

# Brand guide

# Content

Who we are .....	<b>3</b>
Our Values .....	<b>4</b>
Symbol and logotype .....	<b>5</b>
Colors .....	<b>8</b>
Typefaces .....	<b>9</b>
Imagery style .....	<b>10</b>
Applications .....	<b>11</b>
The „Flow“ logo .....	<b>12</b>

# 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 communication 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 with addition

In some special cases the “NEOS” lettering can be combined with an additional second line. The “N” remains the same, the “NEOS” lettering is smaller. The addition is set in the same size as the “NEOS” lettering, but it uses a light font style and the light blue color.

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

The positions, sizes or colours of all those elements may not be changed.

The only exception is the “MEET NEOS” logo, where the position of the two lines is changed.



# 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

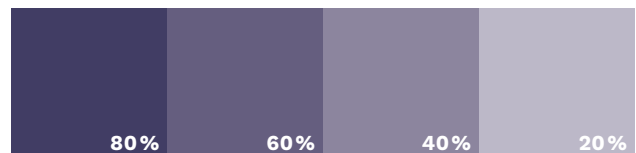


### Dark Blue

CMYK 97/95/35/38

RGB 38/37/76

HEX #26224C

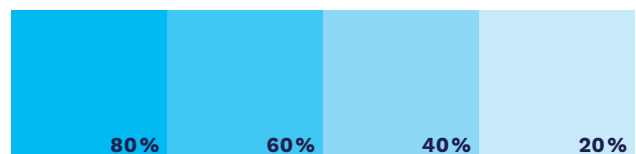


### Light Blue

CMYK 100/0/0/0

RGB 0/173/238

HEX #00ADEE



## Secondary colors

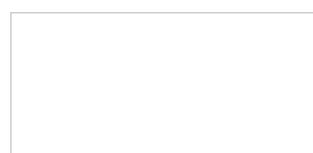


### Black

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 .,:!€?@\$%&/()

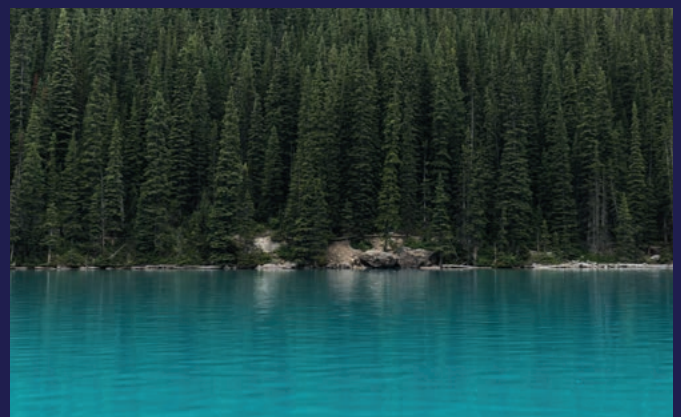
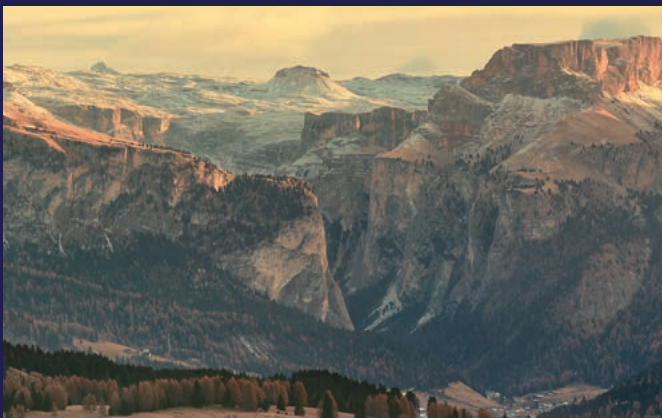
### Bold

**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 technical topic web content management. Artificially illuminated or colored environments do not correspond to this philosophy.



# Applications

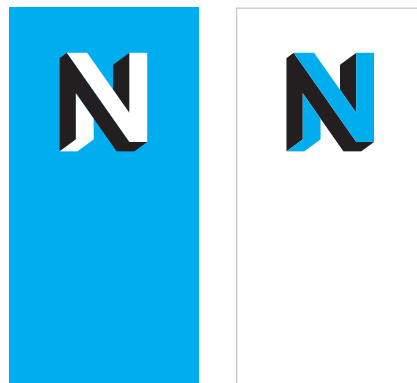
In this section we present the Neos brand in real life use cases. This chapter is about to grow, more will be added in future releases of this brand guide.

## Neos shirt label

This project euismod facerpedi re aut facerat que quunt ratem quunt il et aut parum hicetmqui dio min ea nesti consendendis doluptati nis dolupta sperciasint eatumqui ut landitibus.



**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](mailto:hello@neos.io)).

# The „Flow“ logo

## Primary logo and logo variants

Missing: Some word to explain what “Flow” is.  
Liquid qui voloreptat ipsus excus ius, officit aquides  
reheis si quodia dem sequam velendit eum simi,  
sit ommoditatur, aut aspe pe velitemquid et percidit  
represtinim coriatem audis erumqui nem ut ex  
erspern atistem porest, sandit quos es molupis  
reprae paruptatem autati des asperest, ut eum,  
illaut optatur, qui imuscia ndamendus.



This is the primary “Flow” logo.



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.



## **Neos Brand Guide**

v2.2 – November 2016

[www.neos.io](http://www.neos.io)

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](mailto:hello@neos.io)).

Brand Guide created by CORE4 GmbH & Co. KG  
[www.core4.de](http://www.core4.de)