



Brand guidelines

How the N2S brand looks, sounds and behaves

Version 0.1 — working draft

September 19, 2026

Owner: Branding, Net2Source

Foreword

Why these guidelines exist, and who to ask when you need help applying them.

These Brand Guidelines were developed by **Net2Source (N2S) leaders and brand custodians** and are approved for use by all N2S employees.

This manual contains the **rules, tools and resources** to build a consistent N2S brand in our everyday work, and ensures our brand is represented accurately.

Following these standards keeps our communications **consistent and cohesive across every channel and touchpoint**.

For clarification or guidance on applying these guidelines, contact the N2S Marketing team.

N2S Brand team

Contact for clarifications and guidance

Team mailbox

Marketing@net2source.com

What's inside

Ten sections. Each one ends with something a designer, writer or developer can act on.

01 Brand foundation

Who N2S is, positioning, values, proof points

02 The logo

Approved versions, clear space, misuse and incorrect usage examples

03 Color

Palette, usage ratios, contrast compliance

04 Typography

Families and the type scale

05 Voice and tone

We are / we are not, tone by context

06 Messaging

Boilerplate and headline formulas

07 Words and mechanics

Naming, terminology, house style

08 Imagery

Photography direction and what to avoid

09 Applying it to the website

Buttons, links, accessibility floor

10 Open questions

Six decisions needing sign-off

01 Brand foundation

Everything downstream — a headline, a button color, a recruiter's email — traces back to this.

Net2Source (N2S) is your gateway to access global talent, recognized by SIA as the largest and fastest-growing Total Talent Solutions provider with a presence in 34 countries and in-house Glo-Cal (global and local) teams to support our clients. We carve out custom talent solutions, keeping People, Process, and Technology as the pillars of making the process simple, robust, and efficient. With more than 8,500 contractors working worldwide, we specialize in Contingent Staffing, RPO, Direct Sourcing, Payroll Solutions (EOR/AOR), Diversity Spend Capture, Nearshoring/Co-shoring, and BPO Services.

The Three Pillars

People · Process · Technology. Use this as the spine of capability decks, RFP responses and service pages, so the story keeps the same shape wherever a client meets it.

N2S Industrial & Commercial Solutions

Places manufacturing, warehouse, logistics and distribution talent with US employers, from heavy industrial and commercial construction to renewable energy and data center roles, on temporary or direct-hire terms.

www.n2sindustrial.com

N2S Healthcare Staffing Solutions

A one-stop healthcare staffing partner placing nursing, allied, physician, home health and healthcare IT professionals with US facilities, on temporary, temp-to-perm or permanent terms.

www.n2shealthcare.com

N2S.Global

The global brand of Net2Source, delivering contingent staffing, RPO, SOW, global payroll (EOR/AOR) and nearshoring across the Americas, Europe, the Middle East and APAC.

www.net2source.com

01 Positioning

Two lines are live. Only one of them states an advantage.

Currently leading

Your Gateway to Access Global Talent

States the category. Says nothing a competitor could not also say.

Recommended

Local Expertise. Global Capacity.

Names the tension a global employer actually feels, then resolves it.

The supporting line, already live on the homepage:

“Hire across 34+ countries without standing up an entity in any of them. Local recruiters, local employment law, one contract with us.”

01 Core values

Employer-brand and internal use. These are not client-facing marketing copy.



Importance of character

High standards and the utmost integrity



Achieve positive results

A relentless competitive spirit



Deep and inclusive relationships

Differences make the company stronger



Respect and integrity

An uncompromising spirit of purpose



Taking charge of issues

Personally responsible for actions and outcomes



Technological advancement

Continuously improving the N2S experience

02 The logo

The lowercase n2s wordmark is the primary identifier. The red “2” is the recognizable element — protect it.



Primary

On white or light neutral. The default in every context that allows it.



Knockout

White wordmark with the red “2”, on Ink or a dark photo scrim only. Never on N2S Red.

02 Clear space and minimum size

Nothing enters the clear space — no type, no rules, no photo edges, no partner logos.



