NETGEAR's master brand palette is made up of four simple, foundational colors. These colors not only convey confidence and modernity, but also allow for universally-flexible application and endorsement in sub-brand and product line contexts.



RGB: 44, 38, 45  
CMYK: 91, 74, 51, 93  
HEX: 2C262D  
PMS: 426 C, Neutral Black U

CMYK: 38, 28, 21, 63  
HEX: 504B51  
PMS: 425 C

RGB: 241, 240, 240  
CMYK: 4, 3, 3, 0  
HEX: F1F0F0  
PMS: 663 C, 656 U

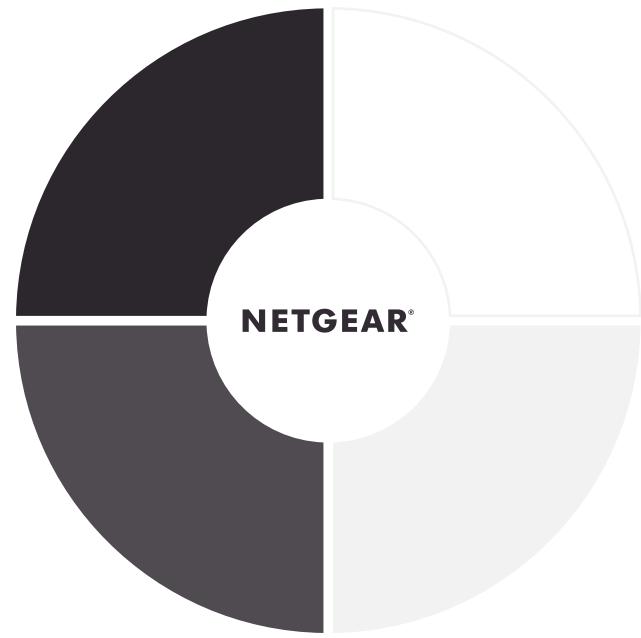
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: FFFFFF

85%

# Legacy and unbranded products

---

All consumer and legacy products not associated with one of the four specific sub-brands (i.e. Arlo, Nighthawk, Orbi & Business) should utilize the master brand color palette. This color palette should also be used for corporate-wide initiatives and messaging.



# Sub-brand color system

Each sub-brand in NETGEAR's portfolio has a distinctive primary color that serves an important role in driving visual equity. The new brand language system introduces a light variation for each entity, specified at 85% opacity of the primary.

orbi™

RGB: 0, 161, 222  
CMYK: 86, 8, 0, 0  
HEX: 00A1DE  
PMS: 299 C, 2995 U

HEX: 27B2E6

Primary Color

85% of Primary Color



RGB: 0, 170, 79  
CMYK: 93, 0, 100, 0  
HEX: 00AA4F  
PMS: 347 C, 354 U

HEX: 29B669

**NETGEAR®**  
BUSINESS

RGB: 110, 37, 133  
CMYK: 73, 98, 0, 3  
HEX: 6E2585  
PMS: 2603 C, 2607 U

HEX: 834597

**Nighthawk®**

RGB: 44, 38, 45  
CMYK: 91, 74, 51, 93  
HEX: 2C262D  
PMS: 426 C  
Neutral Black U

CMYK: 38, 28, 21, 63  
HEX: 504B51  
PMS: 425 C

Nighthawk Accent

RGB: 46, 113, 255  
CMYK: 92, 64, 0, 0  
HEX: 2E71FF  
PMS: 2132 C, 285 U

Pro Gaming Accent

RGB: 255, 41, 6  
CMYK: 0, 94, 100, 0  
HEX: FF2906  
PMS: Bright Red C  
Bright Red U

# Cross-brand color strategy

---

All business-specific products should utilize the SMB sub-brand color palette. However, all business products within other established NETGEAR sub-brands (i.e. Arlo, Orbi & Nighthawk) should maintain their respective brand color palette.

