NEOS

Brand guide

NEOS

Content

Who we are

Founded in 2006 – independent since 2015
The Neos project was started in 2006 by Robert
Lemke and quickly joined by a group of talented and
ambitious software engineers who had a vision of
how content management and editing should be like.
Still under the umbrella of the TYPO3 project they
set out to create an innovative content management
system that would make editing websites fun again.
In 2015 the Neos Project became independent and
we have since set a solid foundation for it's future
growth. The vibrant community around the Neos
core team is helping to develop two awesome
products: Neos and Flow.

Open Source
We are committed to the open source idea. The
community that has formed over the years is an
integral part of the continued development of Neos
and Flow. Neos is published under GPLv3 and Flow
under the MIT license.
We believe that being open source software will help
Neos and Flow become ever better quality software.

Neos Foundation
We have already put a lot of thought into our idea of
a Neos Foundation and are currently preparing this
new organizational home for Neos and Flow.
We will share more information as they become
available.

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.

Our values

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.

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.

Symbol and logotype

Primary version

The symbol and logotype consists of a two-coloured 3-dimensional capital letter "N" and the new "NEOS" lettering. The space between the "N" and the "NEOS" lettering is fixed.

There are various versions of the symbol/logotype to ensure optimum reproduction quality in all applications. This includes technical variants for various printing processes, as well as three size-specific versions of the symbol/logotype where specially the symbol has been adapted in each case. This guarantees optimized reproduction at different scales.

The symbol/logotype may only be used as original artwork in the combination defined. No changes may be made to the color, spacing, or proportions of the symbol and logotype.

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

Exclusion zone

To guarantee maximum visibility, the logo is surrounded by a defined white area. No other elements may be positioned in this area. This minimum exclusion zone applies to all applications of the logo.

The exclusion zone is determined by adding a white area of a minimum of one "N"-height around all sides of the logo, as shown in the example.

Symbol and logotype

Logo variants

There are various versions of the symbol/logotype to ensure optimum reproduction quality in all applications. This includes technical variants for various printing processes, as well as three size specific versions of the symbol/logotype where specially the symbol has been adapted in each case. This guarantees optimized reproduction at different scales.

Use this logo variant on light backgrounds.

Use this logo variant on dark backgrounds.

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

Single "N" avatars

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.

Logo usage with images

Sometimes it seems difficult to place the Neos logo above an existing image. It's a good advice to try out all four provided logo variants first. Maybe just changing the variant will solve the problem.

If this isn't enough there are three possibilities to combine the Neos logo with an image in the background:

1 Choose the right artwork. Maybe if you tweak size and position a little bit the image will fit with the logo. In this example: logo variant for light backgrounds.

2 Try a vignette on the image affecting the parts that are below the Neos logo. Sometimes just little opacities are enough. This will work with black, white or even colors for the vignette. In this example: logo variant for dark backgrounds.

3 Put the Neos logo in a box. The box can be white or one of the corporate blues. Just mind the exclusion zone around the logo. In this example: original logo variant.

Logo with addition

In some cases "NEOS" can be combined with an additional second line. The "N" of the original logo remains the same, the word "NEOS" gets smaller than in the standard logo. The addition is set in the same size like the word "NEOS", but in a light font style and the light blue color.

The positions, sizes or colours of all those elements may not be changed. Only for the "MEET NEOS" logo the position of the two lines is changed.

If necessary, these two lines can be completed with a third line containing information e. g. regarding place or year.

When using an event logo without the third line it should be made clear where and when the event is happening. This can be done in the headline of the accompanying text or with some other prominent visual cue.

