# Neo Brand Book

Content

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
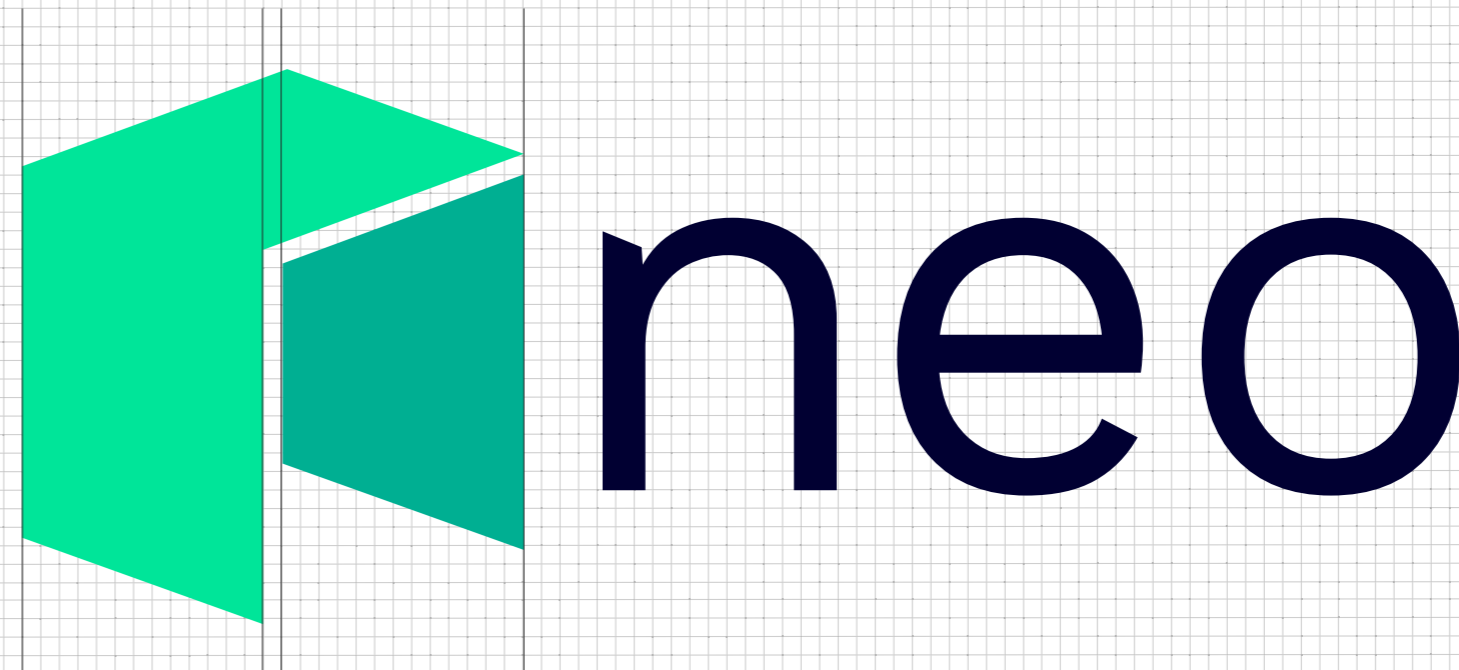
Logo Lockups

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.
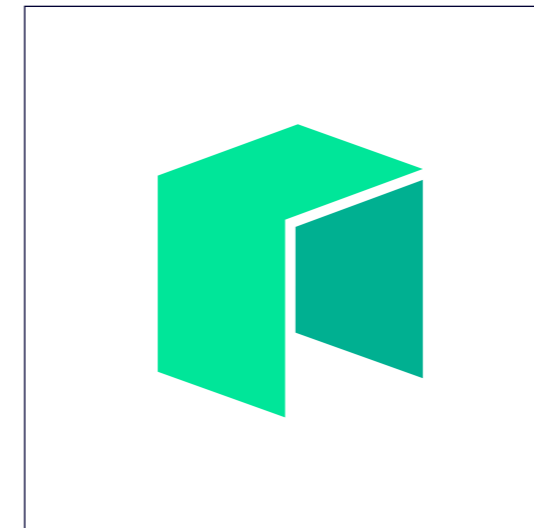
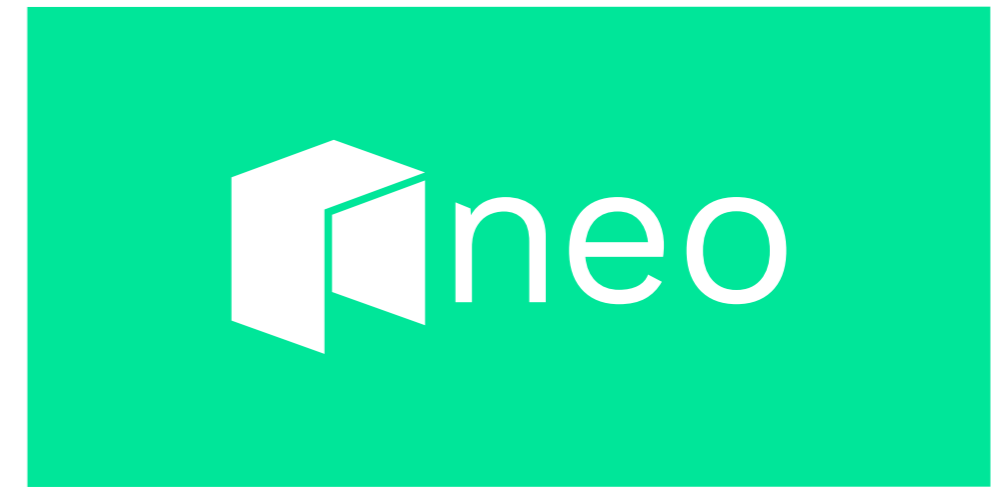## Horizontal lockup

