

Naehas Styleguide

Naehas is the leading
finserv industry cloud
that spans the complete
product lifecycle -
including product
management,
marketing, compliance,
and operations.

About

Naehas empowers financial institutions to quickly and securely create, personalize, and market regulatory-compliant financial products and offers. By centralizing and automating product development, pricing, compliance, and distribution, Naehas accelerates go-to-market timelines and reduces operational risk. Six of the top 10 financial services companies rely on Naehas to drive revenue growth and boost productivity.

Logo



naehas

Vertical



Horizontal



Icon



Clear Space



Colors Primary



RGB: 9, 54, 68
CMYK: 94, 67, 52, 48
HEX: #093644

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

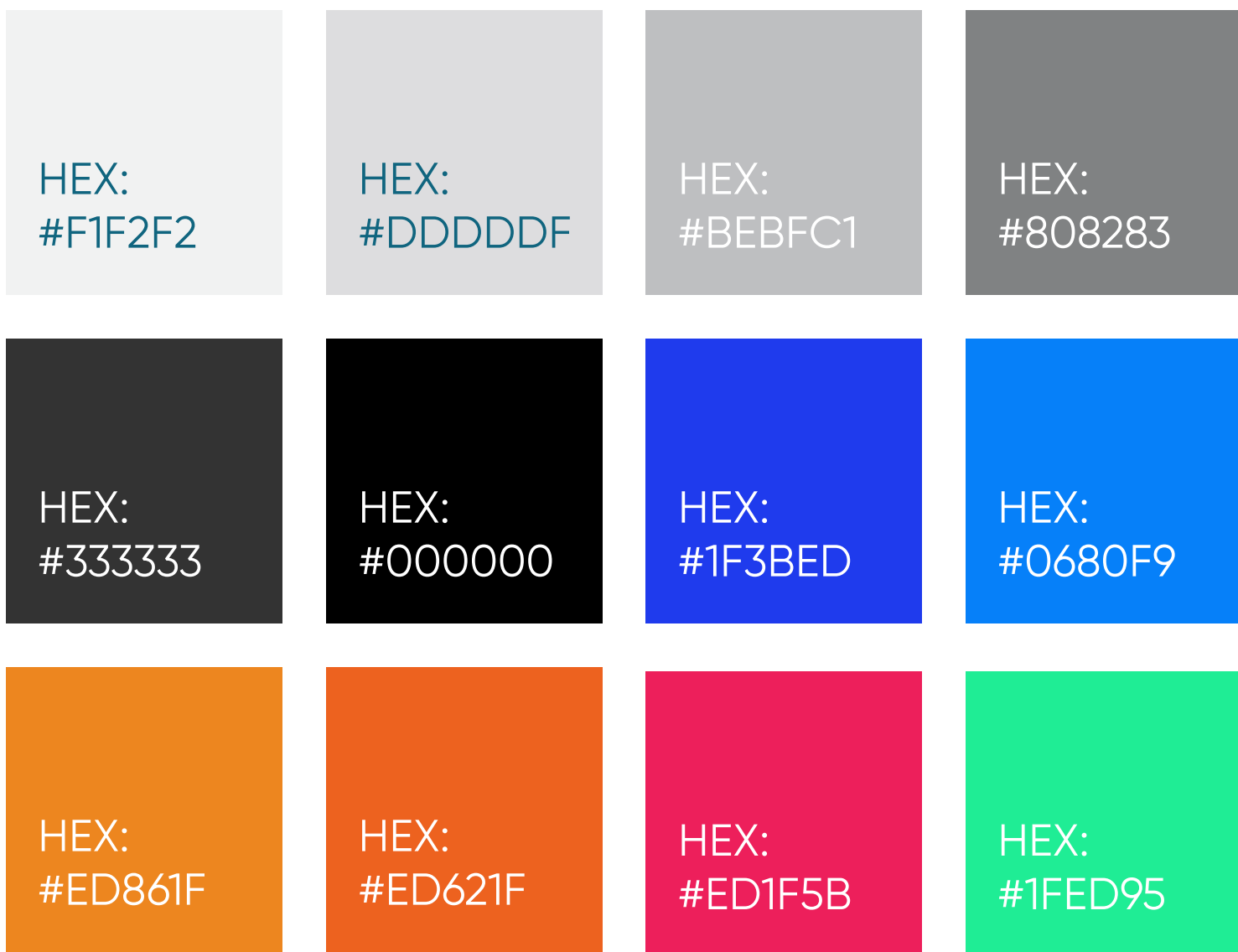
RGB: 31, 190, 238
CMYK: 66, 2, 1, 0
HEX: #1FBEEE

