

# Brand identity

# **Guide to the basics for developers**

11/2020

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# 01. **The brand**

# Your next home is already here.

Home is the most private space we know. It's where you feel at ease after a hard day. It warms you up on cold winter nights, and cools you down on hot summer days. It has seen your children grow up, seen them take their first steps and say their first words, and protected them from the outside world. It's where you spend nearly two thirds of your life.

That is why you spent months choosing it, why you spent weekends shopping to furnish and decorate it – so that you'd feel as comfortable as possible within its walls. That is why you take excellent care of it. It's an extension of yourself, of your family. And all of this is what you call "home".

Design, architecture, furniture: nearly everything has changed. And yet, certain things have stayed the same. You have to remember to turn off the lights before leaving, to lock the door for fear of a break-in; you struggle with your radiators to get the right temperature; you wonder if you've aired out the rooms enough today. And the slightest doubt about any of these seemingly insignificant things can ruin your day, just like a stone in your shoe. Now, you can forget all of this. Thanks to Netatmo, you can have peace of mind.



Our mission at Netatmo is to develop products that make your home safer and more comfortable. We are committed to designing products that are:

- beautiful, because your interiors deserve the best,
- smart, so you don't have to worry about them,
- and useful, because no one likes gadgets.

Netatmo helps you take control of your home simply, intuitively, without ever invading your privacy.

**Netatmo: same home, just smarter.**

01. La marque / **Brand platform**

- VISION

Comfort and security at home are at the heart of our everyday concerns: automation of repetitive tasks thanks to smart objects should relieve human beings of this mental burden.
- MISSION

Netatmo designs simple, beautiful, smart objects that communicate intuitively, only when necessary, with their users to automate comfort, security and energy savings at home.
- DNA

→ Long-lasting design: no need to start looking for version 2.0; all of our products are designed to last and are regularly updated free of charge. And it will always be that way.

→ Privacy: you use our products from the safety of your home; so, starting from the design phase, we make sure that security of your data is guaranteed. You are in control in every situation.

→ Useful and reliable: our products are useful and they really work. And we're not just saying that: it's our commitment.

→ Relevant notifications: our products only send you notifications when it's important. We're here to save you time. That's it.

Our commitment

ALL-INCLUSIVE

No subscription fees or extra costs

ALL-SECURE

Data protection and privacy guaranteed

ALL-UPGRADEABLE

Free upgrades and features added regularly

# Netatmo states things that are simple, useful, things that count.

Netatmo is an innovative company for the general public. Our products improve security and comfort for everyone. That gives Netatmo a responsibility: speak simply, always explain. With good humour and kindness.

Speaking the Netatmo way means using precise wording and always the right word. Speaking the Netatmo way means explaining how products are used.

Speaking the Netatmo way means using short sentences and a direct style. That style should be well developed and stated clearly: this is essential when innovating. It means using a vocabulary that's sophisticated but not elitist.

Netatmo is polite. It uses the formal register. And while Netatmo sometimes will use impersonal expressions to refer to itself, it will more commonly use 'we' because Netatmo is not alone, it is in touch with its audience.

Netatmo's base is in France, but it's open to the world. Netatmo listens to Orelsan and Kanye, Juliette Armanet and Céline Dion. Netatmo loves to binge-watch Netflix series, but more than anything else it loves watching videos sent to it

by its users, whether they be of a doe exploring a garden or a burglar sent running by the light of a Smart Outdoor Camera. Netatmo follows Air France on Instagram because it likes to have its head in the clouds. Netatmo has seen all the James Bond films and, without a doubt, its favourite is Sean Connery. Netatmo goes out running at noon, and does a bit of boxing too. Netatmo plays mölkky in the park and wins most of the time. Netatmo gets around on foot or by bike.

Netatmo likes to look out the window to see what the weather is like. Netatmo is filled with wonder by a beautiful landscape or an unexpected snowfall or a doe that ventures into the garden while its back is turned. Netatmo loves to joke around. However, Netatmo is serious, but doesn't believe that you have to choose between the important things in life and laughter. Netatmo is like that, and takes everyone along with it.

Netatmo is idealistic, but not naïve; it has strong convictions and is afraid of nothing and no one; it is serious, but not solemn; it has ideas, but it takes action; it inspires, but it also listens; it believes that where there's a will, there's a way.

## Why does Netatmo communicate?

Because Netatmo has something to say.

It seems simple and basic. But it's not as easy as it seems.

