

Neo.Tax

A Complete Brand Guide for Neo.Tax



Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.





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Intent of This Guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Neo.Tax brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

Excellent design in our eyes:

- Solves problems
- Explores what's possible
- Enables new experiences
- Expands human potential
- Ignites a spark in the consumer

This spark is the currency of branding.

While some of our brand executions and graphics have been standardized—like business cards, letterhead, and envelopes—these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Neo.Tax brand, every time.

*“Branding is a feeling
that lives in everything
that a brand does”*

- Neo.Tax





About Neo.Tax

Who we are? What is our mission and vision?

1



About Neo.Tax

1.1 Who We Are

Neo.Tax is an innovative company that redefines tax processes and accounting by using the newest technology and unique solutions that solve and improve complicated tax filings.





About Neo.Tax

1.2 Our Mission & Vision

Neo.Tax is democratizing the ability to claim valuable tax credits. Extending access to businesses of all sizes, but especially for small businesses and start-ups. They typically lack the resources to file for many tax credits.

Neo.Tax is software that cuts through centuries of Congress lobbied tax complexity. In mere minutes, Neo.Tax can uncover every available tax advantage for your business.

You provide accurate and transparent information. Neo.Tax does the rest. It's simple, 100% secure and guaranteed accurate.



About The Brand

We are professional, witty, playful, smart, positive, innovative, forward thinking and empowering. We are creating advanced technological solutions that will improve lives of many. We want to know our customers, just like we want them to know us.

Our goal was to create a brand that reflects what we stand for and this is why we took extra time to create a unique identity that you are getting familiar with in this brand book.

All aspects of our brand work in unison for the most impact.

2





About The Brand

2.2 Our Brand Strategy

Our brand was carefully designed to facilitate our communication with the target consumer. It was created to have a distinct style, which carries the same feeling of the brand across all platforms and touch points.

In the modern branding world it was important for us to focus on a full experience rather than just one piece of it. Our Brand Identity & Technology is what sets us apart. Our aim was to be **UNIQUE & RECOGNIZABLE** .



About The Brand

2.3 Brand Personality

Above all else, we put people first. Whether we're speaking to our customers or our team, we place the utmost importance on treating them with kindness and respect. We strive to create a friendly and welcoming experience to all who we cross paths with.

Whenever we speak to our customers, we do so honestly and earnestly. We'll never blow smoke. We push back on fake in favor of real, authentic experiences and relationships. But we do so with a smile: we're also playful, witty, and fun.

Our earnestness and welcoming do not, however, come at the cost of quality. We are immensely passionate about our Software, and proud of what we create. We use this passion to educate anyone who is interested in learning about Neo.Tax, R&D, and accounting automation in general.

- FRIENDLY
- WELCOMING
- HONEST
- PROFESSIONAL
- PASSIONATE
- PLAYFUL
- EARNEST





About The Brand

2.4 Brand Values

TRUST VIA TRANSPARENCY

Security, Privacy and Reliability —
always and at any expense.

LEVERAGING OUR STRENGTHS

We abstract away the complexity
between our customers and the IRS.

SIMPLIFYING THE COMPLEX

Simplifying the complex via
progressive reveal.

- **SUCCESS THROUGH
KINDNESS**

Humans intrinsically trust
humans, so let's be humane as
possible.

- **CUSTOMER OBSESSED**

Let's design a system that
rewards us for saving time &
money for our customers.

- **TIME TO VALUE**

Give before you take, more than
you take, and even if you don't
take.



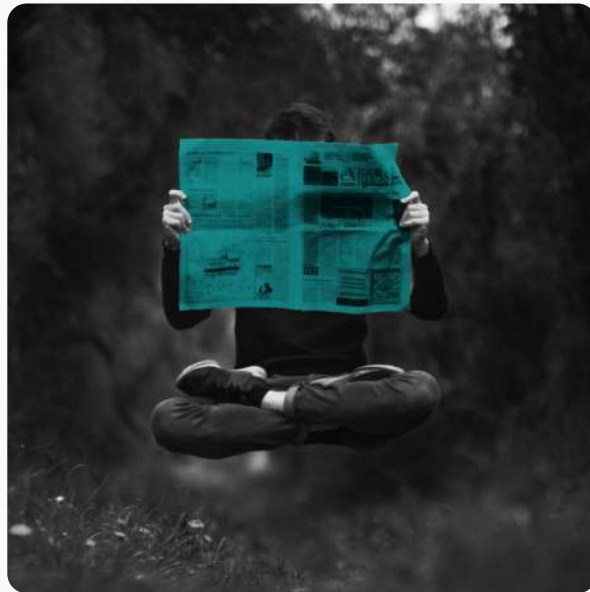


About The Brand

2.5 The Feel

How we want our users to feel while interacting with the brand.

