

The background features a complex, abstract pattern of flowing, ribbon-like shapes in various shades of blue, teal, and green. These shapes create a sense of movement and depth, with some areas appearing more saturated and others more translucent. The overall effect is a vibrant, organic texture.

NEO

SECTION 1. BRAND CONCEPT

SECTION 2. LOGO & GRAPHIC ELEMENTS

SECTION 3. BRAND ASSETS

SECTION I

BRAND CONCEPT

In response to the exponential increase of cyber-attacks, NEO Cyber Camp offers an innovative solution: degree programs in cybersecurity, combined with a practical training platform, 100% accessible online. Our mission is to democratize access to cybersecurity education and prepare a new generation to defend our digital spaces.



MISSION

NEO's aim is to increase accessibility to professional cybersecurity training with an online learning and training platform. Their courses, which will lead to French government-recognized RNCP qualifications, will be available 24/7 and only require an Internet connection. They will combine theory (video lessons) and practice (exercises and projects) for a complete, certifying training program.

NEO is a virtual training platform who revolutionizes cybersecurity learning by removing the financial barriers associated with purchasing expensive equipment. It offers an immersive and highly practical experience, with vividly realistic cyber attack simulations and tailored exercises. This innovative pedagogical approach enables students to develop crucial applied skills, far beyond the currently scope of the theoretical courses.

TAGLINE

At NEO, we believe that the more we know how to protect ourselves, the more we train, the more we'll be able to build the future of cybersecurity.

LEARN.
PRACTICE.
SECURE.

SECTION 2

LOGO & GRAPHIC ELEMENTS





PRIMARY LOGO

The bold font is a statutory choice. It anchors NEO in its field of competence, a statutory school from which emanates seriousness and confidence in the qualifying course. The addition of Cyber Camp emphasizes the vision of training, practice and the quest for excellence.

Misuse

*Don't alter color logo. Don't distort the logo.
Don't outline the logo. Don't rotate the logo
Don't use any effects. Don't alter font.*

NEO
CYBER CAMP

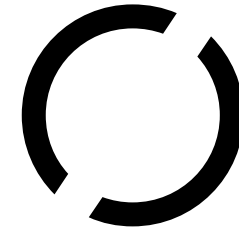
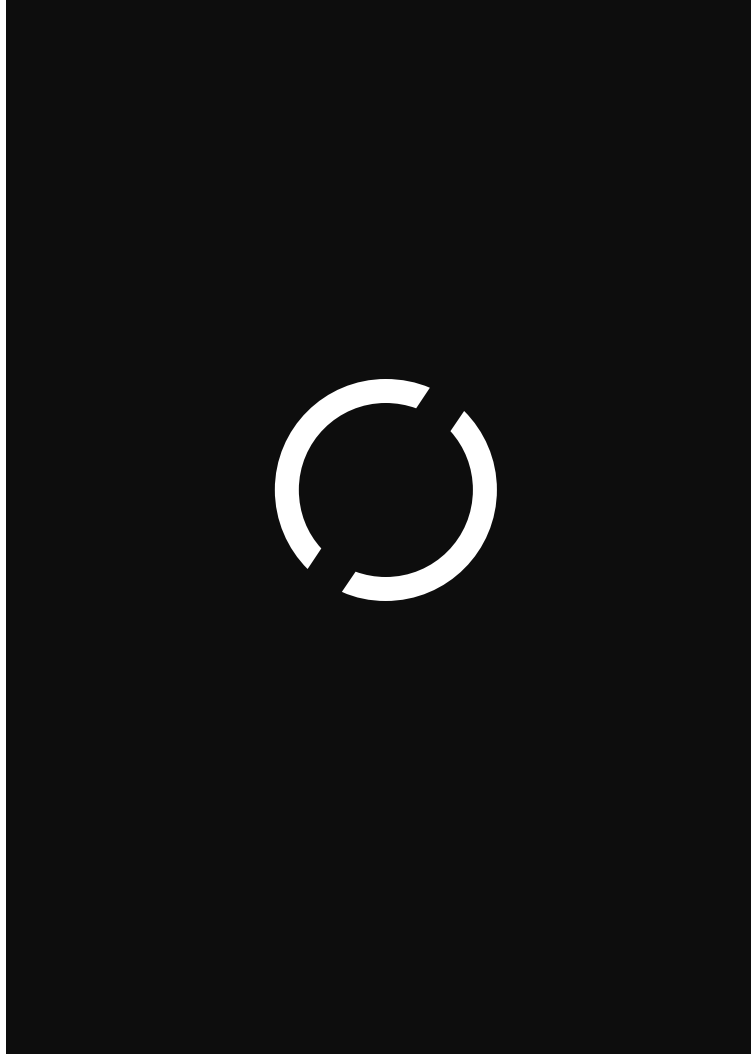
NEO

NEO

ICON

The circle is unfinished and represents the O in NEO. It refers to the training process, which is progressively completed and needs regular reminders.

