



# neo | Brand Book

Version 1.2 - April 2022

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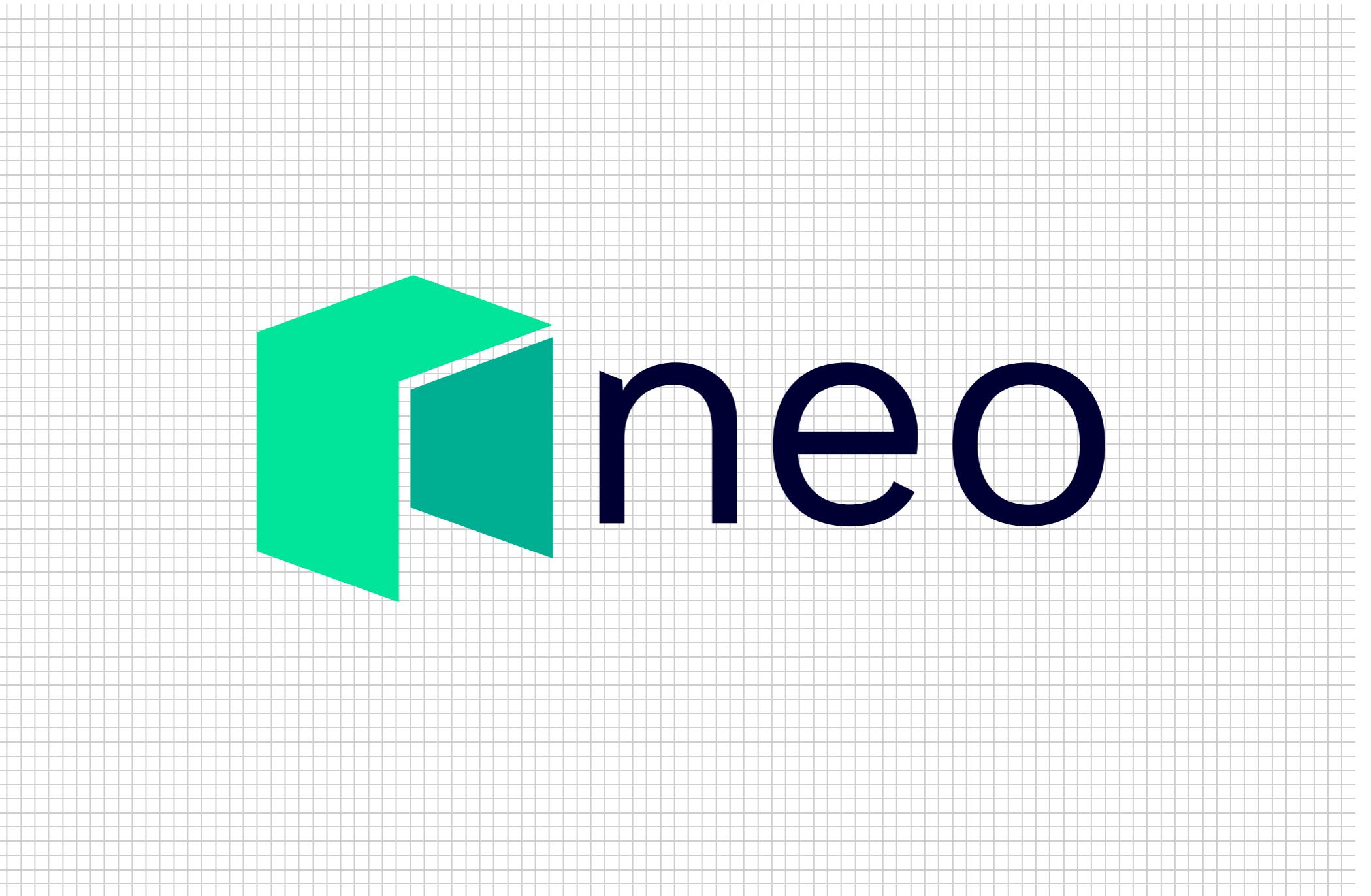
## Logo Overview

Neo's branding is a graphical representation of Neo's vision and identity.

While depicting the first letter of the Neo logo, the Neo doorway also symbolizes Neo's role as the connection to the smart economy. Its colors are carefully chosen to illustrate two important characteristics of the Neo blockchain: young and ever-growing.

Inspired by latest graphic design trends, lowercase letters are used in the logo to deliver a smooth, non-intrusive and consistent user experience.

This modern and contemporary logo is optimized for usage in digital contexts and helps Neo to stand out in a cluttered blockchain marketspace



## Logo Lockups

The horizontal lockup shall be used in preference in most circumstances.