- EMPOWERED
- WELCOMED
- HEARD
- SUPPORTED
- UNDERSTOOD
- ENTERTAINED
- REFRESHED





About The Brand

2.1 The Mood

The overall mood we want to create.

- CONFIDENT
- WITTY
- PLAYFUL
- TRUSTWORTHY
- INCLUSIVE
- POSITIVE
- EFFICIENT
- FORWARD
THINKING
- INNOVATIVE
- EMPOWERING





Voice & Tone

Our customers and our team members are the reason we're here. They are our everything. Our purpose.

The way we speak to them should reflect how important they are. We should strive to ensure that every brand execution communicates this tone of voice.

In this section, you will find guidance on how to communicate in our brand voice and style.

We speak to accountants, startups, and founders with optimism, confidence and a little wit.

3

3.1 Brand Voice & Tone

Tone

- CONFIDENT
- FRIENDLY
- WITTY
- INFORMATIVE
- PROFESSIONAL

Voice

- AUTHORITATIVE
- HUMOROUS
- ENGAGING
- STRAIGHT FORWARD / DIRECT
- GRAVITAS
- MODERN





Voice & Tone

3.2 Taglines & Phrases

Neo.Tax is making taxes less taxing

We're making taxes simple, fast, and easy.

Neo.Tax—arming small businesses with the power of big business.

Neo.Tax—your go-to tax team.

Neo.Tax—the tax team you never knew you needed.

Neo.Tax—simple, trusted, accurate.

Taxes that do themselves...



Voice & Tone

3.2 Terms & Definitions



Logo

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

The heart, soul,
and center of our
brand identity.

4





Logo

4.1 Primary logo

Our most common logo display comes in black, white or our Brand Turquoise.

Our logo signifies the following brand values: strength, trust, innovation and growth.

Our logo, as the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

NeoTax

NeoTax

LOGO IN COLOR

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

NeoTax | 0.75" or 50 px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.



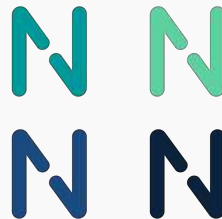
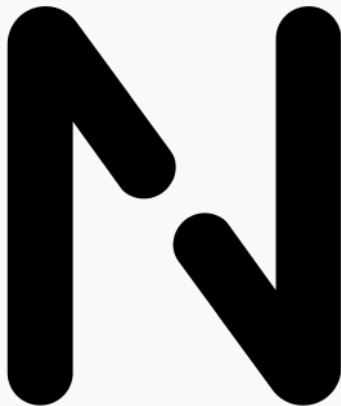
Logo

4.2 Logo Icon

When subtlety is desired, the Neo.Tax icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, If we are using the icon on a brand video, let's make sure that full logo is displayed in the beginning or end or on the website where the video resides.

Don't overuse the full logo at all times as it implies insecurity.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our color



MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

4.3 Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Neo.Tax logo on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



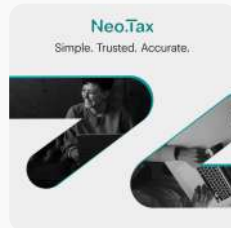
4.4 Logo Placement

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

Placement of the logo on canvas is vital to a consistent visual style.





Logo Placement

4.5 On a Website

On a website, the logo should be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.



Logo Placement

4.7 On Merchandise

Branded merchandise like t-shirts, hats, and coffee mugs should all follow a left-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.

Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.

Most importantly remember to add a unique accent that is still clean looking but will make everyone love wearing the merchandise!



Left align the logo when possible. Use the icon for centering, or if brand subtlety is desired.





