



# The Neuchips Brand Logo Guidelines

Version 1.0 | November 2023

---

## Primary Logo



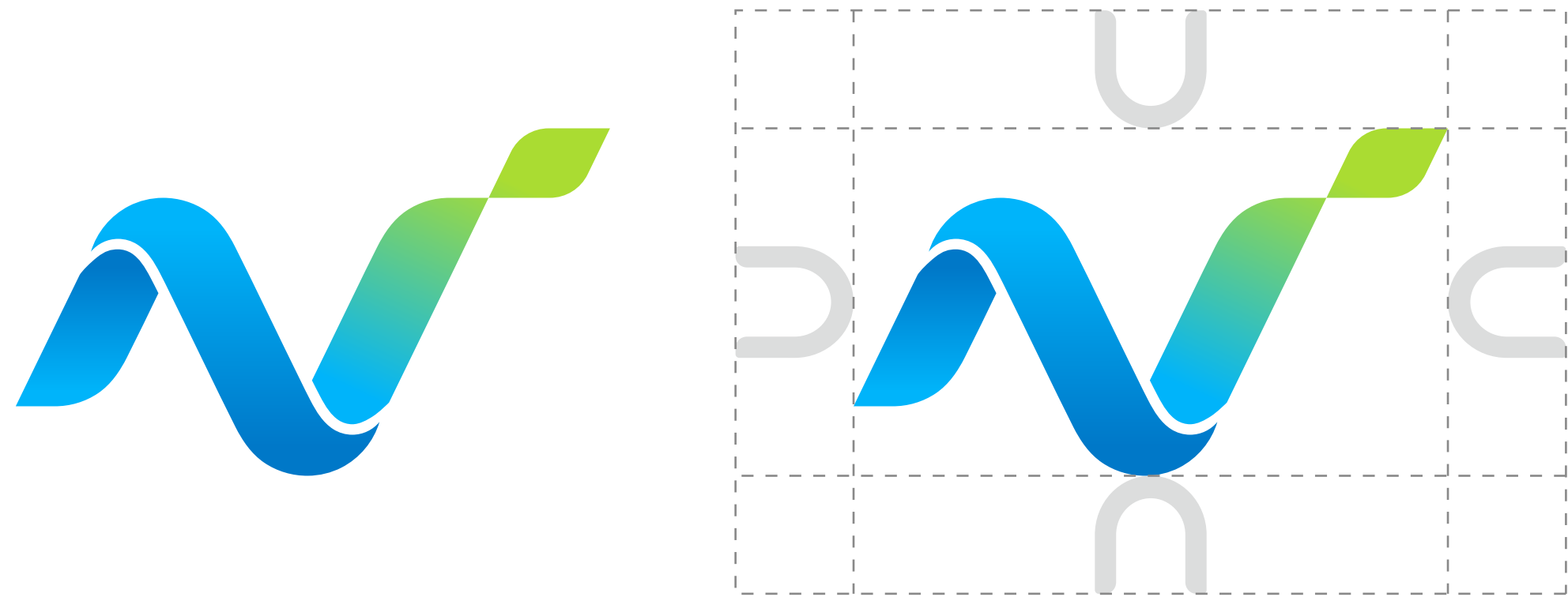
## Clear Space



## Secondary Logo



Symbol / Logotype Separate



neuchips



Minimum Sizing



Primary Logo

Screen: 130px  
Print: 23 mm



Symbol

Screen: 60px  
Print: 14 mm



Secondary Logo

Screen: 90px  
Print: 18 mm



Logotype

Screen: 90px  
Print: 18 mm

Brand Color Palettes

### Neu Blue

PANTONE 294C  
C:100 M:90 Y:10 K:0  
R:10 G:50 B:140  
HEX: #0A328C

100%

80%

60%

40%

20%

### Aqua Blue

PANTONE 299C  
C:80 M:0 Y:0 K:0  
R:0 G:180 B:250  
HEX: #00B4FA

100%

80%

60%

40%

20%

### Eco Green

PANTONE 375C  
C:40 M:0 Y:90 K:0  
R:170 G:220 B:50  
HEX: #AADC32

100%

80%

60%

40%

20%

C:100 M:100 Y:0 K:50  
R:0 G:0 B:95  
HEX: 00005F

C:100 M:90 Y:10 K:0  
R:10 G:50 B:140  
HEX: #0A328C

C:100 M:40 Y:0 K:0  
R:0 G:120 B:200  
HEX: 0078C8

C:80 M:0 Y:0 K:0  
R:0 G:180 B:250  
HEX: #00B4FA

C:65 M:0 Y:45 K:0  
R:60 G:190 B:150  
HEX: 3CBE96

C:40 M:0 Y:90 K:0  
R:170 G:220 B:50  
HEX: #AADC32

Logo Usage



Full-color positive logo



Full-color reversed logo



One color positive logo



One color reversed logo



○ The logo needs to be displayed on a light-colored background.



○ Use the logo on expanded color palette gradients.



✗ DO NOT: Use on vibrant colors that clash.



✗ DO NOT: Use on complex backgrounds.



✗ DO NOT: Add unnecessary effects like heavy-handed drop shadows.



✗ DO NOT: Distort the Logo.



✗ DO NOT: Rotate the Logo.



✗ DO NOT: Bleed off a margin.

Typeface - English

Ubuntu Light

Aa

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
12345678790

Ubuntu Regular

Bb

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
12345678790

Ubuntu Medium

Cc

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
12345678790

Ubuntu Bold

Dd

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
12345678790

Typeface - Mandarin

俊羽圓體  
ExtraLight

創鑫智慧

俊羽圓體  
Light

創鑫智慧

俊羽圓體  
Regular

創鑫智慧

俊羽圓體  
Medium

創鑫智慧

俊羽圓體  
SemiBold

創鑫智慧



The Neuchips Brand Logo Guidelines  
Version 1.0 | November 2023