

# Corporate Identity

DESIGN GUIDELINES



# Corporate Identity DESIGN GUIDELINES

This document provides guidance for visual representation and rules for implementing the branding of Neptune Software.

## Content

- The Logo.....01
- The Color Palette.....03
- Typography .....05
- Shapes.....06
- Illustrations .....07
- Icons.....08
- The Imagery .....09
- Presentation Template .....11
- Layout Examples.....12
- Naming.....13
- Tonality.....14

# Corporate Identity THE LOGO

## Spacing

The minimum required clear space is defined by one half the width of our circle graphic.

[Click here to get to the Neptune Software logo folder!](#)



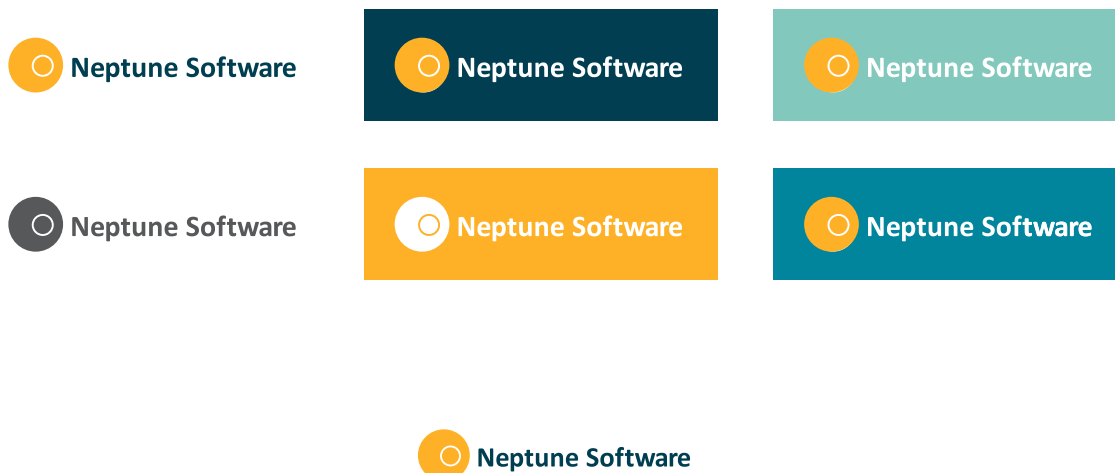
## Minimum Size

For legibility the logo should not be reproduced at a width less than 1.5 inches (38 mm) in print or 112 px on screen.



## Logo Color

The Neptune Software bright orange and deep blue text logo is the primary version of the logo to be used on white or light color backgrounds. For use on dark blue or bright orange backgrounds, refer to the examples provided on this page. The black/greyscale version is only to be used for fax, and some forms of black/ white commercial printing. Whenever possible stick to the logo version with the identifying circle in bright orange, especially never use the white circle on deep blue and turquoise.



# Corporate Identity **LOGO OPTIONS**

## Stacked Logo

As an exception the logo can be stacked, if there is too little space for the full logo.

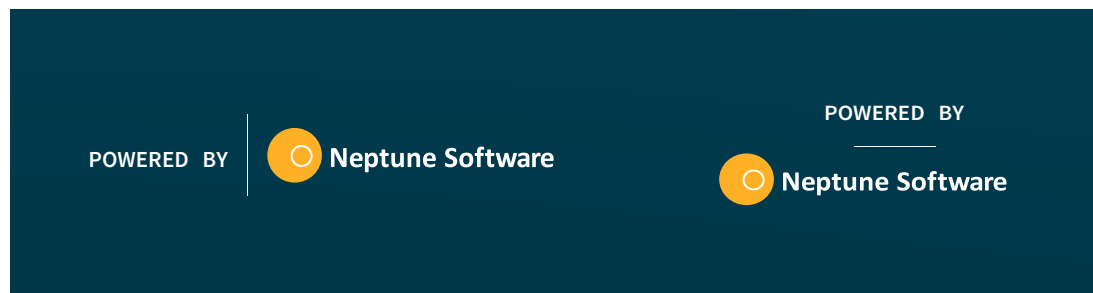
[Click here to get to the Neptune Software logo folder!](#)



**Neptune Software**

## Powered by Neptune Software

This combination can be used to distinctly illustrate which solutions are being powered by Neptune Software. It should be used sparingly and only if suitable.





# Corporate Identity COLOR PALETTE

Pantone  
7409 C

CMYK // 2 33 99 0  
RGB // 246 178 33  
HEX // #F6B221

Pantone  
3035 C

CMYK // 100 66 48 38  
RGB // 0 62 82  
HEX // #003E52

Pantone  
7712 C

CMYK // 100 30 34 2  
RGB // 0 131 155  
HEX // #00839B

Pantone  
564 C

CMYK // 48 3 30 0  
RGB // 131 200 188  
HEX // #83C8BC



## Primary Colors



Neptune Software primary colors consist of deep blue and bright orange. Please use these colors predominantly.

