Brand Guidelines

v.1 / 2021

Din fremtid,
vår hverdag

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3NET – Din lokale IT-leverandør
Din fremtid, vår hverdag

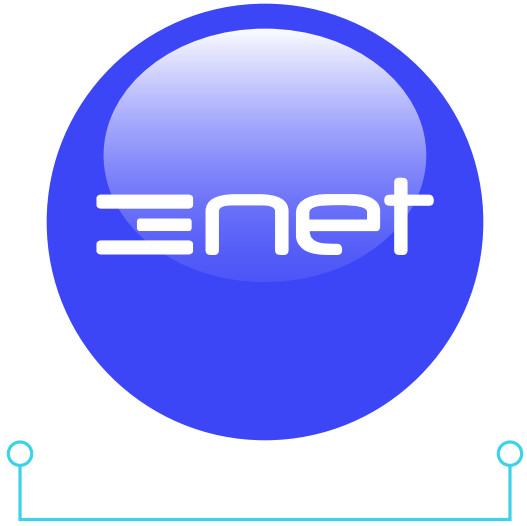
Vi leverer internett, TV og telefoni

3net AS er et heleid datterselskap av Ymber AS, og vi har hovedkontor i Sørkjosen. Vår leveranse er internett via fibernett, med TV fra Telia. Vi har lagt fiber i hele området, og er med det med å sikre teknologisk infrastruktur som legger til rette for digitaliseringen i Nord-Norge.

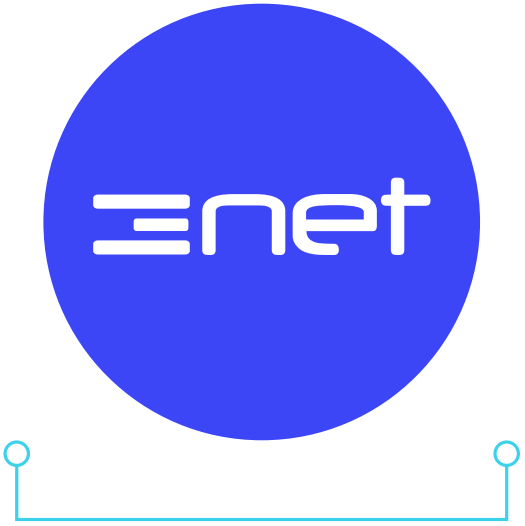
Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

The Primary Logo should use only on digital.