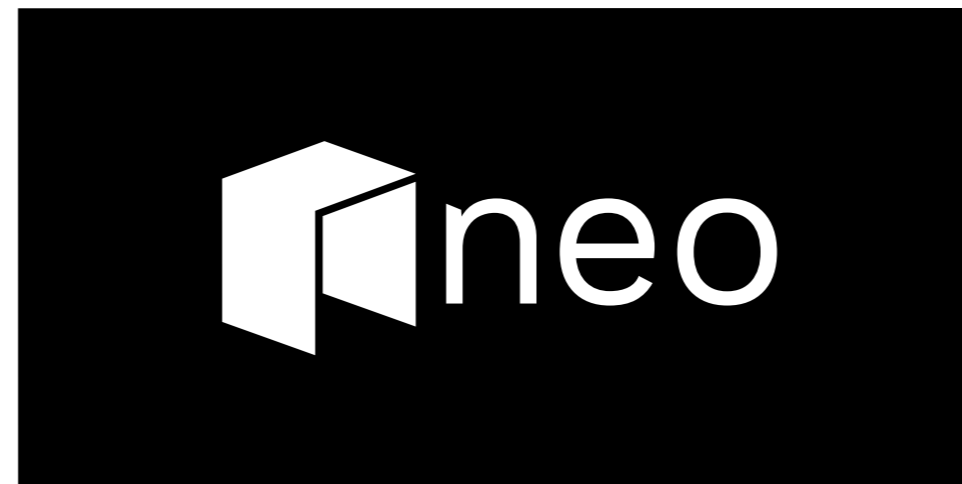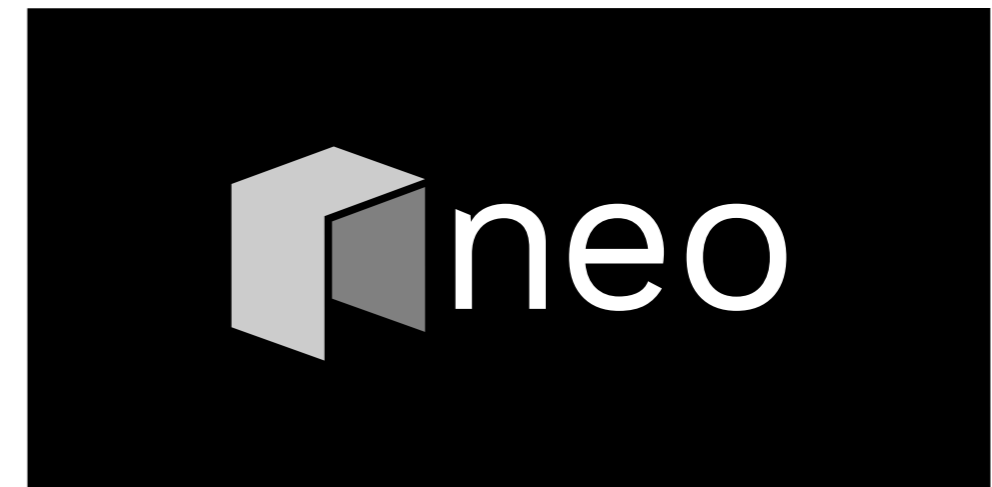## Vertical lockup

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 Version

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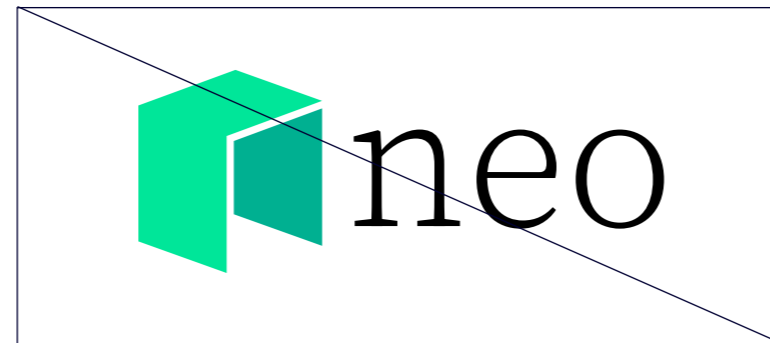
Exclusion Zone
and Minimun Size

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.

