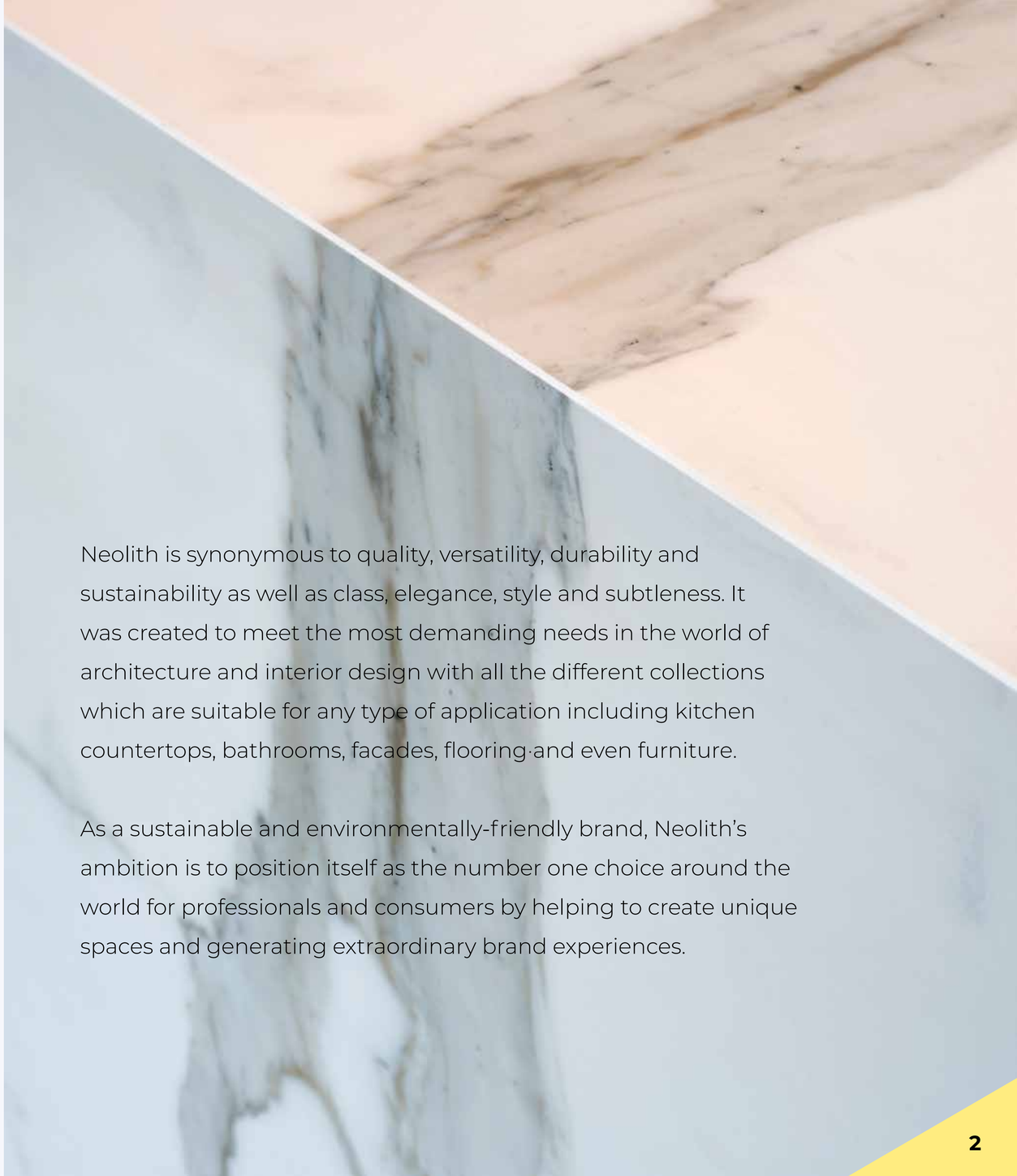
NEOLITH

2022 BRAND BOOK

What is Neolith?

Neolith is the world's leading Sintered Stone brand. It's a revolutionary and innovative architectural surface with superior technical characteristics made of 100% all-natural raw materials.

Since its creation in 2009, Neolith has become the best solution for indoor and outdoor projects, combining an exquisite design and high-performance functionality.



Neolith is synonymous to quality, versatility, durability and sustainability as well as class, elegance, style and subtleness. It was created to meet the most demanding needs in the world of architecture and interior design with all the different collections which are suitable for any type of application including kitchen countertops, bathrooms, facades, flooring and even furniture.

As a sustainable and environmentally-friendly brand, Neolith's ambition is to position itself as the number one choice around the world for professionals and consumers by helping to create unique spaces and generating extraordinary brand experiences.

Purpose

At Neolith, we have a purpose with which we try to enhance the world. We want to become our best version in order to offer people solutions for their concerns.