= cap height of the "n"

96 px

Minimum width on screen. Below this the counter inside the "2" closes up on low-density displays.

25 mm

Minimum width in print.

The "2" alone

Favicons and app icons only — white on a solid N2S Red field. This is the only approved standalone use.

02 Logo misuse

Six ways the mark gets broken. All six have happened to comparable brands within a year of publishing guidelines.

Don't recolor

The “2” is N2S Red, the letterforms are Ink. No seasonal, campaign or client-matched palettes.

Don't add effects

No new drop shadows, bevels, glows, outlines or gradients.

Don't distort

Scale proportionally. Never stretch, condense, skew or rotate.

Don't rebuild it

Never retype the wordmark in another font or redraw the “2”. Use the master files.

Don't place on clutter

On photography, use a solid panel or a scrim dark enough for the knockout.

Don't crowd it

No taglines, service or country names locked tight to the mark without an approved lockup.

02 Logo margins

Every layout keeps a clear frame, measured in heights of the N2S logo.

All elements in a layout must sit at least this far from the edges:

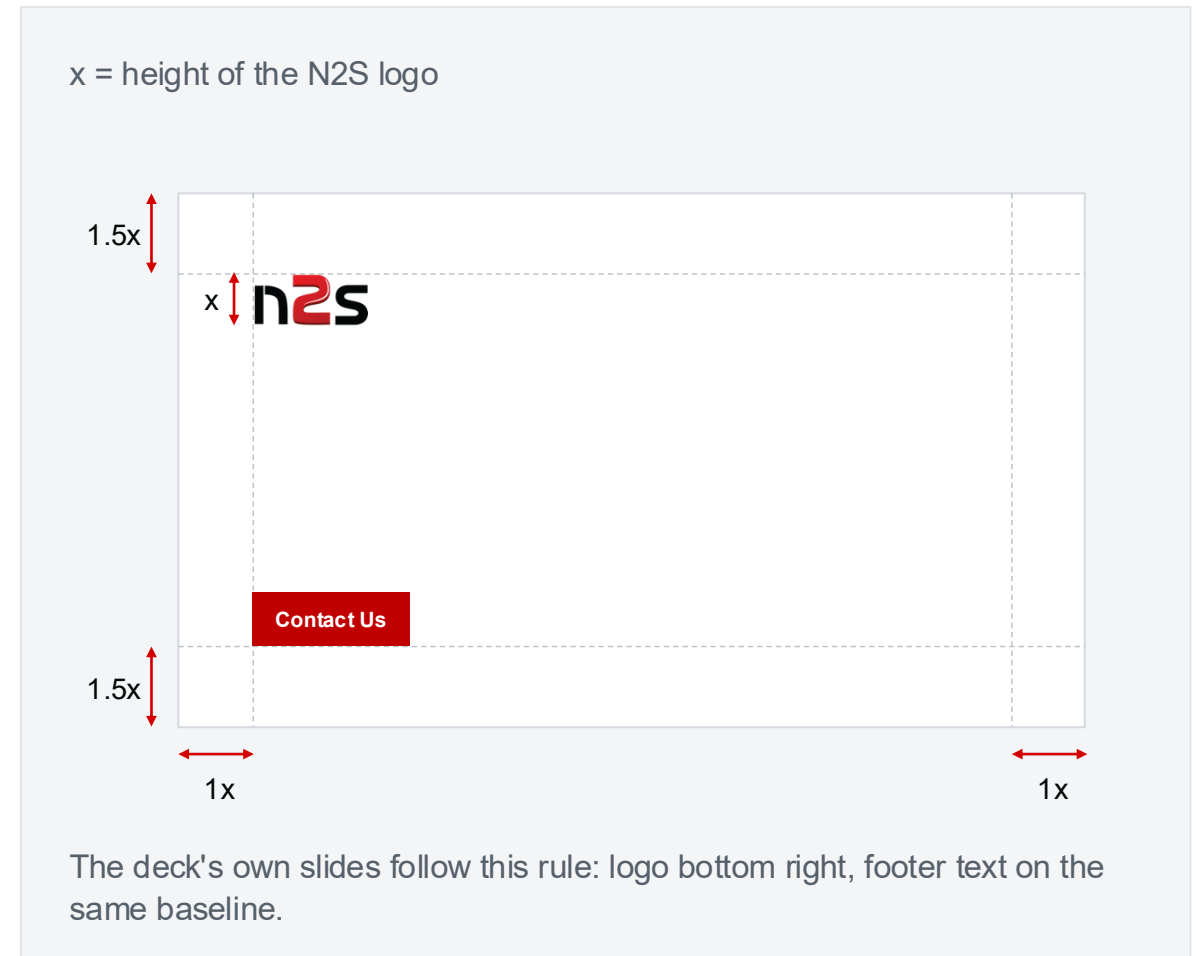
Horizontal margin = $2.5 \times$ height of the N2S logo