1/4 x

x

1/4 x

1/4 x

x

1/4 x

1/4 x

x

1/4 x

Minimum Size
Vertical Height Of Doorway Symbol: 7mm

7mm
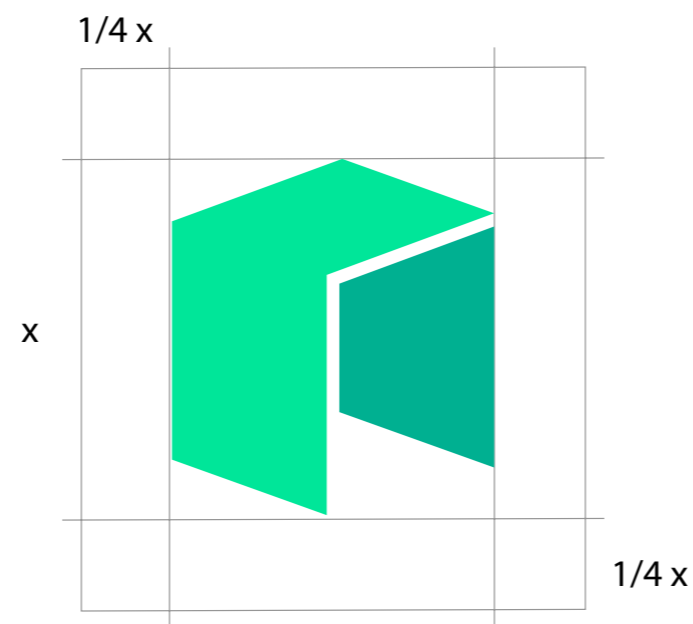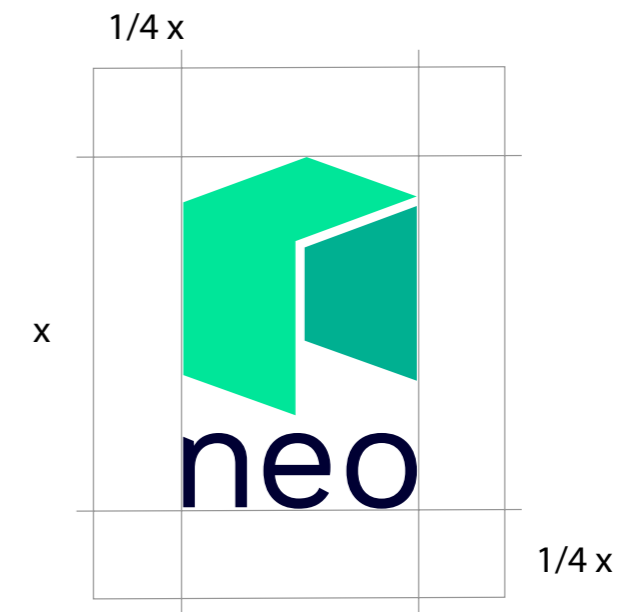
Incorrct Logo Usage

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
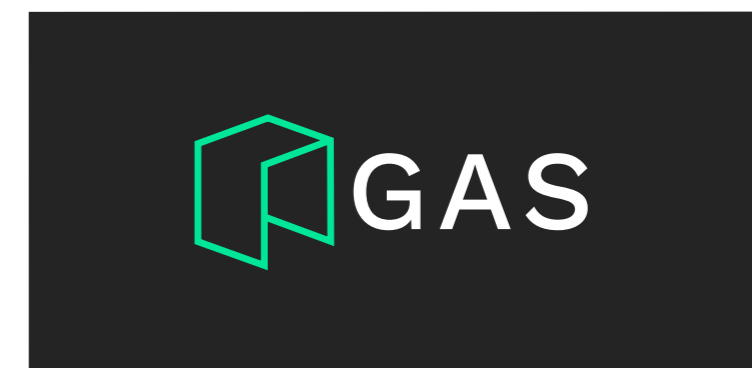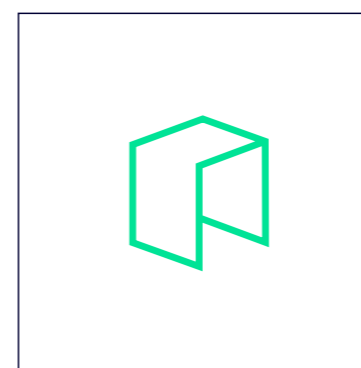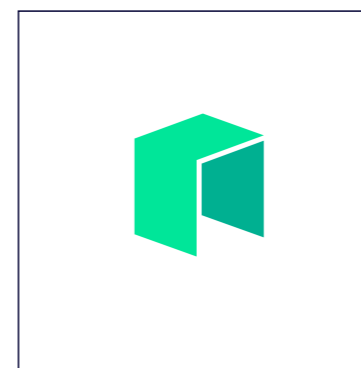

do not drop shadows

do not use colour 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.

