

Brand Guidelines

Positioning & Tone of Voice

A dark blue triangle graphic is located in the bottom right corner of the slide, pointing towards the top right.

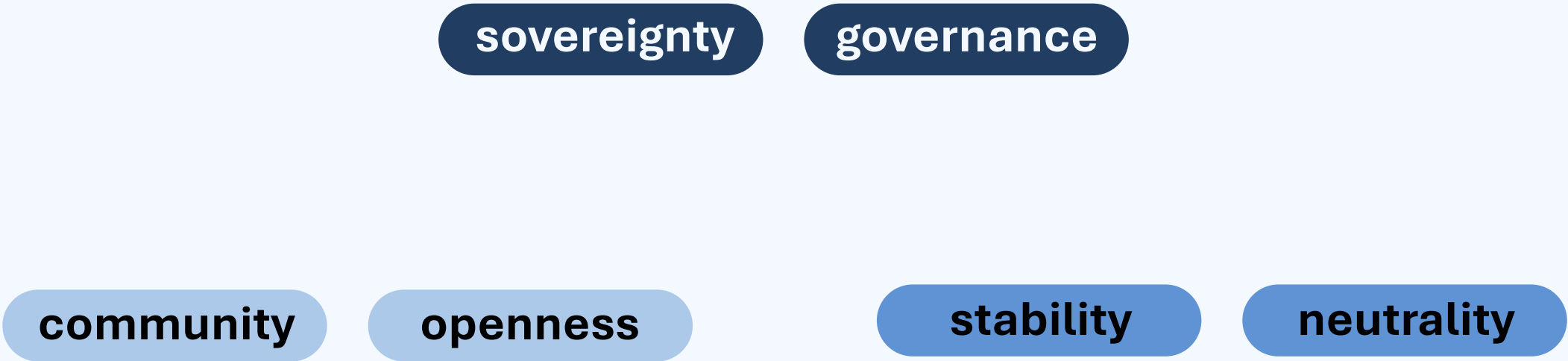
Foundation Positioning

The NeoNephos Foundation is a vendor-neutral foundation fostering a sovereign cloud-native ecosystem for Europe.
We connect open source building blocks into interoperable, modular platforms and provide the references and projects to get started.

We are home for projects, companies, and communities. While we do not build the ecosystem ourselves, we lay the base and enable others to build it – through coordinating, connecting, and creating neutral ground.

Our stakeholders have distinct expectations: developers expect community and openness, technical decision-makers expect stability and neutrality, and EU institutions expect sovereignty and governance.

**NeoNephos is building a community-driven,
open cloud-native stack to strengthen European digital sovereignty
by connecting open source building blocks into interoperable platforms.**



Foundation Tone of Voice

Our tone of voice is direct, knowledgeable, and human. We are confident without being arrogant and technical without being exclusive, to make us trustworthy and approachable.

With our voice to the outside we must communicate navigation, balance, and trust – while symbolizing openness, stability, and governance. We are a reliable framework for everyone who navigates the cloud space with our architecture, and for those who contribute to shaping it.

We use short sentences, specific language, and avoid empty amplifiers, buzzwords, and unnecessary information.

We enable, coordinate, and create neutral ground. This distinction must be consistent across every piece of communication. The personality stays the same but the register shifts.

In the following, **NNF stands for NeoNephos Foundation**. After the first mention of the full name, always use the abbreviation NNF. Never shorten it to NN, as using NNF consistently reinforces that we are a Foundation.

navigation

stability

trust

inclusive

balance

openness

approachable

Design

Wordlogo & Logomark

Wordmark

The NNF wordmark was provided by the Linux Foundation Europe. Neo Nephos translates directly to "new cloud." The wordmark is fixed and should never be altered.

Logomark

The logomark is built upon the wordmark provided by the Linux Foundation Europe and stays with the given blue to communicate trust, neutrality, and stability across all contexts and audiences.