**NETGEAR®**  
BUSINESS





Master Brand  
Endorsement

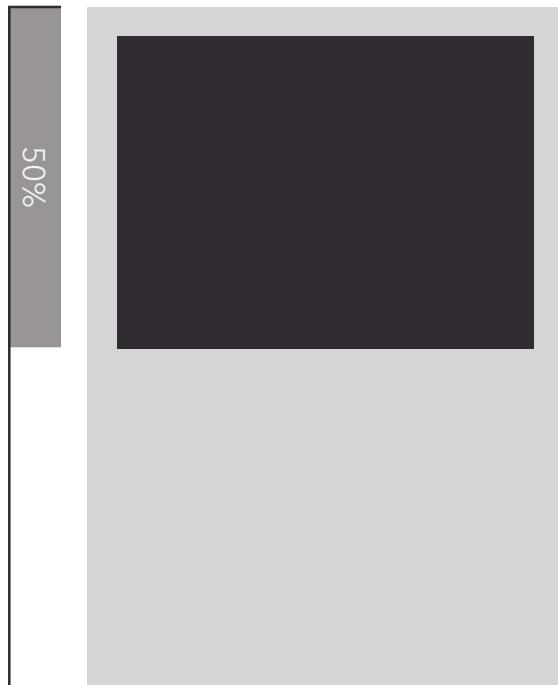
**NETGEAR®**



# Tile size

---

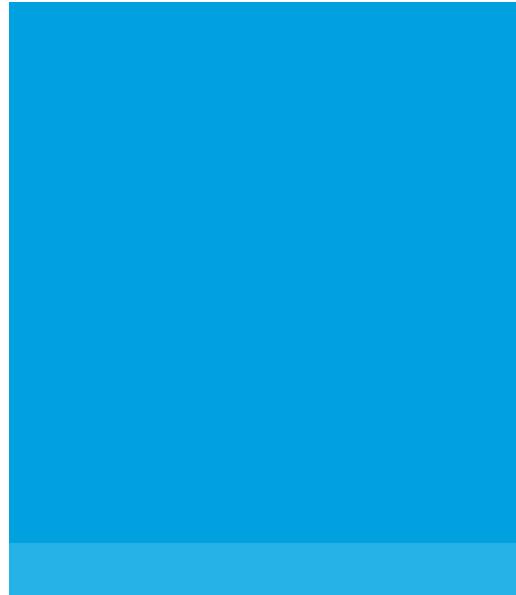
The final dimensions of a content tile should always be less than 50% of the total width of the final application area for horizontal layouts and less than 50% of the total height for vertical layouts.



# Tile color

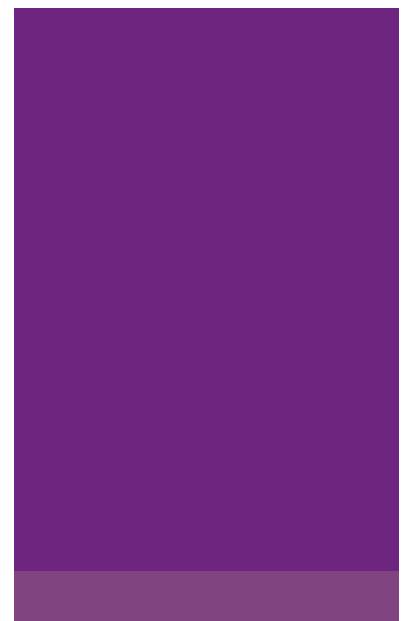
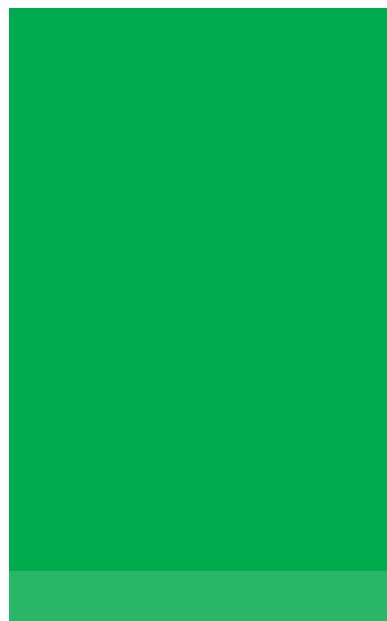
Each content tile should utilize the primary accent color of the respective sub-brand featured. For co-branding or portfolio-wide opportunities, the master brand's dark grey should be utilized.