The vertical lockup and the Neo doorway symbol shall only be used under space constraints.

Horizontal Lockup



Vertical Lockup



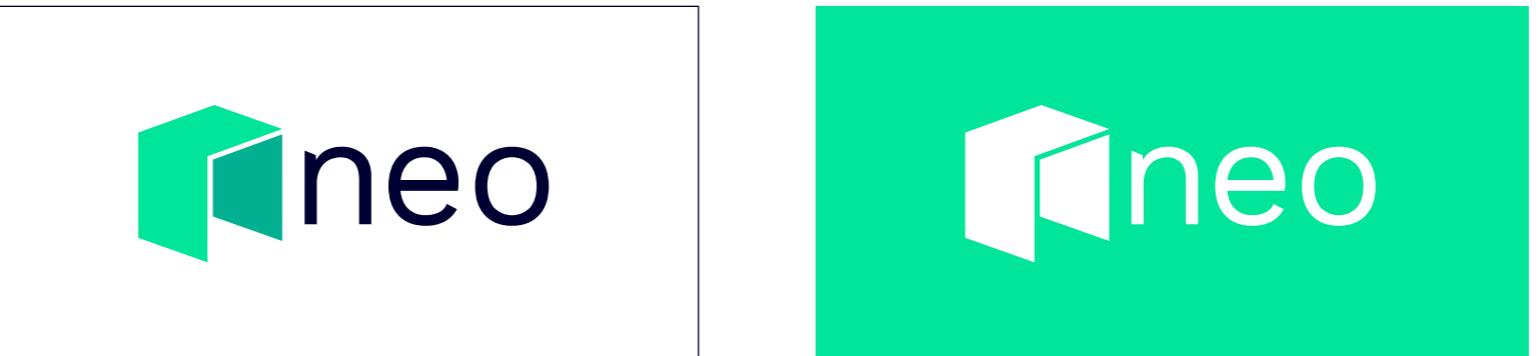
Neo doorway symbol



## Color Version

The default logo colors must be used whenever possible. A dark or plain white background is preferred in most circumstances. If the logo must be used against another background color, and default logo colors are difficult to read, then white or black may also be used for the logo.

**NEVER DISPLAY THE LOGO IN ANY COLOR OUTSIDE THE COLOR PALETTE (SEE “COLORS” SECTION OF THIS GUIDE).**



## Mono

Both horizontal and vertical logos can also appear in black and white as shown here if only black and white printing is available.



## Exclusion Zone and Minimum Size

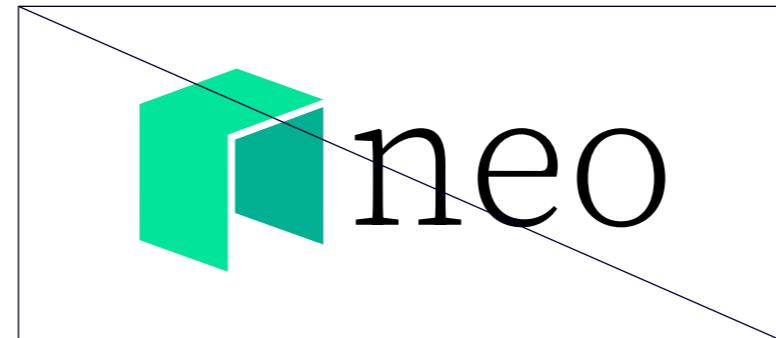
Here are the guidelines for the use of the exclusion zones (clearance space) around the logo, as well as the minimum sizes to be used for horizontal and vertical logos. No graphic element should be placed within the exclusion zones. Minimum sizes have been set according to legibility and clarity.



## Incorrect Logo Usage

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

Here are some examples of prohibited Neo logo usage.



