# Logo Guide

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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.
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 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

- do not change the typeface
- do not distort or skew the logo
- do not drop shadows
- do not change the color on any part of the logo
- do not alter the proportions of the logo
- 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.

Organizations

- 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.
Typography

English
Work Sans

Chinese
思源黑体
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.