

neos

QUICK CI-GUIDE 2020

BASISLOGO

ne  **s**



ne  **s**



BUNDESLÄNDER

neos
WIEN

neos
NIEDERÖSTERREICH

neos
OBERÖSTERREICH

+

+

neos
TIROL

neos
SALZBURG

neos
VORARLBERG

+

+

neos
KÄRNTEN

neos
BURGENLAND

neos
STEIERMARK

LAB

neOS LAB



PARLAMENTSKLUB

neOS
PARLAMENTSKLUB

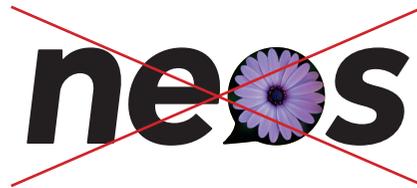
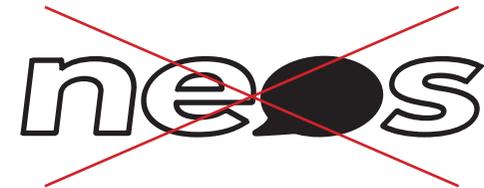
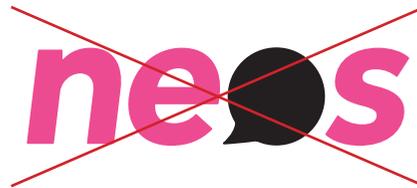


LOGO DONT'S

- keine falschen Farben verwenden
- Platzierung beachten und nie ein Gesicht verdecken



(„gerades“ Logo)



TYPOGRAFIE

***MONTSERRAT
BLACKITALIC***

Headline

***MONTSERRAT
EXTRABOLDITALIC***

Head-/Subline

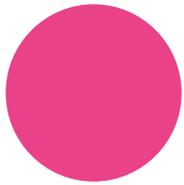
MONTSERRAT ITALIC
MONTSERRAT MEDIUMITALIC

Head-/Subline

Montserrat Medium
Montserrat Light

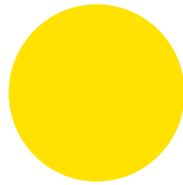
Fließtext

FARBEN



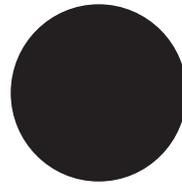
PINK
Primärfarbe

0/85/8/0
232, 65, 136
#E84188
213 U / 205 C



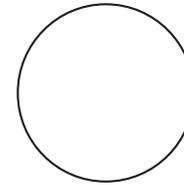
GELB
Highlight

0/7/100/0
254, 236, 0
#FEEC00
Yellow 012 C



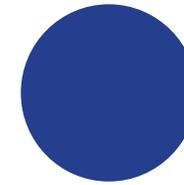
Schwarz
Text

0/0/0/100
0, 0, 0
#000000
Black 6 U + C



Weiß
Text

0/0/0/0
255, 255, 255
#FFFFFF
White



BLAU
Europa

100/90/10/0
40, 53, 131
#283583
Blue 072 C

NEOS CI-PLAKATAUFBAU (FOTO)



CHECKLISTE:

- ✓ Foto
- ✓ Logo (NEOS, NEOS LAB, BL ...)
- ✓ Text
- ✓ Name + Funktion
- ✓ Impressum & Druckerei

EVENTUELL:

- ✓ Hashtag
- ✓ call to action
- ✓ Fotocredits
- ✓ URL ...

NEOS CI-PLAKATAUFBAU (TYPO)



CHECKLISTE:

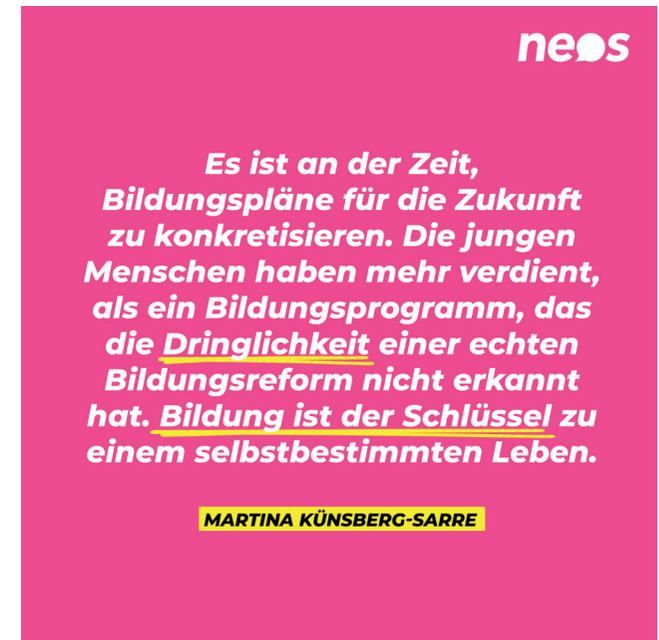
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SHAREABLES / DIGITAL LOOK AND FEEL

FACEBOOK & INSTAGRAM



SHAREABLES / DIGITAL LOOK AND FEEL

TWITTER



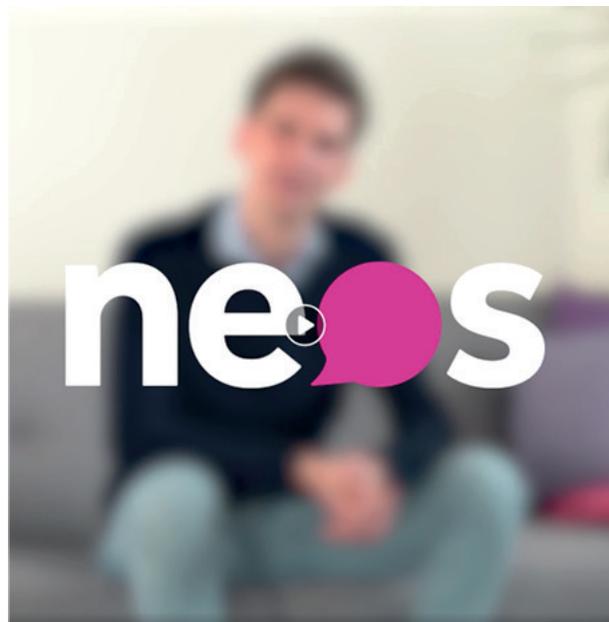
SOCIAL MEDIA / DIGITAL LOOK AND FEEL

EVENT HEADER FACEBOOK



SOCIAL MEDIA / DIGITAL LOOK AND FEEL

REGULÄRES VIDEO



Abspann

SNIPPETS

**„3+2“ IST KEIN PULL-FAKTOR,
SONDERN SCHLICHT VERNÜNFTIG!**

**wieder abgelehnter Antrag
3+2 hat sich immer auf diese**