



Branding GuideLines

Version 01, April, 2024

Where **Creativity**
Knows No Limits!

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LOGO

cityneon®

The Cityneon logo captures the essence of vibrant, glowing neon lights in a visually striking and memorable manner. The design cleverly incorporates negative space to form the letter "y" in the center, which serves as both a visual anchor and a symbol of completeness. This inclusion emphasizes the brand's commitment to transforming ideas into reality and adds a touch of sophistication to the overall composition.

The bold and attention-grabbing font choice further enhances the logo's impact, allowing it to stand out and make a strong impression. It creates an active text mark that complements the foundation of an impressively versatile graphics system, enabling the logo to adapt seamlessly across various applications.

Overall, the Cityneon logo is an engaging representation of the brand, capturing the allure of neon lights while showcasing its commitment to creativity, vision, and adaptability.

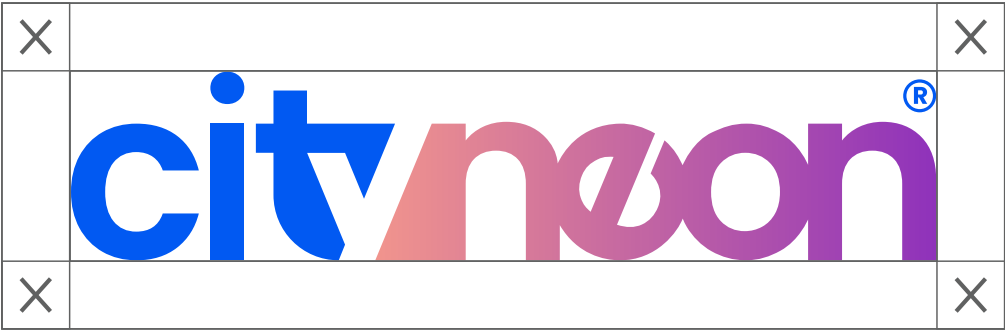
Secondary Logo (AR)



Primary Logo (EN)



The logo’s surrounding area should consist of clear space, one that remains free from other graphic elements. Keeping a minimalistic, clear space area will ensure that the mark remains prominent and fully legible wherever it appears.

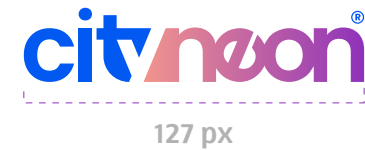


Never use the logo with a width less than 45mm for print or 127px for digital media, either 20mm or 36px for the icon, if this is not taken into account the legibility of the logo may be affected.

Print



Digital



The full-color application of the logo is always preferred.



It is always recommended to use the combinations presented on this page to make a correct use of the brand.





DON'T SCALE DSPROPORTIONATELY



DON'T CHANGE LOGO RELATIONSHIP



DON'T CHANGE THE LOGO COLORS



DON'T CREATE OUTLINR VERSIONS



DON'T ADD EFFECTS



DON'T Rotate the logo



TYPOGRAPHY

TYPOGRAPHY

The main typography is designed to be used in titles and highlight important information in communication. This typeface is simple and bold, and its solid body helps make it easily recognizable and readable in different types of pieces both online and offline.

Poppins

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Poppins

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Poppins

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Poppins

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Greycliff Arabic CF

Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي ة ء و ئ إ
*&^%\$#@!|۲۳۴۵۶۷۸۹۰

