

49°30'00"N, 123°30'00"W



NeoNomad.

VISUAL IDENTITY GUIDELINES

The most trustworthy digital asset solutions.

JUNE.01.2022

1.0 INTRODUCTION

2.0 BRAND PLATFORM

2.1 NeoNomad DNA

3.0 ELEMENTS OF THE VISUAL IDENTITY SYSTEM

3.1 Logo Description

3.2 Safe zone

3.3 Logo Suite Overview

3.4 Improper Use of the Logo

3.5 Color

3.6 Typography

4.0 Visual Design

4.1 Iconography

4.2 Design Direction

5.0 BRAND ELEMENT

5.1 Goodies

5.2 Digital

TABLE OF CONTENTS



NeoNomad.

Visual Identity Guidelines

1.0 INTRODUCTION

Using the NeoNomad brand

We've created this visual identity guide to help you understand our core brand elements, logo, typography and images. We are positive you'll get to know us just a bit better after reading. If you have more questions or comments for information not covered here, please reach out to us contact@@neonomad.exchange. We're happy to help.



NeoNomad.

Visual Identity Guidelines

2.0 BRAND PLATFORM



Neonomad wants to help a newly emerging type of global citizen, who is adapting to the new ways of the financial world with fluid transition and ease. Where traditional banks restrict access and act as middlemen between monetary transactions, NeoNomad is giving the power and control back to the people. They have the opportunity to trade and invest with each other, regardless of their nationalities, geographical location or current political climate. We are excited to show who we are and what we value in the elements coming up next.



2.1 NEONOMAD DNA



3.0 ELEMENTS OF THE VISUAL IDENTITY SYSTEM



NeoNomad.



NeoNomad.

In order to capture the essence of who we are in the logo, we wanted to make sure to use color and visual to best depict the NeoNomad DNA. The color purple with gradients symbolizes luxury, creativity and wisdom. The graphic visual of a nomad is our target audience member - someone who is a citizen of the world, a location-independent individual who trusts us to provide innovative financial services aligned with his/her worldview. This logo is our foundation, a memorable first impression and an invitation for people to learn more about us.

3.1 LOGO DESCRIPTION



Citizen



International



NeoNomad



3.1 LOGO DESCRIPTION



The NeoNomad logo should always be afforded a predetermined area of breathing space between visual and type, referred to as clear space. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements.

3.2 SAFE ZONE



NeoNomad.



NeoNomad.



NeoNomad.



NeoNomad.

The logo suite includes variations of the logo that includes primary and secondary colors, along with the same size to provide consistency for all the options. Here we have the primary color purple and its gradients, with secondary colors black and white, and the borderless sketch around the neonomad to keep with the theme.



NeoNomad.



NeoNomad.



NeoNomad.



NeoNomad.

3.3 LOGO SUITE OVERVIEW



We also provide the round and square logo icons for different use cases.

3.3 LOGO SUITE OVERVIEW



We also provide the round and square logo icons for different use cases.

3.3 LOGO SUITE OVERVIEW

NeoNomad.



Place logo opposite

NeoNomad.



Nomad face color with the front
is darker than the back

NeoNomad.



Over Shadow

NeoNomad.

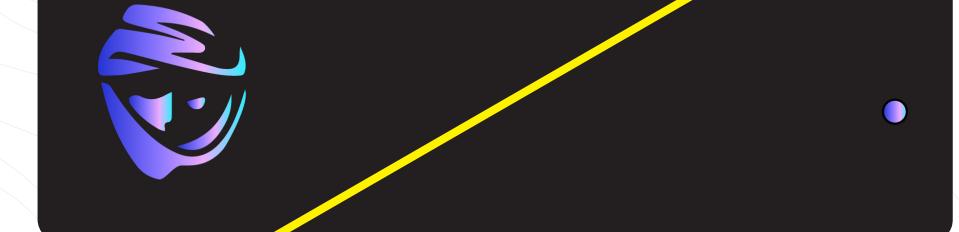


Distort the logo

NeoNomad.



Place logo oblique



Place black logo in dark background

Here are some examples of improper logo usage. Please be mindful of the common mistakes used, as it can create misalignment with the mission, a lowered emotional impact on customers, and general inconsistency of visual identity.

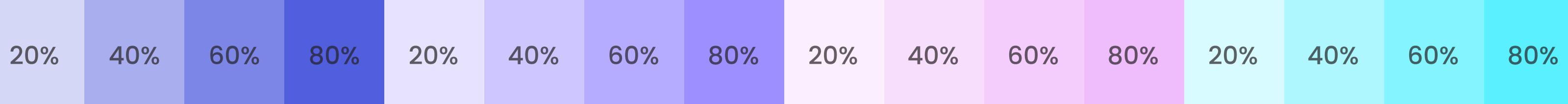
3.4 IMPROPER USE OF THE LOGO

2735D5
R:39 G:53 B:213
C:87 M:79 Y:0 K:0

8573FE
R:133 G:115 B:254
C:60 M:59 Y:0 K:0

EDAEFD
R:237 G:174 B:253
C:13 M:34 Y:0 K:0

32EDFF
R:50 G:237 B:255
C:52 M:0 Y:8 K:0



The primary colors are major identity colors that will be used in different situations. They are to be used across all communications and applications, including as background colors and body copy. These are the four primary colors integrated in the NeoNomad Logo, ranging from blue to purple, magenta and light blue.