At Neolith, we believe that the world would be a better place if we never forget that everything we do, invent and create is to live better. The best thing about creating something is living it.

The best thing about creating something, is living it.

Vision

To be the number one brand in the creation of unique spaces.

Mission

To inspire unique, functional and sustainable solutions for indoor and outdoor spaces, through the most innovative surface, creating extraordinary brand experiences.

Our values

Our beliefs and principles,
the driver of our conduct.

PASSION

We’re passionate about what we do. We put all of our energy into working and making an effort with all the different things that have to do with our world. To the point of attaining excellence and, thus, success.

INNOVATION

Innovation is and will always be our ongoing challenge as there will always be major tasks to resolve with all the social changes. Through innovation, we seek flexible growth oriented towards the search for better solutions without any fear of being disruptive.

PARTNERING

We believe in alliances to reach a common goal. Sharing ideas and skills makes it more possible to prosper.

OWN STYLE

We have our own way of seeing things and prefer to reveal and express it rather than sticking to the status quo. We’re pleased with our way of helping you create a lifestyle (co-creation) and the class and distinction offered by our personal seal.

We want to inspirate you, in order for you to create the space that best suits your dreams.

INSPIRATION

We don’t believe in doing the same old thing. We seek new developments as innovating is stimulating. We want to inspire and get out of that comfort zone. The real risk is stopping. What connects us with people is understanding what they want and building the world they want to see.

Our attributes

What we believe and what guides us determines what we're like, how we conduct ourselves and how we express ourselves.

PASSION

HUMAN

We're a brand with heart and incorporate the emotional essence of human nature. Emotions over transactions. That's why we're up-close in the way we approach our business and handle our relations.

INNOVATION

BOLD

We're bold as you have to dare to explore and take risks and never stick with the easiest choice. It's good to get out of that "safe zone" once in a while. You only get results by trying what you've never tried before.

PARTNERING

COMMITTED

We commit to each of our relationships; implication is the only way they'll work. Each relationship is an opportunity to understand and learn more. It means combining strengths and creativity to take on new challenges, make discoveries and even face the challenges imposed by the industry.

OWN STYLE

ASPIRATIONAL

Wishes, dreams and aspirations are truly valuable, and it's why we do everything we can to turn them into reality. We are what we project and that's what makes us unique. Our motto is always to aspire to be better, to live better and reflect our inner, unique and personal world with our own style.

INSPIRATION

CREATIVE

We're always imagining, innovating and open to doing things differently. Agile and flexible minds to find new solutions and enhancements to enjoy life more. We continuously challenge ourselves and never just settle.

Our benefits

They’re what make us stand out against our competitors. They justify why people love us, trust us and choose us before anything else.

PASSION

HUMAN

CLOSENESS

ENTHUSIASM

PERFECTIONISM

INNOVATION

BOLD

TREND SETTER

FUNCTIONAL

SUSTAINABLE

PARTNERING

COMMITTED

SAFETY

TRUST

DEDICATION

COVERAGE AND SERVICE

OWN STYLE

ASPIRATIONAL

PERSONALITY

NATURAL ELEGANCE

DIFFERENTIATION

INSPIRATION

CREATIVE

CREATIVE SOLUTIONS

DISCOVERIES

VERSATILITY

Positioning

Inspiring spaces
created for living.

Brand essence

What truly makes us different and creates the foundation for our own meaning which we wish to share with the world. Our brand essence is what makes us unique.

Living creations.



Our tagline

Our brand claim reflects our purpose and our personality of a concise, precise and emotional brand. They represent the phases of contact between people and our product and how it makes us feel ranges from the most physical and experiential to the most evocative and emotional.

Neolith.
touch.feel.live.