Use Secondary Logo for print materials in CMYK or Pantone

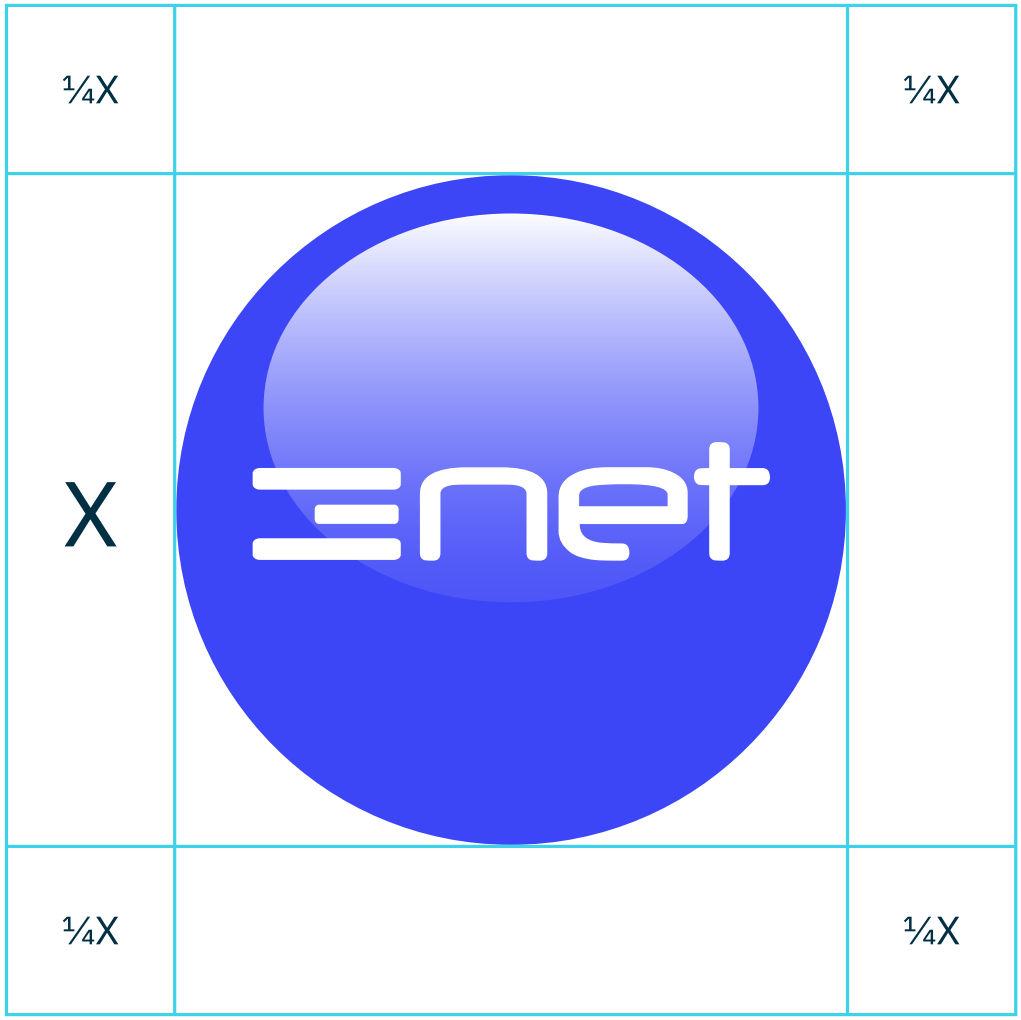


Primary Logo

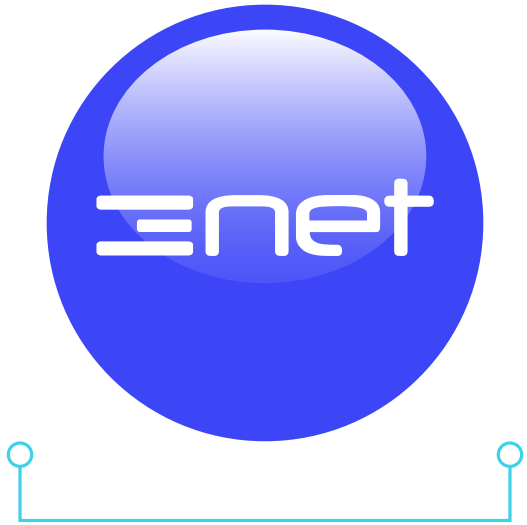


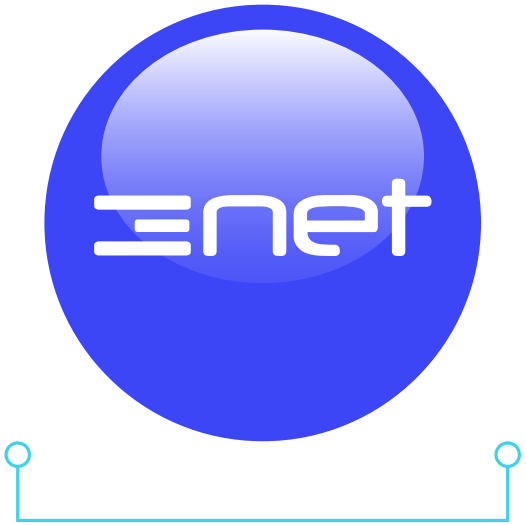
Secondary Logo

To ensure the logo is always clear and consistent an area of clear space must always surround it.

