NEOS

Brand Guide

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**

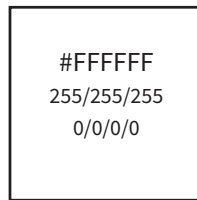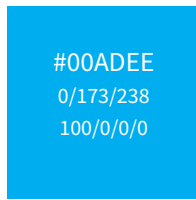**Negative** logo for **dark backgrounds**

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

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

#26224 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."

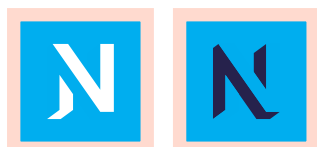Please remember to spell **Neos with a capital N** when writing posts, articles or other content.

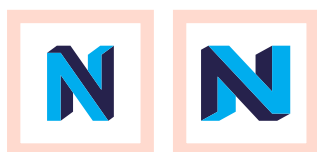I am a heading.

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 the 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.