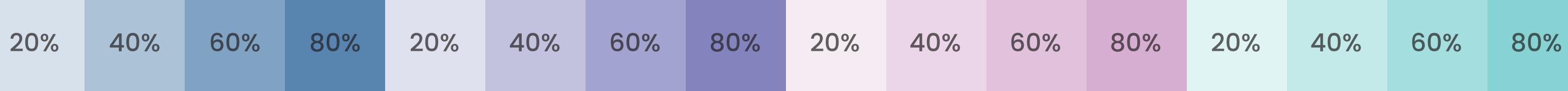
**3.5 COLOR
PRIMARY**

33669A
R:51 G:102 B:154
C:86 M:60 Y:17 K:2

6566AE
R:101 G:102 B:174
C:68 M:65 Y:0 K:0

CB9AC6
R:203 G:154 B:198
C:18 M:44 Y:0 K:0

69C9CA
R:105 G:201 B:202
C:55 M:0 Y:24 K:0



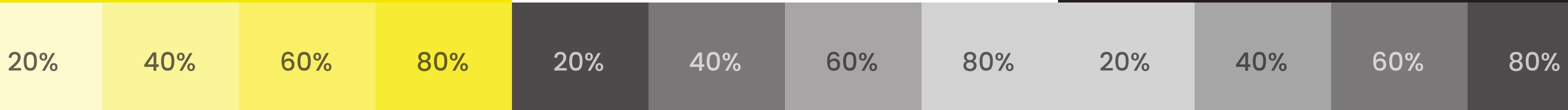
Naturally colors print darker than they appear on screen, and brightness settings are higher on the monitor. The colors presented for printing are a percentage darker than the primary colors to keep their relationship to each other, while maintaining a more matte palette to distinguish itself as colors for print only.

3.5 COLOR
PRIMARY - PRINT

F6E600
R:246 G:230 B:0
C:6 M:2 Y:100 K:0

FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

000000
R:0 G:0 B:0
C:75 M: 68 Y:67 K:90



These are the three secondary colors used to support the top primary colors as a decorative element or complementary visual place-note in a darker or lighter background. These colors are yellow, white, and black.

3.5 COLOR SECONDARY

Poppins Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

Poppins Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

Poppins Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

Poppins Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

Poppins Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 _*@?!/+(,;:)"**

We chose to integrate the type Poppins for its versatility in text where our content will be displayed on a desktop screen or smartphone. It's bold and readable, it's a statement font.

Mako Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890_*@?/+(;,:)"**

Mako Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890_*@?/+(;,:)"**

Mako Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890_*@?/+(;,:)"**

For a decorative type Mako stands out with a slimmer presence as a supportive font next to Poppins.

Noto Sans TC Black

Noto Sans TC Bold

Noto Sans TC Medium

Noto Sans TC Regular

Noto Sans TC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
一二三四五六七八九十百千萬上中下左右大小春夏秋冬東南西北金木水火
土天地日月星黑白紅橙黃綠藍靛紫食住衣行育樂忠孝仁愛信義和平子曰父
母兄弟夫婦君臣馬牛羊雞犬豕喜怒懼惡目耳口手足見聞聲貝車雨赤青言
語魚鳥羽電不乃之乎人以何俱倫儀先光入具初則匏協去友同名善器嚴執孟
孫學宜容專少山師席常幼序從性恩恭情惰應成所才揚擇教敬數文斷方於族
昔時智曾有朋本杼某梨機次欲此歲溫為燕玄玉琢畜當相知石祖禮稷稻穀窮
竇竹粱紊絲綱習老者而能自至與苟菽處融親調識讓貴身近運過道遠遷鄰
長非革音順飼養首香高麥黍齡思源谷歌1234567890?!"(%)[#]{@}/&\<-
+÷×=>®©\$€£¥¢:;,.*

We also cross-checked this font Noto Sans, to keep with design consistency
we chose it because this font supports a variety of languages, including
Chinese and Korean.

Noto Sans SC Black

Noto Sans SC Bold

Noto Sans SC Medium

Noto Sans SC Regular

Noto Sans SC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火
土天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父
母兄弟夫妇君臣马牛羊鸡犬豕喜怒惧恶目耳口手足见闻声贝车雨赤青言
语鱼鸟羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟
孙学宜容专少山师席常幼序从性恩恭情惰应成所才扬择教敬数文断方于族
昔时智曾有朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷
窦竹粱素丝纲习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻
长非革音顺饲养首香高麦黍龄思源谷歌1234567890?!"(%)[#]{@}/&\<-
+÷×=>®©\$€£¥¢:;,.*

We also cross-checked this font Noto Sans, to keep with design consistency
we chose it because this font supports a variety of languages, including
Chinese and Korean.

Noto Sans KR Black

Noto Sans KR Bold

Noto Sans KR Medium

Noto Sans KR Regular

Noto Sans KR Light

We also cross-checked this font Noto Sans, to keep with design consistency we chose it because this font supports a variety of languages, including Chinese and Korean.