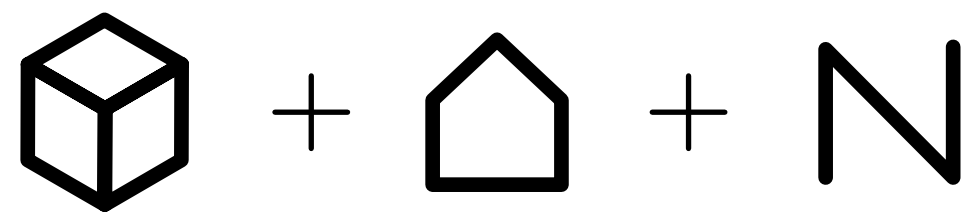
Netatmo does not talk nonsense: it has stories to tell, to explain, to convince, to make people smile, to share information... and to sell.

# 01. La marque / Writing guidelines

<b>SIMPLE</b>	Simplicity is central at Netatmo: in our products, from set-up and throughout use. It is also central to the way we speak. Nice, simple words. Short, simple sentences. It's as simple as hello. But it's harder than it seems. Take the time to refine what you're writing. What could you cut? (It's amazing what you can take out.) Which words could be simpler? Which expressions could be more direct?	→ A concise writing style – use short sentences as far as possible and remove superfluous words
<b>DIRECT</b>	It's not about dumbing down, but communicating clearly. We explain complex things in simple terms. This emphasises our expertise. We're like Neil deGrasse Tyson, not Forrest Gump. Even little things make a big difference, like saying "to" instead of "in order to" or "also" instead of "in addition to".	→ Use precise words – tell readers what they need to know now → No jargon or pretentious words – use simple, everyday language
<b>FRIENDLY</b>	We speak a normal rather than a corporate language – like a friend would. So we say "you" (not "customers") and "we" (not "the company"). We can be witty. People should enjoy hearing about us and talking to us.	→ Feet on the ground – use everyday words → Be yourself – use a conversational tone, don't speak like a Netatmo automaton
<b>POSITIVE</b>	We don't complain when something doesn't work. We do what we think is right. So we wouldn't say: "Some companies exploit your data." We prefer to say: "We would never exploit your data". People are smart enough to make their own comparisons.	→ Unfailing optimism – focus on the positive → Proactive, not passive – use the active voice → Strong verbs – always ask yourself whether "to have" or "to be" can be replaced by a more precise verb
<b>TRANSPARENT</b>	We tell people the truth and we don't try to hide things. Our language must therefore be transparent and clear: no weird words, no wrong-footing jargon or waffle. Try to avoid having to add asterisks and footnotes. Always look to translate technical details into everyday language. And if we have to use a technical term, make the effort to explain it.	→ Use explicit references – state clearly who or what we're talking about → Data – write from an enlightened and well-informed point of view

# 02. Logo





CONCEPT

The Netatmo symbol is a graphic combination of three elements that constitute the brand's essence: a cube, depicted in isometric perspective and symbolising the brand's design, simplicity, and the complementary nature of its products; the home, of course, where Netatmo products are intended to be used; and finally the "N" for the name, which adds its seal to the whole symbol.

VERSIONS

In its regular version (1), the Netatmo symbol is made up of various shades of orange, which are added in colour gradients and help delineate the volumes of the different faces, making it easier to read the N. When circumstances require it (type of printing or marking, external constraints on the composition of a document, etc.), a white version can be used (2) or a monochrome version with no colour gradients (3).



**VERSION 1**

This is the full version, comprising the symbol, the "Netatmo" typeface and the baseline "Same home, just smarter". Unless specific constraints apply, this version should be used.

**VERSION 2**

This version does not contain the baseline, but keeps the proportions of version 1 between the "Netatmo" typeface and the symbol. It is used when the available space does not allow to use the version 1.

**VERSION 3**

Designed to maximise the legibility of the name and recognition of the symbol in a block with a height:width ratio nearer to a square, this version is to be used when the available space does not allow for versions 1 or 2 to be inserted.

**VERSION 4**

Following the same logic as version 3, this version containing only the symbol is to be used as a last resort, when the available space is almost a square but too small for the text to be legible (profile picture, app, etc.).

## 02. Logo / Baseline - Rules of use



"Same home, just smarter" / "Votre maison plus intelligente, tout simplement" is the Netatmo brand signature. It distils our vision for the home and its occupants: a smarter home, i.e. a home that takes care of its occupants' security, energy costs and comfort. Put simply, by plugging in and connecting Netatmo objects to the internet, we give our users access, wherever they are, to the essential functions of their home.

**This signature is used in support of the logo to form the brand block. This block is used to sign off our product and brand communications on the following media:**

- **Videos**
  - TV advertising
  - Web video over 20 seconds
  - Product video (launch, tutorial)
- **Radio**
  - To conclude and sign off a spot.
- **Print**
  - Product brochures
  - Flyers
- **Websites**
  - Netatmo space on a partner site
  - Netatmo space on a reseller's site
- **Packaging** → On at least one face
- **Stands at trade fairs for professionals and the general public**
  - The brand block must appear on at least one stretch of wall.

