NEOLITH

02 VISUAL IDENTITY ELEMENTS

BRAND BOOK GUIDELINES

02

Visual Identity elements

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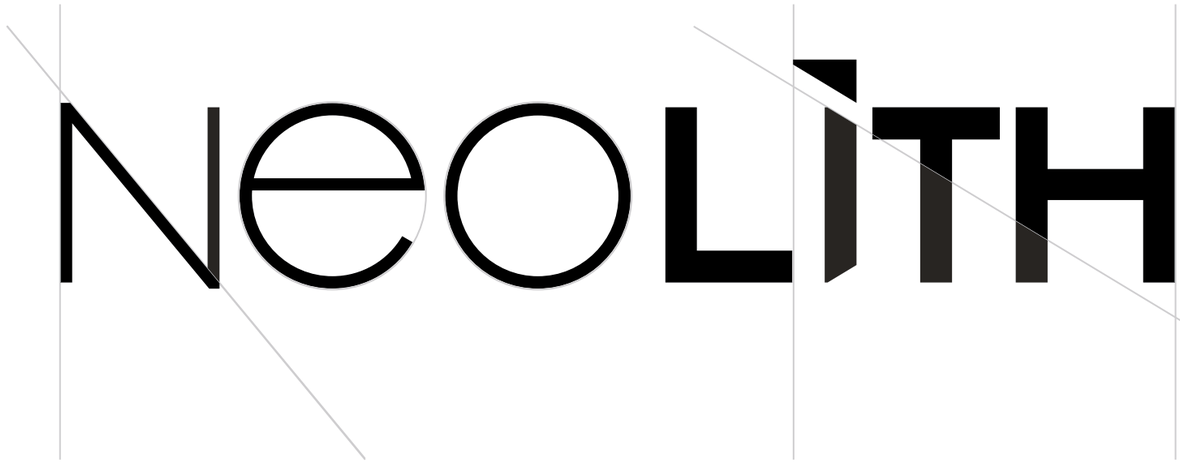
2.1
Logo

2.2

Anatomy

The look & feel is created with the lines and perspectives extracted from the construction of the actual logo.

This is the starting point for a new visual and linear universe tied to the concept of design and functionality. A spatial canvas that allows us to build the brand language based on simplicity. A new elegant and sophisticated identity.



2.3

Safe zone

The safe zone around the logo cannot have any other element: text, graphic elements, symbols, logos, etc. Except for the tagline. This safe zone is defined by the height of the “i”.

The safe zone is important to protecting the logo, making sure it always stands out. It creates visual independence from other graphic and typographic elements and facilitates immediate identification.



2.4

Color

POSITIVE AND NEGATIVE LOGO

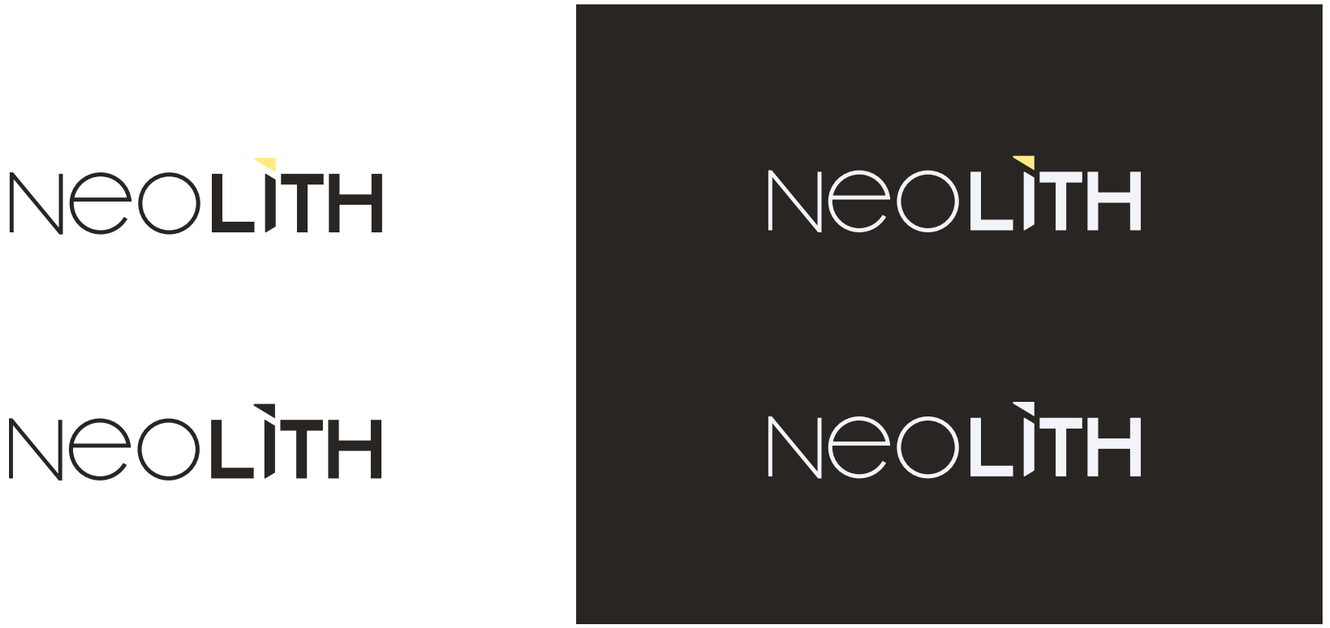
It can be reproduced in a positive or negative version depending on the degree of black saturation in the background. The positive or negative version will enable an adequate contrast between the logo colors and the tone of the background where it’s applied.