3.6 TYPOGRAPHY



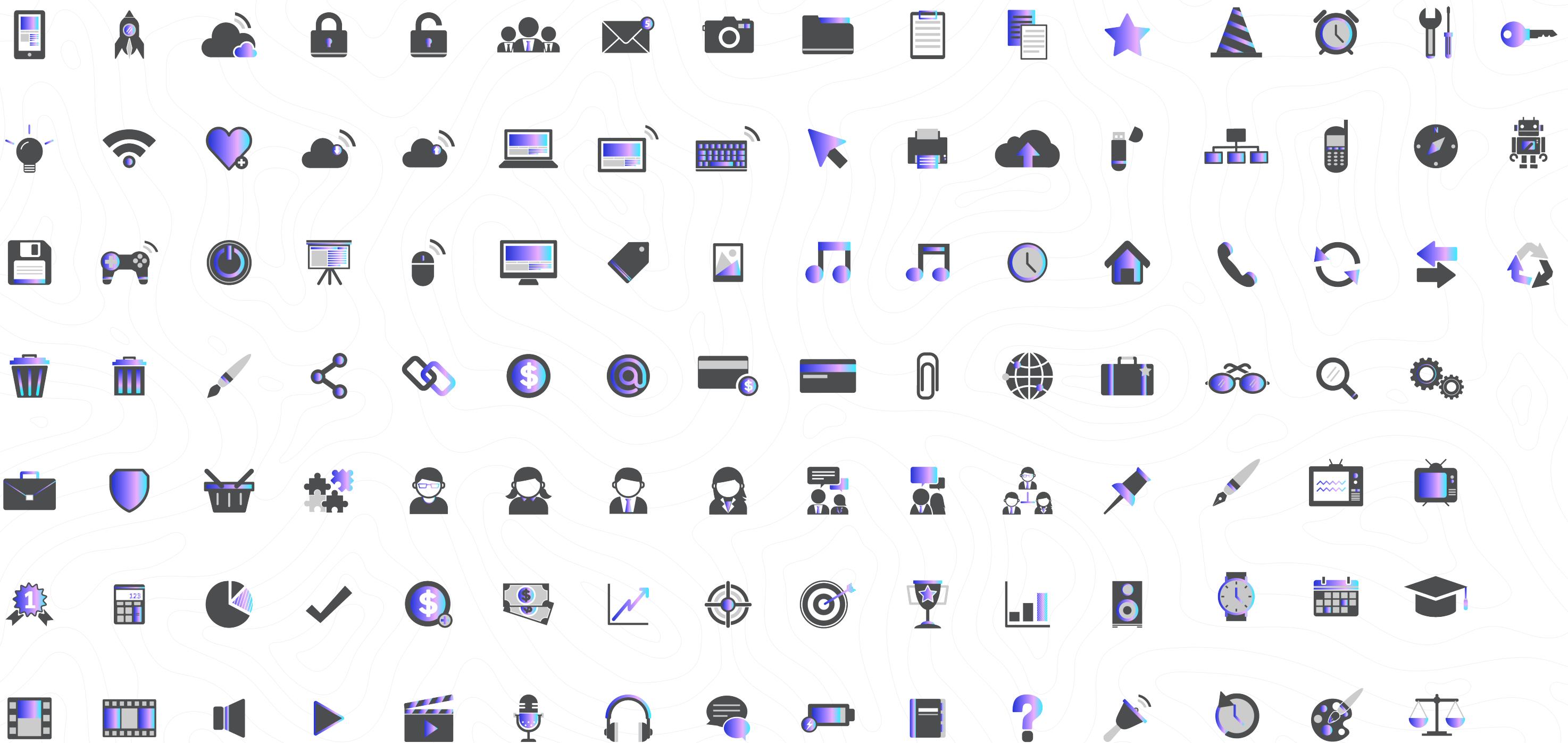
NeoNomad.