**The signature can be used by itself in the following cases:**

- To conclude a brand communication in the media, such as an opinion column
- To conclude a product description
- To conclude a post on social media.

02. Logo / **Safety areas**



To ensure appropriate legibility and aesthetics, a safety area should be kept around the logo, whatever version of it is used. This area is a perimeter inside which no other graphic elements must be placed. It is also the minimum margin to be respected when the logo is placed at the edge of a format. For horizontal versions (1) and (2), the perimeter equals the height of the "N" in "Netatmo".

For version (3), the perimeter equals double the height of the "e" in "Netatmo".  
For the version without typeface (4), it equals half the width of the symbol (a triangle).

02. Logo / **Minimum size**



To ensure that all the components of the logo are legible, each version of it has a minimum printing size below which the logo must not be used. When the baseline is included (1), the width of the logo must be equal to or greater than 28mm or 130px.  
Version (2) of the logo must be no less than 20mm wide (85px) when printed.



The square version (typeface beneath the symbol) is legible when it is 14mm wide (70px) or more (3).  
Lastly, when used alone the symbol must be printed no less than 6mm wide (30px) to be clearly legible (4).

## 02. Logo / Use on backgrounds



### PLAIN BACKGROUNDS

When used on a white or very light-coloured background (1, 2, 3), the logo must keep its original colours (orange symbol, blue text). When used on a dark neutral or blue background (4, 5, 6), the typeface changes to white to keep a satisfactory level of contrast. When the background is orange, opt for the monochrome version of the logo so it remains legible (7). Lastly, when the printing or marking process prohibits the use of colour gradients, use the flat version of the logo (8) in white on a dark background and conversely, in black on light background.



### PHOTOGRAPHS

The brand book aims to avoid the logo being placed on top of photographs. Nonetheless, when circumstances demand it, the logo must be able to be overlaid on photographs without undermining its legibility or aesthetic. Apply a white filter (1) to photographs if you want the logo to appear in its original colours. On very dark photographs (2), make the text white. Use the monochrome version (3) on images with an orange filter. The logo block (with or without baseline) can also be contained within an insert with rounded bottom corners (see more on page 17), provided the safety area is respected (4 and 5).

## 02. Logo / Don'ts



①

Netatmo

②



⑤



⑥



③

Netatmo

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⑦



⑧

### HORIZONTAL VERSION

As a general rule, there are a number of fixed versions of the logo that should never be modified. Here are a few examples of modifications that do not comply with the Netatmo brand book.