NEOS
FOUNDATION

MEET
NEOS

MUNICH 2016

NEOS
CONFERENCE

Colors

An essential part of the look

The Neos brand is based on two primary colors: Dark blue (Pantone 540) and light blue (Pantone 299). These two colors are accomplished by the two secondary colors Black and White.
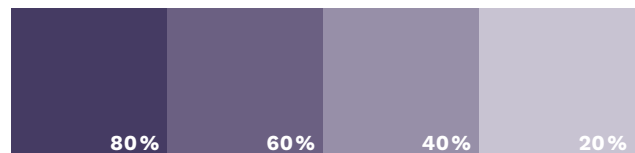
Primary colors

| | 80% | 60% | 40% | 20% |

Dark Blue
CMYK 97/95/35/38
RGB 38/37/76
HEX #26224C

| | 80% | 60% | 40% | 20% |

Light Blue
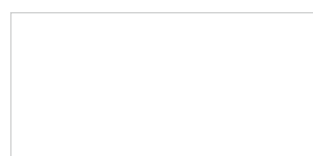CMYK 100/0/0/0
RGB 0/173/238
HEX #00ADEE
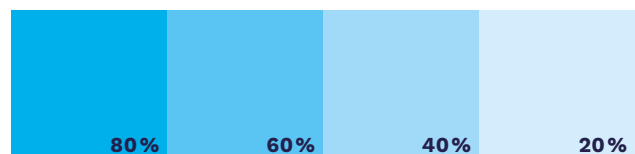
Secondary colors
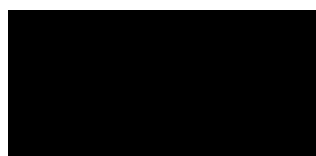
Black
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Typefaces

Work Sans

The typeface used is "Work Sans" in the weights light and bold. "Work Sans" is a typeface family by Wei Huang based loosely on early Grotesques. It was funded by Google and is distributed by Google Fonts.

Work Sans Light

Work Sans Bold

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .;!€?@§$%&/()

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .;!?€@§$%&/()**

Imagery style

Put nature first!

The Neos imagery style is natural, friendly and a bit blue to match the Neos colors. Images create an authentic, natural impression in contrast to the very techical topic web content management. Artificially illuminated or colored environments do not correspond to this philosophy.
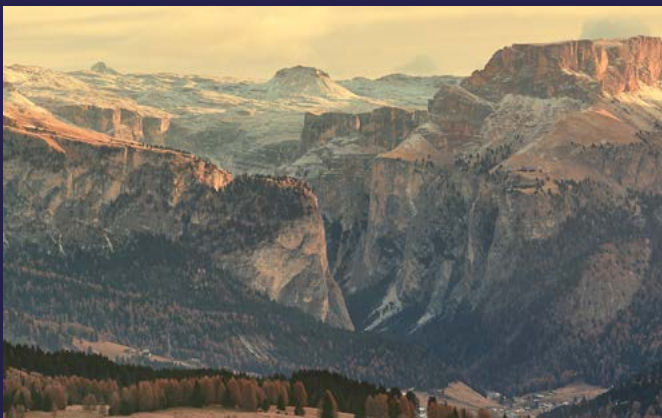
Applications

In this section we present the Neos brand in real life use cases. This chapter is about to grow, more will be added in future releases of this brand guide.
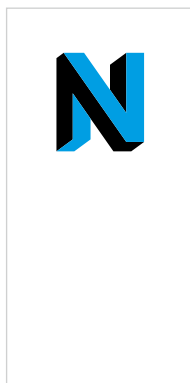
Neos shirt label

This project eiumet facepedi re aut faceat que quunt ratem quunt il et aut parum hictemqui dio min ea nesti consendendis doluptati nis dolupta sperciasint eatumqui ut landitibus.

NEOS

100 % cotton

Main label
3,5 x 7,0 cm

Hem/sleeve labels
5,0 x 2,5 cm

Questions?

If you have questions on how to apply the brand guide you can contact the community via Slack (https://slack.neos.io) or E-Mail (hello@neos.io).

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www.neos.io

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CORE4
Brand Guide created by CORE4 GmbH & Co. KG
www.core4.de