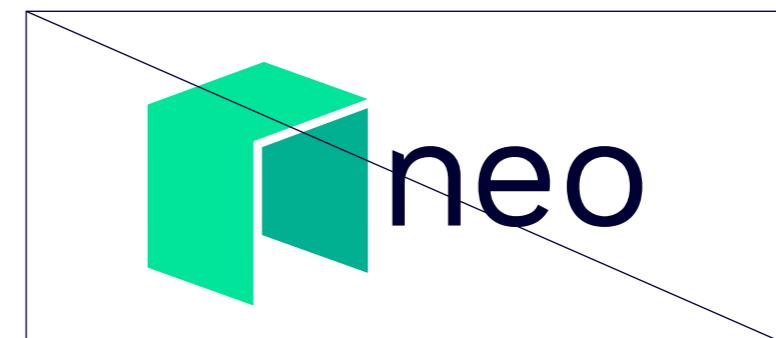
Do not change the typeface



Do not change the color on any part of the logo



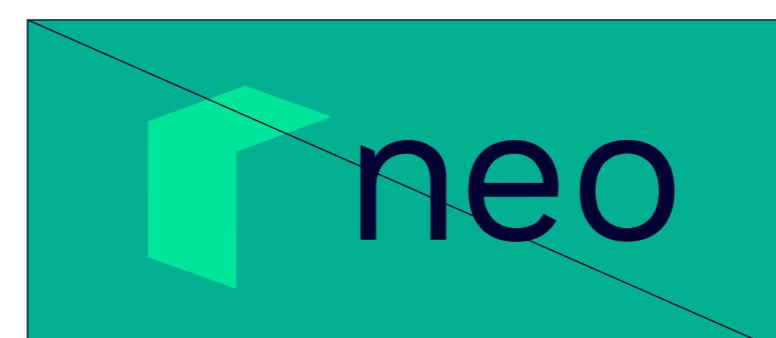
Do not distort or skew the logo



Do not alter the proportions of the logo



Do not use drop shadows

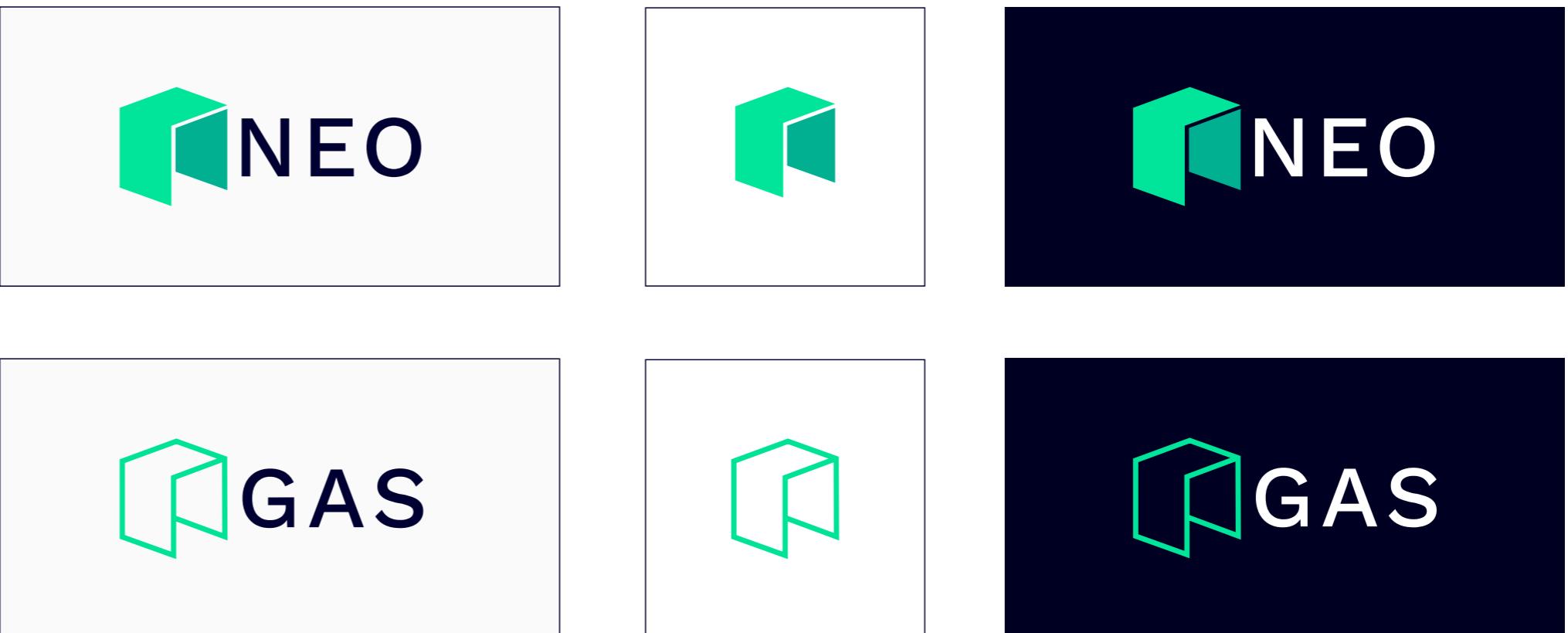


Do not use color background that 'blend-in' with the logo

## NEO & GAS Usage

Uppercases should always be used whenever Neo tokens (NEO & GAS) are mentioned in text.

