Corporate Identity

DESIGN GUIDELINES

Neptune Software

Corporate Identity **DESIGN GUIDELINES**

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

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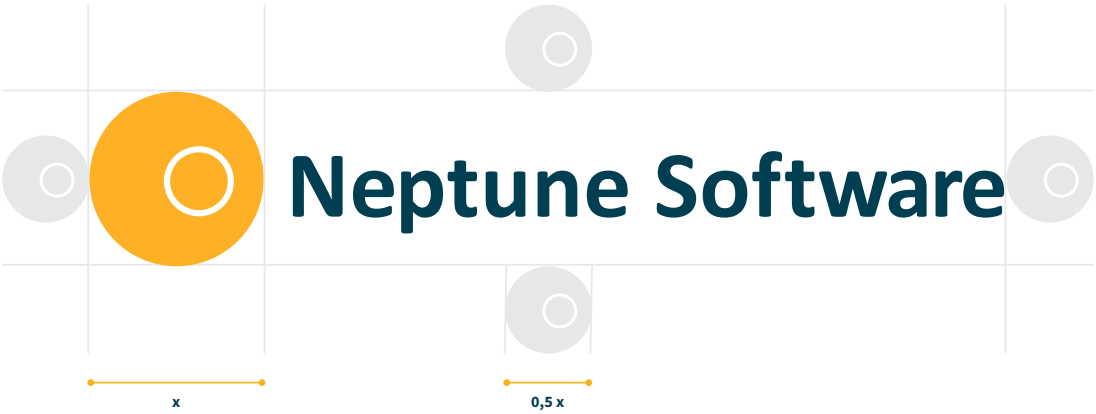
Neptune Software

Corporate Identity THE LOGO

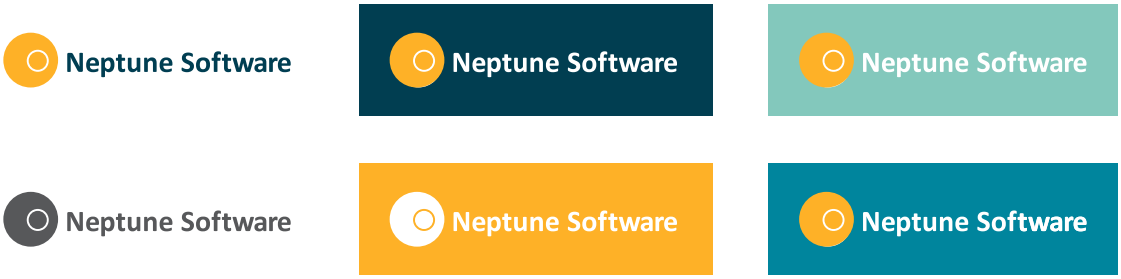
Spacing
The minimum required clear space is defined by one half the width of our circle graphic.

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 turquouise.

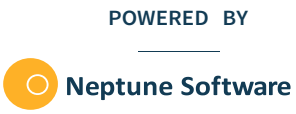


Corporate Identity LOGO OPTIONS

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!

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.

Neptune Software

Corporate Identity COLOR PALETTE

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

20 % 0 % 20 % 40 % 60 %

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

Priotizize for regular body text of all sorts.

Light

Source Sans Pro

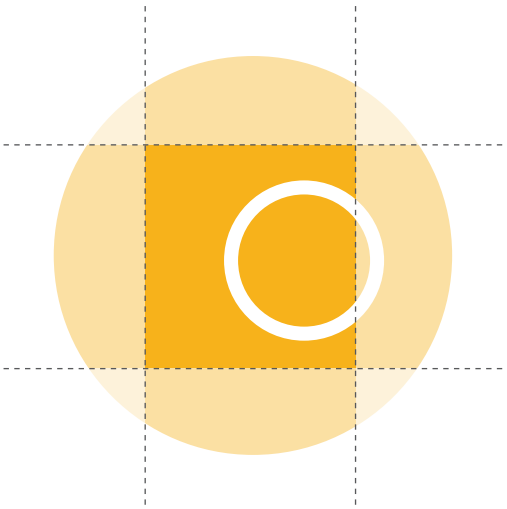
Use for elegant headlines or sub-headlines.

Click here to get to the Neptune Software font folder!

Corporate Identity SHAPES

Identifier
The logo shape is the prime identfier 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.

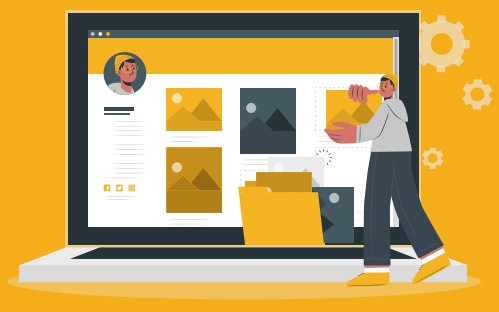
Rounded boxes should be mainly used for buttons.

What is not alowed?
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!

Neptune Software

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!

Neptune Software

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 refferred 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	○●○○○	HIGHLY ASERIOUS
CASUAL	○●○○○	FORMAL
IRREVERENT	●○○○○	RESPECTFUL
ENTHUSIASTIC	●○○○○	MATTER-OF-FACTLY
STRAIGHT TALKER	●○○○○	BUZZWORD STUFFER