



# Brand Assets

Version 3.0

### Logo Usage

The primary logo should be used with clear margins to maintain visual clarity. PNG and SVG files of logo already include borders.

The solid black logo is not just a color swap. It has thicker lines compared to the other versions. Consider this when using the logo

Please avoid altering proportions, colors, or adding shadows

### Colors & Gradients

Our brand color palette features bold solids and vibrant gradients that reflect the brand's tone and energy.

Use HEX and RGB formats for digital applications, and CMYK or Pantone values for print and merchandise to ensure color accuracy across mediums

### Typography

You can access and download our typefaces here:

Syne

Inter (Arial is the alternative font)

Each has been selected for its balance of character and clarity, supporting both functional and expressive use

Logo



Logo Borders

The logo is centered within a dashed rectangular border. The border has small circles at each corner, indicating crop marks. The text 'neon evm' is in a lowercase, rounded sans-serif font, colored in a vibrant magenta. To the left of the text is a stylized 'N' icon, also in magenta, composed of two overlapping, rounded shapes.

**N neon evm**

Logo



Main Version

 neon evm

White Version

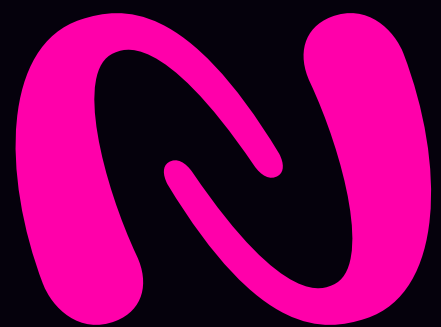
 neon evm

Black Version

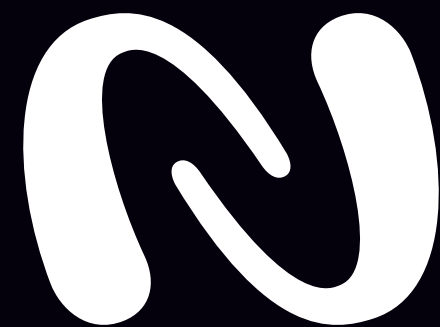
 neon evm



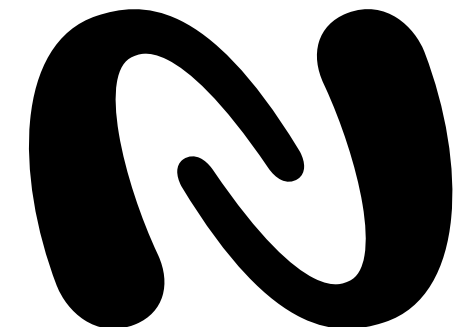
Pink Version



White Version



Black Version



# Color Palette



Fuchsia

HEX  
#FF00AA

RGB  
255, 0, 170

CMYK  
0, 95, 0, 0

Pantone  
225 C

Purple

HEX  
#E200F1

RGB  
226, 0, 241

CMYK  
29, 86, 0, 0

Pantone  
246 C

Violet

HEX  
#8e1cf1

RGB  
142, 28, 241

CMYK  
61, 80, 0, 0

Pantone  
2048 C

Dark Violet

HEX  
#6710dd

RGB  
103, 16, 221

Pantone  
Violet C

Light Pink

HEX  
#ff86ff

RGB  
255, 134, 255

Pantone  
245 C

Green

HEX  
#24e4b3

RGB  
36, 228, 179

Pantone  
3385 C

Blue

HEX  
#340ceb

RGB  
52, 12, 235

Pantone  
2736 C

Dark Purple

HEX  
#bc11e1

RGB  
188, 17, 225

Pantone  
Purple C


Light Green


HEX  
#73fdea


RGB  
11, 253, 234


Pantone  
3245 C





 #8B00B1

 #0E0060

 #090909



 #8E1CF1


 #6710DD





 #FF86FF

 #91C8FF

 #73FDEA




 #BC11E1

 #FF00AA



 #8E1CF1

 #340CEB



 #73FDEA

 #8E1CF1



 #8E1CF1


 #BC11E1



 #73FDEA


 #249CFE

 #340CEB



 #19FB9B

 #50BBFF

 #9945FF

main

# Syne

Syne is the primary typeface used across key touchpoints like social media and other brand materials. Can be used in digital interfaces for short, large-format text like titles and headlines. Its multiple weights offer flexibility in application.

[Free download](#)

Aa

main

# Inter

Inter is particularly well-suited for digital interfaces, including websites and general UI components, it's mainly used in dense text blocks and informative content, in all available weights, depending on the context and hierarchy needed.

[Free download](#)

Aa

alternative

# Arial

Arial is a widely available sans-serif font, pre-installed on most systems, making it a practical choice for editable presentations and materials.

Aa





# Thank you!

Got questions? Hit us up on [Telegram](#).