neeco
GLOBAL ICT SERVICES

NEECO
BRAND MANUAL

CORPORATE IDENTITY

CORPORATE IDENTITY INTRODUCTION

NEECO BRAND GUIDELINES

These guidelines describe the visual and verbal elements, that describe Neeco´s corporate identity. This includes our name, logo, and other elements such as color, type, and graphics.

Sending a consistent and coherent "who we are" message is essential to presenting a strong, unified image of our company.

The NEECO brand, including the logo, colors, and indetifying elements are valuable company assets. Each of us is responsible for protecting the company´s interests by preventing unauthorized or incorrect use of Neeco´s graphic elements, which are part of visual communication strategy.

TABLE OF CONTENTS

01 CORPORATE LOGO USAGE

Our logo is the key building block of our corporate image, the primary element that identifies us. Elements such as logotype, colour, signature, scale, and positioning have a fixed relationship and their combinations should be used strictly within the corporate image guidelines.

Contents:

Logo structure, primary & secondary versions

Logo usage

Violation examples

LOGO STRUCTURE

These guidelines describe the visual and verbal elements that describe Neeco´s corporate identity. This includes our name, logo, and other elements such as color, type, and graphics.

Name of the company

Description

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PRIMARY VERSION

The logo primary colours are Neeco Blue and Neeco Dark Grey, and the best use is on a white background. However, in some specific situations "there might be a need to use other versions of our corporate logo.

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BLUE / #00ABE9

RGB:	0 / 159/ 227
CMYK:	100 / 0 / 0 / 0
Pantone:	Process Cyan

DARK GREY / #4A4A49

RGB:	74 / 74 / 74
CMYK:	0 / 0 / 0 / 85
Pantone:	Cool Grey 11 C

Use these colours in most of the cases.

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Application of logo on a dark background (in this case 100% black) requires usage of a lighter grey in the signage part of the logo. company name remains the same blue.

LIGHT GREY / #A9A9A9

RGB:	169 / 169 / 169
CMYK:	0 / 0 / 0 / 45
Pantone:	Cool Grey 8 C

Use the Neeco Blue/ Neeco Light Grey combination only on dark backgrounds (both print and online versions).

SECONDARY VERSIONS

Black-and-white version of the logo – we use this wherever it is not possible to apply colour office printing, or for cases where we do not want to work with the colour version.

Use only in BW printed materials

In specific print situations, where only one color can be applied (merchandising, one spot color print), please choose one of the following three options:
1. Blue on white surface/background

2. White on dark surface/background

3. Black - only in cases where production is limited to certain colours

There are situations when the logo needs to be applied on an area fully covered by visual elements, ie. a picture. In such cases please use boxes in order to place Primary/Secondary logos.

SITUATIONAL USE OF LOGO ON DIFFERENT BACKGROUNDS

There are situations where we cannot use the primary version of logo on a white background. In these cases, please follow these guidelines:

1
2
3
4
5

6
7
8
9
10

1 - 3. LIGHT BACKGROUNDS
Use the primary version with a combination of DARK GREY and NEECO BLUE.

4 - 8. NEUTRAL BACKGROUNDS
Use the full white logo version.

9. - 10. DARK BACKGROUNDS
Use the primary version with a combination of LIGHT GREY and NEECO BLUE.

TIP: preferably use the primary version of logo on a white background

LOGO USAGE AND DIMENSIONS

LOGO DIMENSIONS

There are no limitations on the maximum dimensions of the logo. The minimum dimensions are: the readability of all the elements.

MINIMAL POSSIBLE DIMENSIONS
This is used, for example, when producing small advertising or gift items (pens, key chains, etc.), in the footer of advertisements or sponsoring.

4,8 mm

20 mm

Let the logo breathe! Make sure to leave enough space for the logo to be recognizible.

LET THE LOGO BREATHE

MAKE SURE TO ALWAYS KEEP ENOUGH SPACE

SAFE ZONE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. Specific parts of logo - the company name and description have a fixed relationship that should never be changed in any way.

