NEO SMARTPEN

BRAND MARK & DESIGN MOTIF

![NEO SMARTPEN Symbol with TREE, PEN, and APP elements]

COLOR SYSTEM

- PANTONE 7702C
- PANTONE 3145C
- PANTONE 433C
- PANTONE 422C
- PANTONE 649C

WHITE & GRAY

Minimum size: 5mm

- NEO SMARTPEN K100
- NEO SMARTPEN K50
- NEO SMARTPEN K0

PROHIBITED LOGO USAGE

- 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.