

BRAND BOOK



Brand Guidelines

Our visual identity, do's and don'ts
and best practices

NEUON AI Brand Guidelines

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Brand Guidelines

NEUON AI Brand Guidelines

NEUON AI BRAND GUIDELINES

LOGO CLEAR SPACE AND MINIMUM SIZE

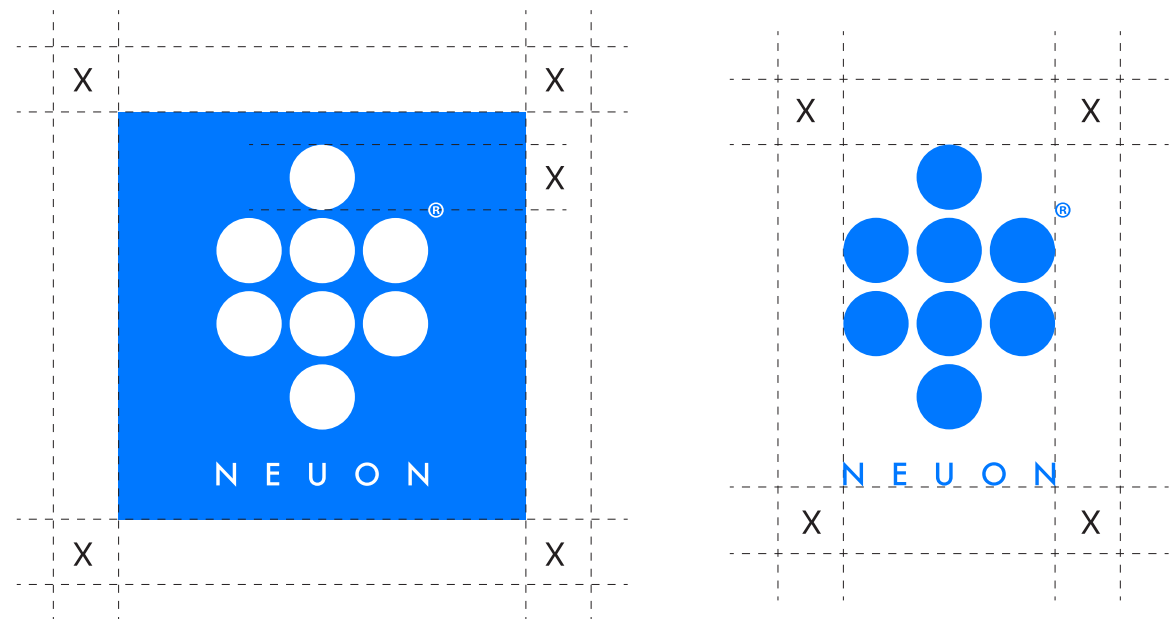
The clear space around the logo is an integral part of its design, and ensures the logo can be seen clearly, uncluttered by other logos, symbols, artwork, or text.

This is measured by the height of the '●': These clear margins denote the minimum clear space that should surround the logo and must be followed whenever possible.

Minimum size refers to the smallest logo size allowed. The minimum sizes for print and digital reproduction must provide the visibility and readability of the NEUON wording.

Usage of logo without the wording require permission from NEUON AI management.