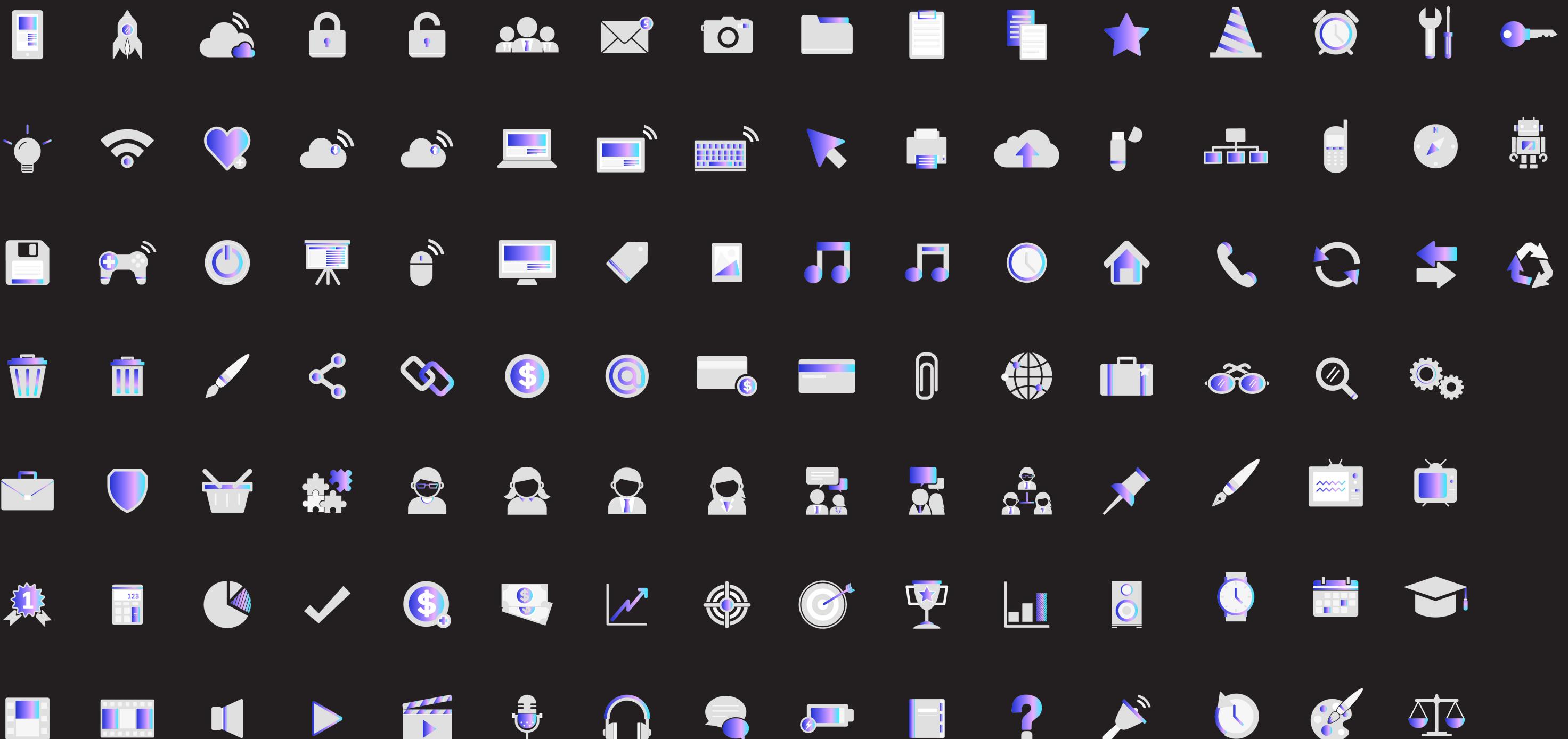


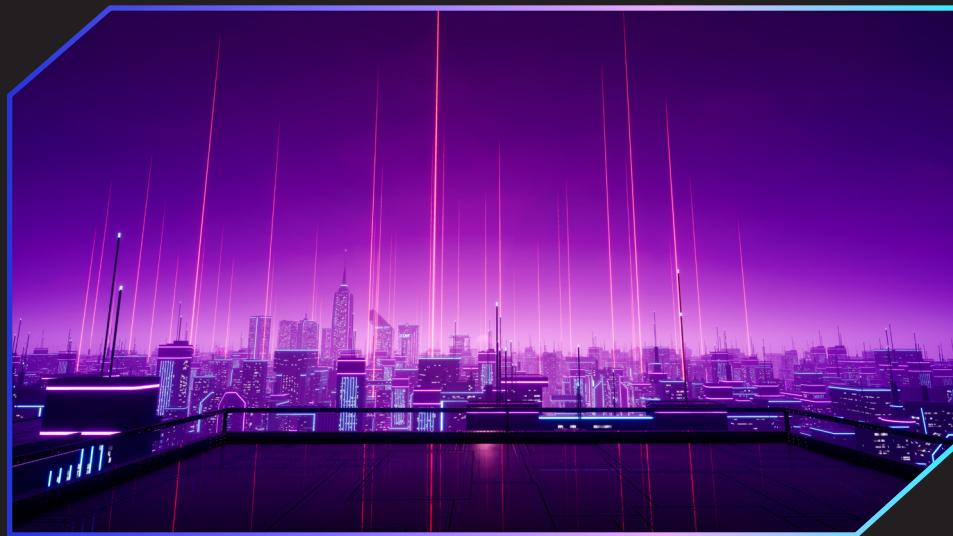
NeoNomad.

