neo X

Brand guidelines

Version 0.1

Contents

Welcome

Neo X is an extension of the Neo brand and the Neo universe.

These guidelines have been developed to ensure that all Neo X branded materials are consistent in quality and tone, and reflect the welcoming values of the Neo community.

Neo X personality

Neo X has its own sub-brand within the Neo visual framework that allows for a more energetic and vibrant design executions.

While Neo X shares many common elements that link it to the core Neo brand, such as fonts and iconography, it's wider colour palate and use of photographic elements give it a much more relaxed and expressive personality.

Just as Neo X may be considered a portal into the wider blockchain ecosystem, the Neo X brand personality can be thought of as an invitation to new users of all types, welcoming them into our community.

Bold
Young
Accessible
Fun & playful

Logo

Big, bold, friendly and new.

The logo design aims to encapsulate a
number of key concepts.
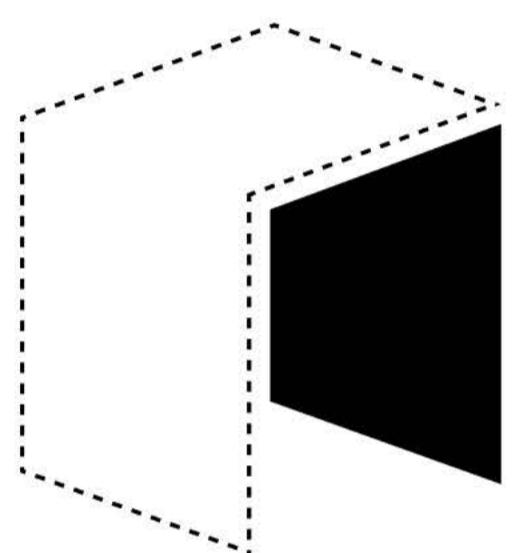
1. Big and bold.
2. Fresh, fun and welcoming.
3. Familiar and connected

The two distinct elements blend the
existing Neo word marks familiarity and
stability with the new X's fun and
boldness.

neo X

Neo word mark
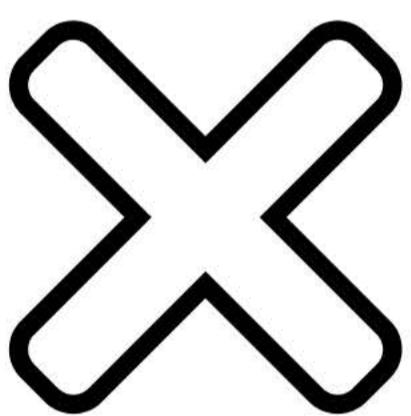
Brand mark

Brand mark construction
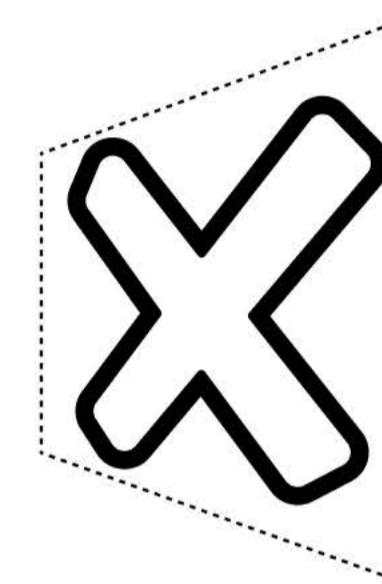
Construction

Core part of Neo
brand mark shape

+

Letter X shape

=

Combined to create
dynamic panel

→

Final mark

Logo variants

The primary X logo should be used on a pure white background but can also be used in varying formats to suit.

neo X

Full colour logo on white

neo X

Full colour logo on black

neo X

Mono colour logo on black

neo X

Mono colour logo on white

Logo clear space

When applying the logo please ensure an clear space equivalent to the height and width of the letter "o" is adhered to at all times.

A clear space is defined to maintain the logo's integrity. If the minimum clear space is not applied, the logo's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.

neo X

Clear space

Logo incorrect usage

The Neo X brand is a reference point for the people who use it, therefore it is important to maintain the original form across all platforms.

Here are some examples of prohibited Neo X logo usage.

