NEOS

Brand Guide

v1.0 | 2016-04

We are Neos

We are members of the Neos team – Everyone of us is unique. We share a set of values that make it fun to work as a team. These are our values. They motivate us and light our internal fire. Our values guide how we communicate and how we make decisions. We are agile. This is who we are.

Humility

We all make mistakes.
Constructive criticism is always welcome.

Responsibility

We consider the consequences of our actions,
our code, and our communication.

Respect

We all have different opinions, different personalities,
and different ways to approach problems.

Trust

We trust other team members to make
the right decision even when we are
absent.

Logos

Primary Logo

This is the logo **for all your comunication** around Neos. Show it to the world.

All files contain an included safe area. Please make sure there is **enough whitspace around the logo. Do not change the space between the N and "NEOS".**

Logo Variants

Use the **logo variants** to create awesome marketing material **and show the fun side of Neos**.

Negative logo for **light backgrounds**

Negative logo for **dark backgrounds**

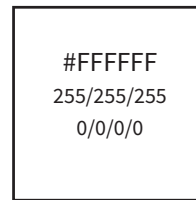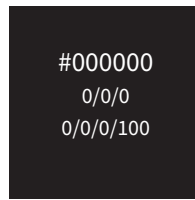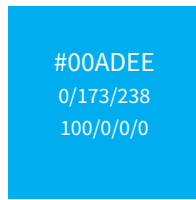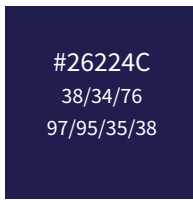The **outline** can be used in a **tech or community** related context.

There are **two monochrome versions**. Make sure the **left side of the logo is darker than the right side**. Only use the this version if really necessary.

Single N

When using the single N the **Neos context should be obvious**, e.g. as a big visual accompanying the full logo or a text about Neos.

Colors & Text

#26224C 38/34/76 97/95/35/38	**#00ADEE** 0/173/238 100/0/0/0	**#000000** 0/0/0 0/0/0/100	**#FFFFFF** 255/255/255 0/0/0/0

"Writing about **Neos** is really cool."

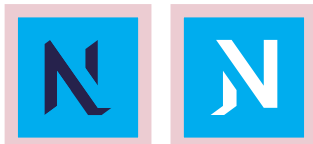Please remember to spell **Neos with a capital N** when writing posts, articles or other content.

I am a heading.

Please use **Work Sans Light** for headings.

I am body copy.
I tell an interesting story worth reading.

Please use **Work Sans Regular** for body copy.

Don'ts

Check the contrast of logo and background. The N should always appear multidimensional. Do not use **logo colors for the background**.

Do not **rotate, flip or skew** the logo.

Do not change colors, use shadows, glow or other effects.

NEOS

Do not use a **type only logo**.
Do not spell **NEOS in capitalized letters** in written text.

Neos

Do not use the **transitional branding** anymore.
Do not use the **font Noto Sans** anymore.