Vertical margin = $1.5 \times$ height of the N2S logo

Images and graphics may run to the edge for artistic effect.

Note: align all text and CTA buttons to the margins.

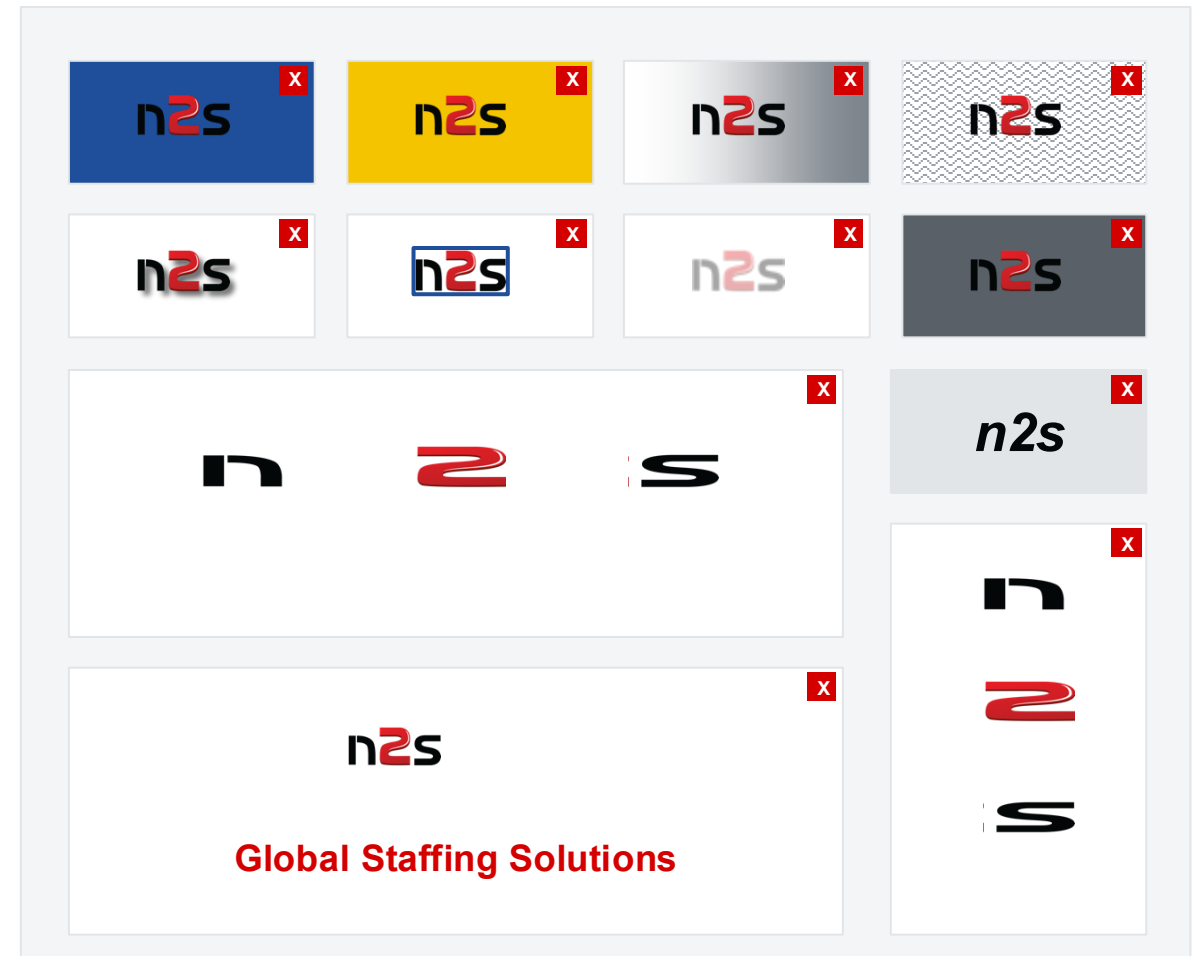
Exception: layouts with an aspect ratio above 3:1 or below 1:3.