The form consists of two curved surfaces moving toward each other – forming a bridge between the stakeholders that NNF connects. The triangle is not closed but open, creating a living, dynamic form that retains agility, adaptability, and open source spirit. The wide base grounds and balances the form, communicating reliability, permanence, and something to build upon. The curved inner sides soften the severity of the triangle, making it more human and approachable without losing stability. The upward movement points decisively in one direction: toward the common goal of an independent Europe.

The result is a mark that carries two truths simultaneously – stability and movement, grounded and open, ready to use and still in the making.



HEX: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 80

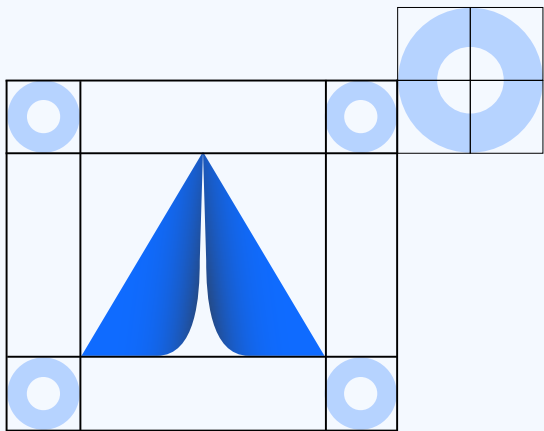
HEX: #0f6bff
RGB: 15, 107, 255
CMYK: 94, 58, 0, 0

Logo Clear Space

To ensure the logomark and wordmark always appear clear and unobstructed, a defined minimum clear space must be maintained around both marks at all times.

No other visual elements – text, icons, images, or graphic elements – should appear within this zone.

The minimum clear space is defined by the height of the "o" in the NeoNephos wordmark. This unit applies equally to all sides of both the logomark and the wordmark. This rule applies across all use cases: Digital, print, and merchandise.



Logo

Monochrome

The logomark and wordmark are designed to work across all contexts, including situations where color is not available or appropriate. Monochrome versions should be used when printing in black and white, when color reproduction cannot be guaranteed, or when the full color version does not provide sufficient contrast against the background.

Two monochrome variations are approved: Full black on light backgrounds. Full white on dark backgrounds.

No other color substitutions are permitted. The form and proportions of the mark remain unchanged in all monochrome applications. The monochrome rules can be applied to all Logo Versions that are listed on the next slide.