SAFE ZONE
The safe zone is defined by dashed magenta line and has to be the same around the entire logo. The dimensions always adhere to the width of the letter "n".
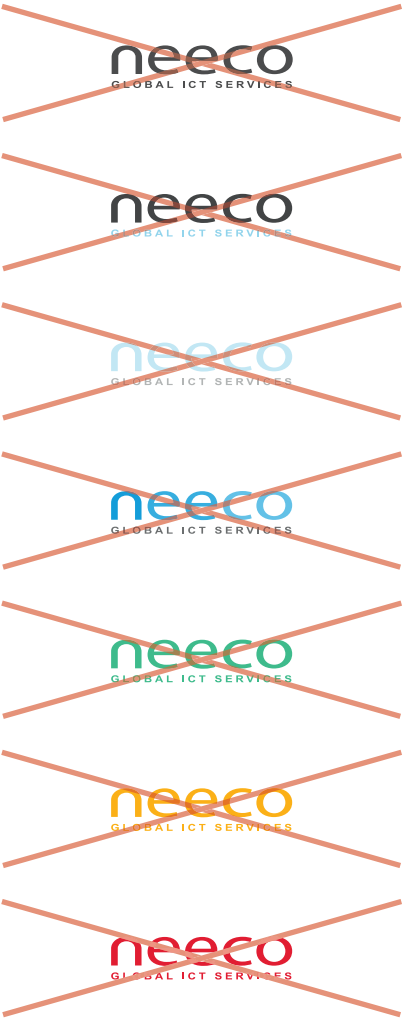
COMPANY NAME AND DESCRIPTION
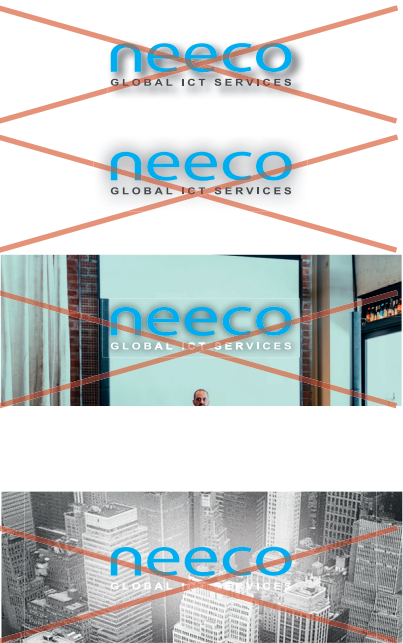The distance between the company name and description is fixed and should never be changed.

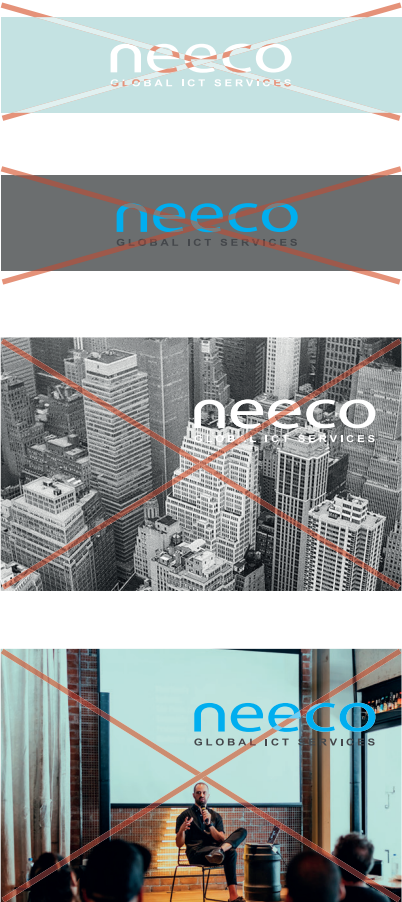## INCORRECT APPLICATION AND VIOLATIONS

INCORRECT USAGE OF COLOR

APLICATION OF SHADOWS, INNER-OUTER GLOW AND OTHER EFFECTS ON LOGO IS FORBIDDEN

NO ADJUSTMENTS OR CHANGES TO DISTANCE BETWEEN LOGO COMPANY NAME AND DESCRIPTION
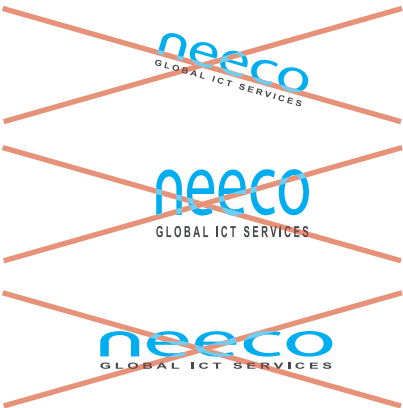

BACKGROUND AND PICTURES PLACEMENT - INCORRECT USE

VIOLATIONS OF SAFE ZONE USAGE

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

INCORRECT SCALING AND RESIZING

02 CORPORATE COLOURS

The colour system plays an important role in visual communication, and along with the logo, it is an essential element that maintains consistency in any visual communication.