02 Improper usage

The logo is a fixed unit. These placements and edits break it.

- Place the logo only on the backgrounds approved in this document.
- Never place the logo on a gradient.
- Keep the logo off noisy backgrounds, including images, patterns and textures.
- Don't add effects such as drop shadows, borders, embossing or transparency.
- Never split, spread, stack, stretch or retype the logo. It is a fixed unit.
- Keep taglines and other text outside the logo's clear space.



02 Incorrect logo usage

Twelve ways the mark gets broken. Use the master files as supplied, on white or light neutral.



Don't recolor



Don't stretch



Don't squash



Don't rotate



Don't add a drop shadow



Don't add a glow



Don't place on N2S Red



Don't place on busy backgrounds



Don't use the primary on dark



Don't retype the wordmark



Don't desaturate the "2"



Don't crowd the mark

Action required

The logo master doesn't match the brand red

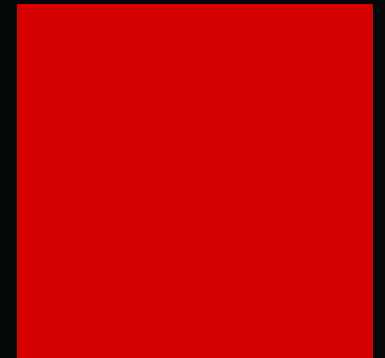
The supplied file carries a gradient across the “2” and a maroon drop shadow. The brand red is specified as a flat #D40000. That mismatch is why the red drifts between the website, LinkedIn and printed collateral.

The fix

- Commission a flattened vector master in true #D40000, no shadow
- Export SVG, EPS and PNG at 1× / 2× / 3×
- Approved versions: primary and knockout (dark only, never N2S Red)



Current file
#CE1F25 gradient



Specified
#D40000 flat

03 Color

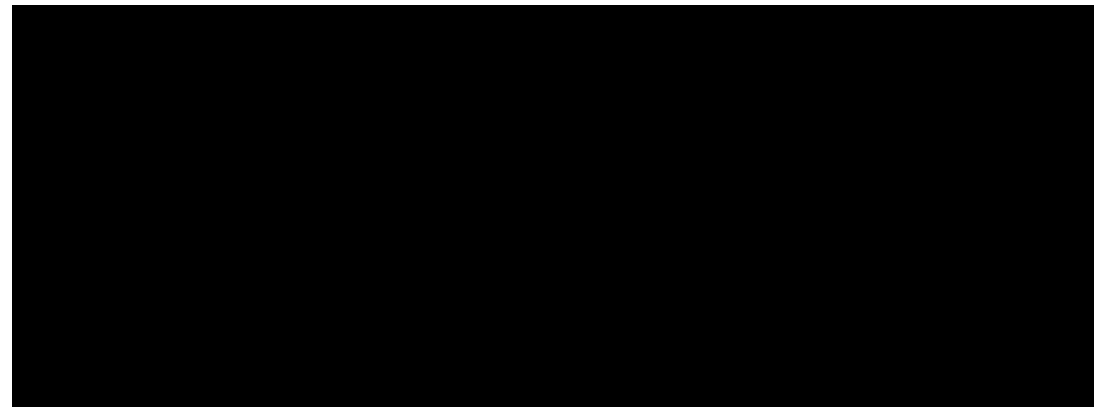
One red, one black, one white, and neutrals to hold them apart. The discipline is in how little red you use.