Visual Identity Guidelines

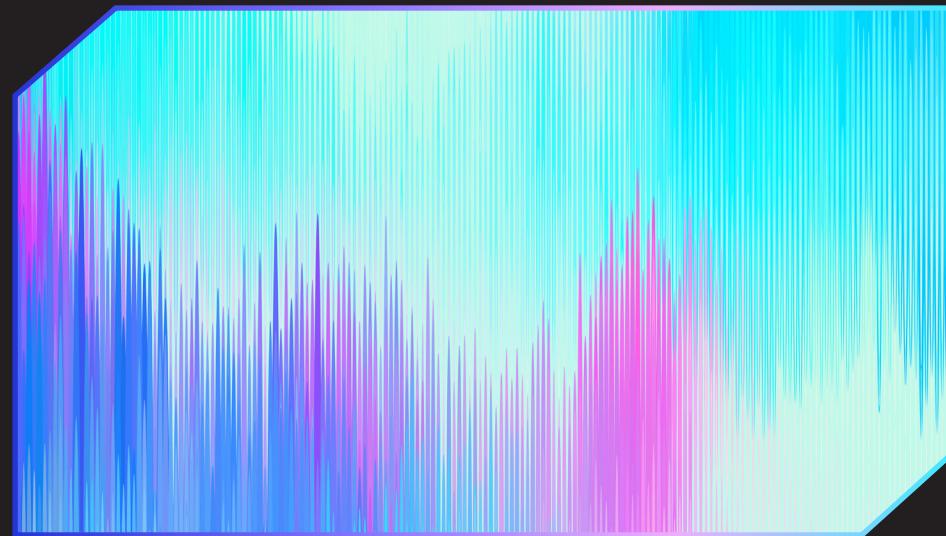
4.0 VISUAL DESIGN







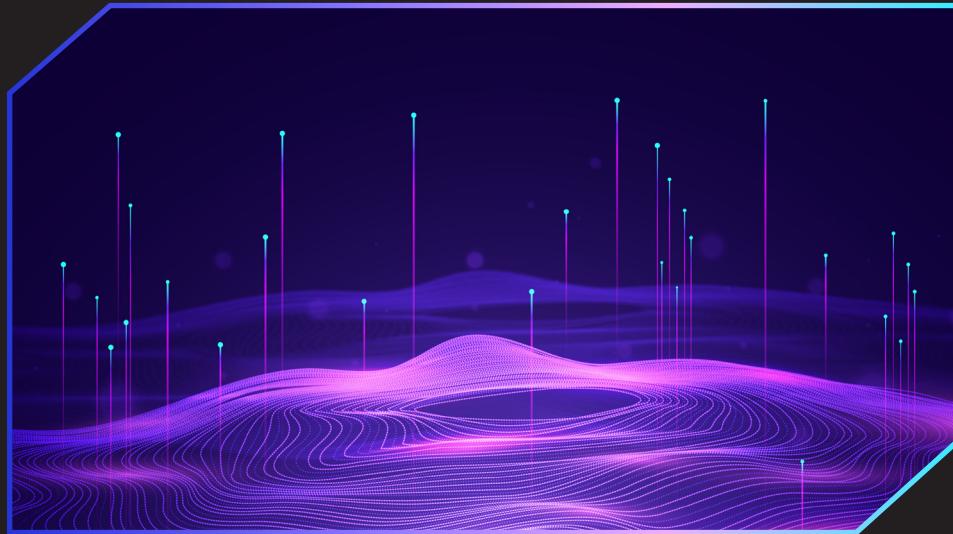
Cybercity



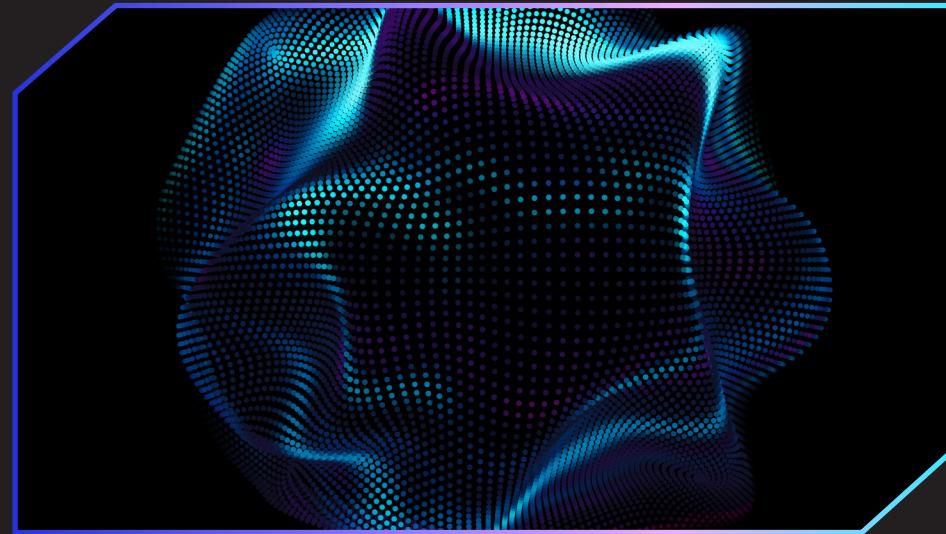
Glitch



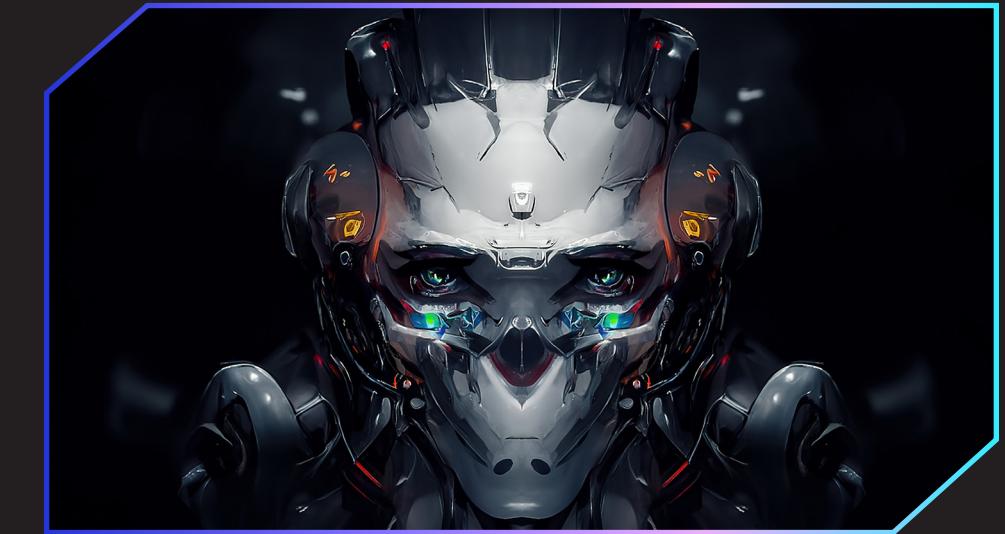
Neon Light



Topography



Abstract



Future Technology

We've based our design on 6 key themes of inspiration, listed above. We wanted to stay true to our imprint in a digital landscape that draws in a crossover between the real world and tech, where cyberpunk is celebrated through art and science, and our parallel realities co-exist - optimizing a merged online and offline experience.

4.2 DESIGN DIRECTION



NeoNomad.