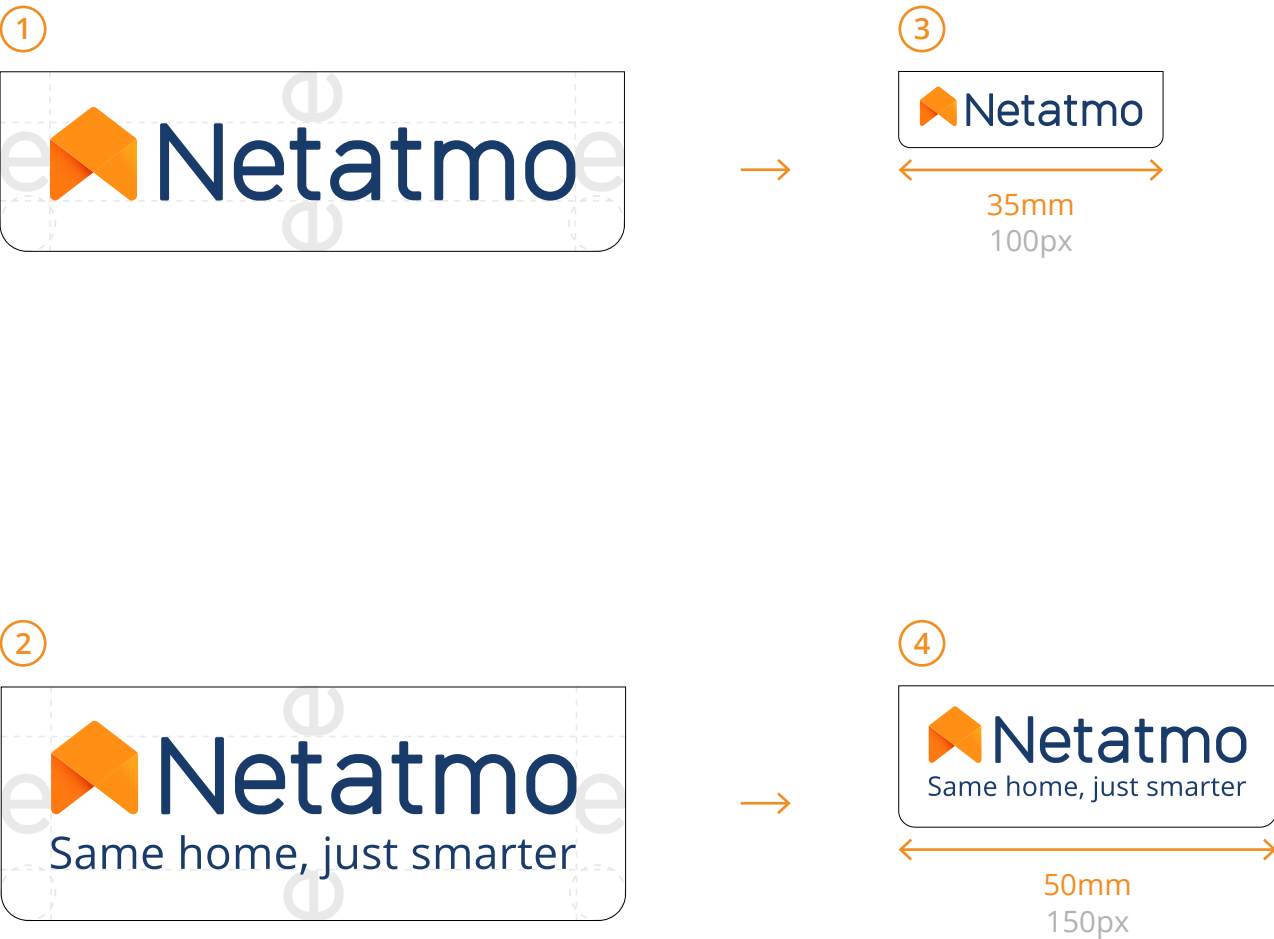
Don't trim the baseline (1) so that it fits the width of the word Netatmo. Don't use the Netatmo typeface without the brand's symbol (2) outside the product marking. Don't extend or reduce the space between the typeface and the symbol (3). And don't change the typeface by compressing, stretching or rotating it (4).

### SQUARE VERSION

Likewise, don't increase or reduce the fixed space between the typeface and the symbol (5). Never place the typeface on top of the symbol (6). Never rotate the symbol or use it in a symmetrical version (7). Lastly, don't shrink the typeface in relation to the symbol, or shrink the symbol in relation to the typeface (8).