❌ Do not change the typeface

❌ Do not change the color on any part of the logo
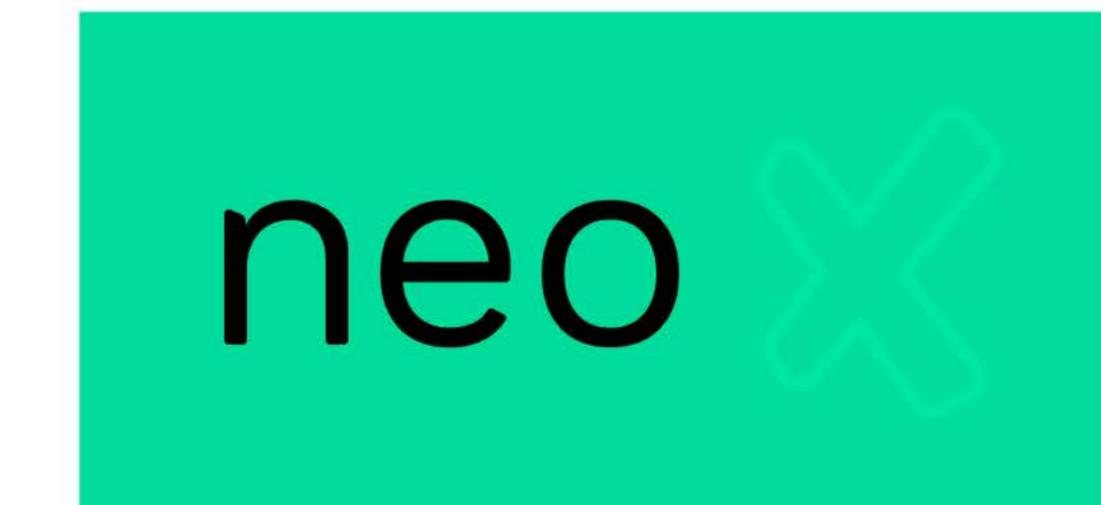
❌ Do not distort or skew the logo

❌ Do not alter the proportions of the logo
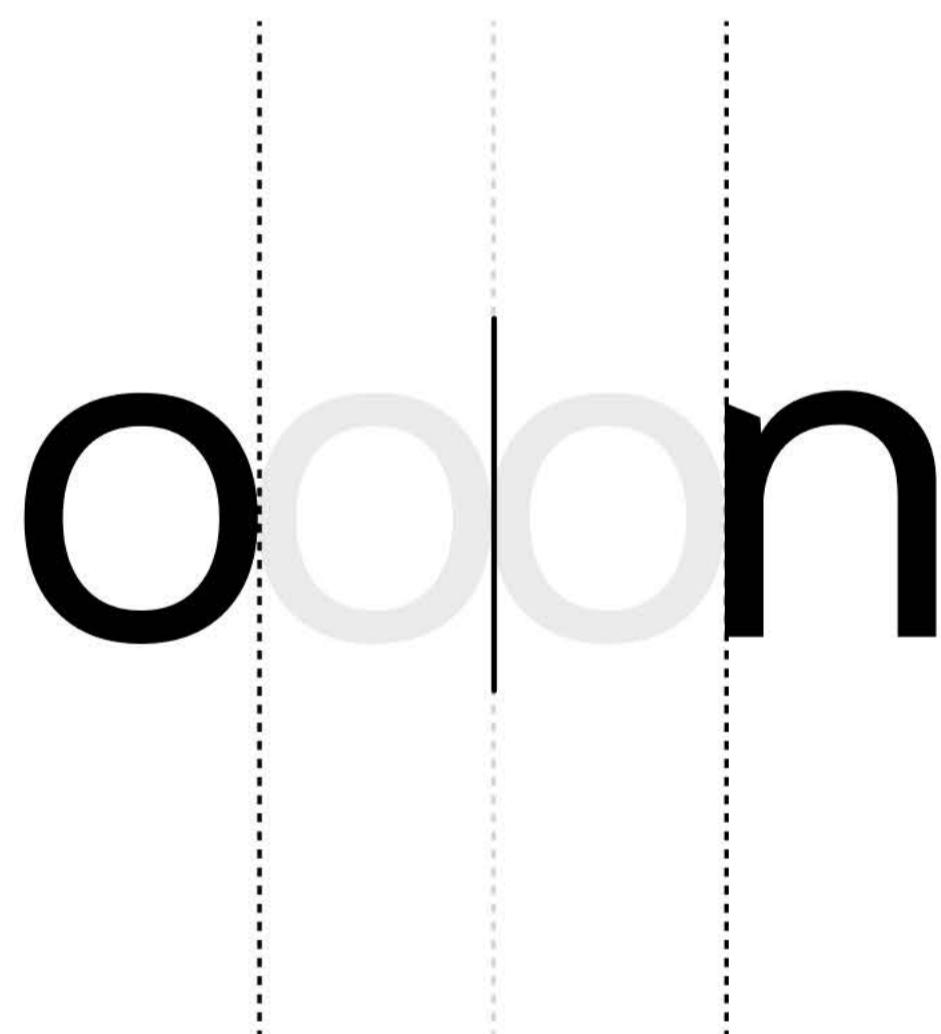
❌ Do not use drop shadows