MONOCHROME LOGO

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

LIGHT BACKGROUND

DARK BACKGROUND



2.5

Backgrounds

In order to reproduce the logo on a color background, always remember to supply enough contrast to guarantee optimal legibility to avoid losing on identification.

It can be reproduced on backgrounds with different intensities in the 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.

The same percentage system will be applied to monochrome versions.



0% 25%



25% 50% 100%



0% 50%



50% 100%

2.6

Incorrect uses

[1] **DO NOT** change the elements or dimensions.

[2] **DO NOT** use the “i” as an icon.

[3] **DO NOT** use only the outline of the logo.

[4] **DO NOT** invert the colors.

[5] **DO NOT** use non primary colors.

[6] **DO NOT** distort the logo in any way.

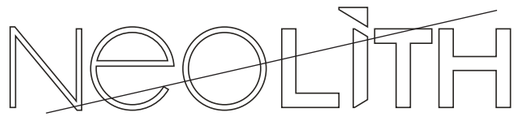
1



2



3



4



5



6



2.7

Co-Branding & Partnership

Co-branding opportunities should be handled on a case-by-case basis, but should follow the general rules outlined below. One can create a balanced harmony of placement by adjusting the combined logo flexibly within the suggested maximum height in order to ensure an appropriate visual and corporate hierarchy.

To ensure an appropriate corporate and visual balance between the two brands, clear space rules have been outlined. Maintaining these tight clear space and proportional guidelines ensures the appropriate relationship between the brands.

[1] Guidelines for Co-branding standard combination when the logo is **horizontal**

[2] Guidelines for Co-branding standard combination when the logo is **vertical**

1 The logo is considered horizontal when the width of the logo exceeds the height of the bar.



2 The logo is considered vertical when the height of the logo exceeds the width of the bar.



2.7

Co-Branding & Partnership

EXAMPLES

[1] Guidelines for Co-branding standard combination when the logo is **horizonta**l

[2] Positive Co-branding

[3] Negative Co-branding

1



2



3



2.8

Tagline

touch.feel.live

2.9

Safe zone

The safe zone around the tagline cannot have any other element: text, graphic elements, symbols, logos, etc. This safe zone is defined by the height of the “e”.

The safe zone is important to protecting the tagline, making sure it always stands out. It creates visual independence from other graphic and typographic elements and facilitates immediate identification.



2.10

Space and sizing

Irrespective of the application dimensions, the tagline must never be smaller than 34 mm / 95 px wide.

The tagline size must be adapted to maintain the maximum possible quality. No size smaller than the minimum should ever be used.

In a range of less than 135 mm / 385 px wide, the tagline shall be used in monochrome so as not to lose out on legibility.

The choice of an adequate size range for the logo allows the proper interpretation of the Neolith brand and the tagline.



RECOMMENDED MINIMUM SIZE



POSSIBLE MINIMUM SIZE

2.11

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.



2.12

Incorrect uses

[1] **DO NOT** use other colors.

[2] **DO NOT** alter the hierarchy between the logo and the tagline.

[3] **DO NOT** write the tagline. Always extract it expanded from this manual.

