



Brand Guidelines

Brand presence and brand consistency are one of the most important aspects of being recognizable on a global scale.

NeoSan Labs Trademarks & Their Use

NeoSan Labs encourages the use of the Logotype “NeoSan Labs”, its other trademarks, and all communication and marketing materials in order to reinforce and communicate the positive attributes of these trademarks and information in the worldwide markets and to communicate their business relations with NeoSan Labs, provided, however, such use is in compliance with these Guidelines.

Any use of the intellectual property of NeoSan Labs, such as, but not limited to, trade names, trademarks, logos, logotypes, communication and marketing material, is prohibited except as provided for in these Guidelines or in any other contractual agreement with NeoSan Labs.

The Logo

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files shall be used—logos should not be taken from this document.

Minimum Size & Exclusion Zone

Make sure that text or other design elements do not encroach on the logo. The marked space should always be given to let the logo be free from distraction. Our guidelines for spacing are as follows:

Minimum Print Size: 1.18" / 30 mm

Minimum Screen Size: 85 px





PRIMARY LOGO ON WHITE



PROCESS COLORS: RED: 0/100/47/0, RICH BLACK: 20/10/10/100
SPOT COLORS, RED: 180C, RICH BLACK: BLACK C

GREYSCALE VERSION



100K/BLACK C

REVERSE COLOR



PROCESS COLORS: RED: 0/100/47/0, WHITE: 0/0/0/0
SPOT COLORS: RED: 180C, WHITE: PAPER

REVERSE GREYSCALE



100K/BLACK C



Acceptable Logo Usage

Use the logo on white, neutral or corporate color backgrounds. For colorful and darker backgrounds, use the white logo version. For all backgrounds, ensure that the logo contrasts well with them and is clearly visible. These rules apply to both solid backgrounds as well as images.

Logo should stay visible on the images.



Use Of Marketing Materials

It is prohibited to use any trademark, marketing and communication material and/or any information of NeoSan Labs in a way that will impair the perception in the markets of the quality image associated with such trademarks and/or information or that will cause any confusion in the markets as to the relationship between Distributors and/or Sales Partners on the one side and NeoSan Labs on the other side.

Specific Terms For Websites

The use of NeoSan Labs trade names, trademarks, logos, logotypes and/or marketing and communication material for, or in connection with websites (e.g. use of picture, banners, mentions, or links) shall be subject to prior written approval by NeoSan Labs. For use of NeoSan Labs's Marketing Communication material on your websites please contact Kathrin Schlenzig at kschlenzig@neosanlabs.com.



Website Links

Links from Business Partners' websites to NeoSan Labs websites are welcome, notwithstanding whether in form of a logotype link, a product-picture link or a text link.

Links to the websites of NeoSan Labs shall be notified to NeoSan Labs prior to their installation, in order to ensure that the domains and URL's are correct and to enable NeoSan Labs to inform about any needed modifications or changes of its domains and URL's. NeoSan Labs may install a link from its own websites to Business Partner's website. Each party installing a link shall be responsible for and shall bear all costs related to such link.

The use, directly or indirectly, of NeoSan Labs trade names, product names or trademarks in domain names of websites is prohibited. The same shall apply for any form of combination NeoSan Labs's trade names or trademarks. In special cases NeoSan Labs may grant certain exceptions to this rule.

Please contact us for product information & images and original logotypes in various sizes and formats.