❌ Do not use color background that 'blend-in' with the logo

Logo in combination

Aligning partnership logos should follow clearspace rules.

In conjunction with the Neo brand

When displayed alongside the Neo brand only the brand mark is to be used.

With other brands

Clear space between the end and start of each logo and the dividing line should be the width of the neo "o"
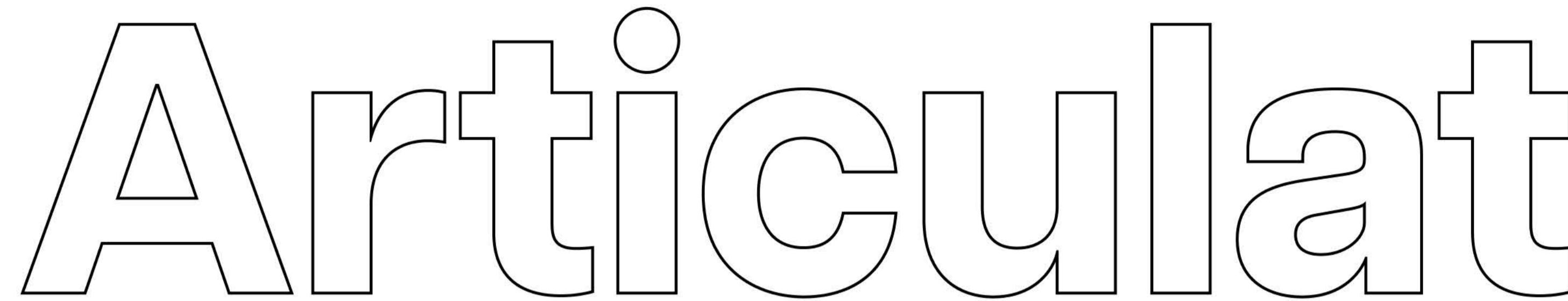
Typography

Our primary font is Articulat this should be used for all on-screen and digital executions. All versions of this font may be used but please adhere to the guidance in this document.

Where Articulat is not suitable to be used such as in Powerpoint presentations and assets where we do not have control of font presentation, **Helvetica** or **Arial** should be used.

Articulat

Primary typeface

Abc

Articulat Extra Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Abc

Articulat Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Abc

Articulat Demi Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Abc

Articulat Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Typography

For Powerpoint presentations and assets where we do not have control of font presentation, **Helvetica** or **Arial** should be used.

Helvetica

Fall back typeface

Abc

Helvetica Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Abc

Helvetica Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z 1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Abc

Helvetica light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? * ! (, .)