N2S Red

HEX #D40000 RGB 212 0 0 CMYK 0 100 100 17

Accent only. Calls to action, active states, a rule under a heading, a single statistic.



Ink

HEX #040707 RGB 4 7 7 CMYK 0 0 0 100

Taken from the logo letterforms. All body copy, all headings, focus rings.

The 10% rule: N2S Red should cover no more than about a tenth of any layout. Large red areas read as alarm, which is the wrong signal for a company selling reliability.

03 Supporting palette

Four neutrals and a deep red. No secondary brand palette exists — don't invent one.



Ember

#67130D

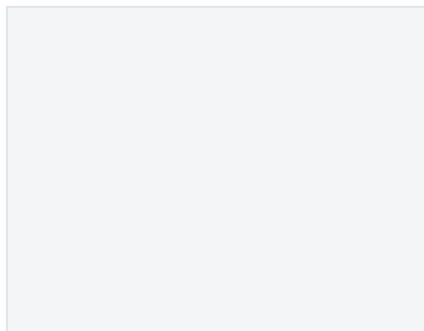
Hover and pressed states,
depth behind red



Slate

#56606B

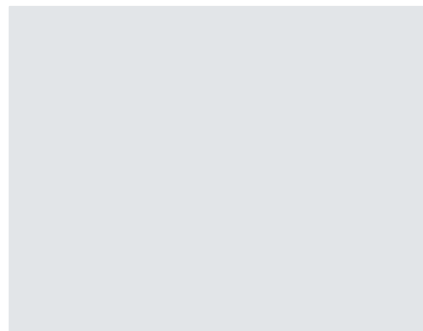
Secondary text, captions,
metadata



Mist

#F4F5F6

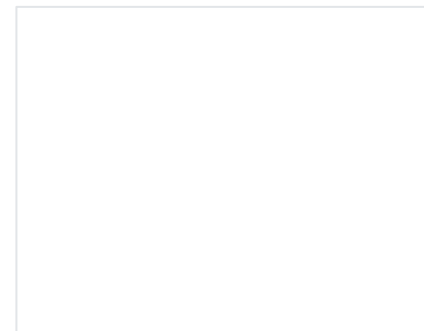
Section backgrounds, table
headers, panels



Line

#E2E5E8

Borders, dividers, input
outlines



White

#FFFFFF

The default background.
Everywhere.

No dark theme. The identity is defined on white — inverting this palette pushes red on near-black to 3.7:1, below the accessibility floor N2S has publicly committed to.

03 Contrast and accessibility

N2S publishes a WCAG 2.1 commitment on its website. These ratios are a compliance matter, not a preference.

Combination	Ratio	Verdict	Use
Ink on White	20.2:1	AAA	All body copy. The default.
N2S Red on White	5.5:1	AA	Links, headings, statistics.
White on N2S Red	5.5:1	AA	Primary buttons, red banners.
Slate on White	6.4:1	AA	Captions and secondary text.
N2S Red on Ink	3.7:1	Fails	Never for text. Large graphic shapes only.
N2S Red on Mist	5.1:1	AA	Acceptable, but prefer white behind red type.

- **Never set red type on a black background.**
- **Never rely on red alone to carry meaning — an error state needs an icon and a message, because a red-green color-blind user will not see the color change.**

04 Typography

Two families. One does headlines and interface labels, the other does everything you actually have to read.

Archivo

Headlines, subheads, buttons, navigation, statistics. Weights 600 / 700 / 800.

IBM Plex Sans

Body copy, tables, forms, long documents. Weights 400 / 500 / 600.

Display
800 · 54 / 1.04

Local expertise, global capacity

Heading 1
700 · 38 / 1.10

Hire across 34 countries

Heading 2
600 · 26 / 1.20

Contingent staffing solutions

Body
400 · 17 / 1.62

We place talent, run RPO programs, and handle payroll in every market where you hire.

Small
400 · 14 / 1.50

Figures current as of September 2026.

Sentence case for headings. No all-caps headlines. Body copy at or below 72 characters per line. Never set body copy in red.