Logo Placement

4.8 On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



SIZE

Default size of container: 200 px x 200 px

Icon height: 91 px



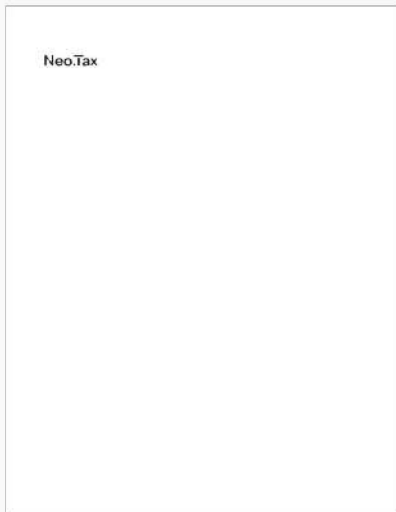


Logo Placement

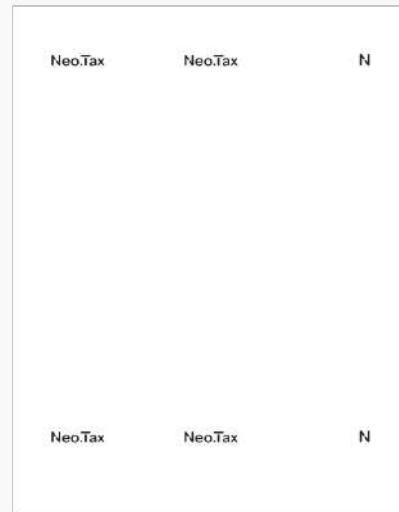
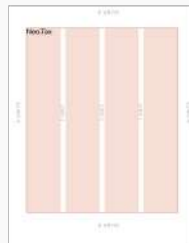
4.6 Letter

Align the logo to the left, upper corner. If the space is not available or the layout dictates a centered or right-aligned mark, use the icon or logo.

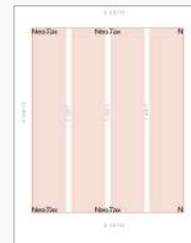
The grid system is explained on the page 58 of this document.



PREFERRED LAYOUT



ALTERNATE OPTIONS



Color

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

Color sets us apart
& helps to invoke
emotion.

5





Color

5.1 Primary Color

Our Turquoise is meant to invoke the feeling of trust, strength, and confidence.

While our turquoise is always a safe color to use for the brand, consider it a starting point. Use the hue to inspire a palette of secondary colors that invoke the perfect emotion.

When reproducing this color, please ensure accuracy.



PMS 7716 C
CMYK 81, 20, 42, 1
RGB 0, 153, 153
HEX 009999



Color

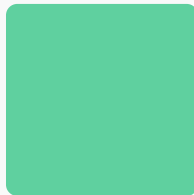
5.2 Secondary Colors

Color evokes emotion in a composition. Use the primary color to convey trust and confidence: our brand voice. Or use the brighter hues to draw attention and invoke curiosity.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

This palette is best used with restraint in combination with the neutral palette.

When reproducing these colors, please ensure accuracy on every touchpoint or execution.



PMS 346 C
CMYK 58, 0, 51, 0
RGB 95, 208, 159
HEX 5FD09F



PMS 7687 C
CMYK 98, 78, 24, 8
RGB 27, 74, 128
HEX 1B4A80



PMS 7687 C
CMYK 98, 78, 24, 8
RGB 27, 74, 128
HEX 1B4A80



Color

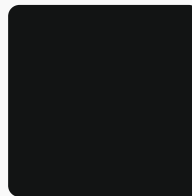
5.3 Black (almost) & White

Black and white are vital components to the brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

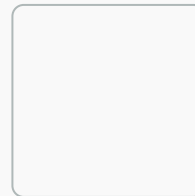
Both white and black are used to define space on the page, on the package, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.



PMS6C
CMYK 74, 67, 66, 81
RGB 18, 20, 20
HEX 121414



PMS 663 C
CMYK 2, 1, 1, 0
RGB 249, 249, 249
HEX F9F9F9

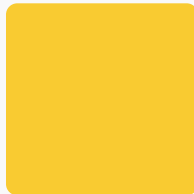


Color

5.4 Accents

We get it: one color is not enough for many situations. While the brand logo should only be represented in our primary colors, this palette can be used for other executions that require a different emotional approach.