Clear Space

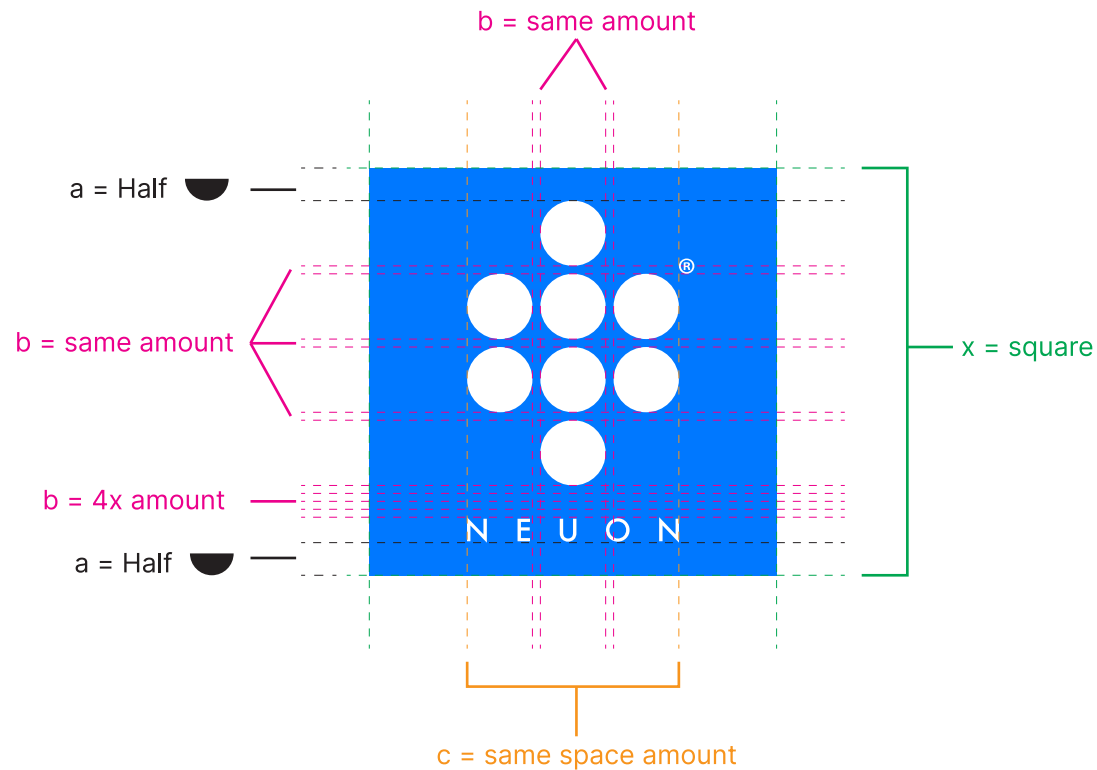


X = logo ●

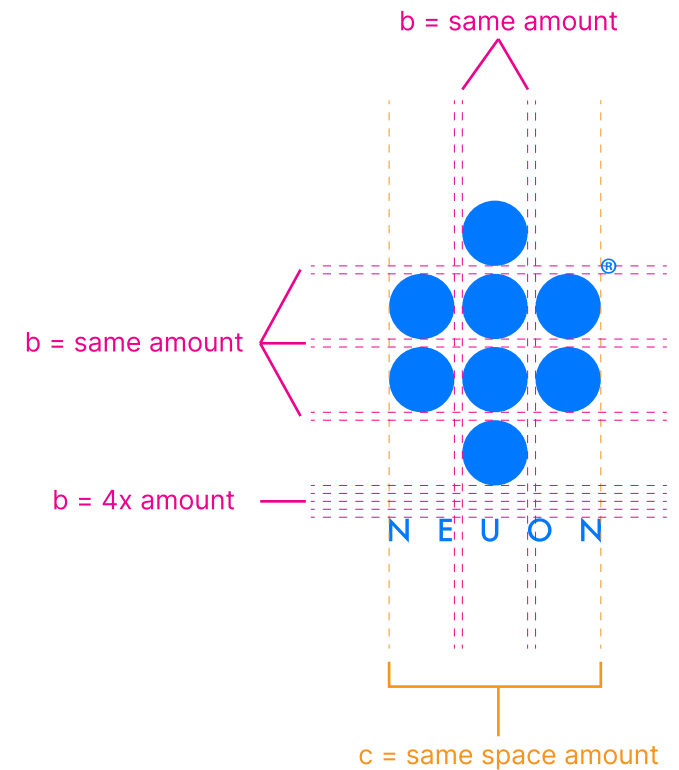
NEUON AI BRAND GUIDELINES

LOGO GRID

NEUON AI logo employ grid system of symmetrical alignment. If require border, a square box will be apply as logo background to symbolize the symmetrical aspect.



NEUON AI with border



NEUON AI without border

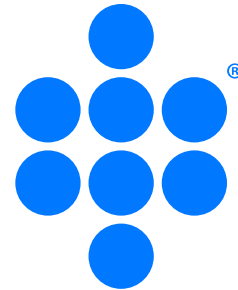
NEUON AI BRAND GUIDELINES

LOGO VARIATIONS

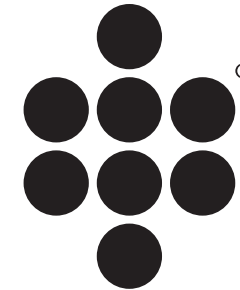
The colour configurations in this page are the variations in which NEUON AI logo can appear. However, the logo priority appearance should be focus on contrast with any background that place behind the logo. It is must present the logo in its most accurate shape and visually noticable. This applies to all digital online platform and printed materials.