At the bottom of each content tile, a secondary bar can be added for increased distinction and the application of tertiary content. The color of the secondary must always be 85% of the primary accent color above it.



Primary Color

85%



# Tile footer

---

The tile footer is an aesthetic accent that accentuates brand collateral. When space is limited, the tile footer may be removed to provide additional room for the product and messaging.

The height of the footer is responsive to the height of the tile. When the tile is a portrait (i.e. height > width), the footer height should be 5% of the height of the tile. When the tile is a landscape (i.e. height < width), the footer height should be 10% of the height of the tile.

Footer accent not used.



Footer accent included.



Footer accent included.



# Photography

---

The existing NETGEAR asset library has a wide range of photography styles. A defined art direction with a simple set of rules and guidelines will ensure consistency across the brand ecosystem.

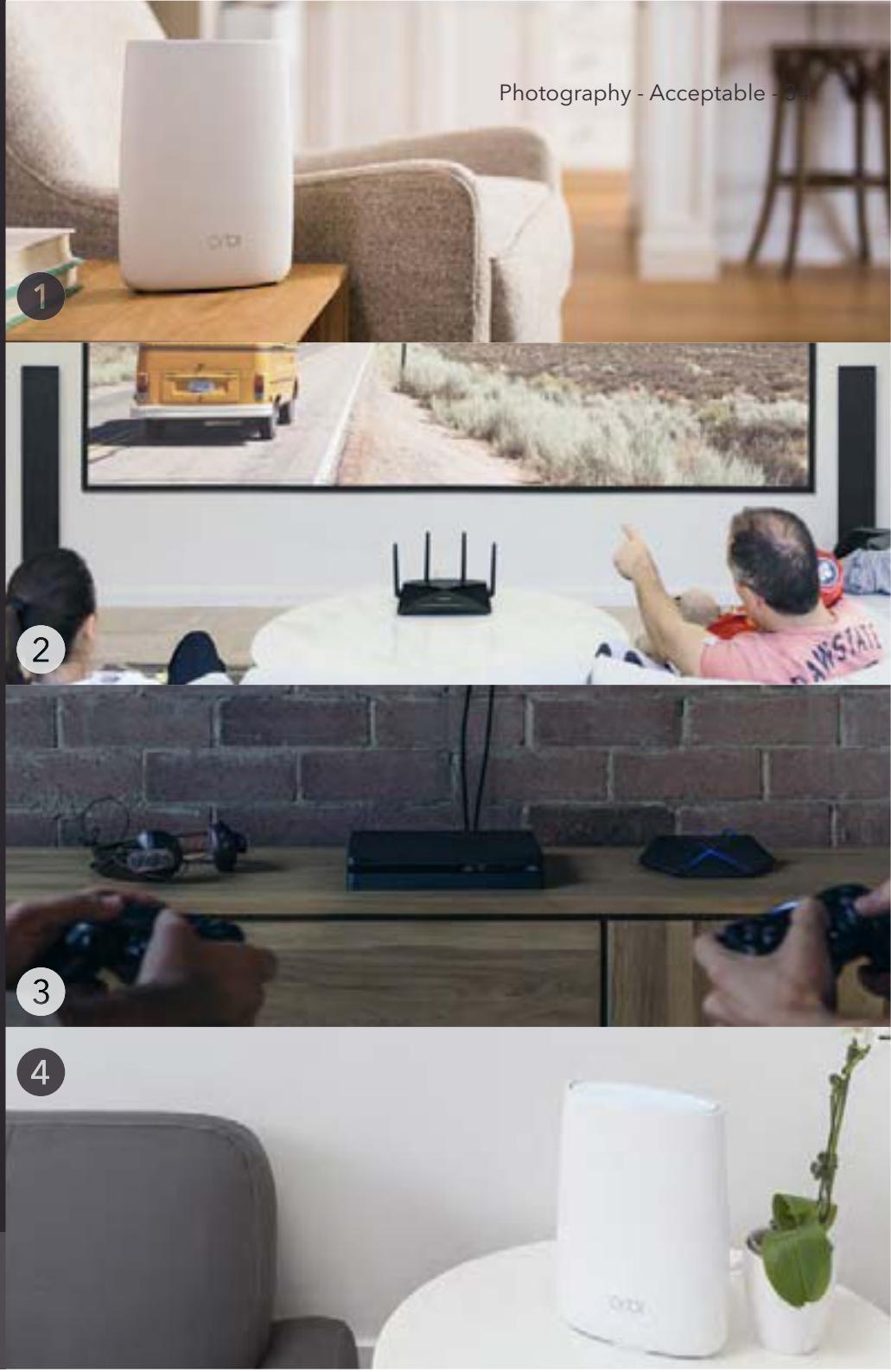


**NETGEAR®**

# Defining the desired aesthetic

---

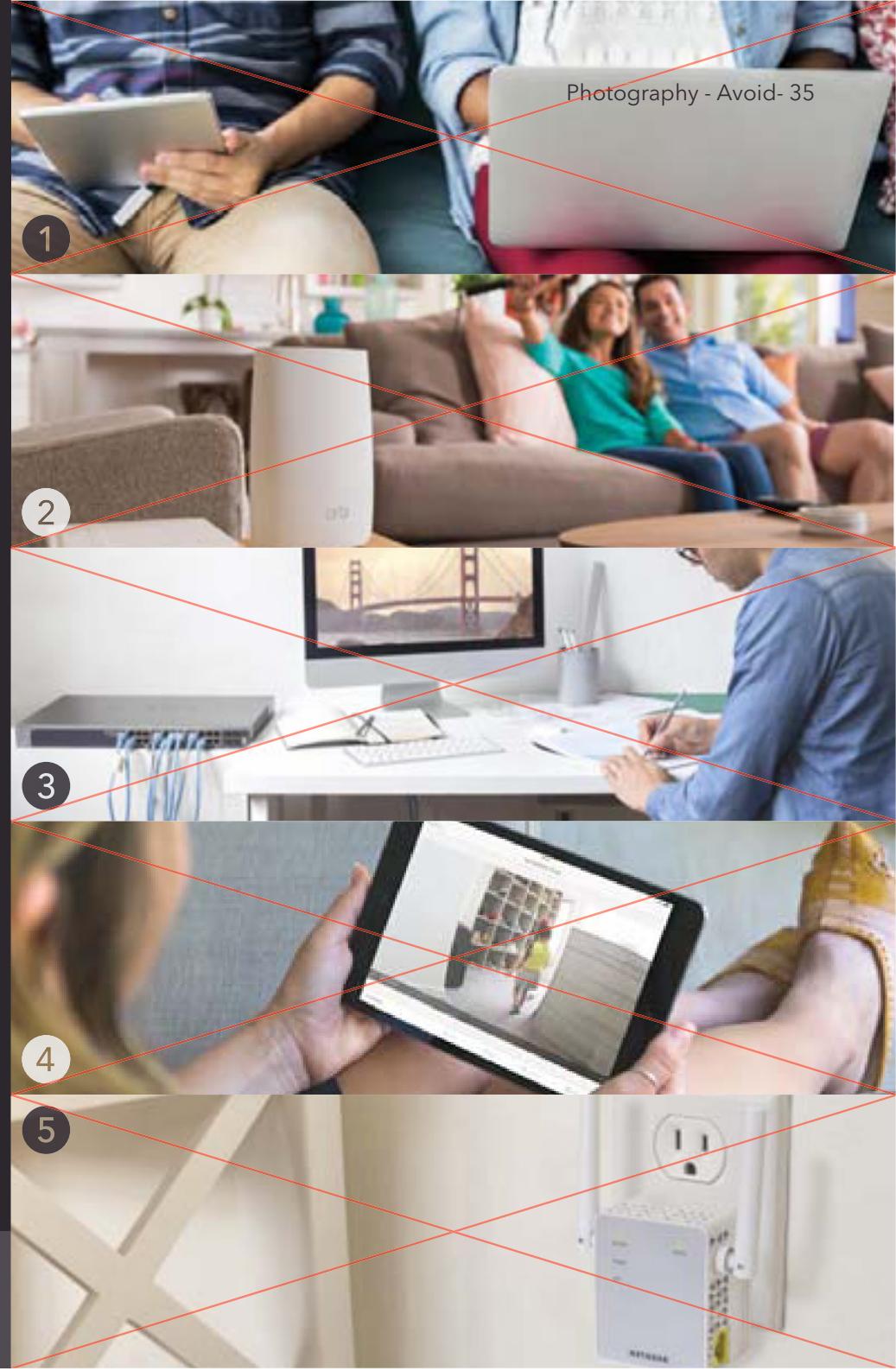
1. Light and bright lifestyle imagery in a balanced, everyday environment.
2. Incorporate people, but make the product / product experience the hero.
3. Clean and bright product hero shots balanced with everyday lifestyle props to convey size and coloring.
4. Real-world product contexts that incorporate staging characteristics reflective of the guidelines stated above.