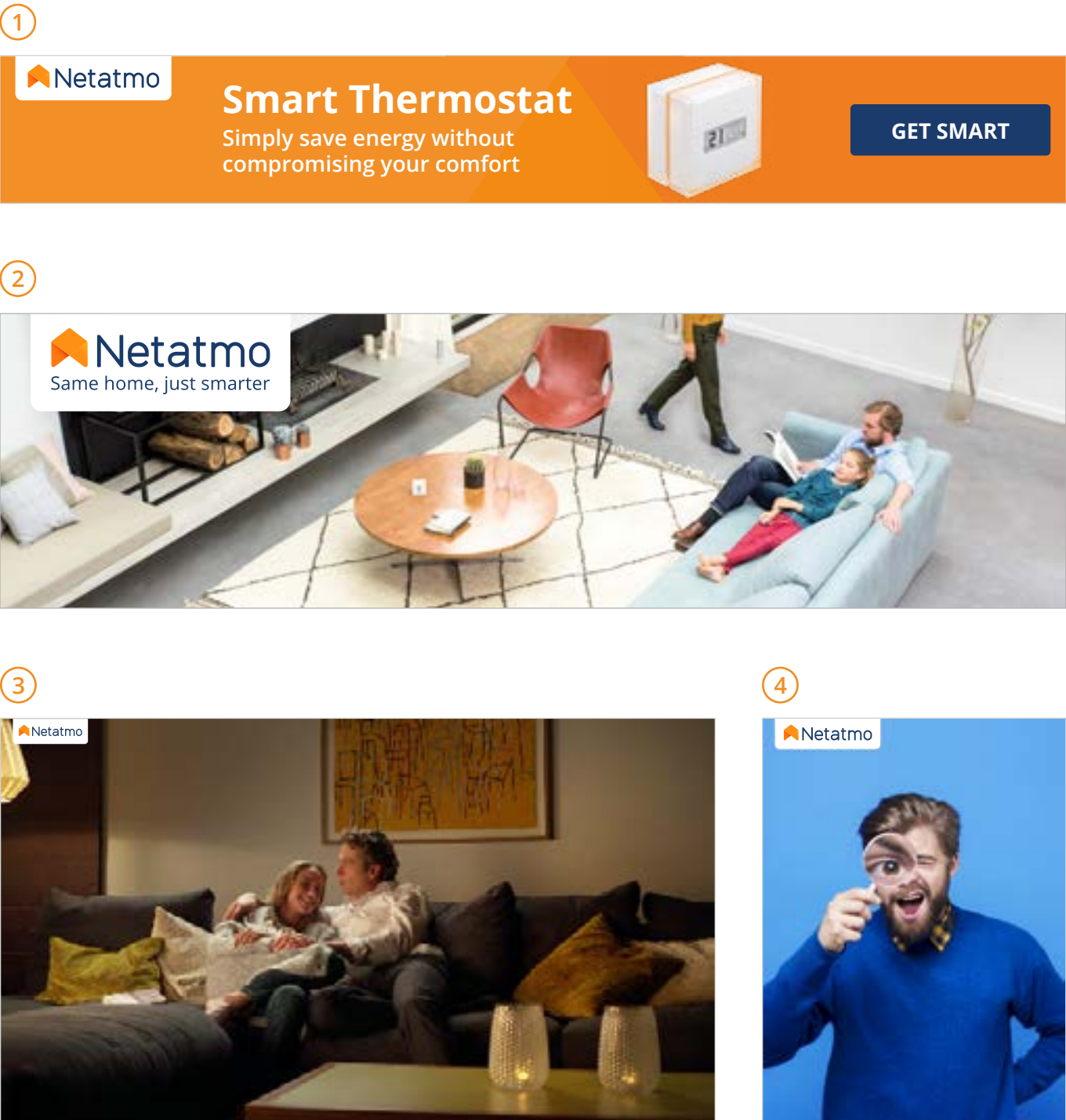
02. Logo / **Logo insert**



**GUIDELINES**

On some communication materials, the Netatmo logo must be placed inside a white insert to separate it from the rest of the visual. This insert is justified to the top edge of the format. The bottom corners of the insert must be rounded. A margin must be left between the edges of the insert and the logo. This space is equal to the width of the "e" in Netatmo.

We recommend to use the version without baseline (1), but if there is enough space the version (2) can be used as well if needed. To ensure that all the components of the logo are legible, each version of it has a minimum printing size below which the logo must not be used (3), (4).



**EXAMPLES**

This inserted logo is mostly used on digital media as web banner (1), hero banners (2), product videos (3) and posts on social media (4).



# 03. Colours

03. Colours / **Primary chromatic universe**

**WHITE**

Screen - R:255 G:255 B:255  
Four-colour - C:0 M:0 Y:0 K:0  
Web - #FFFFFF

**BLACK**

Screen - R:0 G:0 B:0  
Four-colour - C:42 M:28 Y:29 K:100  
Web - #000000

**NETATMO ORANGE**

Pantone 1495 C  
Screen - R:242 G:141 B:34  
Four-colour - C:0 M:53 Y:91 K:0  
Web - #ff8500



**DEEP ORANGE**

Pantone Orange 021 C  
Screen - R:240 G:89 B:9  
Print - C:0 M:75 Y:98 K:0  
Web - #f05909



**NETATMO ORANGE**

Pantone 1495 C  
Screen - R:242 G:141 B:34  
Print - C:0 M:53 Y:91 K:0  
Web - #ff8500



**AMBER**

Pantone 137 C  
Screen - R:255 G:166 B:24  
Print - C:0 M:42 Y:90 K:0  
Web - #ffa618



**DARK BLUE**

Pantone Dark Blue C  
Screen - R:21 G:58 B:124  
Print - C:100 M:80 Y:10 K:16  
Web - #153a7c



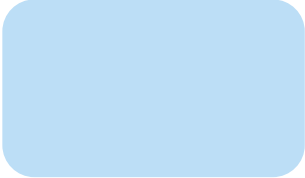
**ROYAL BLUE**

Pantone 2727 C  
Screen - R:38 G:101 B:174  
Print - C:87 M:58 Y:0 K:0  
Web - #2665ae



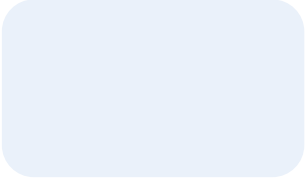
**SKY BLUE**

Pantone 292C  
Screen - R:82 G:159 B:216  
Print - C:67 M:25 Y:0 K:0  
Web - #529fd8



**LIGHT BLUE**

Pantone 2707C  
Screen - R:188 G:222 B:246  
Print - C:30 M:4 Y:0 K:0  
Web - #bcedf6



**LIGHT GREY**

Pantone Ø  
Screen - R:234 G:242 B:250  
Print - C:10 M:3 Y:1 K:0  
Web - #eaf2fa

**MAIN SHADES**

The Netatmo brand is primarily identified by the shade of orange above, combined with a large quantity of white, to convey the dynamism and firmly modern character of the brand in a very uncluttered, light and calm environment.