Logo Usage Rules

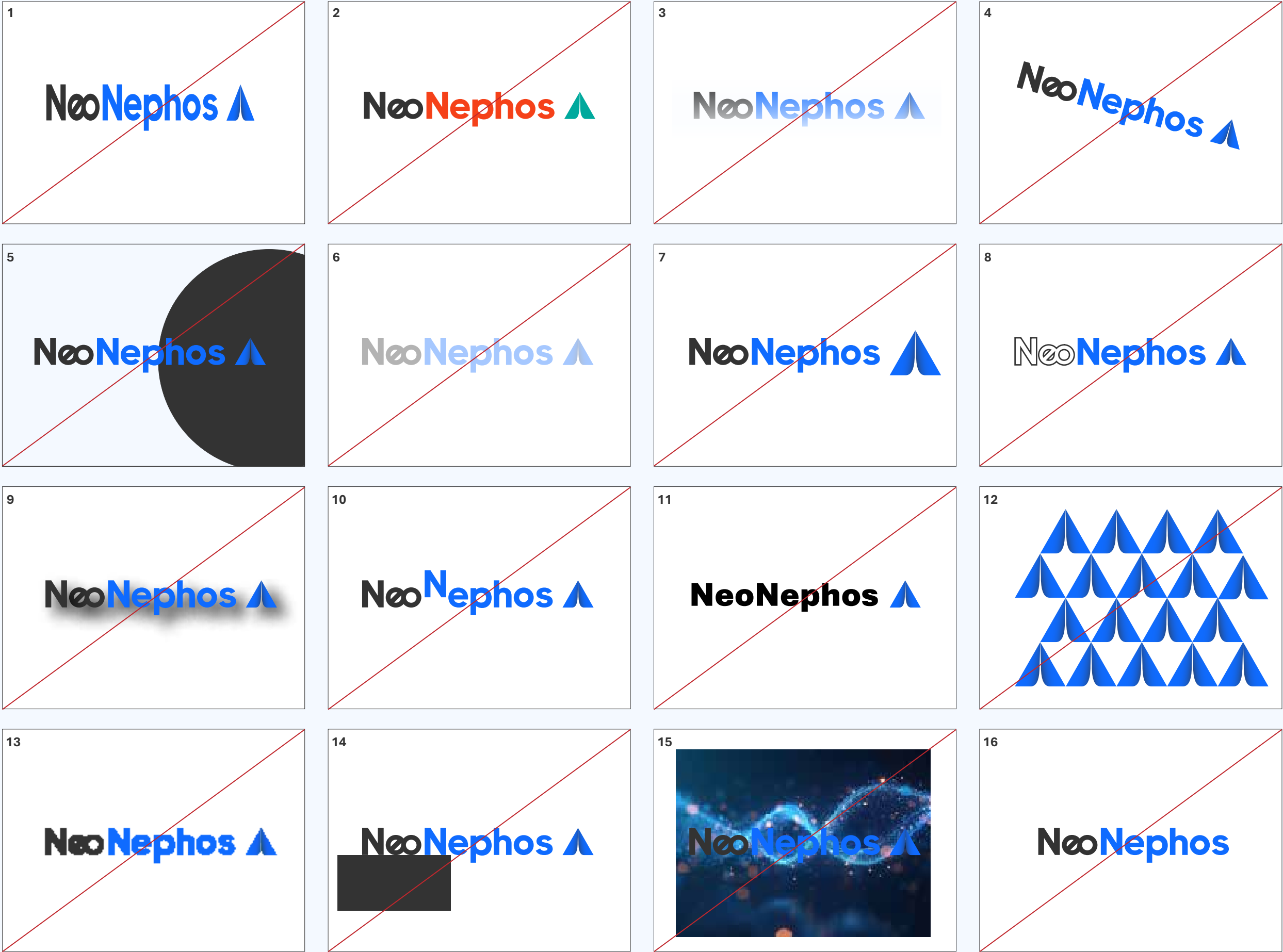
The Logo can be used in the three versions as shown.

If the conext and a clear association to NeoNephos is already given, you may also use the Logomark by itself without the Wordmark.



Logo Usage Rules

- 1 Do not stretch or alter the logo in any way, shape or form.
- 2 Do not use foreign colour swatches with any logo element.
- 3 Do not use gradients or shading.
- 4 Do not rotate the logo.
- 5 Do not place the logo in any graphic shape or border.
- 6 Do not adjust the transparency of the logo.
- 7 Do not change the size of the individual logo elements.
- 8 Do not apply an outline effect any of the logo elements.
- 9 Do not apply drop shadows, filters or any graphic effects.
- 10 Do not reposition any elements.
- 11 Do not type out the logo text.
- 12 Do not create repeating patterns with any of the logo elements.
- 13 Do not render under poor resolution or sharpness.
- 14 Do not violate the clear-space.
- 15 Do not place logo over imagery or graphics that deem it illegible.
- 16 Do not use the Wordmark without the Logomark.



Color Core Brand

Color is one of the most immediate signals a brand sends – before anyone reads a word, color has already made a statement. For NeoNephos, every color decision is intentional and tied directly to what we communicate and to whom.

Our primary palette is built around the blue established by the Linux Foundation Europe wordmark – a deliberate choice that communicates trust, neutrality, and stability across all audiences and contexts.

When working with the NNF color palette, always test colors in the actual output environment before finalizing. RGB values for screens and CMYK values for print rarely match perfectly and will require adjustments depending on the medium, material, and production process. Always request proofs before sending any print material to production.

The highlight color is orange. It serves as the single accent across all NeoNephos touchpoints – used for calls to action, interactive elements, and key highlights.

Orange was chosen as a deliberate contrast to the primary blue palette. As a complementary color to blue, it creates immediate visual pop without competing with the brand's core identity, and adds warmth and energy to an otherwise cool, technical palette.

Use the highlight color sparingly. The less it appears, the more it draws attention when it does.