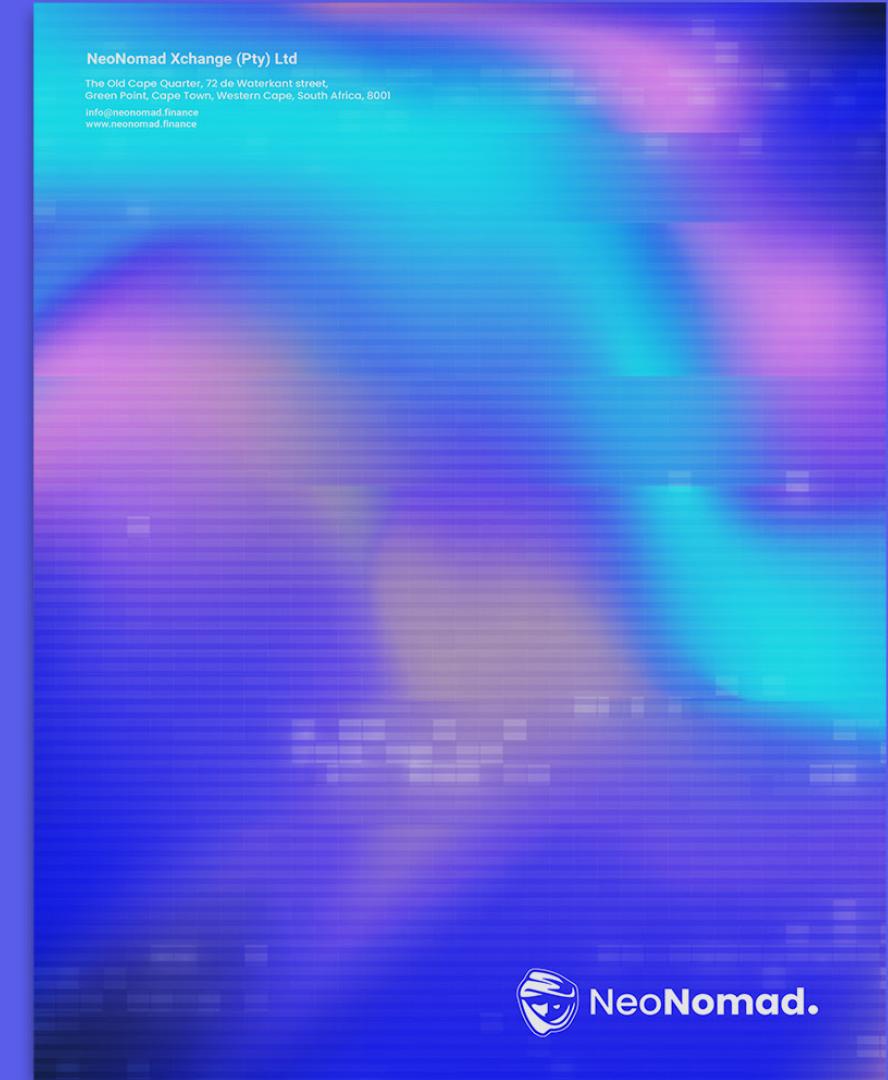
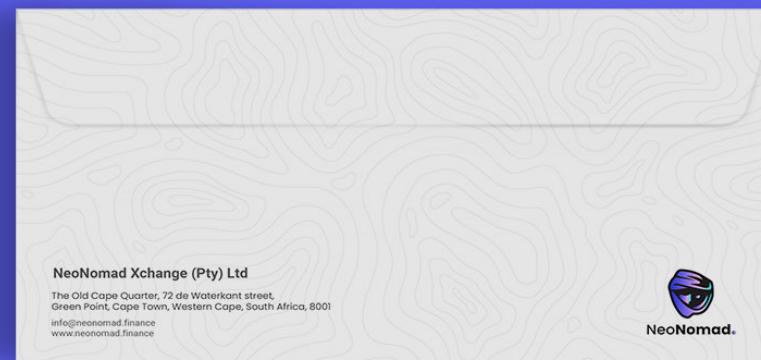
Visual Identity Guidelines