[4] **DO NOT** use brand colors beyond the brand black and white.

[5] **DO NOT** use any other color beyond the brand black and white.

1



2



3



4



2.13 Color

Our corporate colour palette is a key distinguishing aspect of our brand identity.

It comprises of three colours: Neolith corporate black, white and yellow.

We also use additional colours to emphasise important information, add distinction and bring a subtle warmth to our communications.

2.14

Color system

The Neolith Color System is a refined and sleek application of the brand identity. Three parts complete the color system as a whole expressing.

1. PRIMARY COLORS
Neolith expression



2. POINT COLOR
Yellow Neolith



3. SECONDARY COLORS
Lifestyle



2.15

Primary colors

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.

BLANCO
OFF WHITE

C4 M3 Y0 K0

R246 G248 B248

#F6F8F8

NEOLITH
BLACK

PANTONE 419 C

C68 M62 Y62 K76

R40 G37 B34

#282522

YELLOW

PANTONE 127 C

C0 M5 Y60 K0

R255 G234 B135

#FFEA87

2.16

Secondary colors

The secondary colors are colors that emphasize the natural harmony found in contemporary life. They are intended to reflect the various lifestyles of Neolith's customers.

'Sustainability', 'product', gastro', 'design and arquitecture'... will be represented with secondary colors.

Secondary colors can be used to set the mood and color tones of images and demonstrate the casual subtle lifestyle of Neolith's customers.

Use the secondary colors only when extra colors beside the primary colors and point color are needed.