Primary Colors	HEX: #f4f9ff RGB: 244, 249, 255 CMYK: 4, 2, 0, 0		HEX: #003399 RGB: 0, 51, 153 CMYK: 100, 67, 0, 40		
Secondary/ Working Colors	HEX: #dfeaf6 RGB: 223, 234, 246 CMYK: 9, 5, 0, 4	HEX: #adc9e9 RGB: 173, 201, 233 CMYK: 26, 14, 0, 9	HEX: #6093d3 RGB: 96, 147, 211 CMYK: 55, 30, 0, 17	HEX: #213d61 RGB: 33, 61, 97 CMYK: 66, 37, 0, 62	HEX: #04153b RGB: 4, 21, 59 CMYK: 93, 64, 0, 77
Highlight Colors	HEX: #ff6c34 RGB: 255, 108, 52 CMYK: 0, 58, 80, 0				HEX: #ffcc00 RGB: 255, 204, 0 CMYK: 0, 20, 100, 0

Background & Design Element

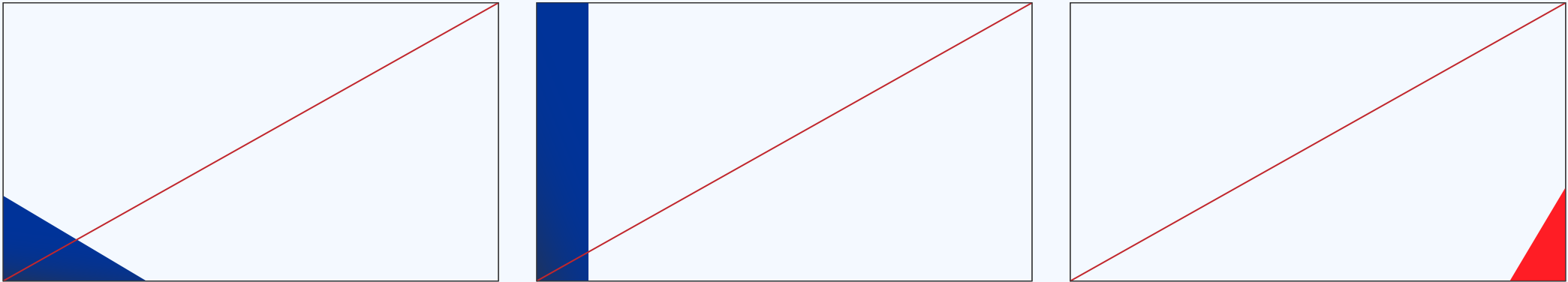
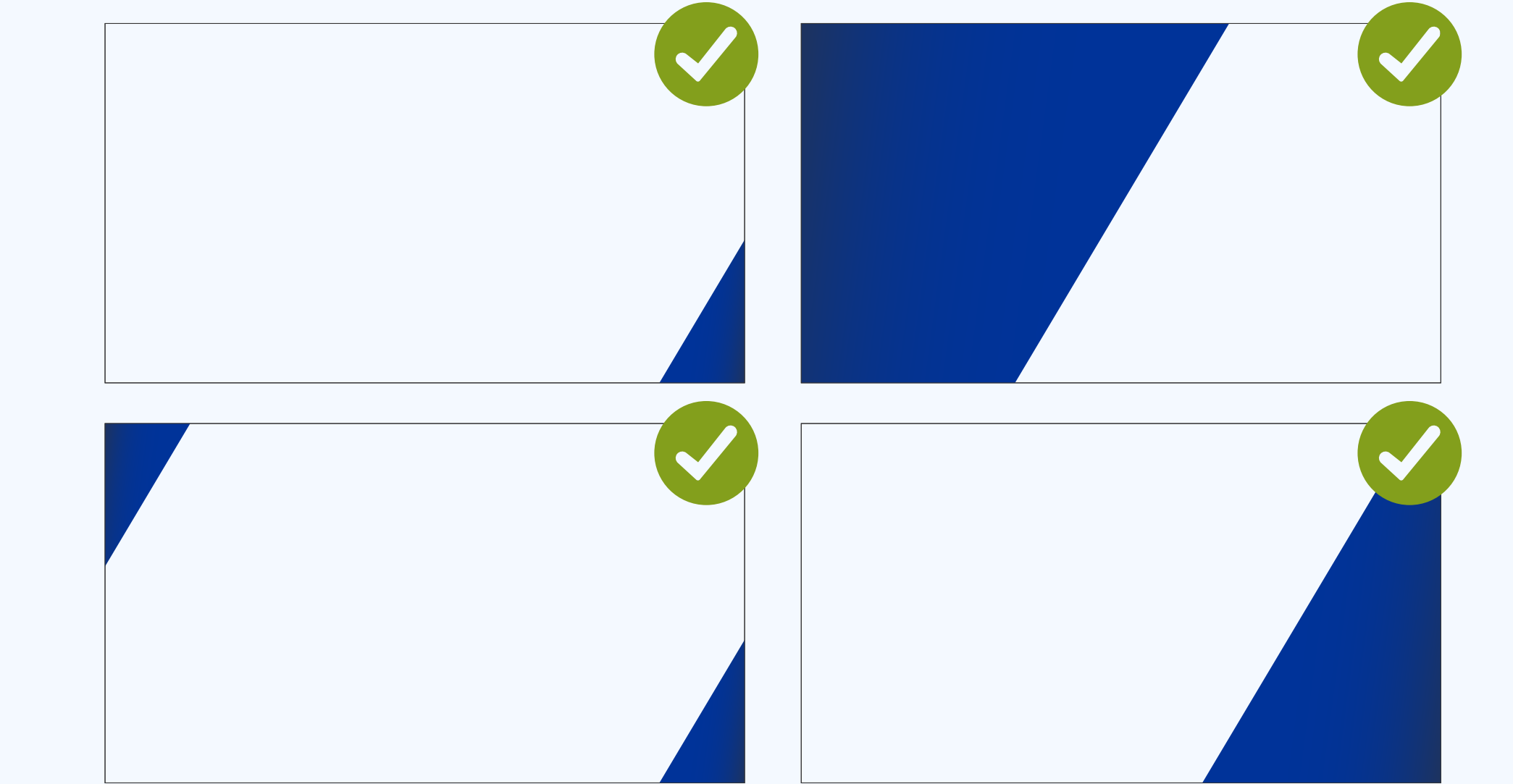
The light primary blue serves as the default background color across all NeoNephos touchpoints, creating a consistent, calm, and professional canvas that lets the brand elements breathe.

