

Branding Guidelines



neocite

Visual Elements Overview

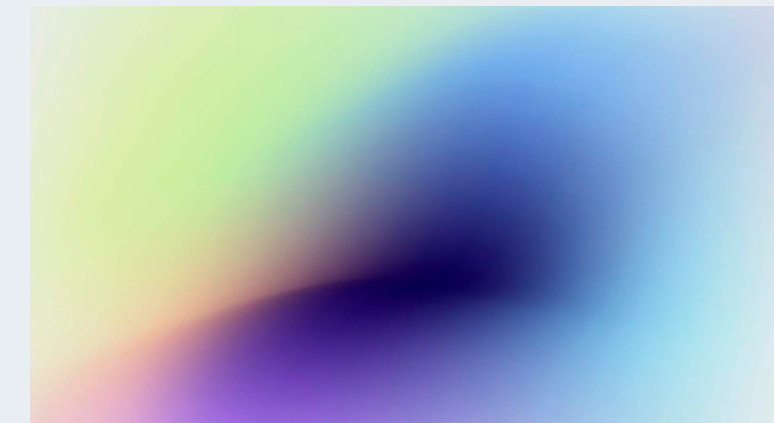
Logo



Typeface

Made Tommy Light
Made Tommy Medium

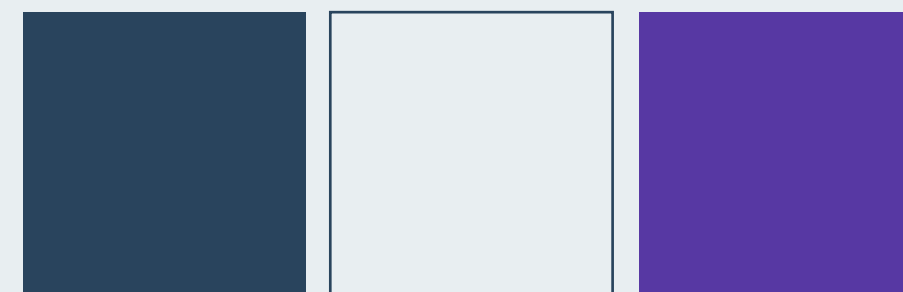
Mesh Gradient



Primary Colors



Secondary Colors



Iconography

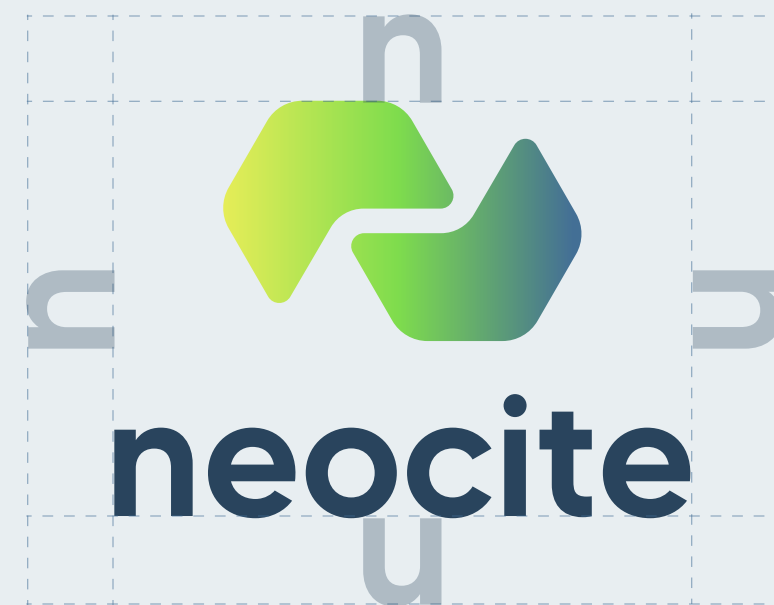


Logo

Main Logo



Vertical Logo



This logo is the preferred option to be used whenever possible.

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. **The construction of the exclusion zone is based on the height of the 'n' from the Neocite logo.**

The minimum size is defined by the height of the logo. To ensure maximum clarity the minimum size is 12mm (height) when used for print and 35px (height) when used for digital.

Logo Usage

Do



Don't



Typeface

MADE TOMMY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The neocite typeface is **MADE TOMMY**.

Headings should appear in **Medium** thickness, body text should appear in **Light** thickness.

Incase editing documents on Google Applications (Sheets, Slides, Docs) – **replace MADE TOMMY with Montserrat**.

Example

This Is a Beautiful Headline

This is a similarly beautiful paragraph text that goes under the headline to give more context about the subject