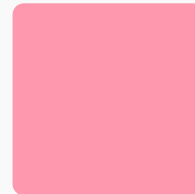
Each color on this page is approved for use, but this list is not comprehensive or restrictive. We recognize executions may require additional colors.



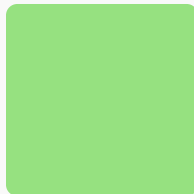
PMS 122 C
CMYK 0, 18, 89, 0
RGB 255, 207, 51
HEX FFCF33



PMS 137 C
CMYK 2, 45, 100, 0
RGB 245, 155, 0
HEX F59B00



PMS 183 C
CMYK 0, 51, 12, 0
RGB 255, 153, 175
HEX FF99AF



PMS 359 C
CMYK 42, 0, 67, 0
RGB 150, 244, 128
HEX 96E080



PMS 627 C
CMYK 87, 46, 93, 58
RGB 6, 61, 30
HEX 063D1E



PMS 3145 C
CMYK 88, 41, 31, 5
RGB 20, 121, 148
HEX 007994



Color

5.5 Neutrals

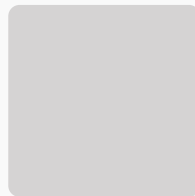
Our neutral palette is vital to balance our Primary, Secondary and Accent colors.

They will provide us with contrast and help different design elements stand out.



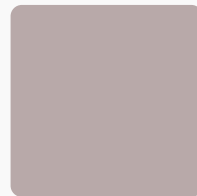
PMS 430 C
CMYK 55, 42, 43, 7
RGB 122, 129, 129
HEX 7A8181

Use for Text



PMS 427 C
CMYK 15, 13, 13, 0
RGB 213, 211, 211
HEX D5D3D3

Use to create space,
to let the design
“breath”



PMS 4 C
CMYK 29, 31, 28, 0
RGB 184, 169, 169
HEX B8A9A9

Use for Illustrations



Color

5.6 Tints & Shades

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their action.

On the next 3 pages you can find our Tints and Tones for each of our brand colors. Use the Hex codes provided on top of each color.

Our full Figma color library can be found [here](#):





Color

5.7 Tints & Shades

Our Tints & Shades of accent colors.

Our full Figma color library can be found here:





Color

Tints & Shades

Our Tints & Shades of neutral colors.

Our full Figma color library can be found [here](#):



HEX 7A8181



HEX B5B4B4



HEX B8A9A9



Color

Color Application

Our Brand colors should be always applied across all of our assets, whether digital or print.

On the right you can see examples of how our brand colors have been applied. Stick to the colors and brand guide, but never limit your creativity.





Color

Color Blindness Test

We performed a Color Blindness Test of our brand colors for highest visibility using Color Oracle that lets us see colors in the same way as a color blind person.

<https://colororacle.org>

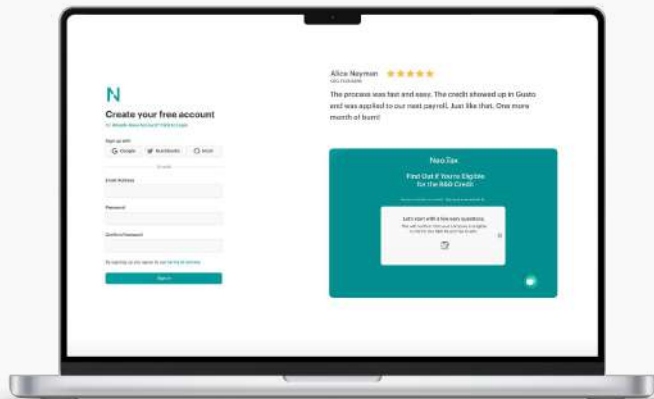




Color

Color in Software

Our Brand Turquoise is a dominant color in our software as it encapsulates Neo.Tax values and is meant to invoke the feeling of trust, strength, innovation and confidence.





Color

Color Meaning in Software

Our primary Turquoise is our Action Color in the Neo.Tax Software. It represents all of the clickable buttons.

Green and Blue are the colors that call for attention and highlight important information.





Typography

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

We are obsessed
with the beauty of
typography.

6

Typeface

Our fonts have been chosen carefully to reflect the spirit of the Neo.Tax brand.