RGB: 31, 237, 219
CMYK: 57, 0, 26, 0
HEX: #1FEDDB

Secondary



Tertiary



Typeface Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gilroy

Weight

LIGHT
THIN
MEDIUM
BOLD
EXTRA BOLD

Full family

Fallback

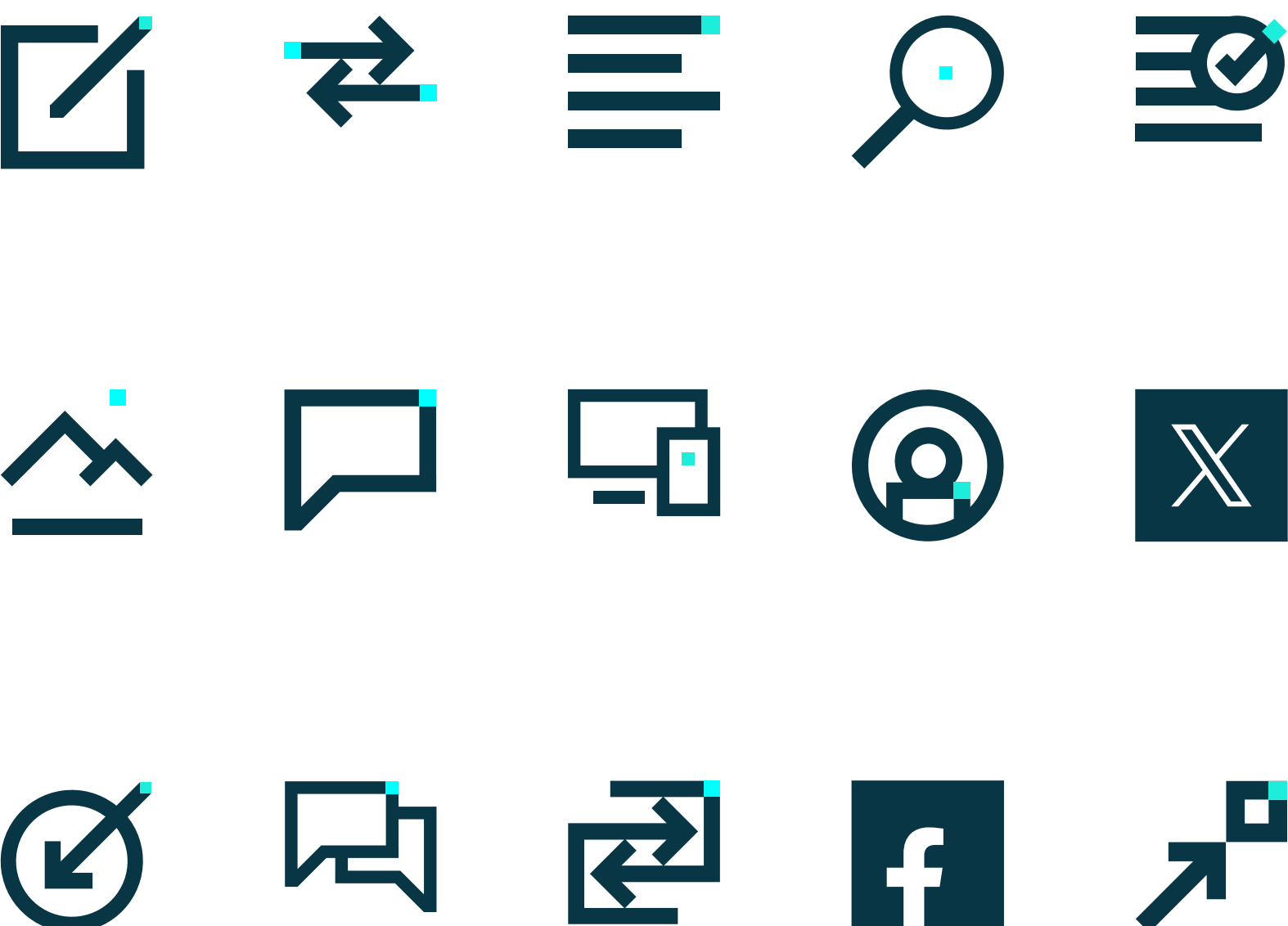
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