Neo logo usage guidelines are also applicable when using NEO and GAS logos.



## N3 Logo Usage

The N3 logo, whether used next to or separate from the brand, should always follow the format presented here.

Note: It should only be used when the main topic is something related with it.



## Combination Logo Usage

Here are some examples of using the Neo logo in organization or product names.

Organizations



Products



## Color Palette

The color palette is essential for building awareness and association with the Neo branding and should be consistently applied across all communications. Always match the colors to the Pantone, CMYK, and RGB color guide specified on this page.

The secondary palette adds flexibility to the palette and range to the system. These colors are recommended to break up large fields of primary colors.

### Primary Colors

Neo Green	Dark Green	Dark Grey	Dark Blue
PANTONE <b>3385C</b>	PANTONE <b>2243C</b>	C73 M64 Y59 K76	C100 M89 Y48 K80
C65 M0 Y62 K0	C79 M4 Y56 K0	R36 G36 B36	R0 G0 B35
R0 G229 B153	R0 G175 B146	HEX #242424	HEX #000023
HEX #00e599	HEX #00af92		

### Secondary Colors

C79 M63 Y56 K50	C44 M36 Y36 K1	C2 M0 Y2 K0
R43 G57 B63	R150 G150 B150	R245 G249 B250
HEX #2b393f	HEX #969696	HEX #f5f9fa

## Typography

English

### Work Sans

This font, as a general rule, should always be present in upper case. The easier the reading, the friendlier the text will be perceived.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&@\*(),;#!?)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890%&@\*(),;#!?)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890%&@\*(),;#!?)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890%&@\*(),;#!?)**

English

### Nunito Sans

This font is recommended for use in lower case, capitalizing the first letter in titles and subtitles.

abcdefghijklmnoprstuvwxyz

1234567890%&@\*(),;#!?)

abcdefghijklmnoprstuvwxyz

1234567890%&@\*(),;#!?)

abcdefghijklmnoprstuvwxyz

1234567890%&@\*(),;#!?)

abcdefghijklmnoprstuvwxyz

1234567890%&@\*(),;#!?)

## Typography

Chinese  
思源黑体

这是一个示例造句  
1234567890%&@\*(.,;#!?)

这是一个示例造句  
1234567890%&@\*(.,;#!?)

这是一个示例造句  
1234567890%&@\*(.,;#!?)

这是一个示例造句  
**1234567890%&@\*(.,;#!?)**

## Support Typography

English  
**Arial**

This font presented in Windows and macOS systems should be used for sharing documents such as Word and/or PowerPoint.

abcdefghijklmnoprstuvwxyz  
1234567890%&@\*(.,;#!?)

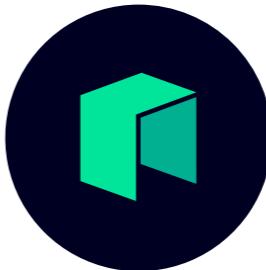
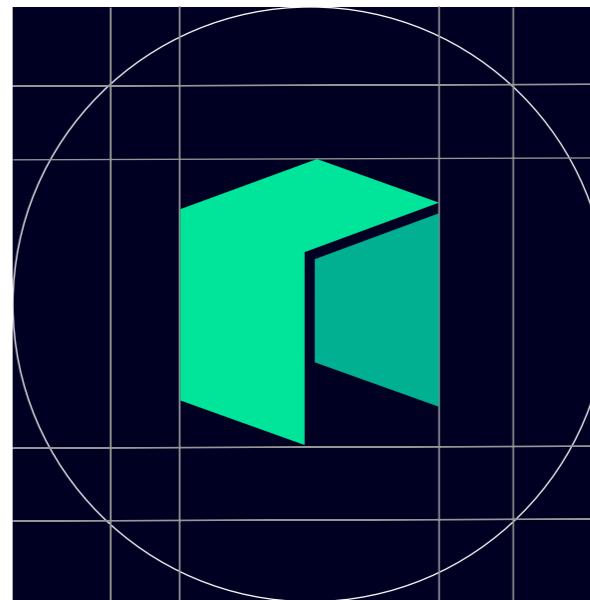
abcdefghijklmnoprstuvwxyz  
1234567890%&@\*(.,;#!?)

*abcdefghijklmnoprstuvwxyz*  
1234567890%&@\*(.,;#!?)

*abcdefghijklmnoprstuvwxyz*  
1234567890%&@\*(.,;#!?)