Graphik works great for tech designs and is an interesting sans serif typeface as it communicates a feel of being modern, yet playful.

Graphik is a very clean font that looks great on any kind of design; be it print or digital.

Graphik should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Inter and Lato, respectively.

Note: this should not occur frequently.

Graphik

Hierarchy & Weight

Graphic is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Graphik Regular

aābcçdðeéffghiiĵklmññoøppqærstuüvwxyz
 AAÂBCÇDEFGHIĲJKLMNOØÓÔÕPQRSTU-VWXYZ
 0123456789o(.,'"-.:;!)?&© ¨⌘π®†≈◇TM£¢∞§•ao

Graphik Medium

aābcçdðeéffghiiĵklmññoøppqærstuüvwxyz
 AAÂBCÇDEFGHIĲJKLMNOØÓÔÕPQRSTU-VWXYZ
 0123456789o(.,'"-.:;!)?&© ¨⌘π®†≈◇TM£¢∞

Graphik Semibold

aābcçdðeéffghiiĵklmññoøppqærstuüvwxyz
 AAÂBCÇDEFGHIĲJKLMNOØÓÔÕPQRSTU-VWXYZ
 0123456789o(.,'"-.:;!)?&© ¨⌘π®†≈◇TM£¢

Graphik Bold

aābcçdðeéffghiiĵklmññoøppqærstuüvwxyz
 AAÂBCÇDEFGHIĲJKLMNOØÓÔÕPQRSTU-VWXYZ
 0123456789o(.,'"-.:;!)?&© ¨⌘π®†≈◇

Caveat Font

Caveat is a playful, handwritten style font that is intended to highlight certain sections or small bit of information.

It adds character to our Brand and makes the brand more approachable.

Caveat Bold Font is used for the above described cases.

Caveat Bold

aābcçdēēffghīījklmnopqærstuiūvwxyz
 AAÂBCÇDEFGHIĪJKLMNOÐÓÔÏPQRSTUVWXYZ
 01234567890(, " ,:;!)?&@ π @t≈∇ TM£¢∞ §.ao

Neo.Tax

Get up to **\$250k**
 with the R&D
 Tax Credit in
 30 minutes

neo.tax/accountants



The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly in most cases.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.



Typography

Paragraph Example

Graphik is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Heading Example

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorporos quam, si quos intiusciate sitas millabo reicita mus.

Dolorro **videnis poresequi doluptat** liasita tincium debit, seque landae ligenda musdae verum haria luptassi sendera velliquas dolla quatur, ut et squasin necuscipsam volesci mendae et inctem eos sundi reptaquia porepudio inctem.



Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

Styling for both ordered lists (ol) and unordered lists can be found on this page.

Unordered Lists

- South America
- North America
- Asia
- Europe

Ordered Lists

1. South America
2. North America
3. Asia
4. Europe

Imagery

In this section, you will find guidelines on photography, icons and illustrations. Standardizing these facets will ensure a consistent look and feel across our entire image library.

Photographs:
worth more than
1,000 words.



Imagery

7.1 Different Types of Imagery

Photography

People respond to images and process them regardless of what language they speak. Photographs are very effective images that can convey stories very quickly. Think how less effective advertisements would be if they used only words.

Realistic Devices / Top Down

These photo-realistic images allow us to ground screenshots, video, and other “digital” artifacts, by placing them near or inside of physical objects. By grounding them, they become contextual to a life you, the viewer, is living in - and with gestalt you become invested in thinking through the larger space they inhabit.

Illustrations

Illustrations are a visual way to portray or illustrate a written text. They might help explain an idea or process, tell a story or provide decoration. Graphic illustrations keep creative expression at the forefront, while also making sure to adhere to our marketing strategy and design elements. They are a great chance to build a deeper connection between our users and products or ideas.

Icons

Icons are an essential part of many user interfaces, visually expressing objects, actions and ideas. When done correctly, they communicate the core idea and intent of a product or action, and they bring a lot of benefits to user interfaces, such as clarity and ease of navigation.