NEOLITH

touch.feel.live


NeoLITH

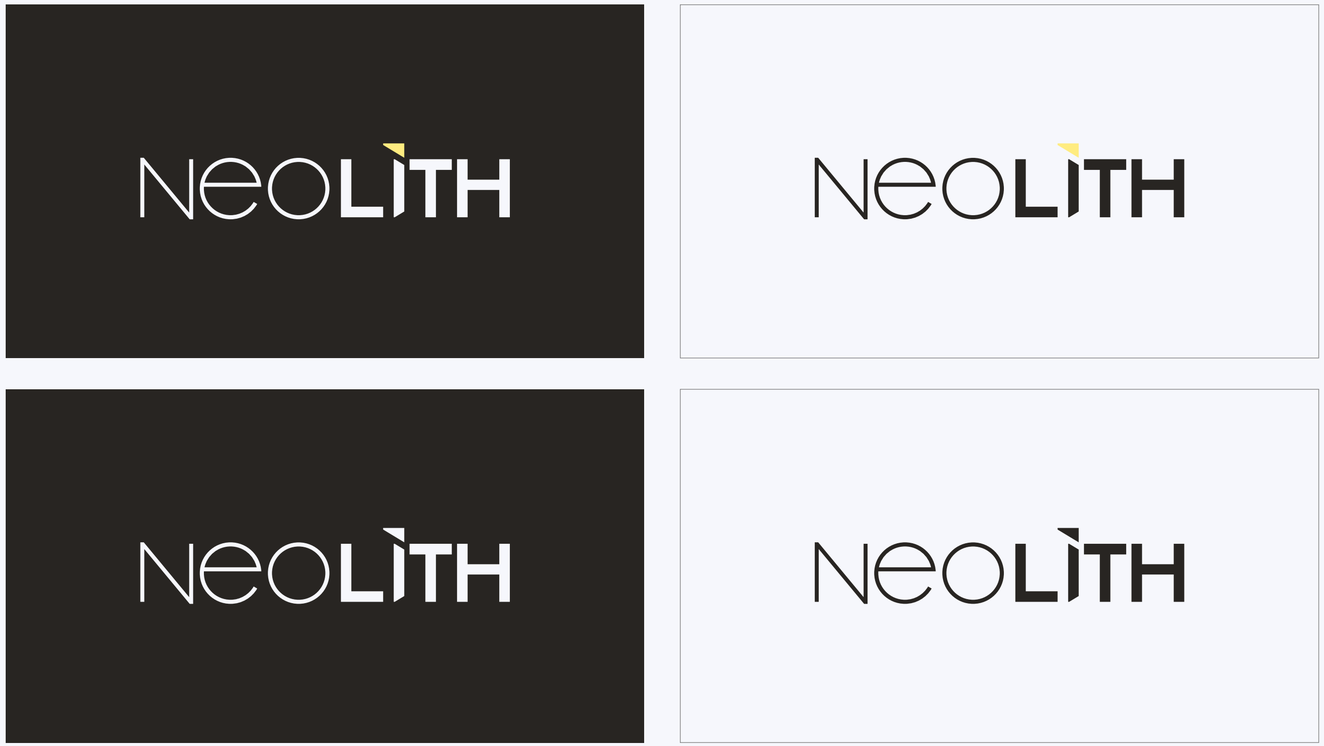
Versions

POSITIVE AND NEGATIVE LOGO

It can be reproduced in a positive or negative version depending on the degree of black saturation in the background. The positive or negative version will enable an adequate contrast between the logo colors and the tone of the background where it’s applied.

MONOCHROME LOGO

The black and white version shall be used in black and white productions where the color version cannot be reproduced.



Our tagline

The typographic composition of the tagline is built around the brand font Libre Baskerville. The tagline shall always be used in monochrome with the brand black and white.

As a brand graphic element, the tagline works both independent of and in co-existence with the logo. Its co-existence with the logo is specified on page 28.

To use the tagline, it must be traced from this Brand Book as both the contour as well as the kerning are designed for scalability. As an exception, the tagline must be in lowercase letters if it must be written within an editorial paragraph.



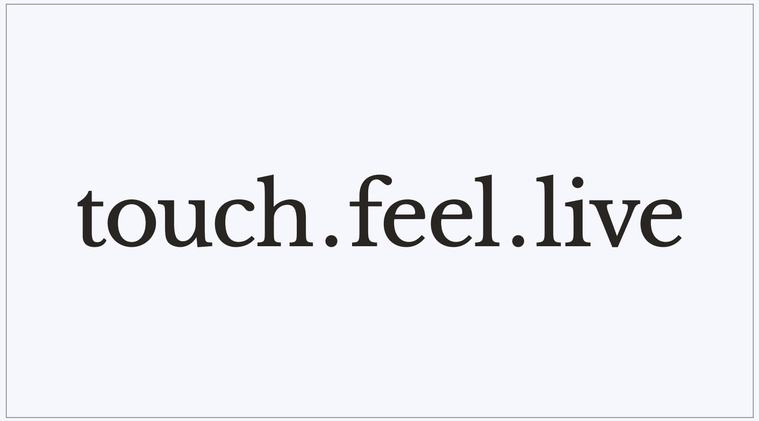
Co-Existence with the logo

The hierarchical relationship between the logo and the tagline is reflected in the tagline safety margin. As an exception, the tagline is the only graphic element within the logo safety margin as the minimum tagline safety margin predominates that of the logo. This creates a harmonious and balanced relationship between the two brand assets.



Versions

It can be reproduced in a positive or negative version depending on the degree of brightness in the background. The positive or negative version will enable an adequate contrast between the tagline colors and the tone of the background where it’s applied.