# Considerations to avoid

---

1. Images of people using generic devices.
2. Over-staged photography that gives an unnatural feel.  
Hardware in staged positions.
3. Clutter and unkept wiring.
4. NETGEAR in-device app screens should be clear and legible. Outdated devices should be avoided.
5. Unflattering hardware environments.



# Business-specific imagery

---

The modern corporate business environment has rapidly shifted over the past 10 years, resulting in a more casual, approachable, and human sensibility.

Our SMB lifestyle photography should reflect this shift, allowing our customers to feel like NETGEAR is a natural fit for their office environments.

All photography should reflect a modern office; approachable, inviting and more casual, yet professional, than classic office environments.



# Application examples

The following examples were developed to demonstrate the NETGEAR brand guidelines and inspire future creative development. For more information or questions about the NETGEAR visual identity, contact the NETGEAR brand management team or email [corporatebranding@NETGEAR.com](mailto:corporatebranding@NETGEAR.com).



**NETGEAR®**

# WiFi to cover every inch of your home.

---

Orbi is the world's first tri-band home WiFi system.  
From your front yard to your home office, to your pool,  
Orbi gives you reliable, secure, and crazy fast WiFi.

orbi<sup>TM</sup>



NETGEAR®

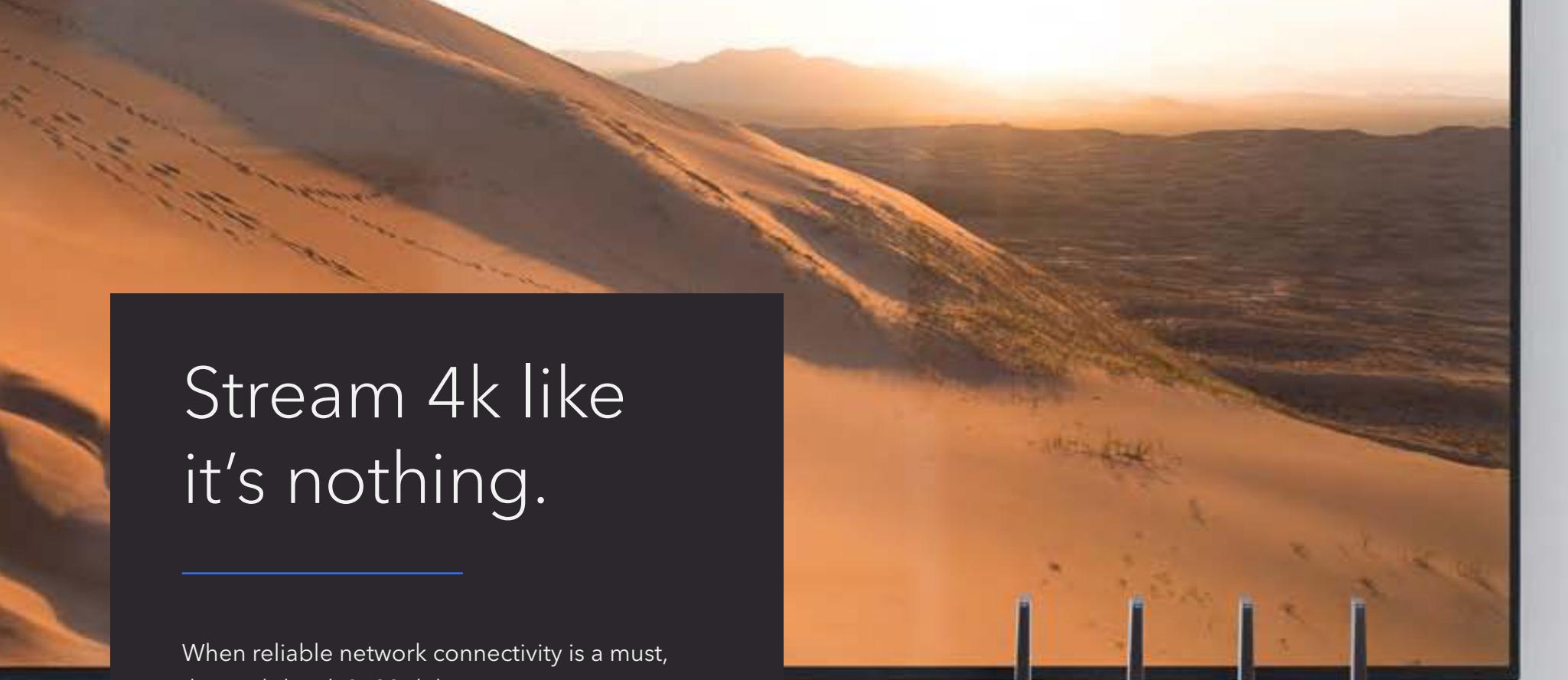


# Come rain or shine.

---

Get security where you need it most, to watch over what you love the most. The IP65-certified Arlo Pro 2 is weather-resistant to stand watch for you from anywhere. Indoors or out, rain or shine.





Stream 4k like  
it's nothing.

---

When reliable network connectivity is a must,  
the Nighthawk 8500 delivers.

NIGHTHAWK®



NETGEAR®

# Glitch-free gaming is now a reality.

---

When reliable network connectivity is a must, the Nighthawk X10 from NETGEAR delivers.