Square background may be apply if necessary but must follow the clear space requirement as mentioned previously. The colour choice are NEUON blue, black or grey but should always request approval from NEUON AI management.

Colour Version without background



N E U O N



N E U O N

Colour Version with background/square border



Version with background/square border (logo must contrast with background)



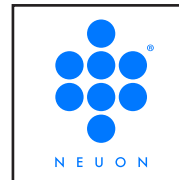
NEUON AI BRAND GUIDELINES

HOW TO APPLY

Correct use of colour is vital when reproducing the logo. The examples show on this page demonstrate how careful control and use of the logo with different backgrounds must be adhered to at all times to ensure the accurate and consistent representation of the brand.

Logo legibility is a priority in all cases; do not place the log over a complex background or a similar colour that affects the readability of the logo.

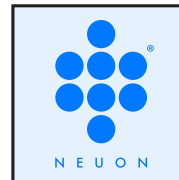
This guide apply for non-border logo application only. As for logo with border, the colour of border must be either NEUON blue, black or grey.



Full colour version on white background



Reverse white version on NEUON AI blue background



Full colour version on light colour background



Full colour version on grey colour background



Reverse black version on white background



Reverse white version on black background



Full colour version on clean photographic background



Full colour version on clean graphic background

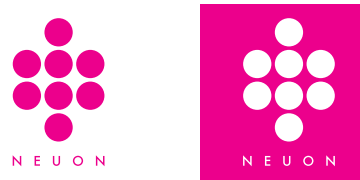
NEUON AI BRAND GUIDELINES

INCORRECT USAGE

To maintain consistency throughout the application of our brand, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the logo is always reproduced from the master artwork.



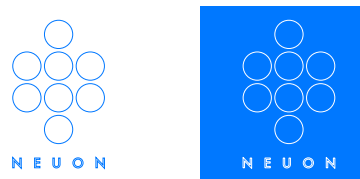
Never distort brand identity



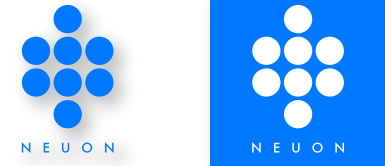
Never reproduce the logo in different colour other than allowed colour



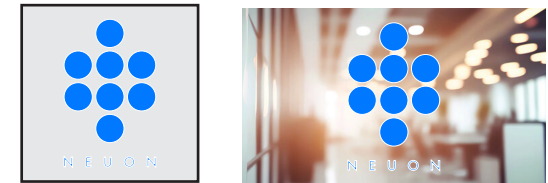
Do not flip the logo or any elements of the logo



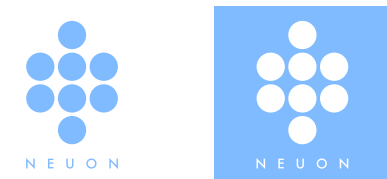
Never reproduce the logo in outlines



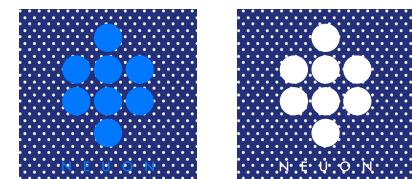
Never reproduce the logo with drop shadow effect



Never reproduce the logo with outline (regardless of what colour choice)