5.0 BRAND ELEMENT



5.1 GOODIES





5.1 GOODIES

5.1 GOODIES



5.1 GOODIES

Visual Identity Guidelines



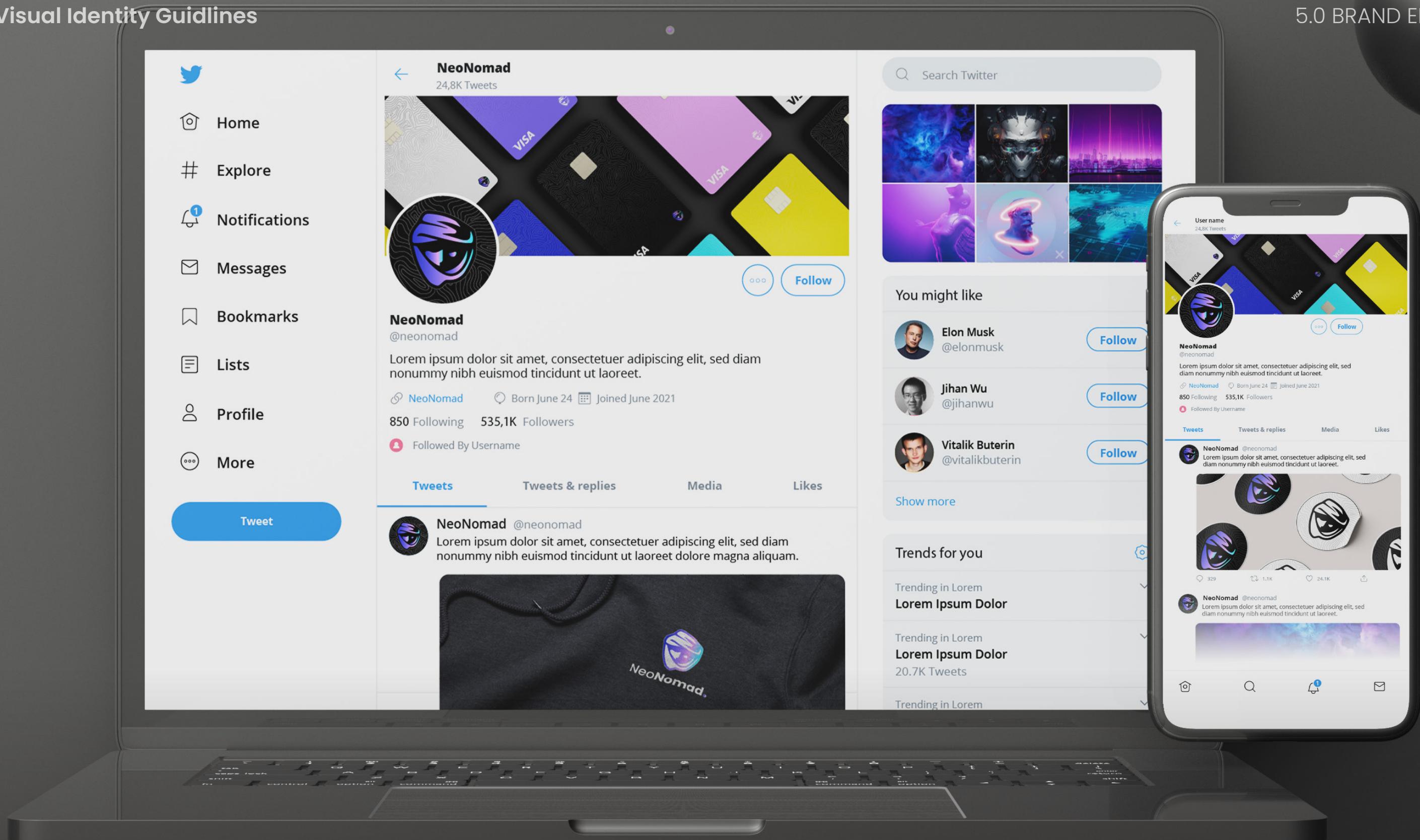
5.0 BRAND ELEMENT



5.1 GOODIES

Visual Identity Guidelines

5.0 BRAND ELEMENT



5.2 DIGITAL-TWITTER

Find people, jobs and more

Home My Network Jobs Messaging Notifications Me Work

NeoNomad

Blockchain Techanology 9,999 followers

+ Follow Visit website

See all 9,999 employees on LinkedIn →

Home

About

Life

Jobs

People