Type & imagery

One of the key elements to the brand is to combine large callout text with supporting and relevant imagery. Through the use of this technique we can enhance a users "at a glance" ability to digest key information and way pointing guidance.
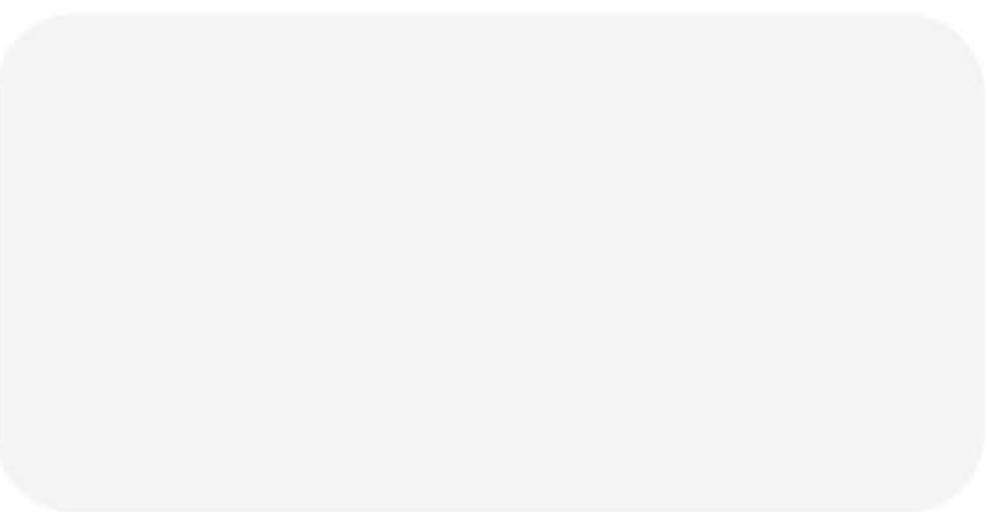
Early Access Program

Image integrated into the text

Graphic elements

Data box elements

Light grey data box

Black data box

Gradient 2 data box

Gradient 1 data box

⬚ Corner radius 30px

Backgrounds

White back ground shapes

✖ Pattern
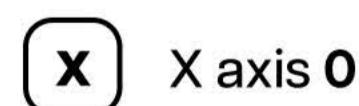
Gradient lines

Gradient 1

Gradient 1

⬚ Corner radius 30px

✖ Drop shadow
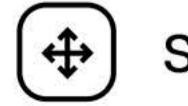
x X axis **0**   ▦ Blur **52**

y Y axis **42**   ✛ Spread **0**

◑ Colour #000000 **10%**
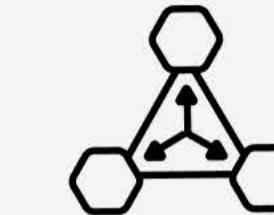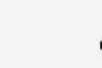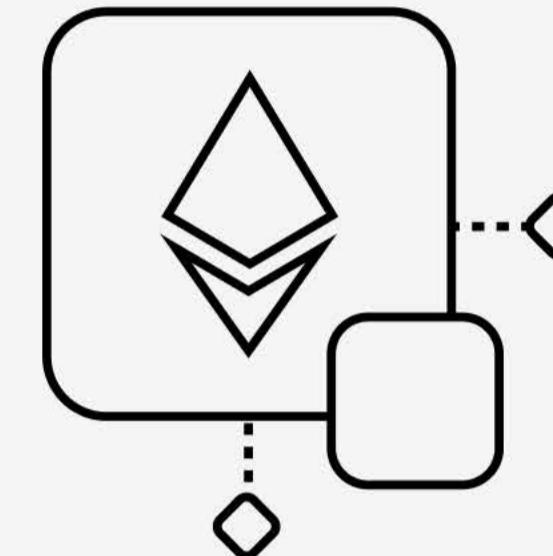
◑ Colour HEX:#C3C3C3
CMYK: 0, 0, 0, 24
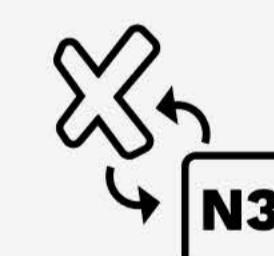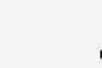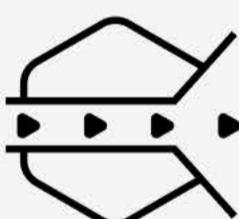
Iconography

Iconography should always be constructed in a simple line style. This is important to reduce designs looking cluttered when in combination with gradient lines and other brand elements. Icons need to be relevant and designed to support the content they're representing.

EVM-based

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum nec leo id laoreet. Nullam sem nibh, scelerisque et ante eu.

dBFT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum nec leo id.

Toxic MEV Resistant

Lorem ipsum dolor sit amet, consectetur.

High throughput

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum nec leo id.