It can have multiple uses, as a loading icon, as a reference icon on social media. It can also represent 2 gauges that fill up as the training program is completed.



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HEADERS

MIBF INNO

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Paragraphs
Gill Sans Light

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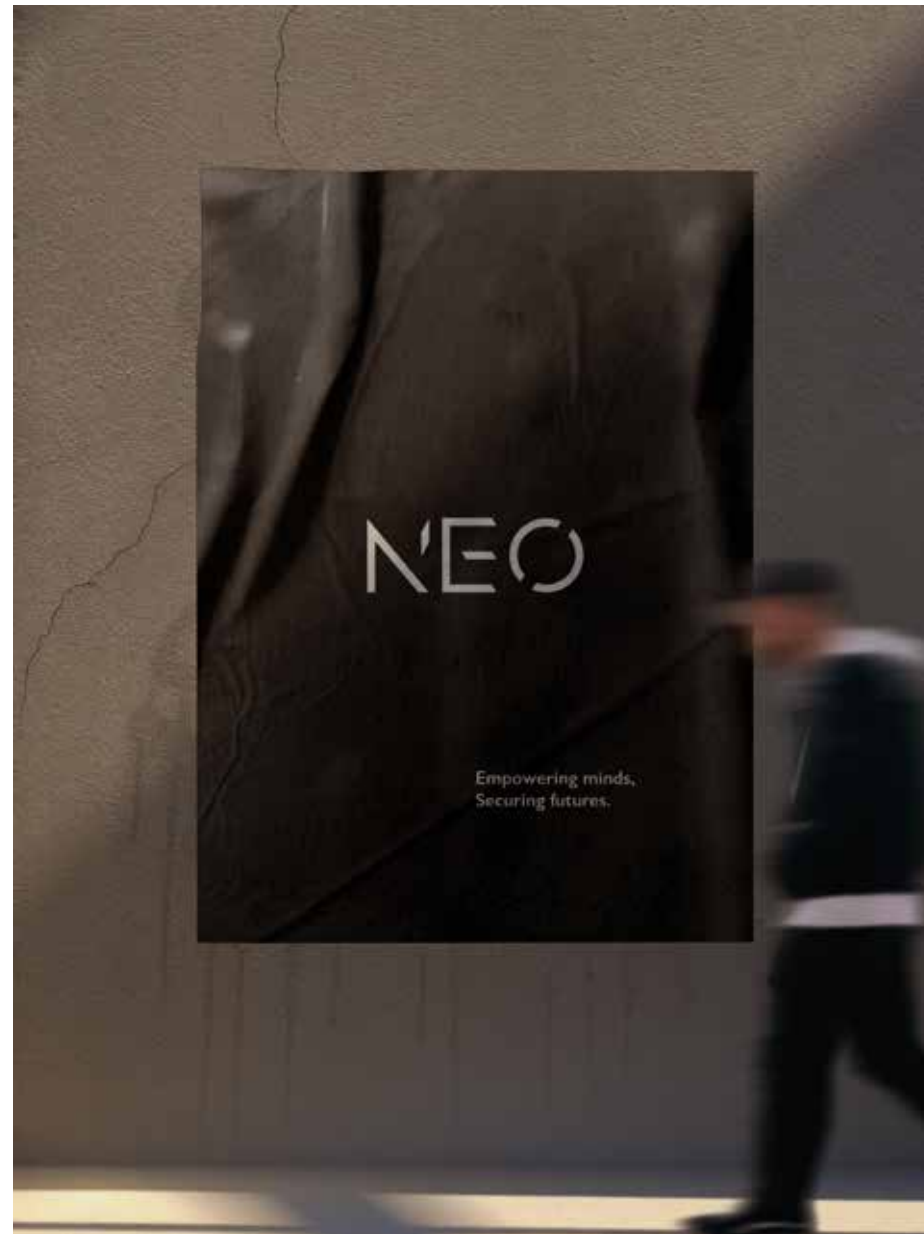


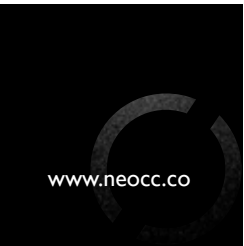
SECTION 3

BRAND ASSETS









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