**PRIMARY CHROMATIC UNIVERSE**

The first line comprises additional shades of orange that can be used to create gradients (see logo) and to deploy background motifs (see packaging) in colours that are close to Netatmo Orange. The main shade to be used to contrast with orange and inject calm into communications is blue. Shades can be lightened or darkened to work in the various scenarios we'll come across.

# 04. **Typography**

# IBM Plex Sans

- Sans Bold + *italic*

Sans Semibold + *italic*

Sans Medium + *italic*

Sans Regular + *italic*

Sans Light + *italic*
- Condensed Bold + *italic*

Condensed Semibold + *italic*

Condensed Medium + *italic*

Condensed Regular + *italic*

Condensed Light + *italic*

The quick brown fox jumps  
over the lazy dog.  
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# Proxima Nova

- Extrabold + *italic*

Bold + *italic*

Semibold + *italic*

Regular + *italic*

Light + *italic*

The quick brown fox jumps  
over the lazy dog.  
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# IBM Plex Sans

- Sans Bold + *italic*

Sans Semibold + *italic*

Sans Medium + *italic*

Sans Regular + *italic*

Sans Light + *italic*
- Condensed Bold + *italic*

Condensed Semibold + *italic*

Condensed Medium + *italic*

Condensed Regular + *italic*

Condensed Light + *italic*

The quick brown fox jumps  
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# Open Sans

- Extrabold + *italic*

Bold + *italic*

Semibold + *italic*

Regular + *italic*

Regular + *italic*

The quick brown fox jumps  
over the lazy dog.  
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# Section heading

Level 1 paragraphs describe the general promise of the product concerned to spark the reader's interest.

Second paragraph segments information to make it clear.



## Benefit title

Description of the benefit associated with the function illustrated in the pictogram opposite.



## Benefit title

Description of the benefit associated with the function illustrated in the pictogram opposite.  
Description of the benefit associated with the function illustrated in the pictogram opposite.

Level 1

Level 2

Level 3

# Remote control

Adjust the temperature remotely from your smartphone, tablet or computer, or directly on the Thermostat.

Schedule your heating to ensure you return from your holidays to a warm house.



## Real-time alerts

Receive real-time alerts on your smartphone when smoke is detected, even when you're away from home.



## 10-Year battery life

Safety and peace of mind for an entire decade with a battery that lasts the entire product lifespan. No more annoying low-battery alerts.

### GENERAL RULES

As well as the title block of each section, **level 1**, which follows the rules described above, the text content must be deployed in a very minimalist, understated way.  
The **level 2** information is provided in left-justified blocks in regular bold font. A **level 3** section can be used if the content demands it: it is written in a body size slightly smaller than **level 2**, and is used to list features (combined with pictograms) or technical data. In this list, the first line serves as a heading (semi-bold type) and the following lines are written in light type.

### Level 1

IBM Plex Sans Bold  
Body size: 24 points  
Line spacing: 26 points  
Letter spacing: 0  
Justification: left