Do not change opacity

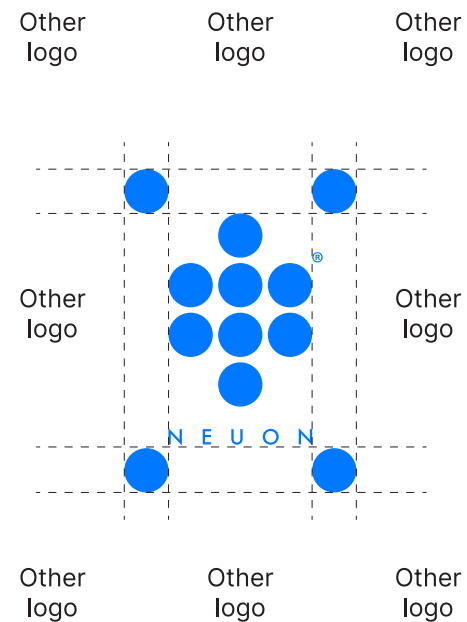
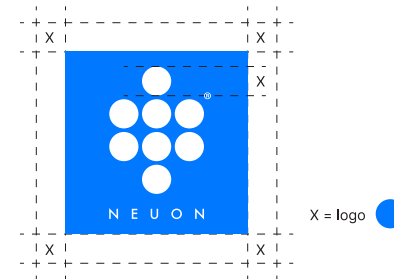
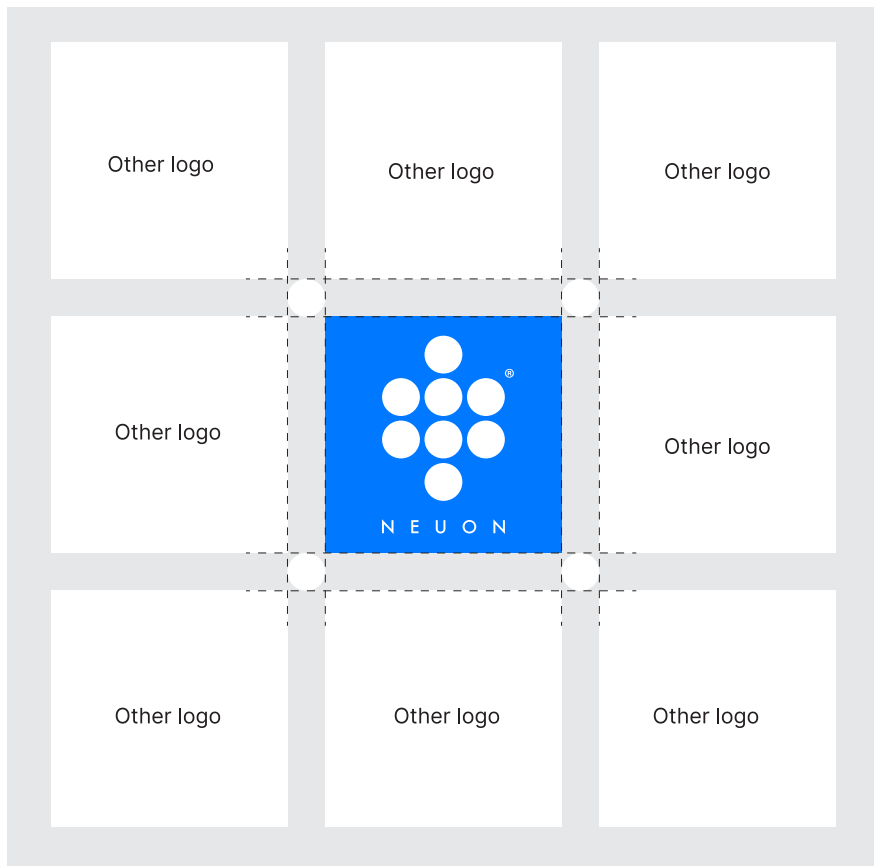


Do not put logo on distracting background

NEUON AI BRAND GUIDELINES

APPEARING WITH OTHER BRANDS / PARTNERS' LOGO

For consistent spacing between logos, the width and height of the '●' shape for the NEUON AI logo is used as a guide.