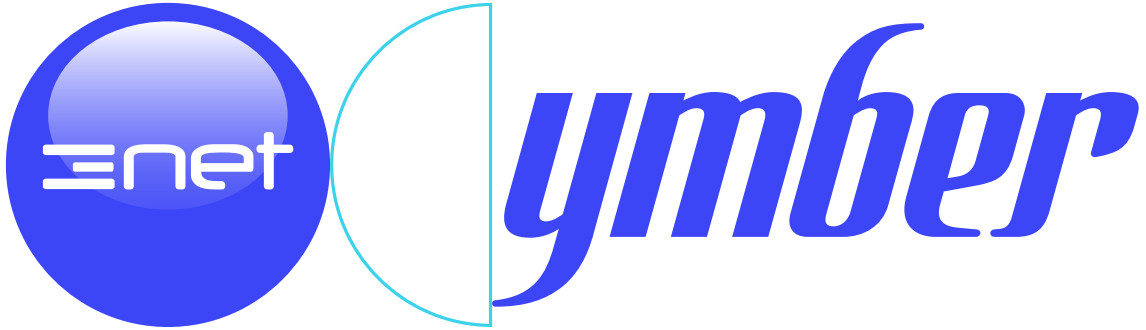


The logo should never be too small to read. We've set a minimum size of 60 pixels or 20 mm. Based on the standard range, the recommended sizes are shown here.



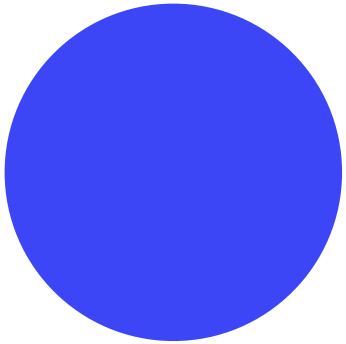


When displaying multiple logos together, the minimum space between the logos must be equal to half of 3NET circle.

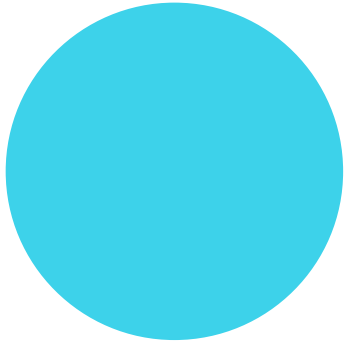


Our new brand identity is colorful, a true reflection of our personality. Every color and shade has been chosen for a specific purpose and plays a vital role as we build in our communications.

Primary Colors



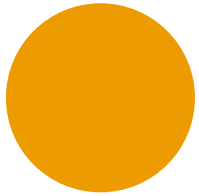
PANTONE 2368 C
RGB 61-70-247
CMYK 80-71-0-0
HEX #3D46F7



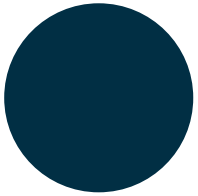
PANTONE 2226 C
RGB 61-210-234
CMYK 59-0-10-0
HEX #3DD2EA

Secondary Colors

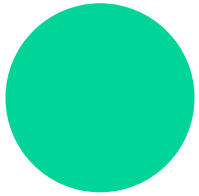
WHITE
RGB 255-255-255
CMYK 0-0-0-0
HEX #FFFFFF



