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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.
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.
Brand mark construction

Construction

Core part of Neo brand mark shape + Letter X shape = Combined to create dynamic panel ➞ Final mark
The primary X logo should be used on a pure white background but can also be used in varying formats to suit.
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.
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 distort or skew the logo
- Do not use drop shadows
- Do not change the color on any part of the logo
- Do not alter the proportions of the logo
- Do not use color background that "blend-in" with the logo
Logo in combination

Aligning partnership logos should follow clea space 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 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?!(,)

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?!(,)

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?!(,)

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?!(,)

Primary typeface
Typography

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

Helvetica Bold

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!.,
```

Helvetica Regular

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
234567890!.,
```

Helvetica light

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!.,
```
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  
Corner radius 30px

Black data box

Gradient 2 data box

Gradient 1 data box

Backgrounds

White background shapes

Pattern

Gradient lines

Gradient 1

Gradient 1

Drop shadow

X axis 0  Blur 52
Y axis 42  Spread 0

Colour #000000 10%

Colour HEX: #C3C3C3  
CMYK: 0, 0, 0, 24

Corner radius 30px
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: #00E8FF
  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%
  - HEX: #00E7A2
    CMYK: 65, 0, 62, 0
  - HEX: #01E8FF
    CMYK: 100, 100, 0, 0
- 100%
  - HEX: #FF006B
    CMYK: 0, 94, 27, 0
  - HEX: #01E8FF
    CMYK: 100, 100, 0, 0
- 100%
  - HEX: #00E7A2
    CMYK: 65, 0, 62, 0
  - HEX: #01E8FF
    CMYK: 100, 100, 0, 0
  - HEX: #FF006B
    CMYK: 0, 94, 27, 0

50%

- HEX: #00E7A2
  CMYK: 65, 0, 62, 0
- HEX: #01E8FF
  CMYK: 100, 100, 0, 0
- HEX: #FF006B
  CMYK: 0, 94, 27, 0
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
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.
Partial photographic

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

Examples

Cityscape composition

Object composition

HONG KONG HACKATHON
TUE 16TH - FRI 19TH MAY

ECO GROWTH
BE EMPOWERED
The full photographic option builds on the previous two but introduces background graphics for greater flexibility in its 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.
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
Thank you