



NETSCAPE

Netscape
Communications
Corporation

Corporate
Signature
Kit

Minimum Size

For printed materials, the Netscape signature should never be reproduced so that the symbol is less than 1/2" square.



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Color Applications

The Netscape Signature should be reproduced in Pantone® 633 and Black whenever possible.

If the signature must be printed in four color process, please use the following screen mix to approximate PMS 633.

Cyan 91%
Yellow 15%
Black 27%



The halo effect in the symbol is a gradation of black over the solid PMS 633 background.

The signature should never be printed at less than 133 line screen.

The Letter N in the symbol prints white. It should never be filled with a background color.

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One-Color Applications

Whenever possible, the signature should be reproduced in full color. However, if it must be printed in one color, several options are available.

The One Color Gradation version should be the secondary selection. The One Color Solid Versions should be used for applications such as silkscreen or newspaper advertising where quality control of the color and gradation are difficult. Print these signatures in either PMS 633 or black. No other color should ever be substituted.



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One color gradation version



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PMS 633 version



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Black version

Clear Space

The "clear space" guidelines to the right ensure that the signature is legible and can be easily identified. No written information or other company logo(s) should ever appear within clear space areas.



1. X is a square based on the width of the letter N.
2. This square is based on the width of the Corporate Logotype.
3. This square is 50% of X. The clear space area is defined by adding the 50% of X squares to the corners of the square.



The clear space area for the horizontal signature is delineated by adding the 50% of X squares to the corners of the signature.

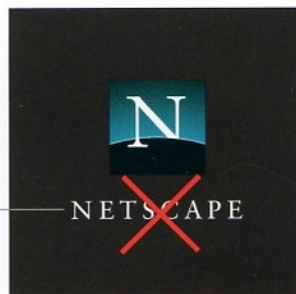
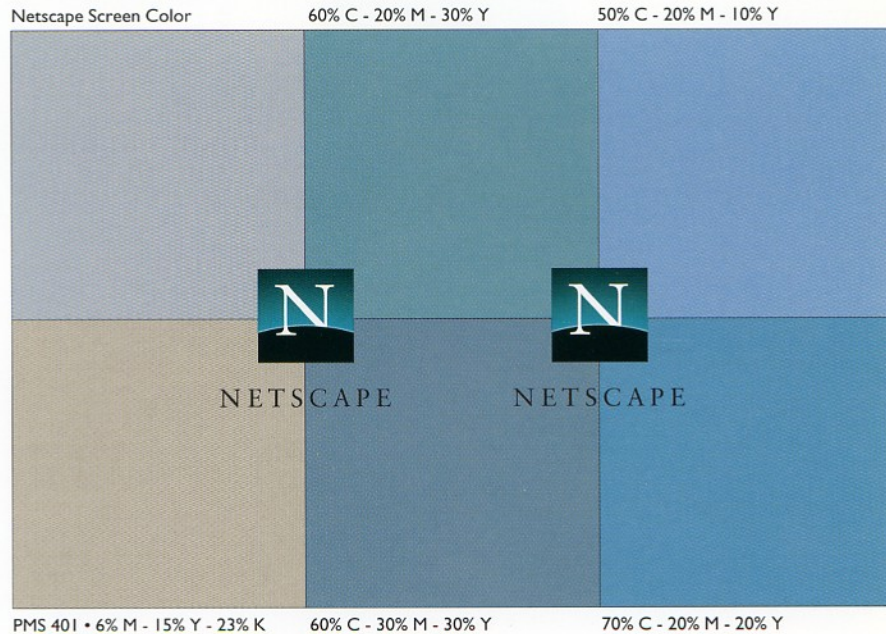
Backgrounds

Using the Netscape signature on different backgrounds is largely a matter of taste and good judgment; however, there are certain background colors and textures that should be avoided, and others that should never be used.

The signature works best on a color palette in the middle-to-low ranges of value and intensity. Cool colors analogous to the symbol color are obvious choices, as well as some warmer neutral grays and earth tones.

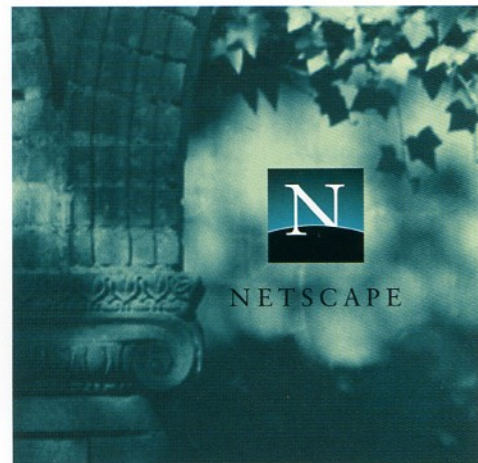
Avoid placing the Netscape signature on high-intensity, bright colors such as red, orange, or yellow. In printed materials, the signature should never be placed on a black background.

Finally, the signature can be placed over a photograph, provided that the area of placement is not too "busy."



In printed materials, the signature should never be placed on a black background.

The background should never be so dark that the name "Netscape" will not read in black. Never change the color of the name.



Supporting Typefaces

In addition to the Sabon typeface used for the Corporate Logotype, two other typefaces are used in designing Netscape collateral, packaging, and advertising: Gill Sans and Garamond Three.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z Sabon

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z Gill Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z Garamond Three