Contents:
Primary colour scheme
Secondary colour scheme
Colour usage

PRIMARY COLOURS

Neeco has two official colors: Blue and Dark Grey. these colours have become recognisable identifiers for our company. Use them as the dominant color palette for all internal and external visual presentations of the company.

BLUE / #00ABE9

RGB: 0 / 159/ 227
CMYK: 100 / 0 / 0 / 0
Pantone: Process Cyan

The Gradient

100% 80% 60% 40% 20%

Colour Tones (%)

DARK GREY / #4A4A49

RGB: 74 / 74 / 74
CMYK: 0 / 0 / 0 / 85
Pantone: Cool Grey 11 C

The Gradient

100% 80% 60% 40% 20%

Colour Tones (%)

LIGHT GREY / #A9A9A9

RGB: 169 / 169 / 169
CMYK: 0 / 0 / 0 / 45
Pantone: Cool Grey 8 C

LIGHT GREY USE
This color is used only in a case of logo being applied on a black background.

SECONDARY COLOURS

The Secondary colors are complementary to our official colour system, but are not recognizable identifiers for our company. The secondary colours are designed to differentiate specific segments of Neeco services i.e.: ICT, Innovative solutions and Industry expertise. They are mainly used in website structure and promotional materials such as leaflets, roll ups, textile walls. In powerpoint presentations and proposals we recommend using this for secondary tints in graphs and infographics elements.

NEECO RED / #DA4B45

RGB: 218 / 75 / 69
CMYK: 2 / 92 / 80 / 0
Pantone: Pantone P 52-15 C

100% 65% 25%

NEECO ORANGE / #F6B324

RGB: 252 / 172 / 22
CMYK: 0 / 34 / 100 / 0
Pantone: Pantone P 10-8 C

100% 65% 25%

NEECO GREEN / #00B47D

RGB: 0 / 180 / 125
CMYK: 80 / 0 / 70 / 0
Pantone: Pantone P 136-7 C

100% 65% 25%

03 CORPORATE TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan the text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Neeco document layouts.

TYPOGRAPHY PRIMARY FONTS

Calibri Bold

A B C D E F G H I J K L M N O P R S T Q U V W X Y Z
a b c d e f g h i j k l m n o p r s t q u v x y z
1 2 3 4 5 6 7 8 9 0

Calibri Regular

A B C D E F G H I J K L M N O P R S T Q U V W X Y Z
a b c d e f g h i j k l m n o p r s t q u v x y z
1 2 3 4 5 6 7 8 9 0

Calibri Light

A B C D E F G H I J K L M N O P R S T Q U V W X Y Z
a b c d e f g h i j k l m n o p r s t q u v x y z
1 2 3 4 5 6 7 8 9 0

Calibri Light Italic

A B C D E F G H I J K L M N O P R S T Q U V W X Y Z
a b c d e f g h i j k l m n o p r s t q u v x y z
1 2 3 4 5 6 7 8 9 0

Title for
Marketing
Bold, 40pt

THE HEADER

Divider distance
should be
minimum 1/2x
maximum x

THE HEADER

1/2 x

x

Big Headlines
and Title
Bold, 27pt

GLOBAL ICT SERVICES

Subline sections
Bold, 18pt

NEECO, GLOBAL ICT SERVICES

Copy text bold
Bold 12pt

Rum sanduci magnien dempers perrovid estorro id quide num is ad maiorum re ventur alitaquia nimus, tecest ditiosaperum quibust doluptatis volupta

Copy Text
Regular 12pt

Rum sanduci magnien dempers perrovid estorro id quide num is ad maiorum re ventur alitaquia nimus, tecest ditiosaperum quibust doluptatis volupta vendebist, nobit liat. Ab incimuscid ex earum eiure magnihicit ut ut volupiet quamus, sunt recte porem quae. Tem fuga.