Bridge to Neo N3
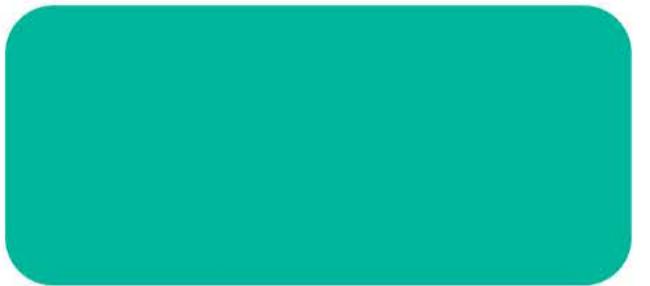
Lorem ipsum dolor sit amet, consectetur.

Colour palette

Primary colours

HEX: #00E7A2
CMYK: 65, 0, 62, 0

HEX: #00B79C
CMYK: 79, 4, 56, 0
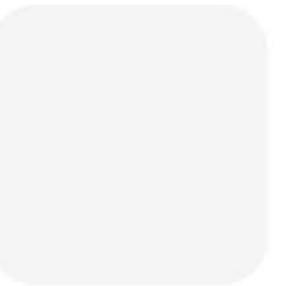
HEX: #0168FF
CMYK: 100, 100, 0, 0
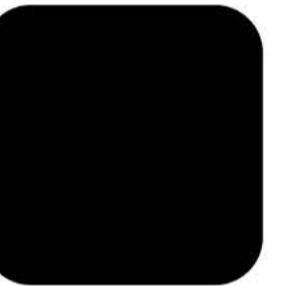
Secondary colours

HEX: #FF006B
CMYK: 0, 94, 27, 0

HEX: #F5F5F5
CMYK: 0, 0, 0, 4

HEX: #000000
CMYK: 0, 0, 0, 100

Gradients

100%   0%

HEX: #00E7A2   HEX: #0168FF
CMYK: 65, 0, 62, 0   CMYK: 100, 100, 0, 0

100%   0%

HEX: #FF006B   HEX: #0168FF
CMYK: 0, 94, 27, 0   CMYK: 100, 100, 0, 0

100%   50%   0%

HEX: #00E7A2   HEX: #0168FF   HEX: #FF006B
CMYK: 65, 0, 62, 0 CMYK: 100, 100, 0, 0 CMYK: 0, 94, 27, 0

Brand application

There are a number of ways the brand can be applied to marketing assets. There are also a number of interpretations that are not suitable. In the following pages we will provide guidance on the options available to you and also options to avoid.

Brand style options

1 Simple lines

2 Partial photographic

3 Full photographic

❶ Simple lines

In its simplest form the brand can be applied using simple gradient or flat coloured lines.

These lines need to reflect the shapes and angles found in the logo X shape.

❶ Simple lines

Examples

HONG KONG HACKATHON
TUE 16TH - FRI 19TH MAY
neo X

HONG KONG
HACKATHON
TUE 16TH - FRI 19TH MAY
neo | X

HONG KONG
HACKATHON
TUE 16TH - FRI 19TH MAY

HONG KONG
HACKATHON
TUE 16TH - FRI 19TH MAY
neo | X

❷ Partial photographic

Photography can be added to the line elements of the brand to add contextual relevance. This can be done is a number of ways from using the X mark as a frame where the photographic element can brake-out or mixing text with photographic imagery. This option works well on a plain colour background of white or black.

❷ Partial photographic

Examples

Cityscape composition

Object composition

HONG KONG
HACKATHON
TUE 16TH - FRI 19TH MAY

neo | X

ECO GROWTH
BE EMPOWERED

neo | X

❸ Full photographic

The full photographic option builds on the previous two but introduces background graphics for greater flexibility in it's execution.

When using photographic elements in conjunction with the logo then any photography in the background should be blurred.

This prevents the composition from becoming too busy and cluttered.