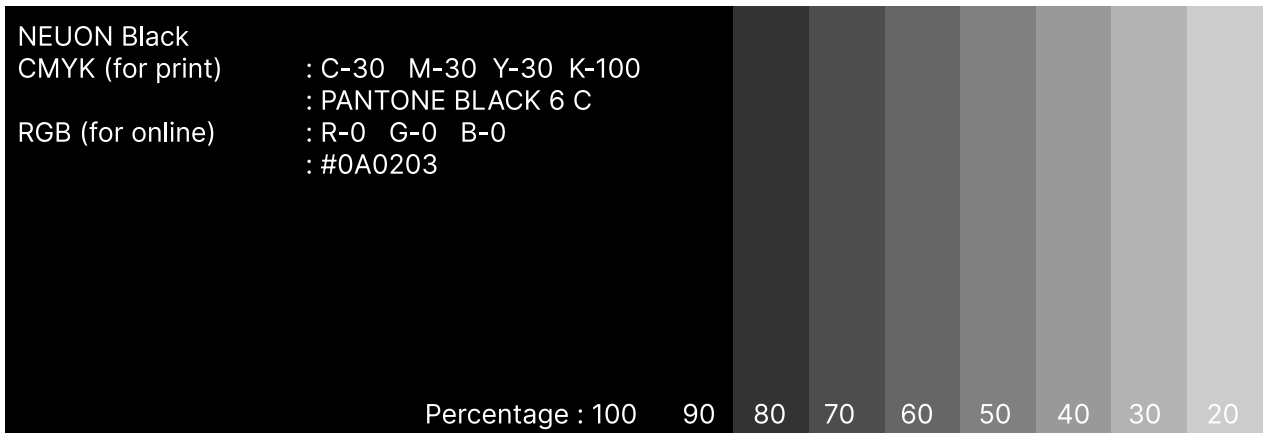
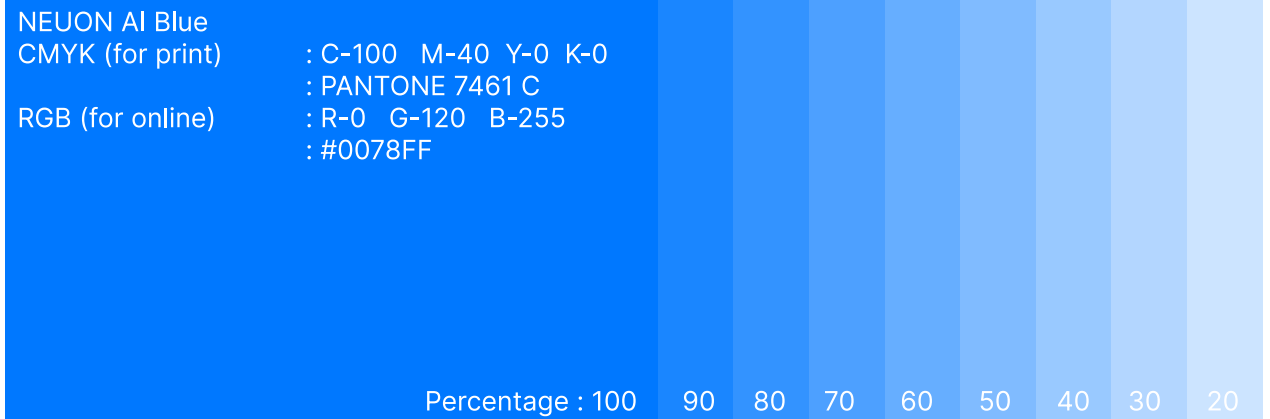
Brand Guidelines

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BRAND COLOURS

There are the brand colour across all communication, from offline to online materials. The gradient colours shown may be used to complement the primary colours if necessary, but should never be use as a primary logo colour. No ther variations of the colours are allowed to be used unless approved by NEUON AI management.

The colours might appear differently depending on different priting effects and materials. The codes shown for CMYK and RGB are for reference only and should always be matched to their respective colour code.



NEUON White				
CMYK (for print)	: C-0	M-0	Y-0	K-0
	: PANTONE WHITE			
RGB (for online)	: R-0	G-0	B-0	
	: #FFFFFF			

NEUON AI BRAND GUIDELINES

BRAND TYPOGRAPHY

Primary Typeface

Inter is our main brand typeface for all printed design communication. It should be used as a display font in titles, headlines and highlights.

Header

Inter Bold

Subheader

Inter Regular

Body copy

Inter Regular

Optional style

Inter Italic

Inter

Aa Bb Cc Dd

Inter 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
0 1 2 3 4 5 6 7 8 9

Inter 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
0 1 2 3 4 5 6 7 8 9

Inter Italic

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
0 1 2 3 4 5 6 7 8 9

NEUON AI BRAND GUIDELINES

BRAND TYPOGRAPHY

Secondary Typeface

Helvetica is an acceptable substitute in situations where the Inter typeface cannot be used because of technical issues as on websites.

Header

Helvetica Bold

Subheader

Helvetica Regular

Body copy

Helvetica Regular

Optional style

Helvetica Oblique or Italic

Helvetica

Aa Bb Cc Dd

Helvetica 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
0 1 2 3 4 5 6 7 8 9

Helvetica 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
0 1 2 3 4 5 6 7 8 9

Helvetica Italic

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
0 1 2 3 4 5 6 7 8 9

For brand guilene enquiries,
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www.neuon.ai