### Level 2

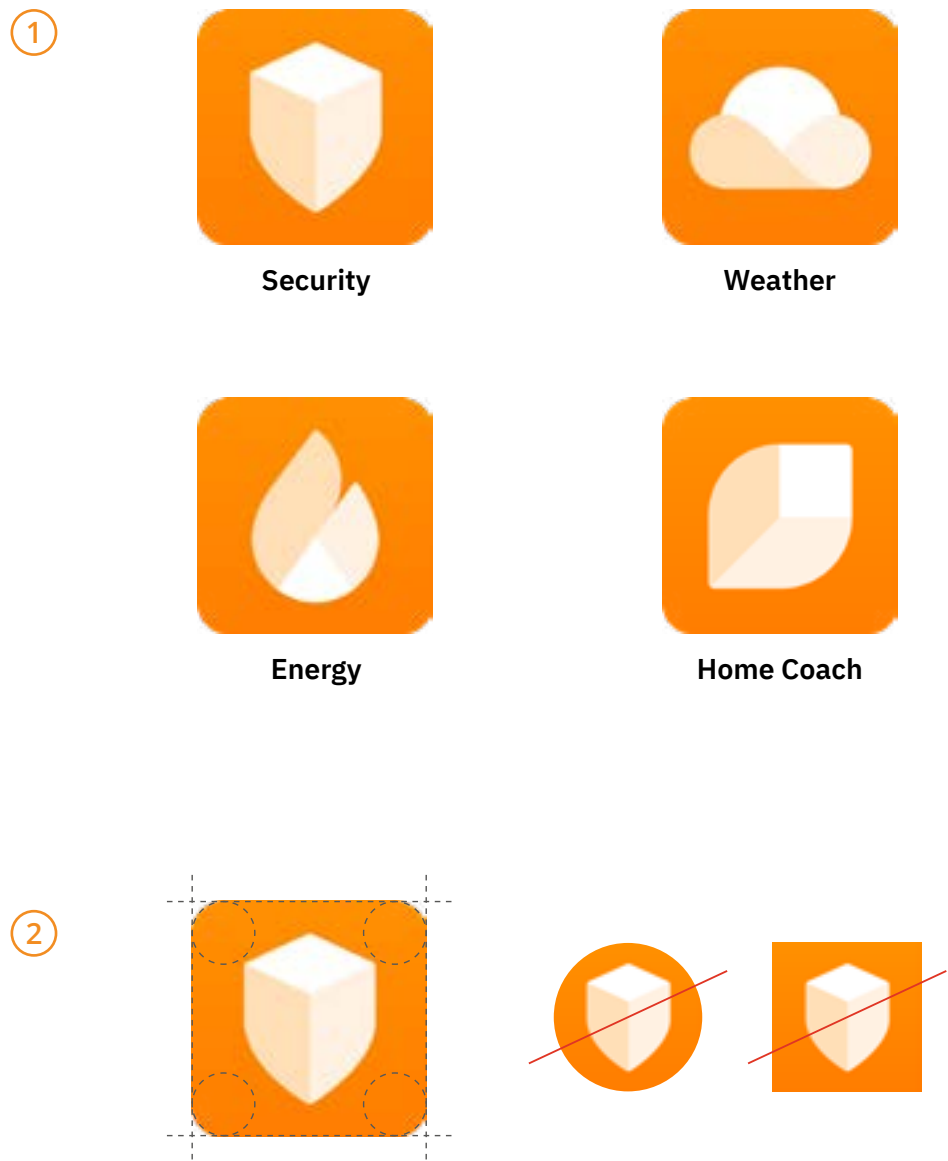
Proxima Nova Regular /  
Open Sans Regular  
Body size: 13 points  
Line spacing: 17 points  
Letter spacing: 0  
Justification: left

### Level 3

Proxima Nova / Open Sans  
Light and Semi-Bold  
Body size: 11 points  
Line spacing: 14 points  
Letter spacing: 0  
Justification: left

# 05. **App**

05. App / **App Icons**



Netatmo products work with dedicated mobile apps created by Netatmo, the visual universes of which are logical extensions of the brand's visual identity. Each app has a specific icon to illustrate the app's main function (1).  
When you need to use those app icons, make sure to respect the rounded corners (2).





# 6. Photography

## 06. Photography / **Products in situ**



**All photographs in which Netatmo products feature are provided by Netatmo.**

Products must be presented in interiors decorated in a neat, modern style.

Favour bright interiors and Scandinavian-inspired light wooden furniture.

## 06. Photography / Lifestyle



To talk about the Netatmo brand and/or a Netatmo product or products, lifestyle scenes featuring actors/people are to be favoured. They can also be used to illustrate the benefits of a product.

Photos with people must evoke family, and tranquillity. Even when the products address a danger (cameras, smoke alarm), photos must not depict frightened or panicked people.



## 06. Photography / Studio packshots



**All photographs in which Netatmo products feature must be provided by Netatmo directly.**

Studio photos against a white background are the main photos for each product. These photos are to be used in materials that need to depict the product in a simple, neutral way, out of its real context of use. They must be as detailed as possible. Products must be fully lit, as uniformly as possible without making it hard to interpret their shape. Products must be depicted in their entirety.

Favour long focal lengths (+ 50mm) so as not to distort their appearance. These photos must always include a shadow cast by the product.

The use of photo montages is to be avoided and creating montages of packshots and lifestyle photos is strictly forbidden.

## 06. Photography / Set design packshots



**All photographs in which Netatmo products feature must be provided by Netatmo directly.**

"Set design packshots" must use colours that are similar to the brand's colours. Avoid fluorescent colours, pinks, magenta, etc. They must be as detailed as possible. Products must be fully lit, as uniformly as possible without making it hard to interpret their shape. Products must be depicted in their entirety.

Favour long focal lengths (+ 50mm) so as not to distort their appearance. These photos must always include a shadow cast by the product.

The use of photo montages is to be avoided and creating montages of packshots and "set design" photos is strictly forbidden.

06. Photography / **Editing and effects**



①



③



②



④

**BRIGHTNESS AND CONTRAST**

The Netatmo brand book favours separating blocks containing images and those containing text and graphic elements. The main rule is to feature images in their original colours, without editing and without overlaying text or logos (1). Nonetheless, it may be that technical constraints (e.g. format is too small) force you to put text/ logos on top of an image. If so, if the contrast of the image is so high that it is not possible to read the content in the foreground, you can use a white filter with 70% opacity (2), or produce two-colour images using the colours in the brand book (3, 4).