Combination
Logo Usage

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

Orgnizations

neo | foundation

neo | global development

Products

neoID

neoFS

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

PANTONE **3385C**

C65 M0 Y62 K0

R0 G229 B153

HEX **#00e599**

Dark Green

PANTONE **2243C**

C79 M4 Y56 K0

R0 G175 B146

HEX **#00af92**

Dark Grey

C73 M64 Y59 K76

R36 G36 B36

HEX **#242424**

Dark Blue

C94 M89 Y42 K65

R0 G0 B51

HEX **#000033**

Seconary Colors

C79 M63 Y56 K50

R43 G57 B63

HEX **2b393f**

C44 M36 Y36 K1

R150 G150 B150

HEX **#969696**

C2 M1 Y2 K0

R249 G250 B250

HEX **#f9fafa**

Typography

English
Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(,.;#!?)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(,.;#!?)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(,.;#!?)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
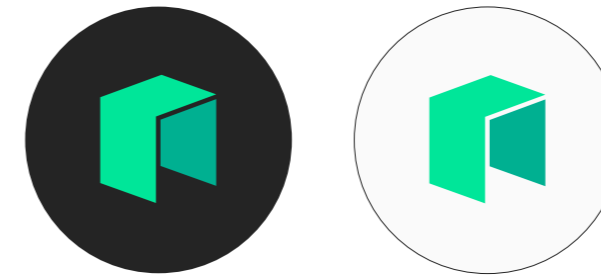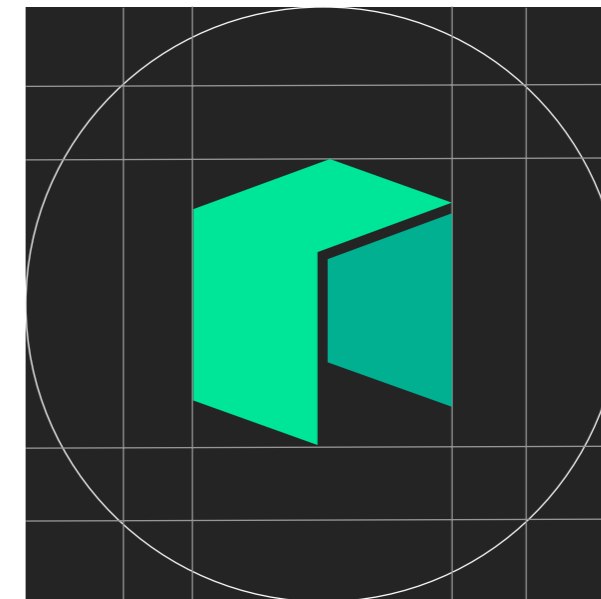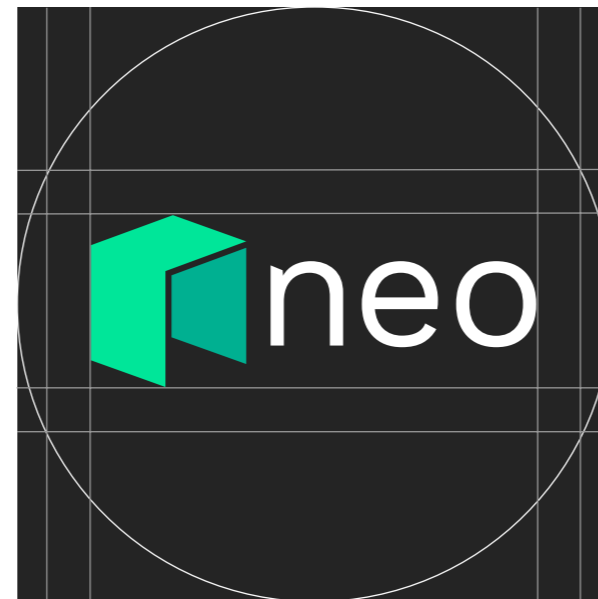**1234567890%&@*(,.;#!?)**

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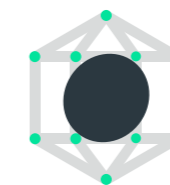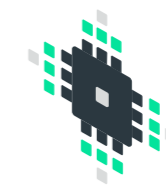**1234567890%&@*(,.;#!?)**

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

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

Infographic
Samples

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