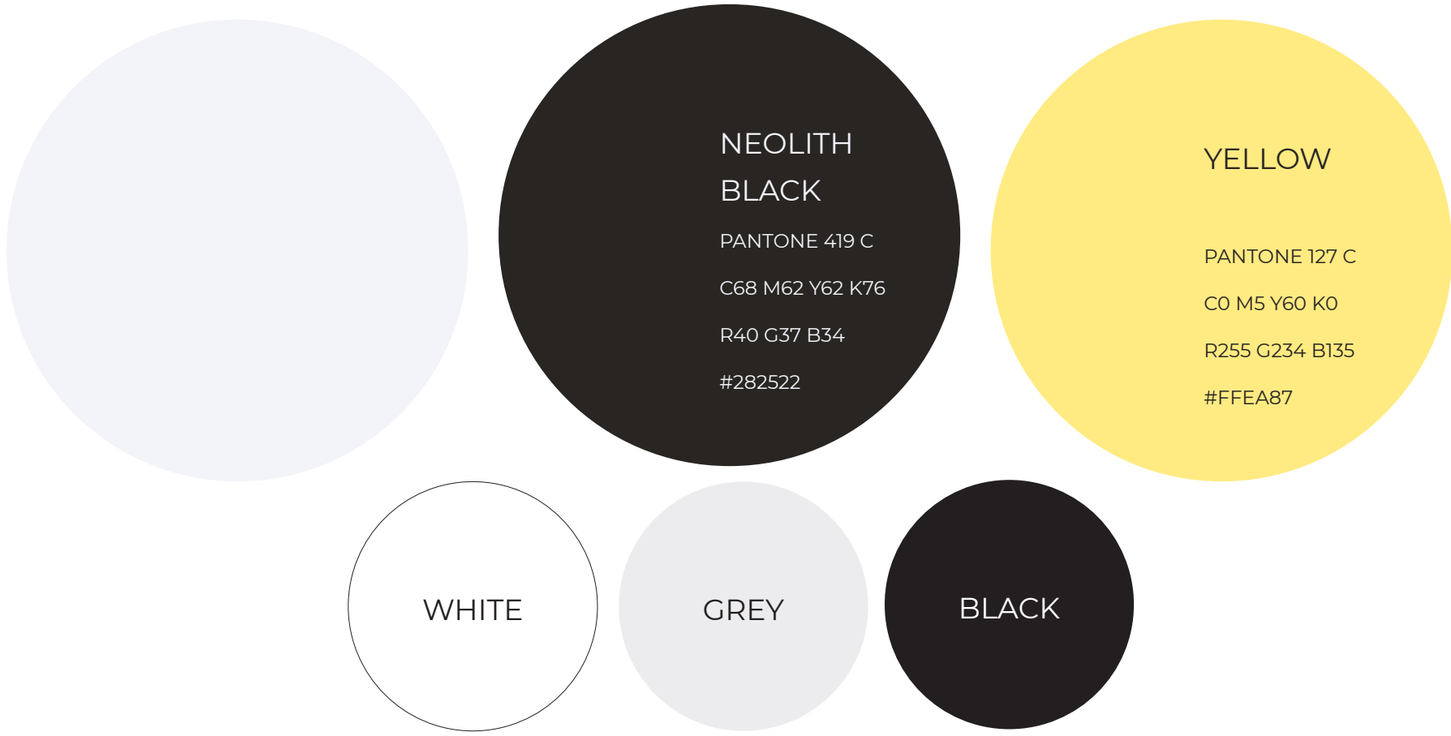


2.17

Color palette

The Neolith core colour palette consists of three colours: corporate black, off white, and yellow.

The Neolith core colour palette provides a consistent and recognisable backdrop for all Neolith communications.



2.18

Tipography

Our corporate typeface is Libre Baskerville for headlines and Montserrat Family. Its clear, legible The overall balance between the thickness and weight increases legibility and utility and makes it an appropriate typeface as a body text.

2.19

Weight

We have two corporate typefaces;

Libre Baskerville family.

The **Montserrat** font family.
We use the following weights:

SEMIBOLD

MEDIUM

REGULAR

LIGHT

Libre Basquerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

2.20

Tipographic style

Libre Baskerville Regular 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. Try to limit the number of different weights used in any single piece of communication.
We recommend using Montserrat Medium and Montserrat Regular as primary typefaces, and using Light for bodycopy and semibold for highlighted words.

OVERLINE
MONTSERRAT REGULAR
UPPERCASE

NEW

HEADLINE
LIBRE BASKERVILLE REGULAR
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

WWW.NEOLITH.COM

2.21

Graphic elements

The linear elements are the common thread in graphic and photographic compositions. The lines participate in the spaces and the elements that appear in them: texts, images, icons, etc.

You need these common threads in any application for brand recognition.

The linear presence is essential whenever photomasks are not used so there is visual brand recognition.