Shapes

Shapes are a powerful way to communicate. Designers use shapes to:

- Organize information through connection and separation
- Create movement, texture and depth
- Convey mood and emotion
- Lead the eye from one design element to the other
- Create focal points

Imagery

7.2 Photography

A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

We are *primarily* using black & white photography as they evoke emotions in a unique, deeper way, and don't feel overwhelming. We are recognized by the combination of our photography with a touch of our brand colors (demonstrated on page 49)

Brand photographs should feel clean, original, intriguing, and dynamic. We strive to use unique photography with a bit of humor, which makes us stand out from the crowd.

We use images that can be found on such platforms as Adobe Stock Images, Envato & Unsplash using the following keywords: "funny", "accounting", "business", "abstract", "newspaper", "original" etc.

The content of each photograph should convey our brand values, reflect our customers in the best light, express our unique qualities, and above all, inspire our customers to take their tax practices to the next level.



7.3 The Recipe

Our secret is in combining our brand colors with white & black images.

Every image will require a different treatment and a unique approach, depending on the content.

The more original composition and use of color, the better. Each image should be treated with care and attention to detail.



Imagery

7.4 Top Down Realism + Devices

Whenever we need to place digital content in a presentation, we do so by contextualising them using “top-down” pictures of items (for now from [LS.Graphics](#)). These are common throughout this brand book itself on the section pages. This adds some color and flare to humanize our brand

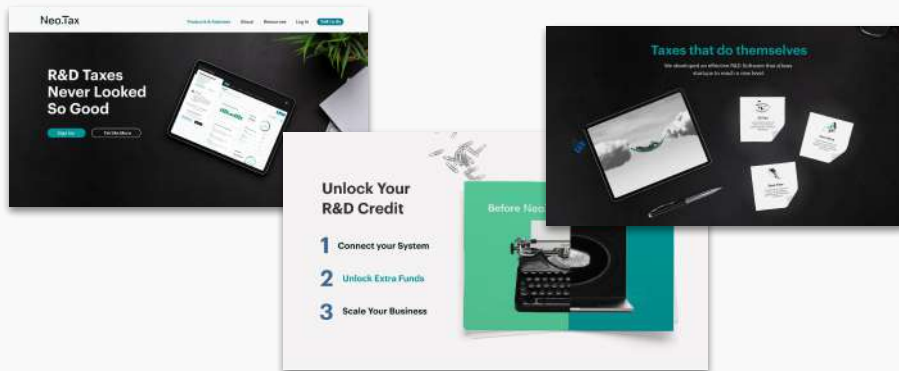
For devices themselves, we want to place them in realistic devices. LS.Graphics has multiples collection of device mockups (e.g. [apple devices](#)) to pick what works best for your use-case. If however, we want to capture a longer content, LS.Graphics has a [long scroll mockups](#),

This is a great technique for general purpose grounding and situational content. For the top-view images, there are tons of collections on LS.Graphics but a good starting point is [I am a Creator, Top View](#). These can be augmented with other kits they provide for additional content.



Realistic Devices

Top-View Contextual Images



7.5 Illustrations

Our retro illustrations are a visual way to portray or illustrate a written text. They might help explain an idea or process, tell a story or provide decoration. Graphic illustrations keep creative expression at the forefront, while also making sure to adhere to our marketing strategy and design elements. They are a great chance to build a deeper connection between our users and products or ideas.



7.6 Illustrations in Design

Illustration backgrounds should be simple & clean so that the illustration can stand out.

Negative space around the Illustration will make the visual stronger and more memorable.



7.7 Shapes

Drawing inspiration from the shape of our logo icon, several standard and abstract geometric shapes can be used in graphic compositions in a variety of ways.

Use the shapes on this page as inspiration to create new elements.

Whenever possible, avoid using curved shapes in favor of straight lines and geometric angles.



Iconic Arrow

Our brand arrow derived from Neo.Tax logo is our unique shape that is used for our identity emphasis



Patterns

While our design motif is typically very minimal, the use of some standard shapes as graphic elements or grouped into patterns can enhance a layout.



Circles

Circles imply inclusivity, friendliness, confidence and harmony.

Squares

Squares symbolize order, trust, stability, and being grounded.

Our Squares are "softened" with round edges for a cleaner and more friendly look.

Imagery

7.8 Icons

Iconography is integral part of our merchandising, packaging, website, and wayfinding. We have developed a library of approved icons that may be used in any brand execution.