05 We are / we are not

Voice is fixed. It is who N2S is in every sentence, in every channel.

We are	We are not
Direct — we say what we do and what it costs you in effort	Blunt or dismissive
Operationally specific — we name the country, the obligation, the timeline	Buzzword-led: synergies, ecosystems, best-in-class
Globally fluent — we write like a company employing people in 34 countries	Placeless — copy any competitor could publish
Confident about scale — we state the footprint plainly	Boastful — no superlatives we cannot cite
Plain-spoken — short sentences, ordinary words, active voice	Casual or jokey
Respectful of people — candidates and contractors are people	Transactional — never resources, headcount or manpower

05 Tone by context

Voice stays fixed. Formality, energy and level of detail flex with the room.

Context	Formality	Energy	Detail	Sounds like
Website service pages	Medium	Medium	Medium	Hire across 34 countries without standing up an entity in any of them.
RFP and MSP proposals	High	Low	High	N2S holds employer-of-record capability in 34 markets, with local counsel review in each.
LinkedIn and social	Low–med	High	Low	Five hiring channels, five sets of rules, one workforce.
Recruiter outreach	Low	Medium	Medium	Your background in clinical data management lines up with a role I'm working on.
Employer brand	Low–med	High	Low	Work with colleagues in 34 countries on problems that change every quarter.
Internal comms	Medium	Medium	Medium	Here's what changed, what it means for your team, and what we need by Friday.

05 Voice in practice

The same claim, written three ways. Only one of them sells anything.

On brand

“Hire across 34+ countries without standing up an entity in any of them. Local recruiters, local employment law, one contract with us.”

Names the problem, names the resolution, gives three concrete proofs. No adjectives doing the work.

Off brand

“We provide best-in-class, end-to-end workforce solutions leveraging our global delivery ecosystem to drive transformational outcomes.”

Four buzzwords, zero facts. Any competitor could publish this sentence unchanged.

Off brand

“We have a large pool of quality resources ready for immediate deployment.”

“Resources” and “deployment” describe people as stock. Say: qualified candidates ready to start.

06 Approved copy

Use these verbatim rather than rewriting the company description each time.

One line

Net2Source is a global total talent solutions firm, hiring and managing people for clients in 34 countries.

Short boilerplate — about 30 words

Net2Source (N2S) is a global total talent solutions firm operating since 2007. From contingent staffing to RPO and global payroll, N2S helps organizations hire and manage people across 34 countries.

Long boilerplate — about 70 words

Founded in 2007 and headquartered in Somerset, New Jersey, Net2Source (N2S) is a global total talent solutions firm with operations in 34 countries and more than 3,500 contractors working worldwide. N2S combines contingent staffing, direct hire, direct sourcing, RPO, statement of work, and global payroll and compliance into a single partnership — built on local recruiters and local employment expertise in every market a client hires in.

06 **Headline formulas**

The strongest N2S headlines put the client's constraint first and the company second.

Outcome without the obstacle

- “Hire in Poland without opening a Polish entity.”
- “Scale a 200-person program without adding 200 vendor relationships.”

The number that reframes the problem

- “Five hiring channels. One workforce you can actually see.”
- “34 countries, one contract.”

Avoid headline shapes that describe the company rather than the reader's situation

“Leading provider of...”

“Your trusted partner in...”

“Empowering organizations to...”

07 Words and mechanics

The small consistencies that make a company look like it has its house in order.

Words for people

Use	Not
Candidates	Applicants, profiles
Contractors, consultants	Resources, manpower, bodies
Employees, colleagues	Staff, headcount
Clients	Accounts, logos
Hiring managers	End users

The company name

- Net2Source on first mention — capital N, capital S, no spaces
- N2S for every mention after that
- Lowercase n2s exists only in the logo artwork
- Never Net 2 Source, NET2SOURCE, Net2source or N2s
- Singular verb: “Net2Source is”, not “Net2Source are”

House style

US English
Organize, program, center, catalog

Dates
September 19, 2026 — never 19/09/2026

Numbers
Spell out one to nine; numerals for stats

Serial comma
Always

08 Imagery

Photography is where staffing brands most often look interchangeable. The cheapest place to differentiate.