2.22

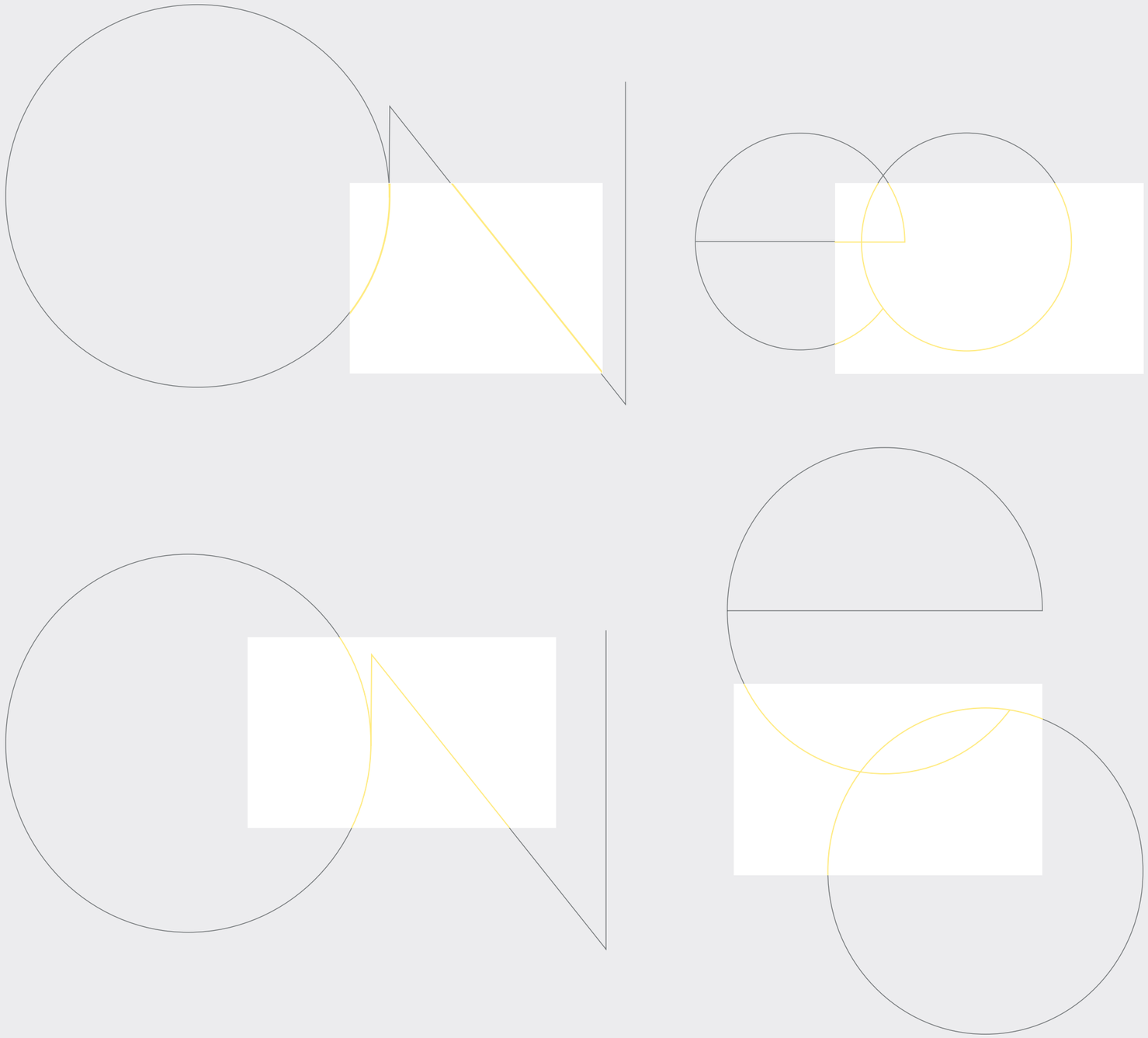
Features

The linear elements are essential to the visual identity. This graphic resource comes from the massification of the logo letters and generates brand meaning throughout the designs.

It’s a flexible resource since a number of compositions can be created with different relationships between the letters.

The main color for this linear resource is yellow. As an exception and if chromatic contrast with the background is necessary, the lines may be used in any of the primary colors.

Attached are several examples for reference which can be enlarged, but there are many possibilites.



2.23

Scale and thickness

Always scale the line in accordance with the application width. In order to properly apply the linear elements, the thickness of the line must be scaled in accordance with the design width.

For reference, the line width shall be 2 pt for a 1920 pixel application.

The minimum line thickness for proper display in digital and printed formats is 0,8 pt.

MINIMUM SIZE
0,5pt

MAXIMUM SIZE
2pt

2.24

Position and size

The linear element is not necessary when there are photomasks at two angles.

No part of the word Neolith should ever have to be read or sensed.

Do not use lines if there’s not enough contrast between them and the background. Contrast in color and line thickness is necessary.

Confusing structures cannot be used when there are rather complex linear elements. Or when the line thickness is not scaled in accordance with the application width.



2.25

Pictogram & Icon

2.26

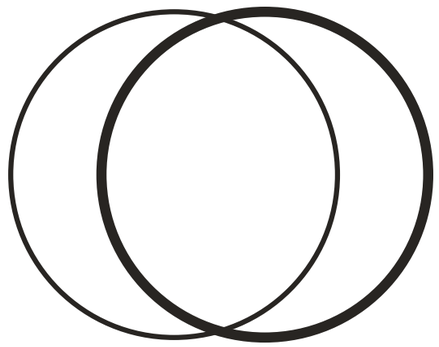
Icon features

We have a set of icons for different communication uses.

They’re functionality elements associated with a benefit that helps understand descriptive content. They’re also communication elements that synthesize information in digital environments like Instagram, webs and presentations.

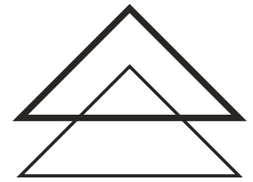
Icons are always comprised of two linear elements in two thicknesses. This denotes flexibility and creates movement.

To create more icons, always use the same proportions and stroke as in this reticulum.

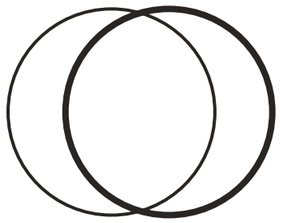




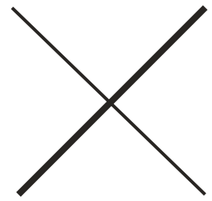
BALANCE



FLEXIBILITY



UNION



MEETING POINT

NEOLITH

touch.feel.live