## Social Media Identities

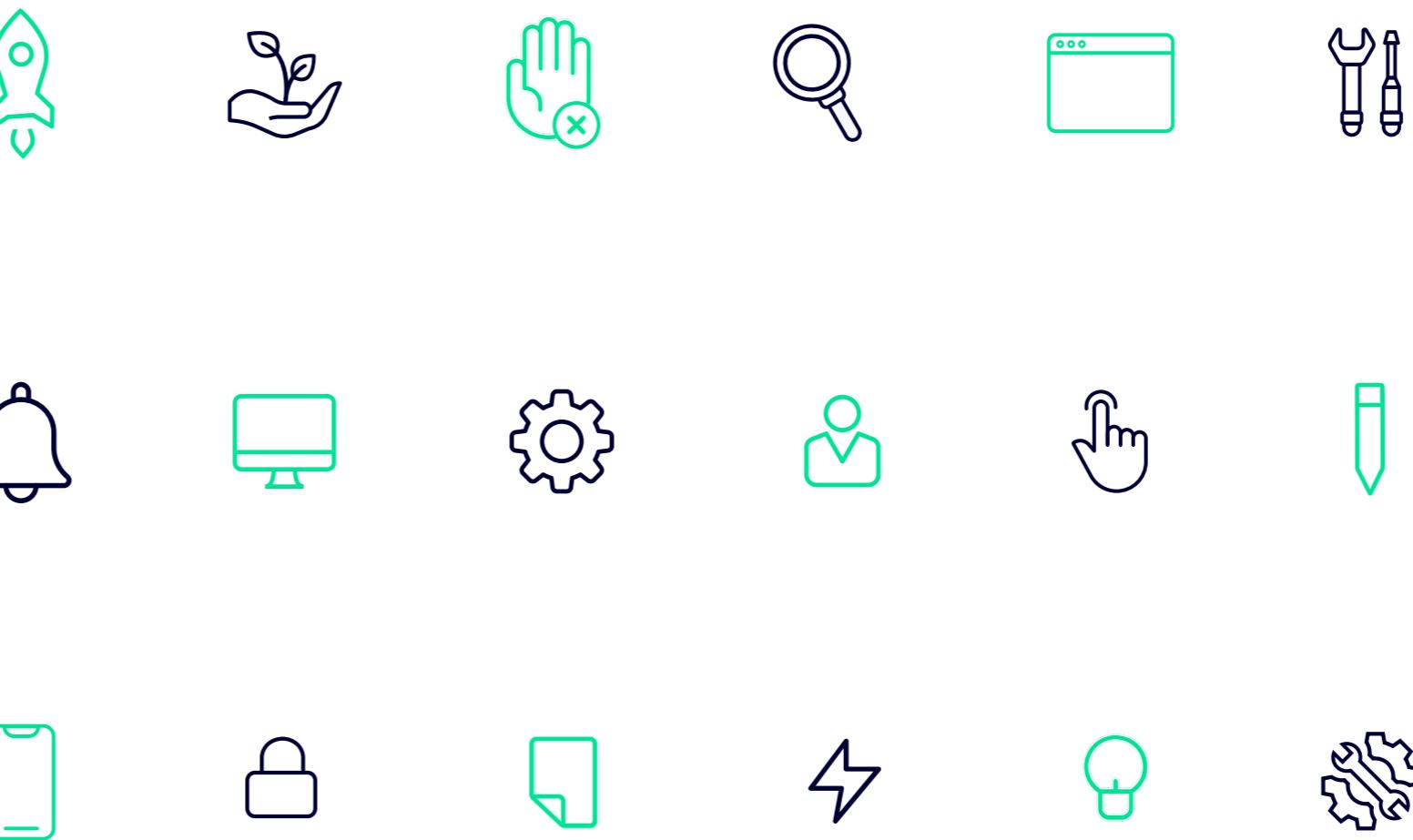
Neo logos on this page are designed specifically for social media channels, providing a consistent branding image across all screen sizes.



## Icon Samples

This Iconography style supports the communication for technical details in Neo related banners.

Here are samples for icon designs, with the Neo branding style.



## Communication Material

A range of familiar forms such as geometric shapes have been used in different combinations as support for NEO related banners. It's important to maintain and reaffirm this line of work across all Neo channels.

Here are samples for communication materials, with the Neo branding style.

Note: The finer the line weight, the less legible it will be at lower sizes. Therefore, the line weight is not recommended below 3pts.



## Infographic Samples

Here are samples for infographic designs, with the Neo branding style.