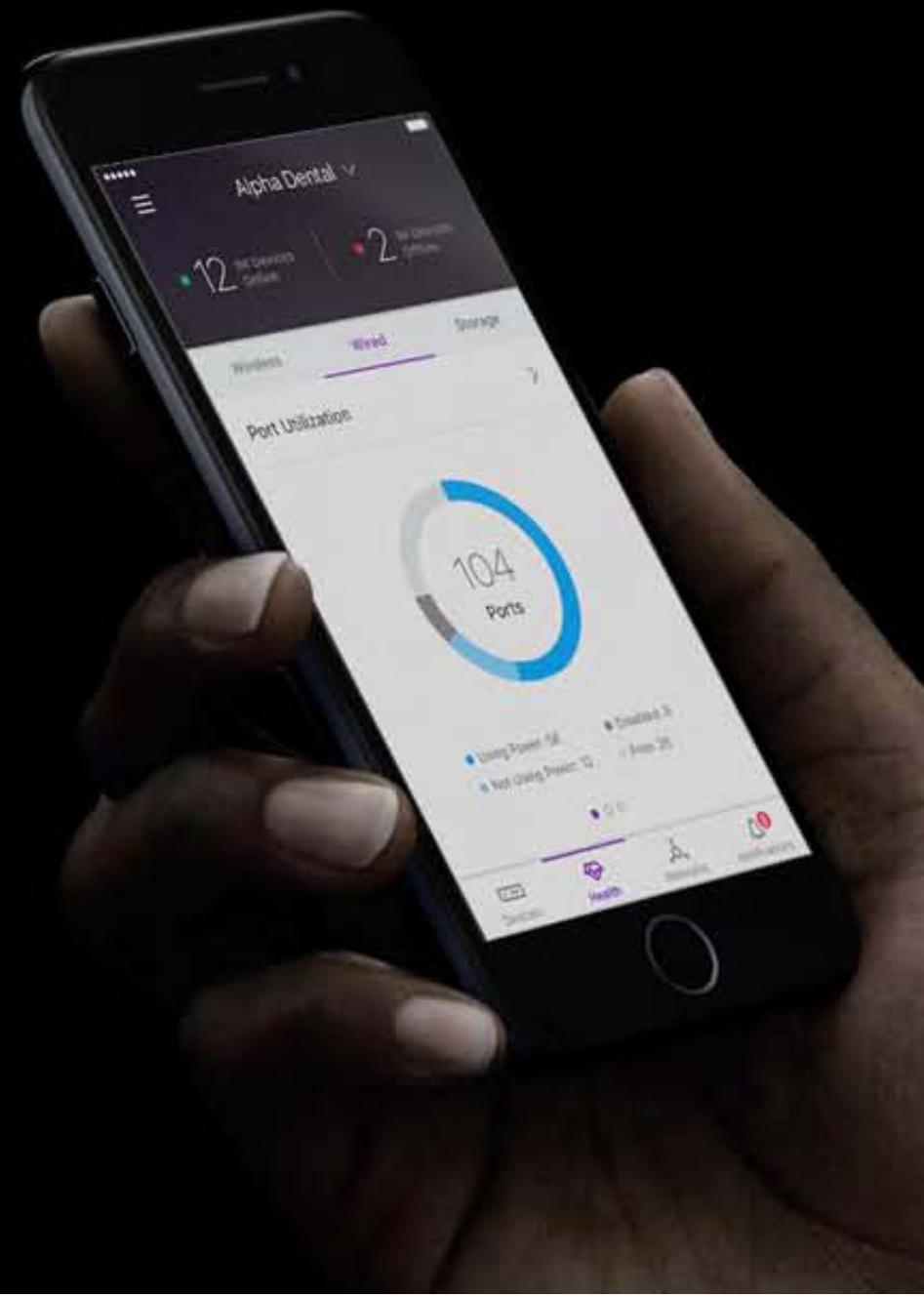
**NETGEAR®**

# Network management worldwide.

---

Only NETGEAR's Insight app lets you easily setup, monitor and manage your wireless access points and ReadyNAS directly from your mobile device.

**NETGEAR®**  
INSIGHT





**NIGHTHAWK**

Glitch-free  
gaming is  
now a reality

[Shop Now](#)

NETGEAR



**NETGEAR**  
BUSINESS

Network  
storage for  
professionals.

[Shop Now](#)

NETGEAR



**Orbi**

Get the  
Best WiFi  
System.

[Shop Now](#)

NETGEAR



**Arlo**

Arlo Pro 2  
Works with  
Amazon Alexa

[Get Arlo](#)

NETGEAR

# Thank You!

---