Direction

- Real workplaces — wards, plant floors, trading desks, labs, data centers
- People working, not posing — candid, natural light, mid-task
- Visible geography — 34 countries should not look like one room
- Minimal treatment — no filters, duotones or red photo tints

Never

- Handshakes over a desk, contract signings, applauding meeting rooms
- Globes wrapped in network lines, glowing circuit boards
- Metaphor stock — jigsaw pieces, ladders, chess, stacked stones
- Obvious AI imagery of people — a credibility problem for a talent firm

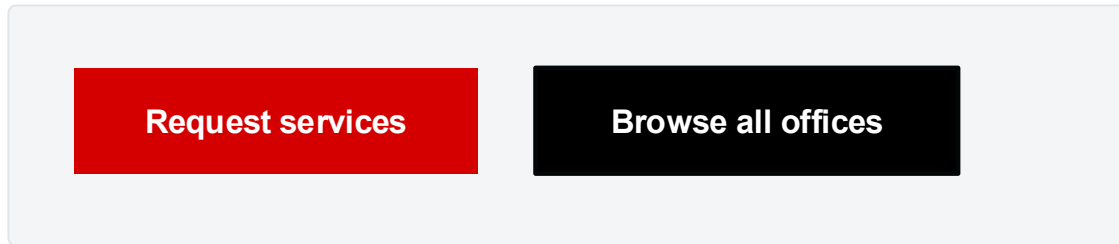
Action required: the homepage hero images are hotlinked from a third-party stock library

Competitors can use the same photographs, and the site's first impression depends on an external host. Commission or license around twenty owned images covering the priority industries, and serve them from the company's own CMS.

09 Applying it to net2source.com

The specific rules the web team needs, in the order they'll need them.

Buttons



- Primary: red fill, white label, 3px radius, hover to Ember. One per section.
- Secondary: 2px Ink outline, inverting to solid Ink on hover.
- Labels: sentence case, verb first. “Request services”, never “Submit”.
- Minimum tap target 44 × 44 px including padding.

Links, focus and layout

- Inline links are N2S Red and underlined — color alone fails accessibility.
- Focus ring: 2px solid Ink, 2px offset. Never red — invisible on a red button.
- Content column maxes around 1080px. White default, Mist for alternating sections.
- One radius — 3px — on everything. No drop shadows; the identity is flat.
- One h1 per page; heading levels descend without skipping.
- Respect prefers-reduced-motion: carousels and entrance animations stop.

Page titles: “Page topic | Net2Source”, under 60 characters. · Asset filenames lowercase and hyphenated: n2s-logo-primary-rgb.svg

09 The brand on social media

Recent N2S posts showing the logo, type, color and CTA working together.



What these posts share

Logo top left

Full-color n2s, clear of the photo

Serif headline

Key words set in N2S Red

Red pill CTA

"Contact Us" with an arrow

Photo on the right

Fading into a white or pastel field

10 Open questions

Six decisions this document can't make on its own. Each has a recommendation — confirm or override.

1 Which line is the positioning statement?

Promote “Local Expertise. Global Capacity.” and retire the gateway line.

2 Is there a licensed brand typeface?

If not, adopt Archivo and IBM Plex Sans — both open-source, no license tracking.

3 Sentence case or Title Case?

Sentence case for headings, buttons and nav. Title Case for formal service names only.

4 Who owns brand approvals?

Name one owner with final say and publish a 48-hour turnaround commitment.

5 Do the proof points still hold?

Verify the country and contractor counts and the SIA wording; review every six months.

6 What gets produced next?

Vector logo master, then owned photography, then templates.



What Happens Next?

01

Review and decide

Leadership signs off on the six open questions in section 10.

02

Remaster the assets

Flattened vector logo in true #D40000, then an owned photography set.

03

Build the templates

Letterhead, email signature, deck master, proposal cover — on these tokens.

Working draft v0.1 · September 19, 2026 · Compiled from public Net2Source material and the supplied logo file. Sections marked as recommendations await sign-off and are not yet policy.