Videos

Ads

Recently posted videos

5 recently posted jobs

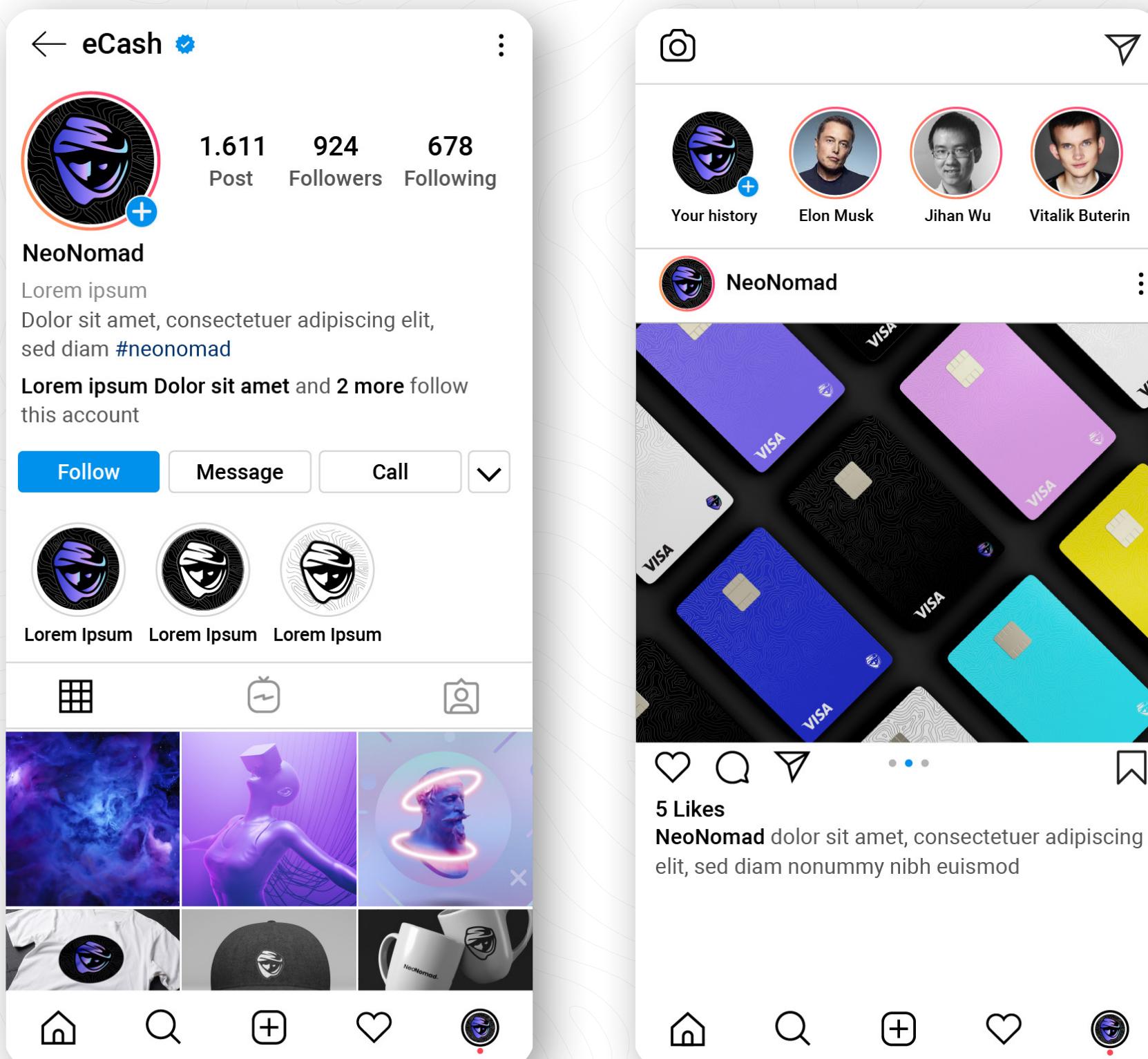
Affiliated pages

Coolface

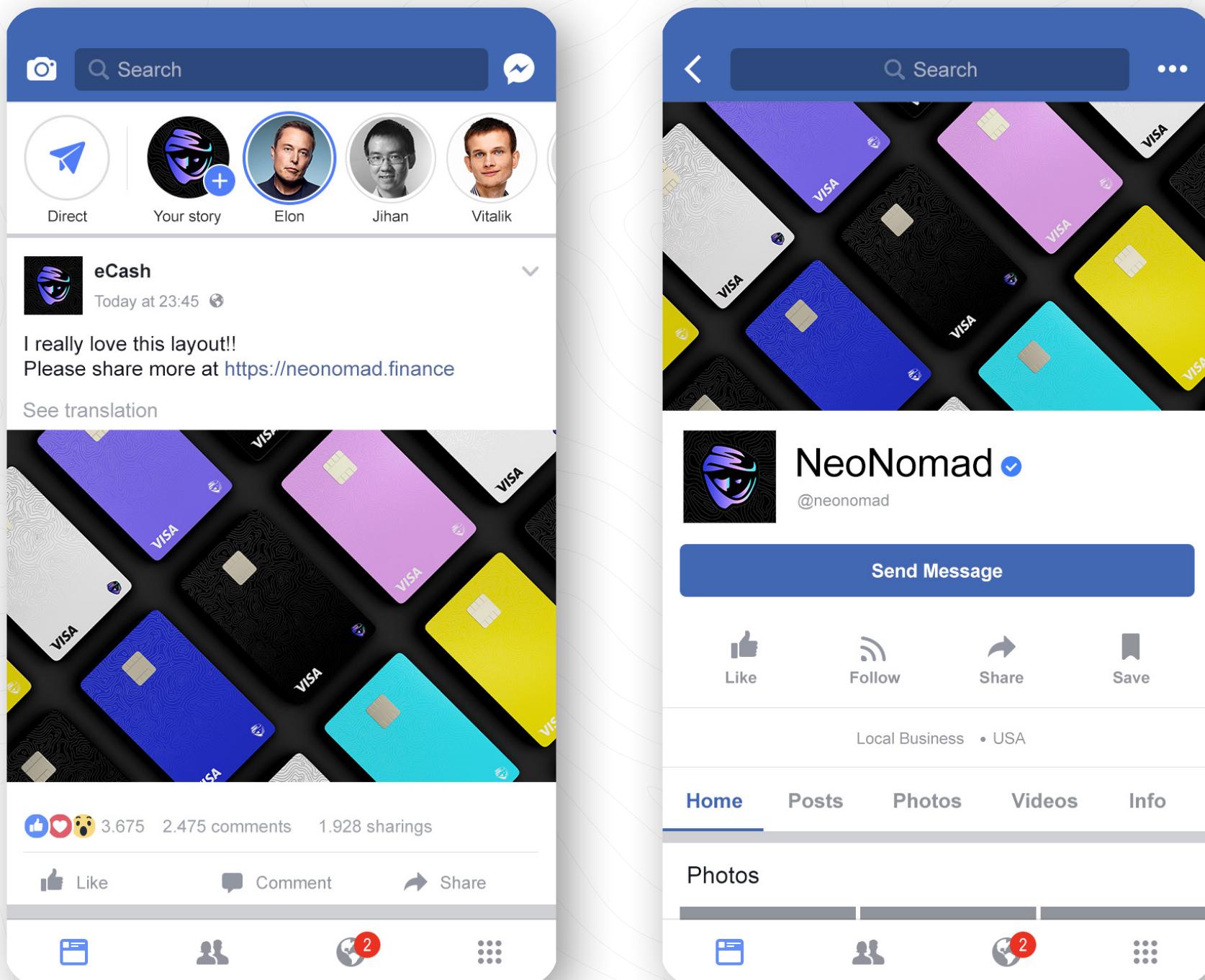
Infomation Technology 9,999 followers

Ad ...

5.2 DIGITAL-LINKEDIN



5.2 DIGITAL- INSTAGRAM



5.2 DIGITAL-FACEBOOK

Visual Identity Guidelines

20 ips

5.2 DIGITAL-PPT

If you have a need that has not been covered in this guide, please contact Marketing and Communications at contact@neonomad.exchange

THANK YOU