Iconography



Icons



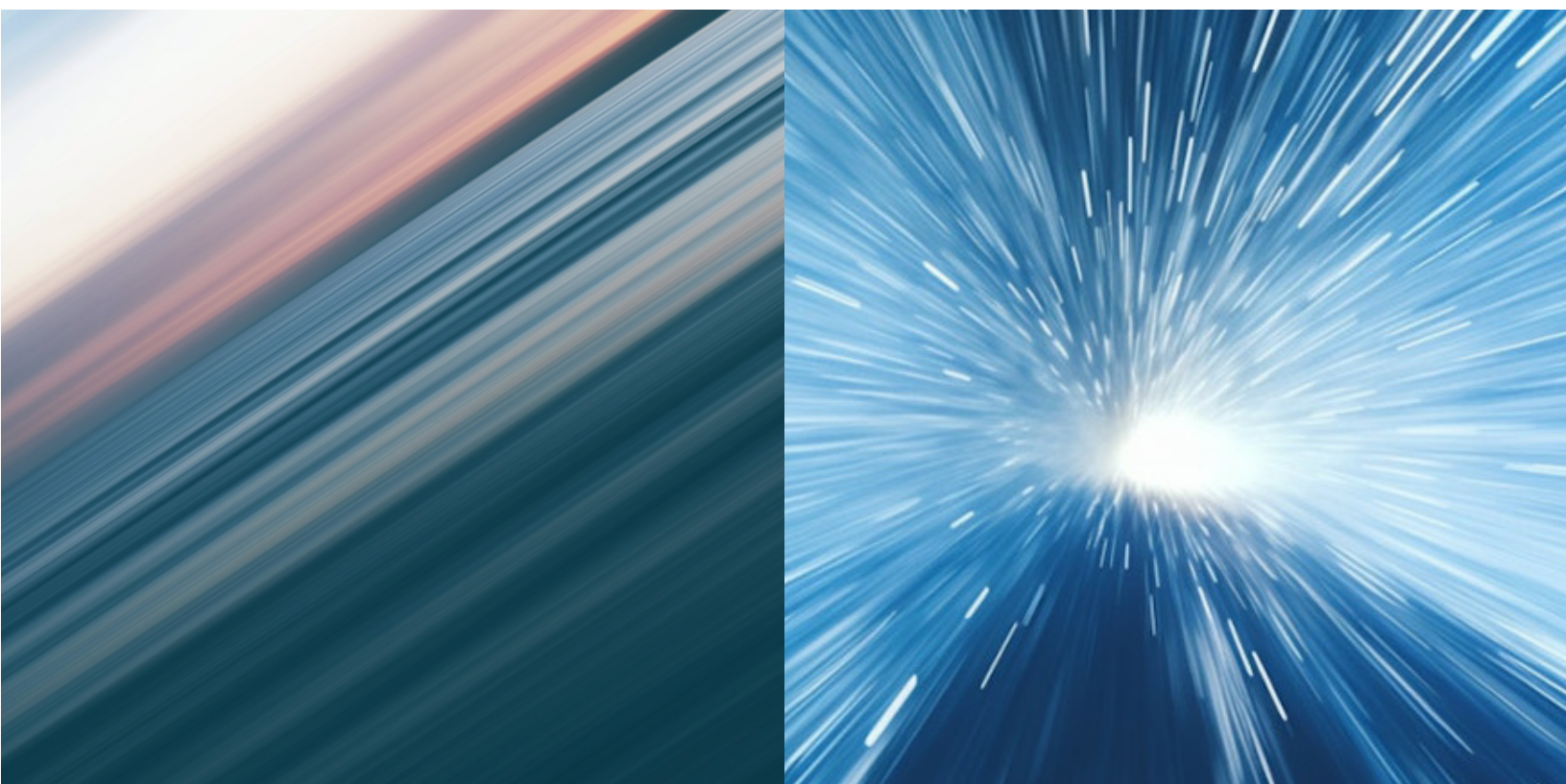
Photography



Portraits



Abstract



The Naehas photography brings our brand proposition—**Accelerating Value**—to life through dynamic and motion-oriented visuals.

Learn more at www.naehas.com