The deep navy is used as an accent background for high-contrast sections, dark mode contexts, and moments where depth and authority are needed.

A key design element across all applications is the shape that underlies the key visual. Its angle mirrors that of the logomark. The deep navy-blue is derived from the blue of the european flag. It carries the same sense of direction throughout the entire design system and creates visual consistency across every touchpoint. The shape leans at roughly 30° from vertical, with a near-vertical right side and a strongly diagonal left edge. How and where the shape appears may vary. It can be used cropped, partially visible, large or small, while the angle must always remain the same.



Design Element

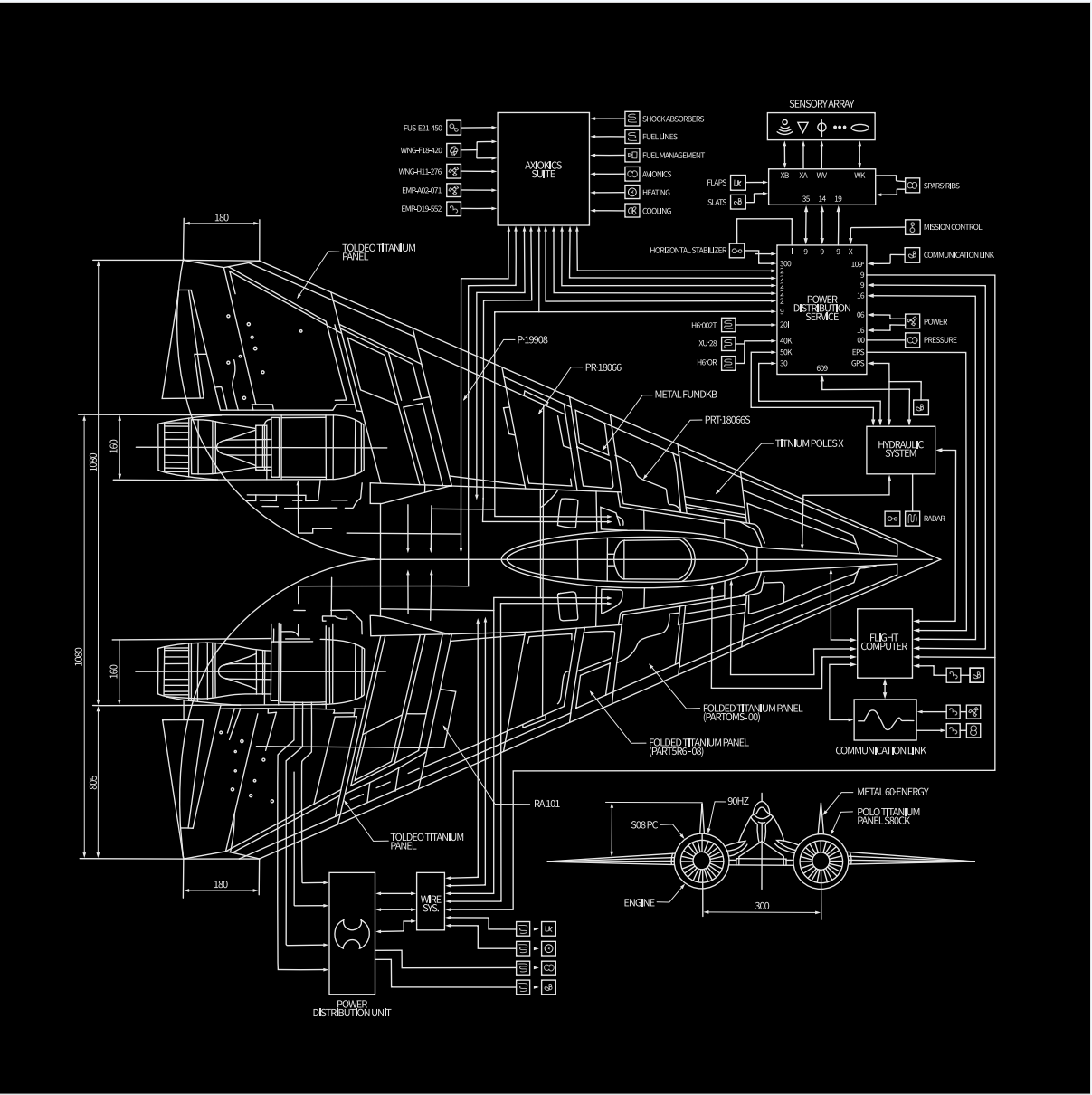
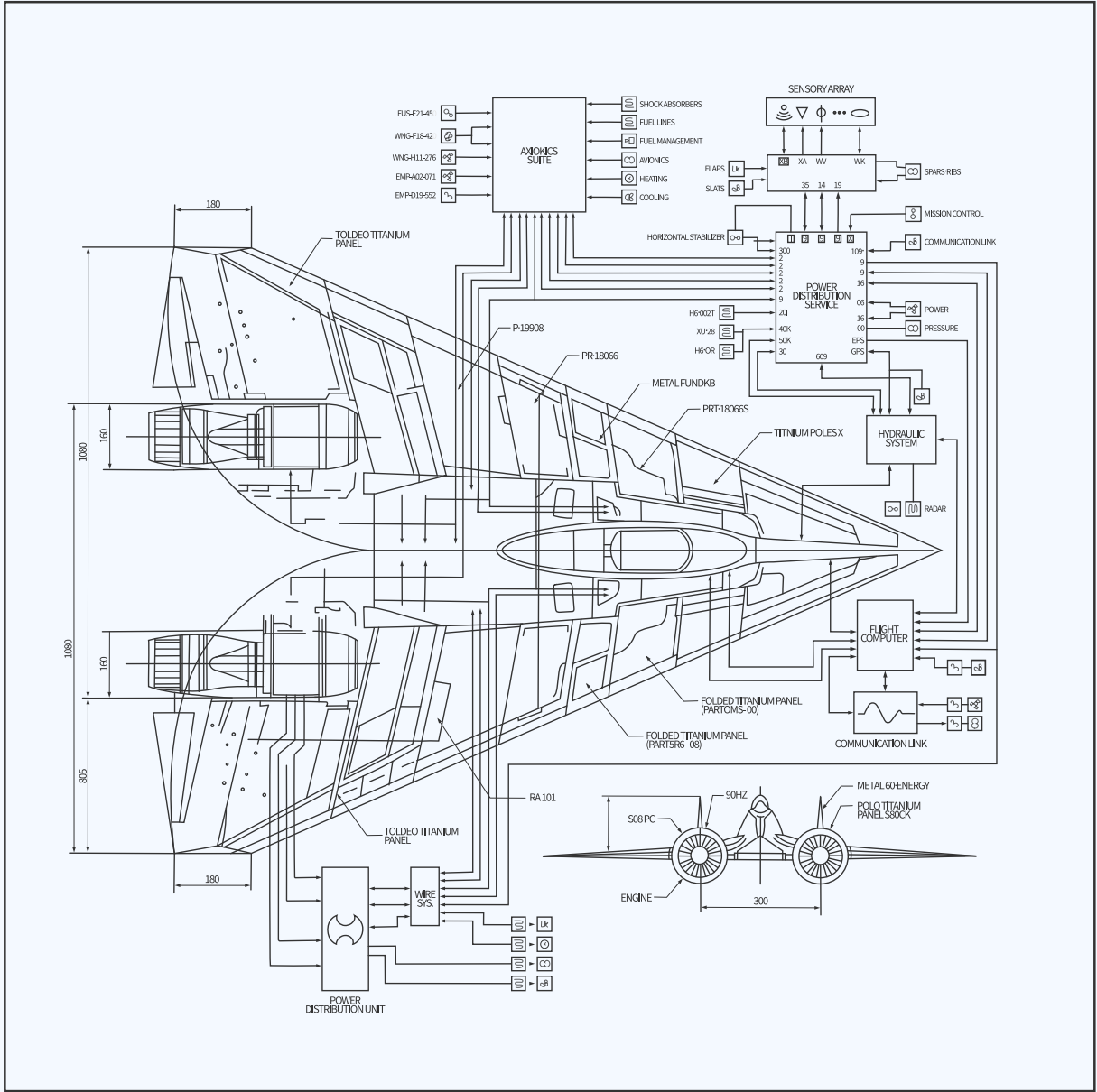