## Secondary Colors



Use sparingly for variety.

-  Neptune DXP - SAP Edition
-  Neptune DXP - Open Edition
-  Neptune DXP Cloud

## Module Color Coding

Neptune Software colors are used to brand specific modules.

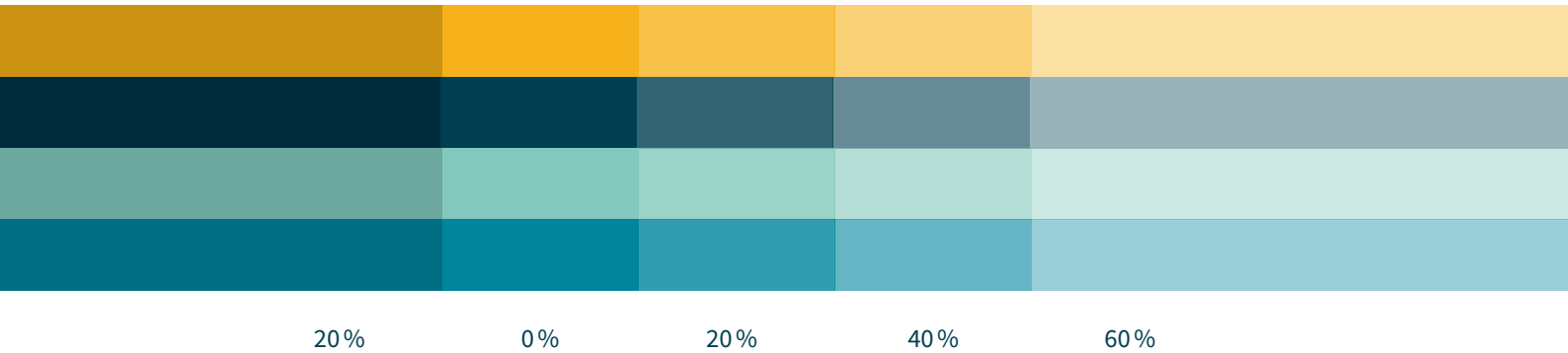
## Gradients

Do not create gradients of any color combination.

# Corporate Identity COLOR PALETTE

## Shades

Shades should be used for illustrations and backgrounds mostly. Other uses should stay exceptions.



## Additional Grey

This additional color should be used as an alternative font color or for backgrounds. Other uses should stay exceptions.

Additional  
Grey

CMYK // 0 0 0 80  
RGB // 93 93 93  
HEX // #5D5D5D

# Corporate Identity **TYPOGRAPHY**

## **Typeface**

The primary typeface for Neptune Software is Source Sans Pro in deep blue. Use this in all marketing material to maintain consistency.

Calibri light is used secondarily and exclusively in Microsoft Powerpoint.

## **Typography rules**

Choose lowercase type over uppercase type. Uppercase should be used sparingly and for headlines only. Bulletpoints must be round.

## **Font style**

Choose font styles like shown below.

**Black**

---

## **Source Sans Pro**

Use sparingly for big announcements or to highlight the most important information.

**Bold**

---

## **Source Sans Pro**

Use for headlines or sparingly for sub-headlines in text.

**Semi Bold**

---

## **Source Sans Pro**

Use for sub-headlines or as body text, if legibility is compromised otherwise.

**Regular**

---

## **Source Sans Pro**

Prioritize for regular body text of all sorts.

**Light**

---

## **Source Sans Pro**

Use for elegant headlines or sub-headlines.

[Click here to get to the Neptune Software font folder!](#)

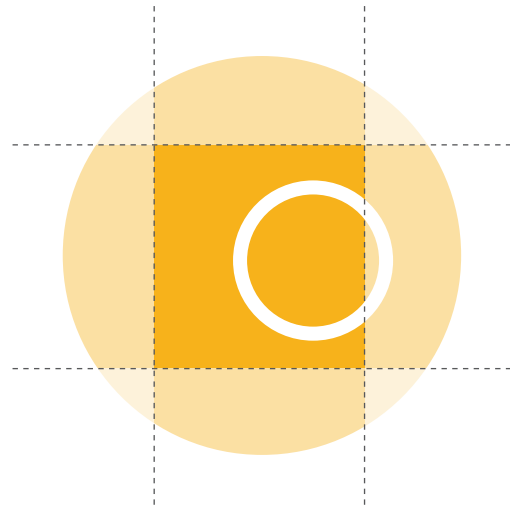
# Corporate Identity SHAPES

## Identifier

The logo shape is the prime identifier shape for Neptune Software.



