

NFC

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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***

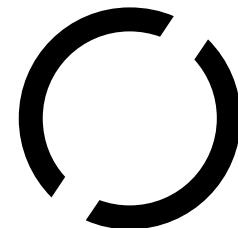
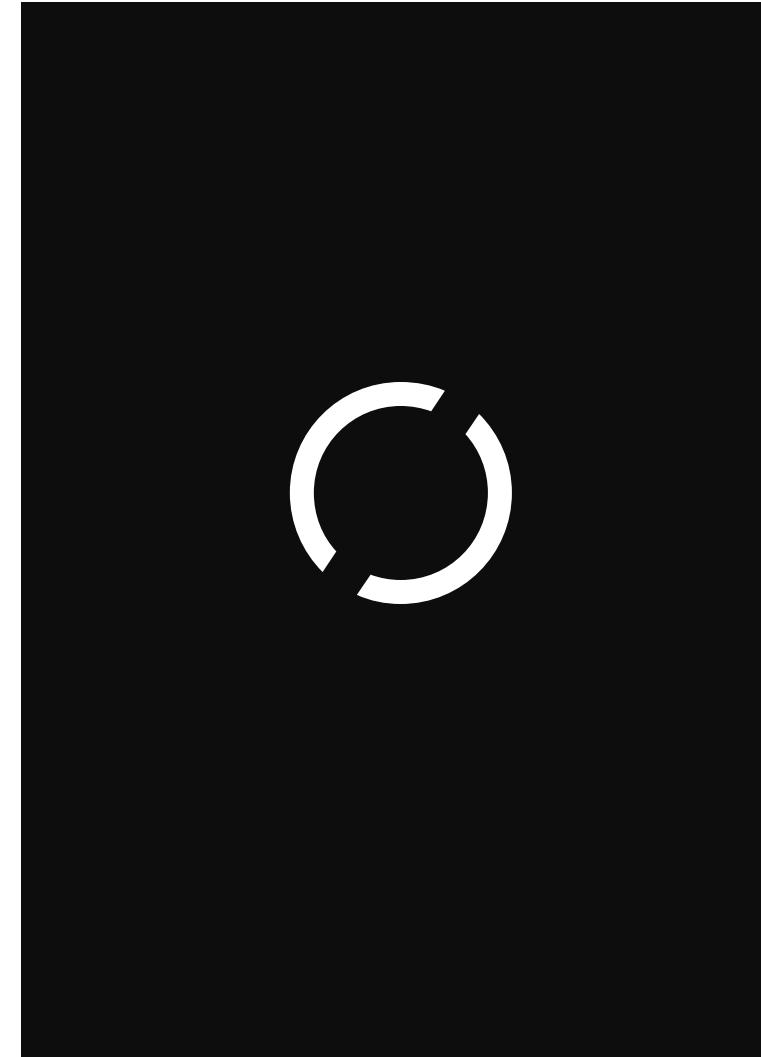
*Don't alter color logo. Don't distort the logo.  
Don't outline the logo. Don't rotate the logo  
Don't use any effects. Don't alter font.*



## 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.



HEX  
#5D60A6

RGB  
93 96 166

CMYK  
44 42 0 35

HEX  
#ODODOD

RGB  
13 13 13

CMYK  
0 0 0 95

RHINO

VERY SOFT CYAN - LIME GREEN

4/5

MAGIC MINT

5/5

HEX  
#283059

RGB  
40 48 89

CMYK  
55 46 0 65

HEX  
#94F2D0

RGB  
148 242 208

CMYK  
39 0 14 5

HEX  
#80F2A8

RGB  
128 242 168

CMYK  
47 0 31 5

HEADERS

M B F N N O

A!

Paragraphs

Gill Sans Light

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

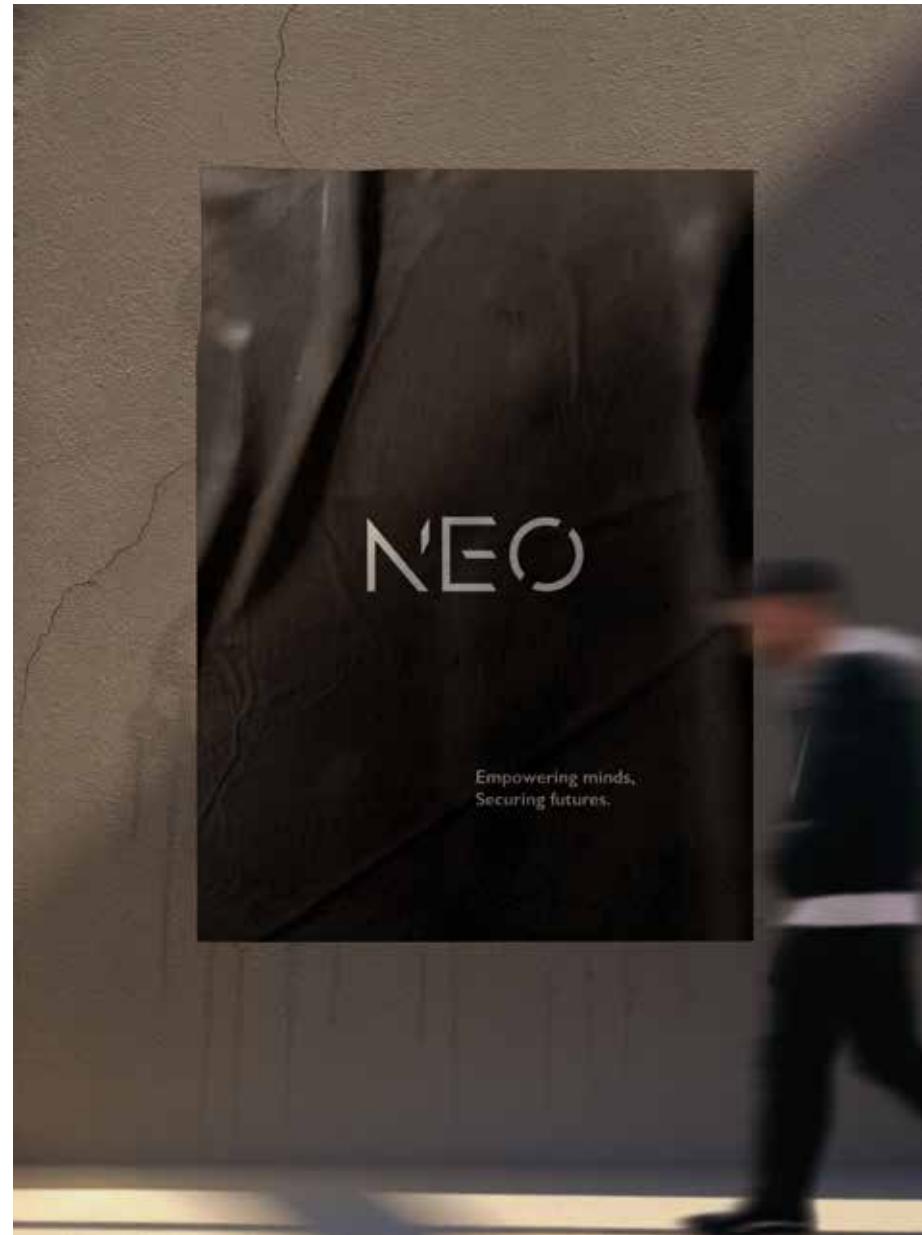


SECTION 3

# BRAND ASSETS









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