PANTONE 2012 C
RGB 236-156-0
CMYK 6-43-100-0
HEX #EC9C00

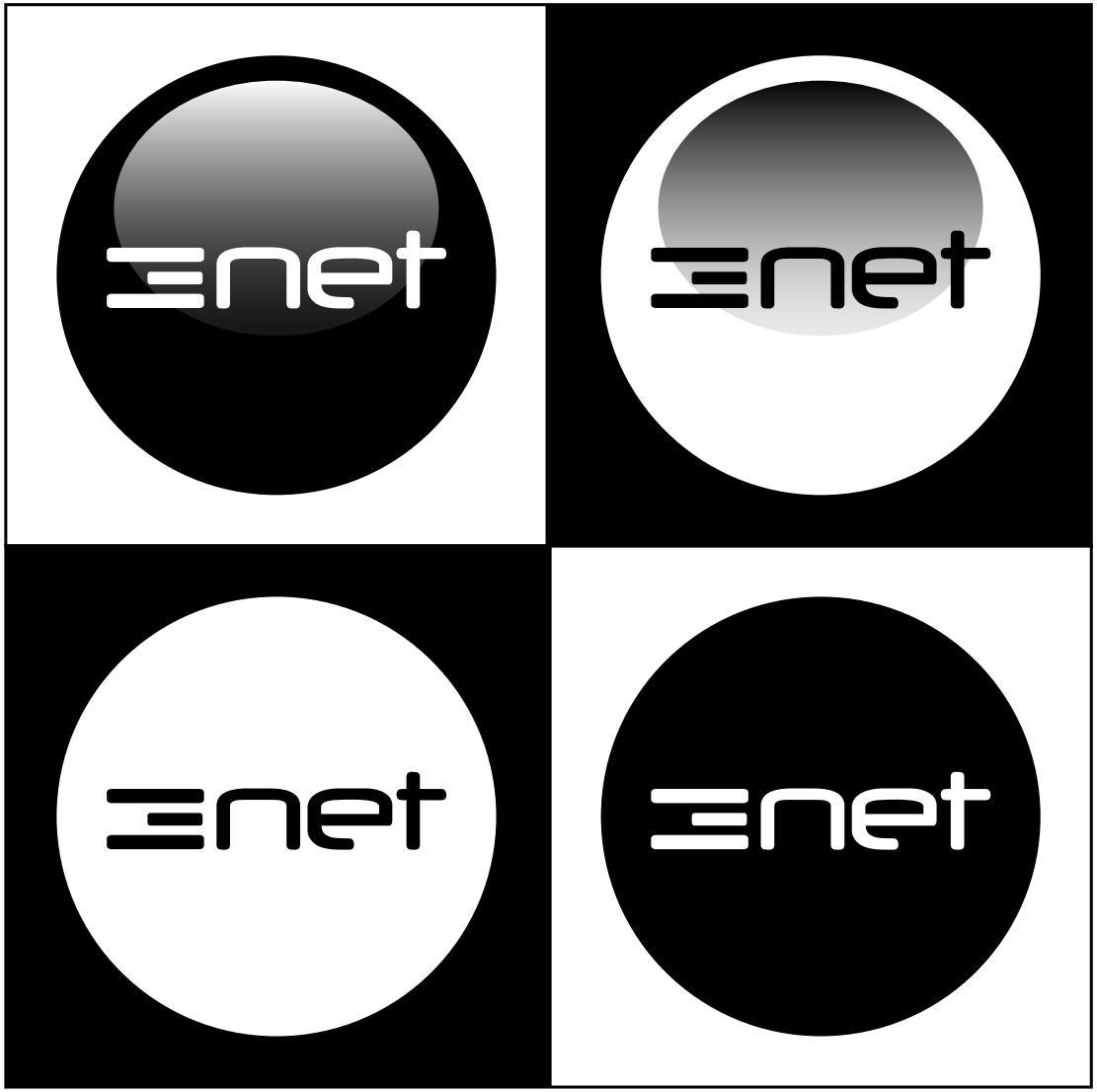


PANTONE 2189 C
RGB 1-47-68
CMYK 98-74-49-48
HEX #012F44



PANTONE 3385 C
RGB 0-212-152
CMYK 68-0-58-0
HEX #00D498

The monocromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.



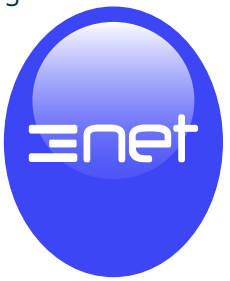
1. Do not change the orientation
2. Do not use different colors
3. Do not resize any of the logo's elements
4. Do not rotate any part of the logo
5. Do not distort the logo
6. Do not outline the logo