**Image 3**

Two-colour image  
Colour 1 - Netatmo Orange  
Colour 2 - R:100 G:35 B:0

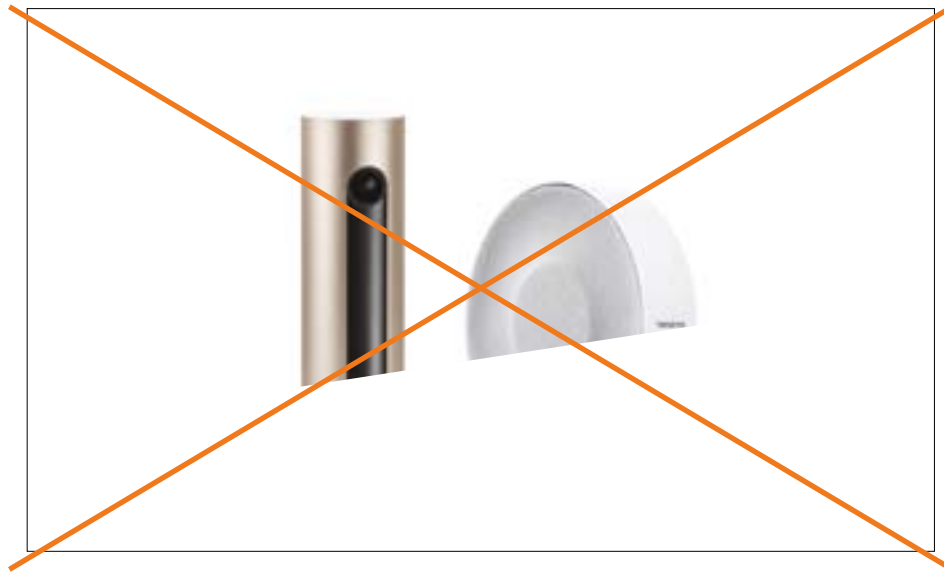
**Image 4**

Two-colour image  
Colour 1 - Sky blue  
Colour 2 - Navy blue

**Please note:** when producing two-colour images, you should first convert them to greyscale, increase the contrast, then switch to the desired two colours.

## 06. Photography / Don'ts

①

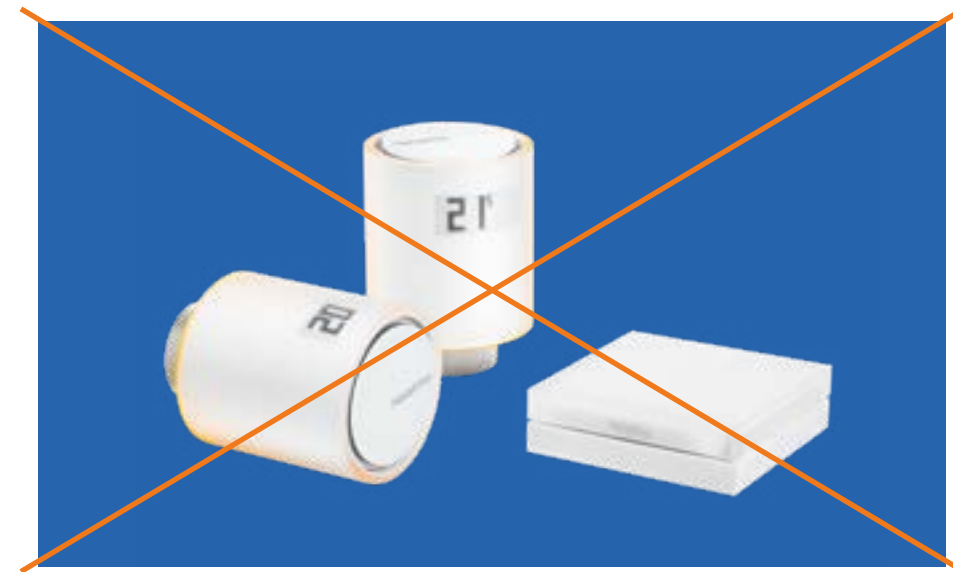


②



No parts of Netatmo products must ever be cut off in photos (1).  
Netatmo products must always be clearly defined in photos and in a lifestyle photo featuring one or more Netatmo products, the focus must be on the product(s) (2).

③



④



In packshots: It's advisable to position products on a white background, and a shadow must be cast on the horizontal surface (3). The use of photo montages is to be avoided and creating montages of packshots with lifestyle photos or "set design" photos is strictly forbidden (4).