When it comes to iconography style, we like thick outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

A full iconography library is available in our asset library, including seasonal varieties. Before constructing new icons, check there:

<https://www.streamlinehq.com/icons/streamline-bold>

<https://www.figma.com/file/OFSExPM0qAEaVsk0x1beeY/Neo.Tax-%7C-Icons?node-id=0%3A1>





Visual Style

8

Visual Style

8.1 Presentation

Landscape orientation grids are typically 12-columns, with equally generous margins that reflect the golden section.

The type and content area is off-center, with the largest margin on the left side of the screen/page.

Gutters are typically one unit of measurement when compared to margins



Example

This guide is an excellent example of how we use the presentation grid. Take note of how elements are aligned within columns.

Visual Style

8.2 LETTER

Portrait orientation grids are typically four-columns, with generous margins that reflect the golden section.

The type area is always centered, with the largest margin on the bottom of the page.

Gutters are typically one unit of measurement in comparison to the margins.

Units of Measurement

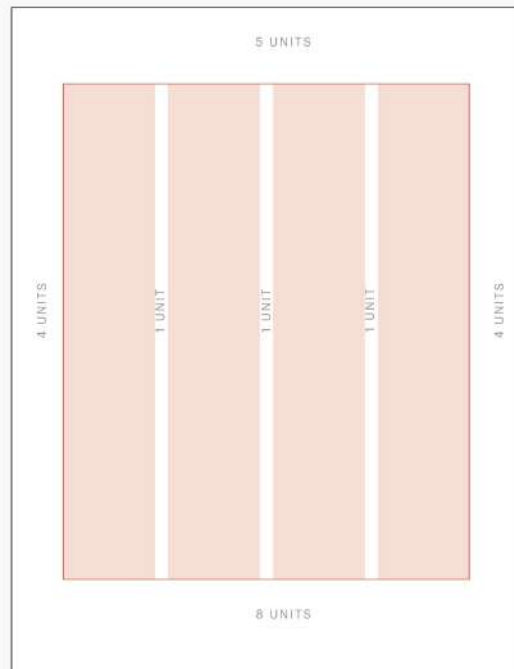
Units of measurement can change depending on the desired layout. The ratio between them is the most important element.

Margins

Generous margins set our stationery materials apart. We don't waste space with unnecessary filler.

Mouse Type

If desired, mouse type or other small related elements can be set outside of the primary grid area.

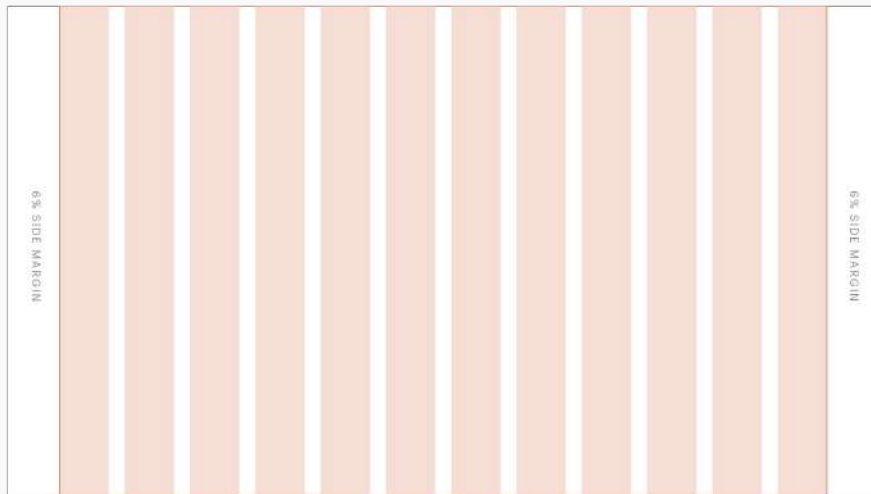


8.3 WEBSITE

In order to maximize compatibility across all devices and to ensure flexibility of layout, the website grid is symmetrical and centered in the browser.

On the desktop version of the grid, there are 12 full columns. The number of columns decrease as the browser window gets smaller, until finally arriving at a single column layout on mobile devices.

Gutter widths and side margins are calculated as a percentage of the user's window size, and vary depending on column quantity. There are no top and bottom margins.



Neo.Tax

Thank you