1

4

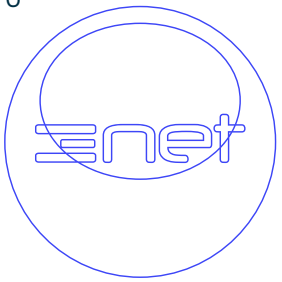
2

5



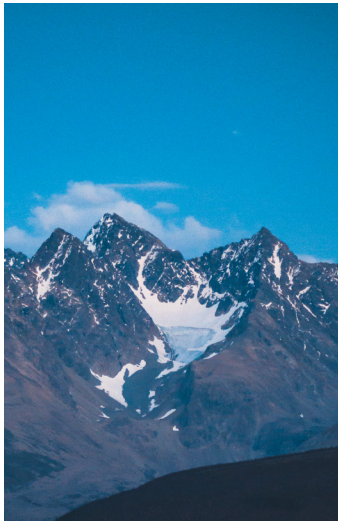
3

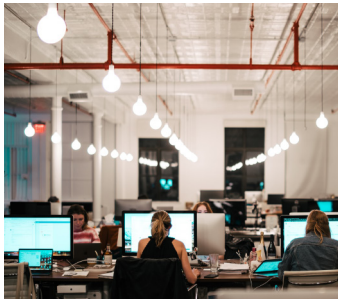
6



Real locations are preferred. They should reflect the demographics of our company. Studio shots should look like real settings.

There can be an aspirational aspect to the setting but never out of the realistic grasp of our customer's imagination.





Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is: Maven Pro

Maven Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular Bawds jog, flick quartz, vex nymphs.

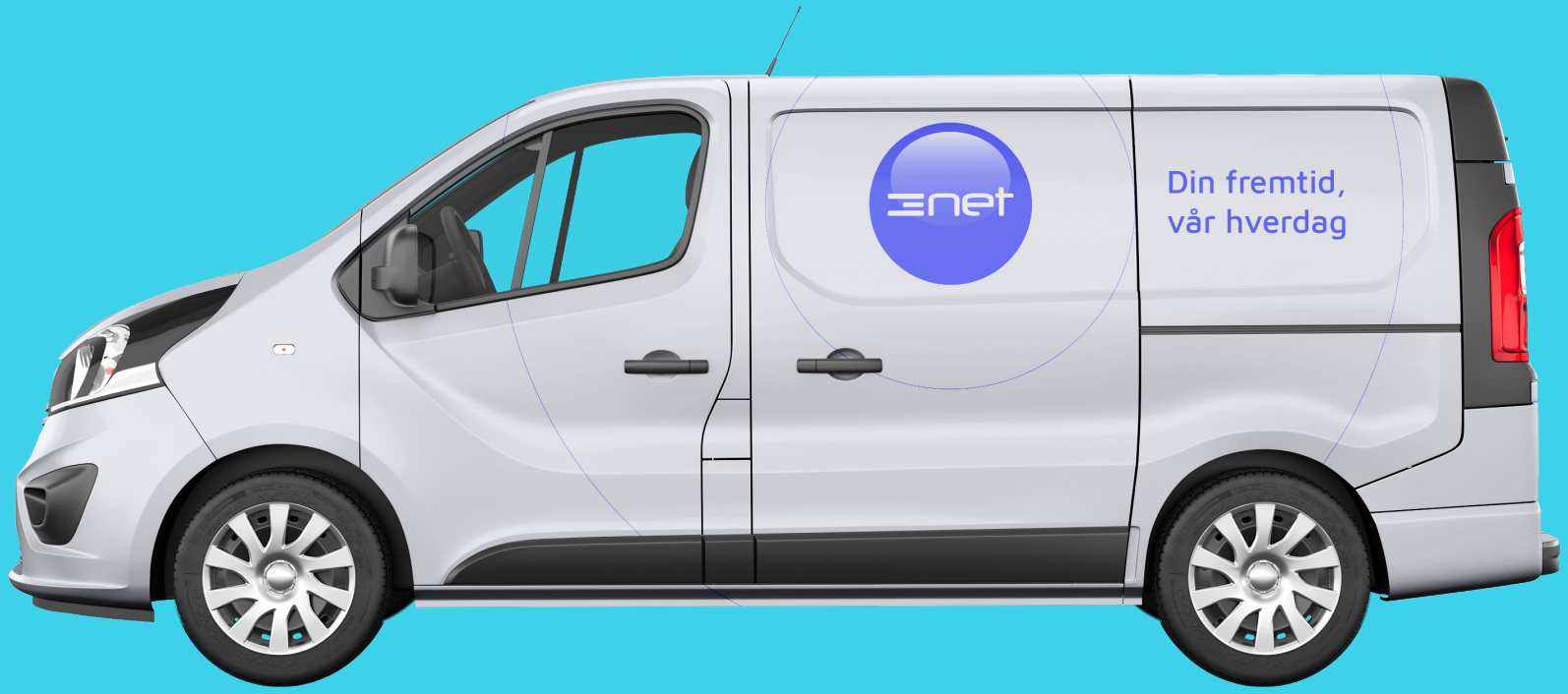
Medium Waltz, bad nymph, for quick jigs vex!