Greycliff Arabic CF

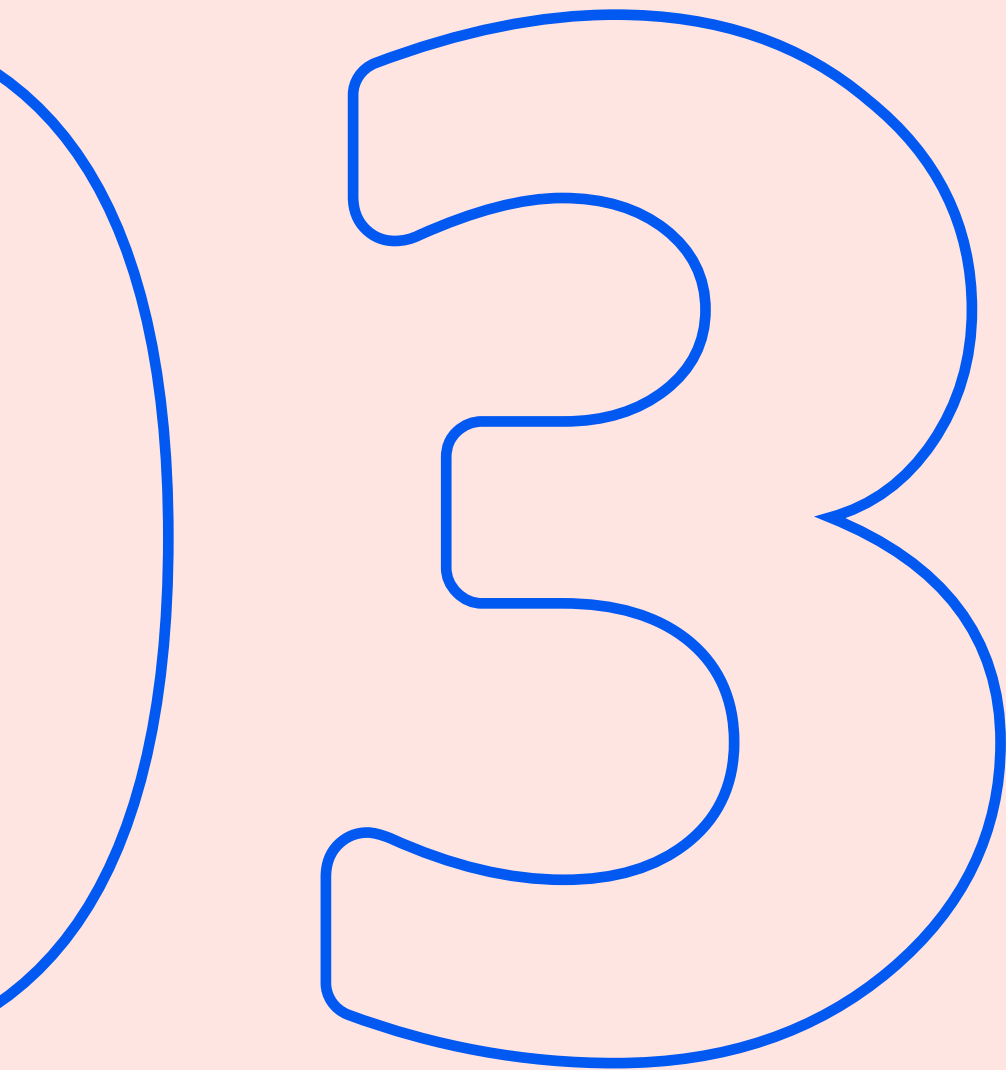
Medium

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي ة ء و ئ إ
*&^%\$#@!|۲۳۴۵۶۷۸۹۰

Greycliff Arabic CF

Light

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي ة ء و ئ إ
*&^%\$#@!|۲۳۴۵۶۷۸۹۰



Color Palettes

COLOR PALETTE

Primary Color Palette

The main color palette should always take center stage wherever there is brand presence. Some of the secondary colors come from the hero palette and generally work as a wide range of complementary colors to use in different media or highlight information.

<div>R1 G89 B242 C87 M64 Y0 K0 HEX #0159F2 Pantone 285 C</div>	<div>R142 G49 B187 C67 M83 Y0 K0 HEX #8E31BB Pantone 7442 C</div>
<div>R153 G255 B250 C38 M0 Y13 K0 HEX #99FFFA Pantone 3245 C</div>	<div>R255 G152 B141 C0 M52 Y37 K0 HEX #FF988D Pantone 1625 C</div>
<div>R25 G25 B25 C77 M67 Y61 K84 HEX #191919 Pantone 419 C</div>	<div>R255 G255 B255 C0 M0 Y0 K0 HEX #FFFFFF Pantone WHITE</div>

COLOR PALETTE

Secondary Color Palette

The main color palette should always take center stage wherever there is brand presence. Some of the secondary colors come from the hero palette and generally work as a wide range of complementary colors to use in different media or highlight information.

