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nueWORX

BRAND GUIDELINES

Brand Overview

Neuworx is a forward-thinking brand focused on intelligent workflows and future-ready solutions. The identity reflects fluidity, adaptability, and precision through smooth gradients and modern typography.



Innovative



Fluid



Secure



Intelligent

Logo Usage

Primary Logo



Logo Variations



Minimum Size

Icon Only



Full Logo



Spacing



Do not



Stretch



Change
colours



Apply effects

Colour Palette

Primary Colours

Orange #E06943	Dark Lilac #8B4A96	Purple #2A215D	Yellow #F9BC3A
R 200 C 0 G 22 M 78 B 26 Y 87 K 0	R 149 C 3 G 69 M 55 B 154 Y 0 K 39	R 42 C 54 G 33 M 64 B 93 Y 0 K 64	R 249 C 0 G 188 M 25 B 58 Y 76 K 3

Gradients

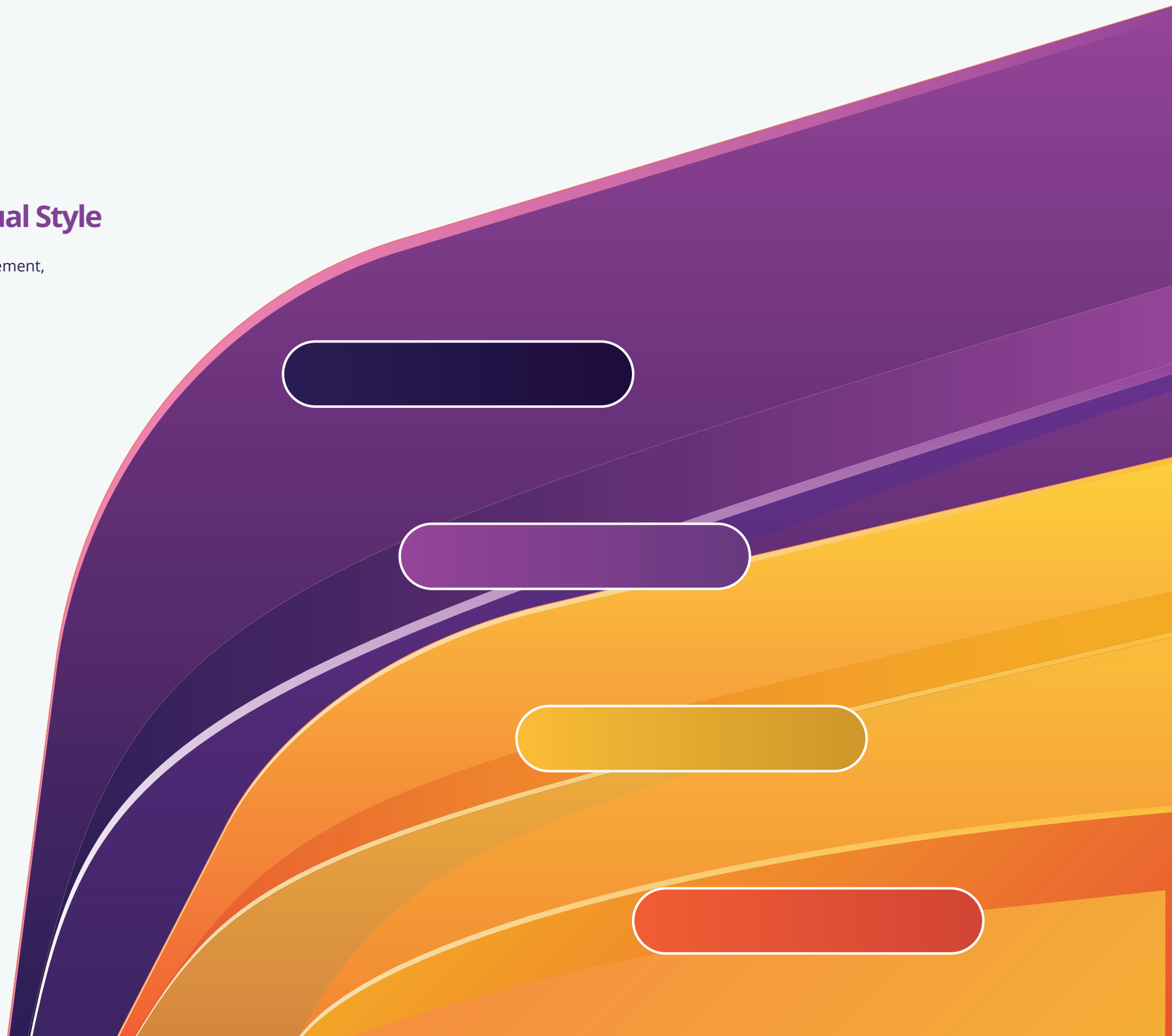
			Burnt Orange #CF4334				Abyss #CF4334
			Dark Purple #CF4334				Mustard #CF4334

Gradients & Visual Style

Our gradients represent movement, connection and progress.

- ✓ Smooth transitions
- ✓ No harsh edges
- ✓ Layered depth
- ✓ Subtle transparency
- ✓ Organic curves

Use gradients to create energy and guide the eye without overpowering content.



06

Typography

Aa

Headings Font

**Open Sans
SemiBold**

Aa

Body Font

Open Sans
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&()_ - +



Layout & Composition

- ✓ Use plenty of white or off-white (#F3F5F6) space
- ✓ Create balance with gradient flows
- ✓ Focus on clear hierarchy
- ✓ Keeps layouts clean and uncluttered
- ✓ Use curves to frame content naturally



Application Examples

Our tone of voice is a reflection of who we are and how we communicate.



Clear

We communicate with simplicity and clarity.



Confident

We speak with assurance and credibility.



Forward-Looking

We focus on the future and endless possibilities.



Human

We are approachable, empathetic and real.