Bold Bright vixens jump; dozy fowl quack.

Black Quick zephyrs blow, vexing daft Jim.

Brand Applications

3net


Din fremtid,
vår hverdag

500/500 Mbps
200/200 Mbps
100/100 Mbps
15/15 Mbps
Internett
Telia TV &
Strømming

Nice to see you here, please

Login to Your account

Need help logging in?

email@email.com

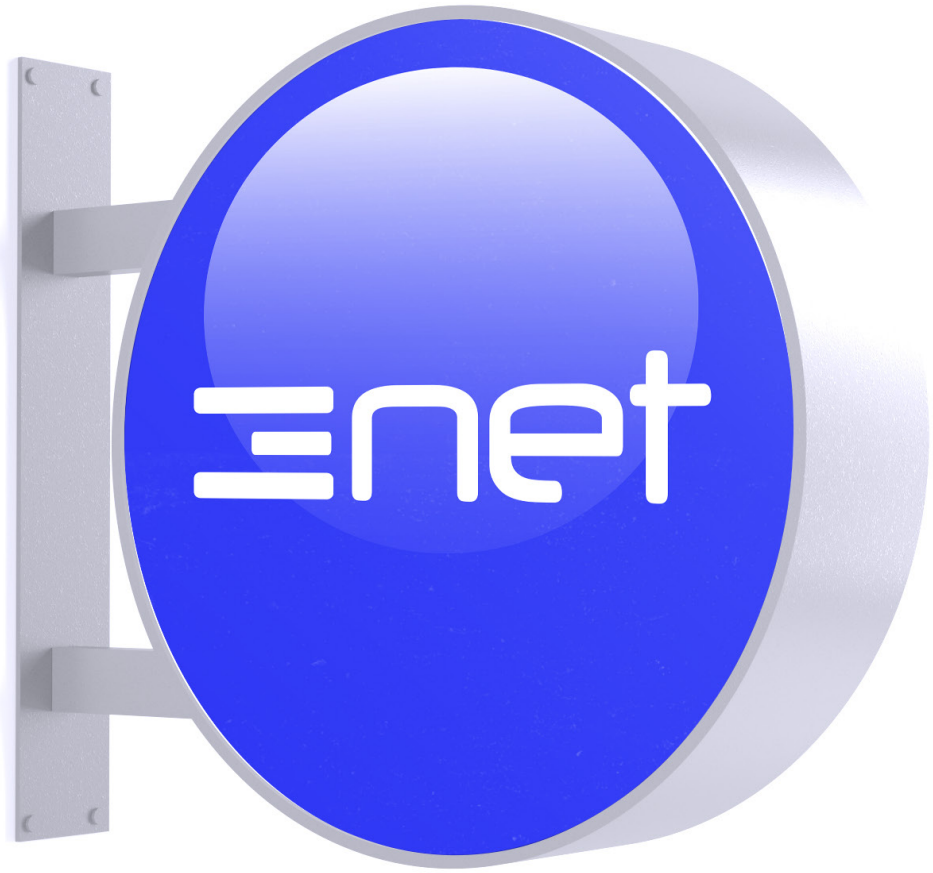
Enter password

LOGIN

TV når og hvor du vil med Telia Play

CONFIRM

Din fremtid,
vår hverdag
3net


3net

514601
Din fremtid,
vår hverdag
Internett
Vi leverer internett, TV og telefoni i
Nordreisa, Kåfjord, Kautokeino, Skjervøy,
Lyngen, Balsfjord, Storfjord og Sørreisa.
3net
JCDecaux

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.