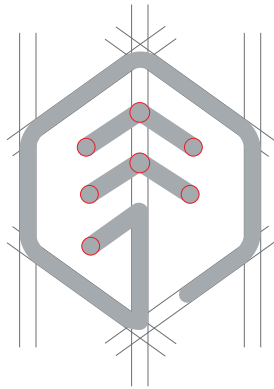


Neo smartpen  
**Brand Guideline**

# NEW Symbol\_Primary

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The symbol applies to all products, products packaging and software incorporating Neo smartpen brand.  
The logo must always be used pursuant to the specifications on this guideline to identify Neo smartpen brand and its services.  
Any use that falls outside of these specifications is strictly prohibited.



BASIC version 1.

BASIC version 2.

# NEW Symbol\_Design Motif

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The symbol mark incorporates three key elements- a tree, a pen and an App- to represent Neo smartpen brand.



TREE

+



PEN

+



APP

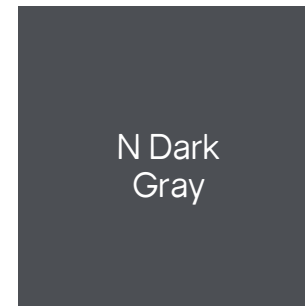
=



# Symbol **\_Basic color**

Primary color

The primary use for the logo is N Dark Gray – PANTONE 7540C.  
You may use the color K85 only when the PANTONE Color is unavailable.



N Dark  
Gray

PANTONE 7540C  
C0 M0 Y0 K85  
R75 G79 B84  
4B4F54

## Minimum size

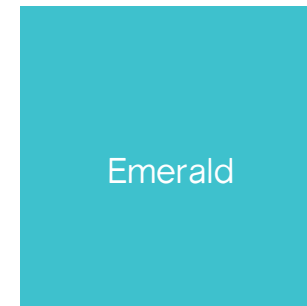


\* The height of the logo must always at least 25pixels for on-screen or 8.8mm for print.

## Symbol **\_Sub color**

## Secondary colors

A secondary color you may use for the symbol is Emerald - PANTONE 319C. The color should be applied to the symbol only. Do not alter the color specifications within the symbol.



PANTONE 319C  
C65 M0 Y22 K0  
R45 G204 B211  
2DCCD3



Light  
Gray

PANTONE 429C  
C4 M0 Y0 K38  
R162 G170 B173  
A2AAAD

Do not use the symbol and the logotype separately.

Do not change the size, proportion, color treatment and positioning of the logo.



Minimum size



\* The height of the logo must always at least 25pixels for on-screen or 8.8mm for print.

Do not use the symbol and the logotype separately.

Do not change the size, proportion, color treatment and positioning of the logo.

Neo smartpen 

Neo smartpen 





Neo smartpen



Neo smartpen

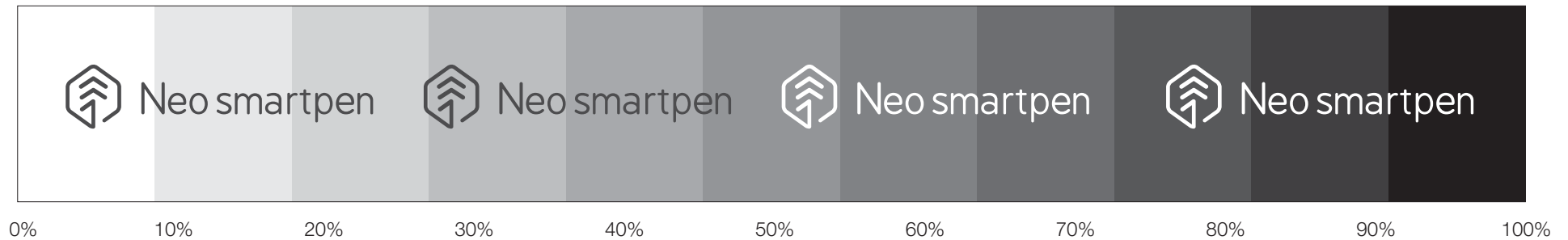
# Symbol & BI Combination\_Gray

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Follow the PANTONE color as shown below.

When media reproduction is limited, both the symbol and the logotype may be reversed to white on a background that provides suitable contrast.

## One-Color Grayscale Logo



# Symbol & BI\_Incorrect logo usage

## Examples of incorrect logo usage

The logo must be used as provided by NeoLAB Convergence with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork.

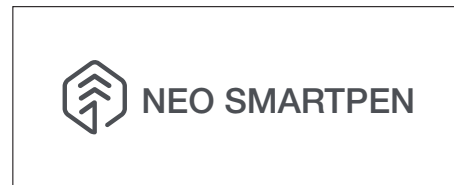
The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



Do not alter the color within the symbol or the logotype.



Do not add effects to the logo.



Do not change the font of the logotype.



Do not change the proportion of the logo.



Do not italicize the logo.



Do not color the whole logo in Emerald.



Do not rotate the logo.



Do not add shadow to the logo.



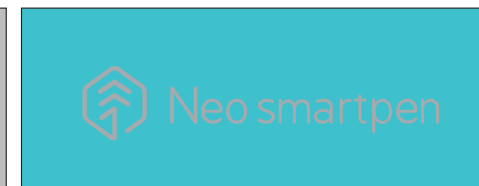
Do not place the logo over busy photographic backgrounds.



Do not place the logo over busy patterns.



Do not add borders around the symbol or the logotype.



Do not place the logo on backgrounds that provide insufficient contrast.

# Neo smartpen use mark

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All solution partners should use the logo on each of the products, product packaging and software incorporating Neo smartpen brand. Consult with NeoLAB Convergence before distribution of the products/and or materials incorporating NeoLAB Convergence brands to confirm the correct use of the symbol mark and the designated phrase. (See WORDING GUIDELINE)



The brand font is Helvetica Neue LT Std Family. Use this font for all marketing materials in order to maintain maximum visual consistency throughout the brand. Under special circumstances where brand font is unavailable, you may replace the text with the logo or consult with NeoLAB Convergence to discuss further.

### English

Helvetica Neue LT Std Family

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz 0123456789

|                |                        |
|----------------|------------------------|
| 25 Ultra Light | Neo smartpen N2        |
| 35 Thin        | Neo smartpen N2        |
| 45 Right       | Neo smartpen N2        |
| 55 Roman       | <b>Neo smartpen N2</b> |
| 65 Medium      | <b>Neo smartpen N2</b> |
| 75 Bold        | <b>Neo smartpen N2</b> |

### Korean

YOONGOTHIC 300 Series

가나다라마바사  
아자차카타파하  
0123456789

|                |           |
|----------------|-----------|
| YOONGOTHIC 310 | 네오스마트펜 N2 |
| YOONGOTHIC 320 | 네오스마트펜 N2 |
| YOONGOTHIC 330 | 네오스마트펜 N2 |
| YOONGOTHIC 340 | 네오스마트펜 N2 |
| YOONGOTHIC 350 | 네오스마트펜 N2 |
| YOONGOTHIC 360 | 네오스마트펜 N2 |

thank you.