❸ Full photographic

Examples

Brand usage

The Neo X brand has a lot of flexibility for design interpretation giving a designer a wide breath of possibilities to explore. There are, however, a number of combinations that are not suitable.
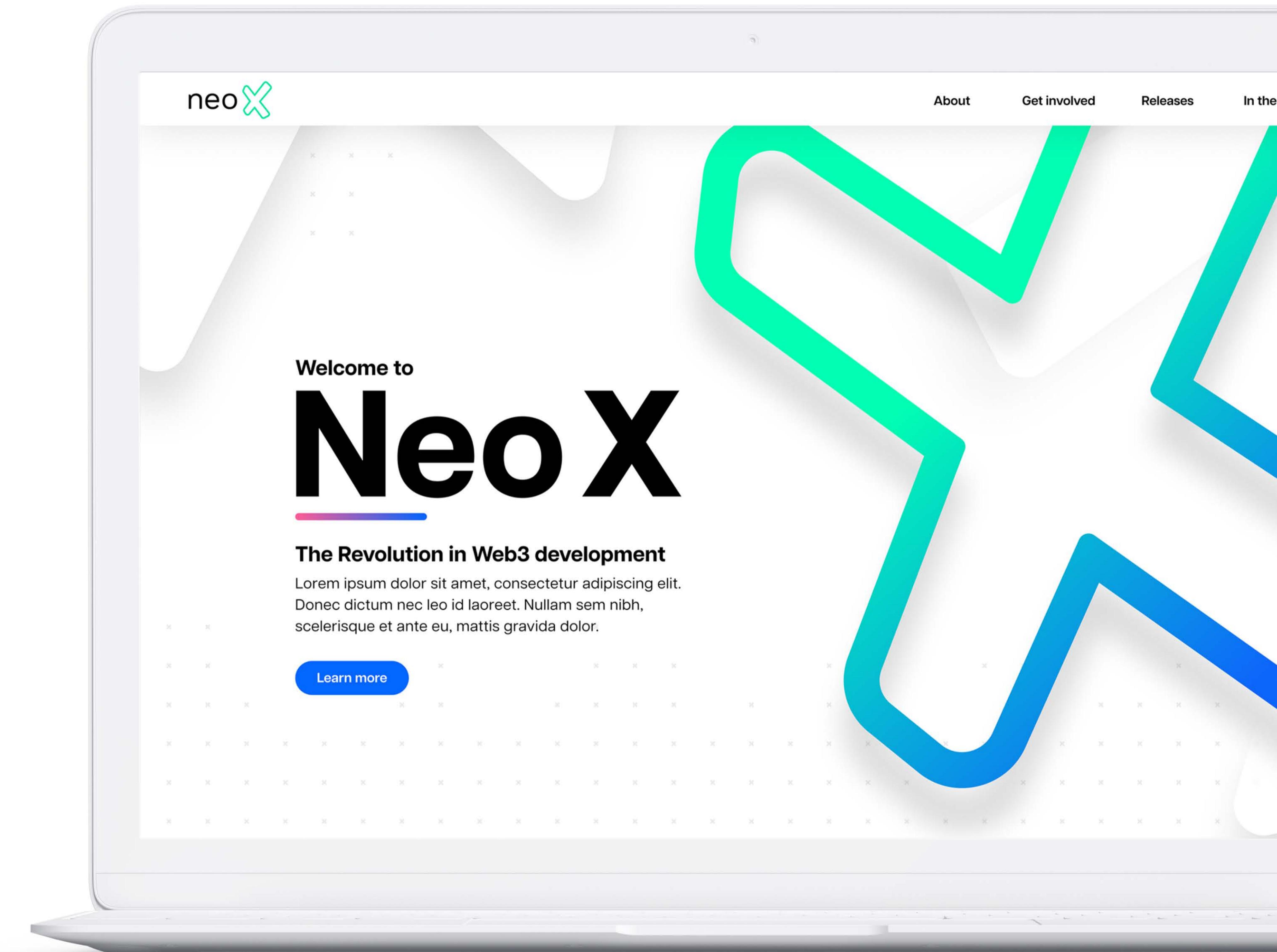

Gradient text should not used with gradient lines imagery.

Large title text with imagery should not be used with a flat colour fill.

Online assets

A simple example of how the brand may be applied in a website design.

Online assets

Online assets

EVM-based
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum nec leo id laoreet. Nullam sem nibh, scelerisque et ante eu.

Toxic MEV Resistant
Lorem ipsum dolor sit amet, consectetur.

Bridge to Neo N3
Lorem ipsum dolor sit amet, consectetur.

View more

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Get access to our latest offering

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dictum nec leo id laoreet. Nullam sem nibh, scelerisque et ante eu, mattis gravida dolor.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nulla cursus lorem ex, in dictum purus gravida sed. Nunc ac rhoncus purus. In magna lacus, elementum sed maximus eget, fringilla ac nulla. Nullam risus mi, sollicitudin nec sem sed, faucibus congue turpis.

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Thank you