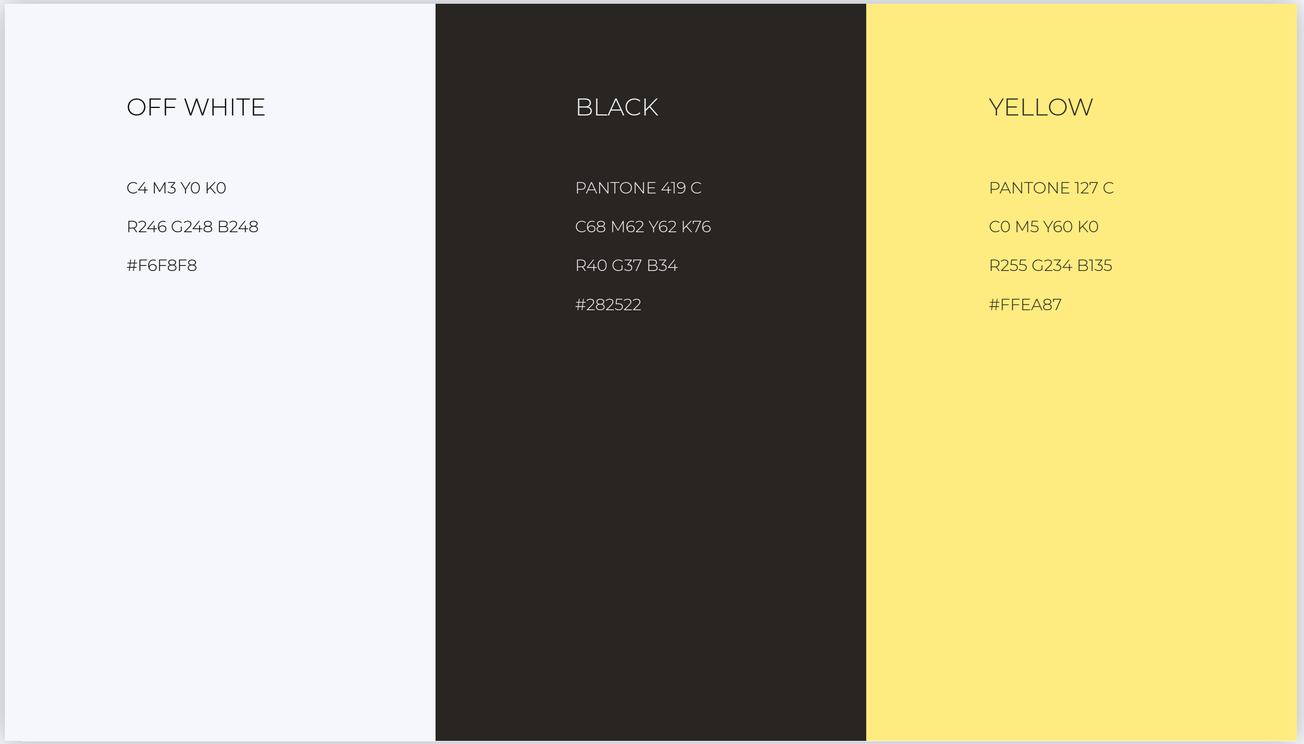
Primary palette

Primary palette

Neolith is expressed in a relaxed, modern color palette through two neutral tones that reflect design and functionality. Our Off White and a specific black contrast and anchor the color palette. We connect people to the space with a warm and soft yellow that reflects optimism and wellness.

The proportion of these colors is based on a greater presence of black or white depending on the contrast necessary. And the use of yellow is always for the element to be highlighted with light at a percentage never higher than 15%.

The colors have been formulated to be reproduced together with full potential in digital and print.



Typographic style

Libre Baskerville must be used for large and brief headlines. This type of font is not appropriate for use in small sizes. The best place to use this type of font is on a cover or at the beginning of any application.

The Montserrat font family is for brand content. The “Bold” weight shall be used for headings while the “Light” style shall be used for paragraphs.

Abc

LIBRE BASKERVILLE REGULAR

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Abc

MONTSERRAT MEDIUM

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Abc

MONTSERRAT MEDIUM

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Editorial style

OVERLINE
MONTSERRAT REGULAR
UPPERCASE

NEW

HEADLINE
LIBRE BASKERVILLE
SENTENCE CASE

Sophisticated yet accessible.

SUB-HEADLINE
MONTSERRAT MEDIUM
UPPERCASE

THE SOLUTION THAT FITS YOUR STYLE

BODYCOPY
MONTSERRAT LIGHT
SENTENCE CASE

If people have created science, sustainability and culture, it's because we're always trying to enhance our lives. We're always pursuing the ideal. That's why, at Neolith, we want to become our best version in order to offer people solutions for their concerns. Our technological solutions, the application of principles of architecture, design and interior design, are meant to reach that ideal.

At Neolith, we believe that the world would be a better place if we don't forget that everything we do, invent and create is to live better. The best thing about creating something is living it.

TEXT SIGNATURE
MONTSERRAT MEDIUM
UPPERCASE

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