When cutting the shape for a layout, make sure the cuts leave the inner circle to the right.



## Shapes

Please use shapes as described below.



Circles can be used freely as design elements.



Rectangles should be mainly used as backgrounds and text boxes.



Rounded boxes should be mainly used for buttons.

## What is not allowed?

Outlines, gradients and shadows are not allowed. The Neptune Software design is flat and elements are kept monochromatic. Contrast is created with color only.



# Corporate Identity ILLUSTRATIONS

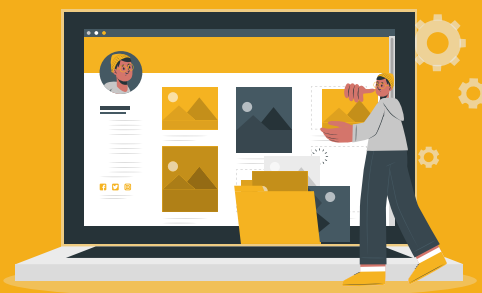
## Illustrations

Neptune Software uses clean isometric and technical graphics with no people. Only processes and products should be illustrated. See example on the right.



## What is not allowed?

Illustrations in the popular style 'Alegria' or any similar style as depicted below.



## Why is this style not allowed anymore?

To stay outstanding it is crucial to not follow illustration trends like shown below. We aim to transition to our new look and feel.



# Corporate Identity ICONS

## Iconography

Neptune Software uses clear, linear style icons in single or dual color. The icons are available for bright and dark backgrounds. They come free standing or with frames.

We have our own icon set that represents the key capabilities of the Neptune DXP.



[Click here to get to the Neptune Software icon folder!](#)



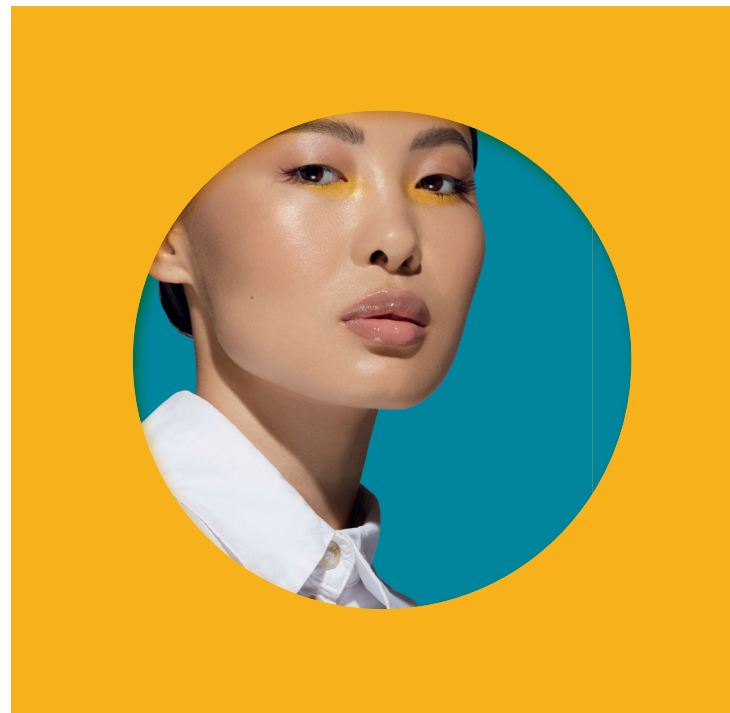
# Corporate Identity **IMAGERY**

## **Motives**

Choose images with a diverse cast of people in warm ambient lighting. Prioritize well lit and focused motives with blurred background.

## **Color marker**

Images must incorporate the Neptune Software color palette as shapes or objects in the image. For example: clothing.









# Corporate Identity PRESENTATION

## Presentation Template

Please refer to this template whenever preparing documents for a presentation.

The template has instructions on usage.

[Click here to get to the Neptune Software Powerpoint folder!](#)

**Assembly instructions:**

- This presentation uses the official Neptune Software PPT typography for all text: Calibri Light
- This presentation comes in two flavors: with a white background (default) and a dark background (for keynote-like presentations)
- This presentation has been built from our Master PPT template (referred to as the "Neptune Software Master PPT Template") and it will be updated frequently, so please check for new versions regularly. The document is provided in [PDF](#) location.
- Use lower case font treatment in main title slides and body text
- Upper case can be used throughout but use sparingly and best judgment when applying beyond proposed treatment as long text can be hard to read
- Use colors sparingly; color can make your presentation more visually appealing, but too many colors will impact legibility and make it hard to convey your story
- To adjust background color or a specific section/element color, go to the Slide Master template and adjust accordingly. Gray is the default template color in most cases
- Keep text at a minimum: Try to stick to one main idea per slide and limit yourself to using no more than three bullet points per slide
- Be consistent with style settings: This will reinforce our brand image as well as ensure that the entire presentation is visually appealing
- All pages include a theme cheat sheet on right hand side. See theme instructions for main slide layout
- When creating new slides you can refer to the content pages available here. See the "Neptune Software Master PPT Deck" for inspiration and leverage all [localization](#) tags. Securing correct format when creating new slides from scratch is always based on the Neptune Software Master PPT Template file.
- Remember to remove instruction slides from any final version you are creating, and to NOT see over the Master PPT Template file.

