



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.

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.

Humility

We all make mistakes.
Constructive criticism is always welcome.

Logos

Primary Logo



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



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

Logo Variants



Use this logo variant on **light backgrounds**.



Use this logo variant on **dark backgrounds**.



The **outline** can be used in a **tech or community** related context, but not for marketing Neos as product.



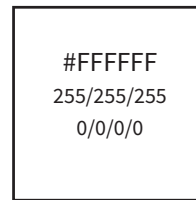
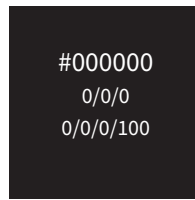
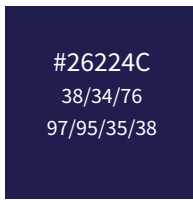
The **monochrome version** should be used when creating marketing materials that can only be produced in black and white.

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



“Writing about **Neos**
is really cool.”

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

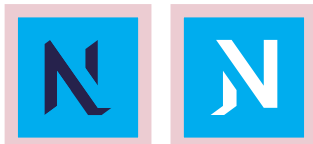
I am a heading.

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**.



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



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