<div>R0 G51 B124 C100 M85 Y28 K9 HEX #00337C Pantone 287 C</div>	<div>R59 G7 B96 C93 M100 Y29 K23 HEX #3B0760 Pantone 2627 C</div>
<div>R191 G213 B252 C28 M12 Y0 K0 HEX #BFD5FC Pantone 2707 C</div>	<div>R227 G203 B238 C13 M25 Y0 K0 HEX #E3CBEE Pantone 531 C</div>
<div>R255 G229 B226 C0 M15 Y9 K0 HEX #FFE5E2 Pantone 705 C</div>	<div>R255 G183 B230 C3 M38 Y0 K0 HEX #FFB7E6 Pantone Magenta 0521 C</div>

COLOR PALETTE

Primary Gradients Palette

If color gradients are used, this would only be in hero text and they must be created using our defined colors. These are the allowed gradients. You can use version 1 or version 2 colors, but do not make a gradient that uses a version 1 and a version 2 color.

Lorem ipsum



Main Color

Secondary Color

Lorem ipsum



Main Color

Secondary Color

Lorem ipsum



Main Color

Secondary Color

Lorem ipsum

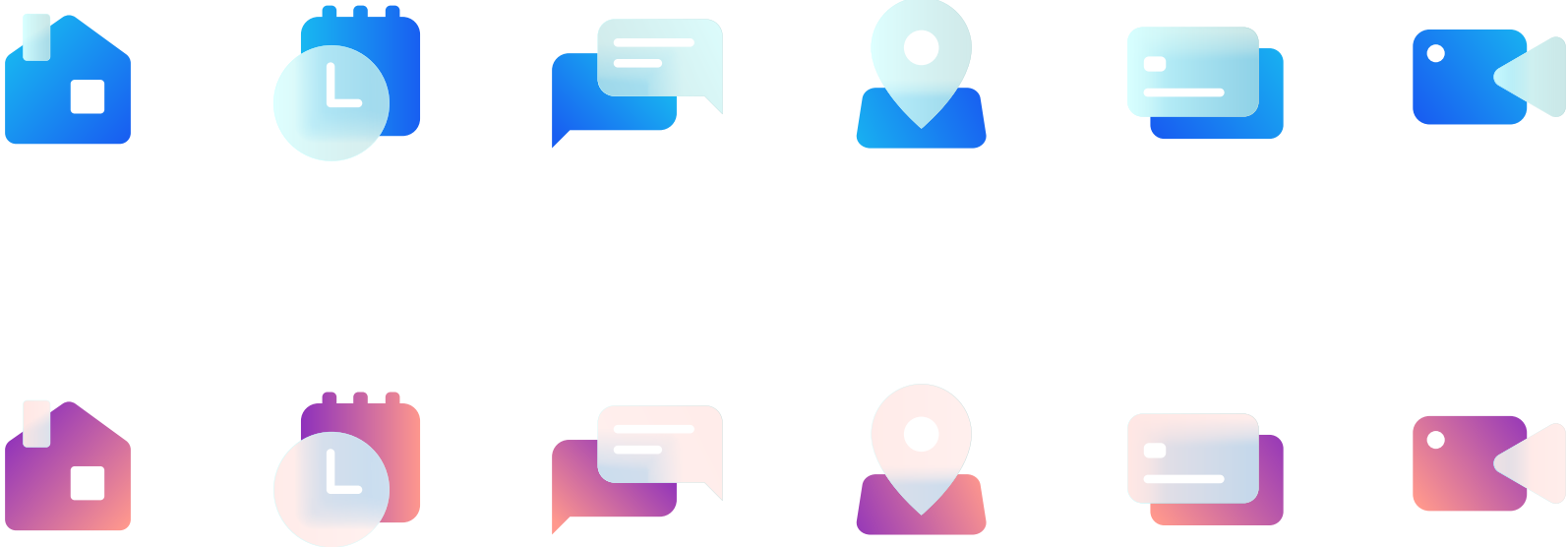


Main Color

Secondary Color



Iconography



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APPLICATIONS





The background of the entire image is a dark, deep purple or magenta. It is filled with numerous glowing, curved lines in shades of blue and pink, creating a sense of motion and depth, similar to light trails from a long-exposure photograph of a city at night or a futuristic tunnel. The lines vary in thickness and brightness, some appearing as sharp streaks while others are more diffuse.

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