Conceptual Illustration

The conceptual illustration is the technical blueprint of a plane that has a similar shape to the logomark. It acts as a supporting visual and illustrates the underlying architecture that ensures stability, structure, and seamless interoperability while reinforcing the systematic planning and design that underpins the NeoNephos platform.

It may be used in dark grey and white, depending on the background. The visual itself can not be altered, but there are no specific rules on how to use it. Feel free to cut, change transparency, and use gradients.

Another illustrational element are the European Stars. They may be used when communicating our European and open background and mission. They are used intentionally and sparingly – only in the described context. Like the European idea itself, they carry significance and should never be reduced to decoration.



Typography

The **Aptos** typeface is the foundation of our brand’s typography, providing clarity, readability, and hierarchy. Aptos is widely available, and templates can be adjusted by everyone without having to install additional fonts, ensuring practical and consistent use across all digital and print materials.

Aptos

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!;"#%&'()*+÷-±,./|\:;<=>¿?@“~`-[\]^_{|}€\$°•≤≥´ ¯ Æ””±—,·°‡flfi>«€

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!;"#%&'()*+÷-±,./|\:;<=>¿?@“~`-[\]^_{|}€\$°•≤≥´ ¯ Æ””±—,·°‡flfi>«€

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!;"#%&'()*+÷-±,./|\:;<=>¿?@“~`-[\]^_{|}€\$°•≤≥´ ¯ Æ””±—,·°‡flfi>«€