**Template text basics**

White background is the default color scheme for Neptune presentations. All body text is grey with a slight elevation of green as subtitles. Avoid yellow text on white background.

**Text guide for white background**

Main title:

- Calibri light
- Color: #00A086

Subtitle:

- Calibri light
- Color: #00A086

Body text:

- Calibri light
- Circle bullets
- Color: #005050

Use menu for bullet style level adjustments

**Text guide for color-background**

Dark background is used for keynote presentations. All body text is white with a slight elevation of light green as subtitles. Yellow can be used as separator/highlight.

Main title:

- Calibri light
- Color: #2BC729

Subtitle:

- Calibri light
- Color: #2BC729

Body text:

- Calibri light
- Circle bullets
- Color: #FFFF00

Additional colors:

Neptune digital experience platform Master Deck 2020  
Oslo, September 2020

**Who is Neptune Software**

"We speak our mind and gets results"

A global company with Norwegian roots that cares about quality and is not afraid of being different. Our mission is to empower enterprise developers with a single digital experience toolset from which to drive fast, critical results.

**Title**

**Insert title**

Example slides  
Oslo, September 2020

**PRESENTERS**

# Corporate Identity LAYOUTS

## Examples

Please refer to these layout examples when creating digital and print documents.

[Click here to get to the Neptune Software Website for web layout.](#)



# Corporate Identity NAMING

## Company Naming

The goal is to write the full name whenever possible, especially in official documents and communication. The name is always capitalized.  
(We are not correcting being called „Neptune“ as shortened version)

## Neptune Software

### These are not acceptable

- Neptune software
- Neptune-Software
- neptune software
- neptune

## Product Naming

The naming is highly important to represent the distinctive services and product correctly. Please refer to this guide strictly.

## Neptune DX Platform

the full original naming is  
“Neptune Digital Experience Platform“  
DX = Digital Experience  
P = Platform

## or short Neptune DXP

The preferred usage is Neptune DXP, but it is still referred to as Neptune DX Platform.

### These are not acceptable

- Neptune Software Digital Experience Platform
- Neptune Software DX Platform
- The DX Platform
- The DXP Platform
- Neptune’s DXP
- just DXP
- Neptune MXDP

The product Neptune DXP consists of:

**Neptune DXP – SAP Edition**  
**Neptune DXP – Open Edition**

Internally sometimes it is referred to Neptune DXP -

- SAP Edition as Planet 8 (P8)
- Open Edition as Planet 9 (P9)

**These should not be communicated externally unless needed in customer presentations.**

Other offerings

- **Neptune DXP Cloud**
- **Neptune Mobile Build Service (Neptune MBS)**

**not**  
DXP Cloud

# Corporate Identity TONALITY

## Tonality and Standing

In order to communicate purposefully as a company the following guideline helps to illustrate Neptune Software's corporate standing and tonality.

## Neptune Software Word Association

delighted users | impactful | focus on speed | time | rapid build | empowered | proud | superheroes | excited | leading | change agent

## Standing

1. We make IT teams the superhero and we will be the sidekick, that helps the enterprise IT team to create great results.
2. We understand IT teams better than anyone else does and we provide them with the right tools to get the best results.
3. We care about transforming IT departments, developers, and business managers into change agents in their company.



## Neptune Software Identity Quotes

"There's room for a relentlessly enthusiastic, driven partner for the IT leader and their team - a confident brand that cares about being also human, not just corporate."

"We are noble, honest and a brave force to be reckoned with (viking spirit) that stomachs no noise or bull - the brand that refuses to conform to enterprise norms and is not afraid of being different."

## Tone of Voice

The tone of voice should carry feelings and human connections. It should convey creative, clean and clear styles. Neptune is opinionated, unapologetic, supportive, straight-talking, passionate and confident.

FUNNY AND GEEKY



CASUAL



IRREVERENT



ENTHUSIASTIC



STRAIGHT TALKER



HIGHLY ASERIOUS

FORMAL

RESPECTFUL

MATTER-OF-FACTLY

BUZZWORD STUFFER