Captions
Light italic 8pt

Rum sanduci magnien dempers perrovid estorro id quide num is ad maiorum re ventur alitaquia nimus, tecest ditiosaperum quibust doluptatis volupta vendebist, nobit liat. Ab incimuscid ex earum eiure magnihicit ut ut volupiet quamus, sunt recte porem quae. Tem fuga. Ut faci doluptae comnis mintotam qui bea volupta sintios proreicatem

04 ICONOGRAPHY

Icons are additional elements of Neeco´s visual hierarchy and play a supportive role in company communication strategy. Iconography is divided into two main categories: Main - fixed, and Additional. Main icons represent individual Neeco services. In order to maintain visual consistency in communication, usage of icons follow certain rules, e.g: scaling, colours.

ICONOGRAPHY VARIATIONS

COLOUR SCALE:

BLUE / #00ABE9

RGB: 0 / 159/ 227
CMYK: 100 / 0 / 0 / 0
Pantone: Process Cyan

DARK GREY / #4A4A49

RGB: 74 / 74 / 74
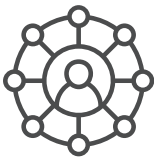CMYK: 0 / 0 / 0 / 85
Pantone: Cool Grey 11 C

LIGHT GREY / #A9A9A9

RGB: 169 / 169 / 169
CMYK: 0 / 0 / 0 / 45
Pantone: Cool Grey 8 C

VARIANTS:

DARK GREY

DARK GREY/BLUE COMBINATION

LIGHT GREY/DARK GREY COMBINATION

DESCRIPTION

DESCRIPTION

DESCRIPTION

MAIN NEECO ICONS

ICT SERVICES

IT EQUIPMENT DISTRIBUTION	LOGISTICS & WAREHOUSING	FIELD SUPPORT	MAINTENANCE	DATA CONNECTIVITY	FIELD SERVICES	HARDWARE DEPLOYMENT

SOLUTIONS

MANAGED SERVICES	CONNECTIVITY	INTERNET OF THINGS (IoT)	SD-WAN	ESWM	BROADCASTING & MEDIA SERVICES	AIRPORTS & AVIATION	WIRELESS SOLUTIONS	DIGITAL TRANSFORMATION

OTHERS

|					
OFFICES/ LOCATIONS	COUNTRIES COVERAGE	FIELD ENGINEERS	PARTNERS	LOCATIONS	SOLUTION PROFESSIONALS

05 STICKERS

Stickers are supportive design elements that are widely used both in offline and online communication channels. They are designed for big headlines in social media banners, websites, and headings for presentations and documents.

STRUCTURE

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Big Headlines
and Title

Divider

CORPORATE IDENTITY

Sublines sections
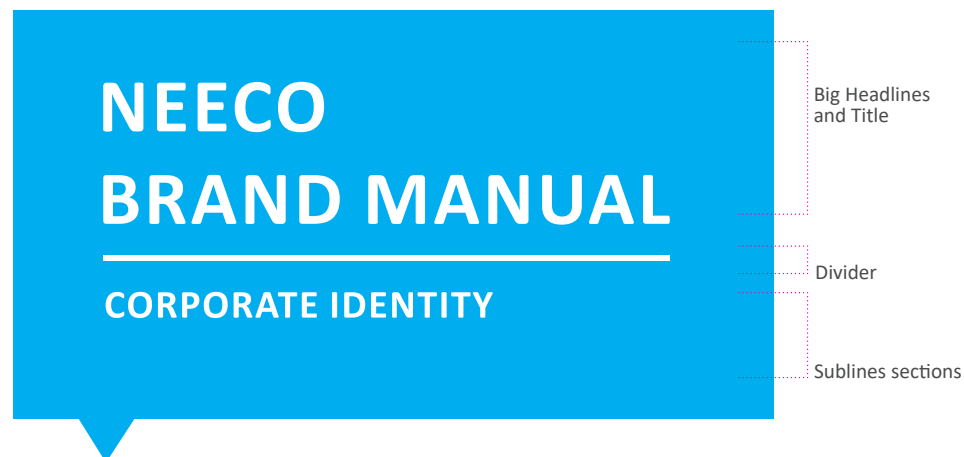
Stickers have a fixed structure that consists of a "speech bubble", heading, subline or cover text, and a separator. Since all text elements are clearly visible on a blue bubble, stickers can be applied on various backgrounds.

EXAMPLES

PUBLICATION COVER

SOCIAL MEDIA BANNER