

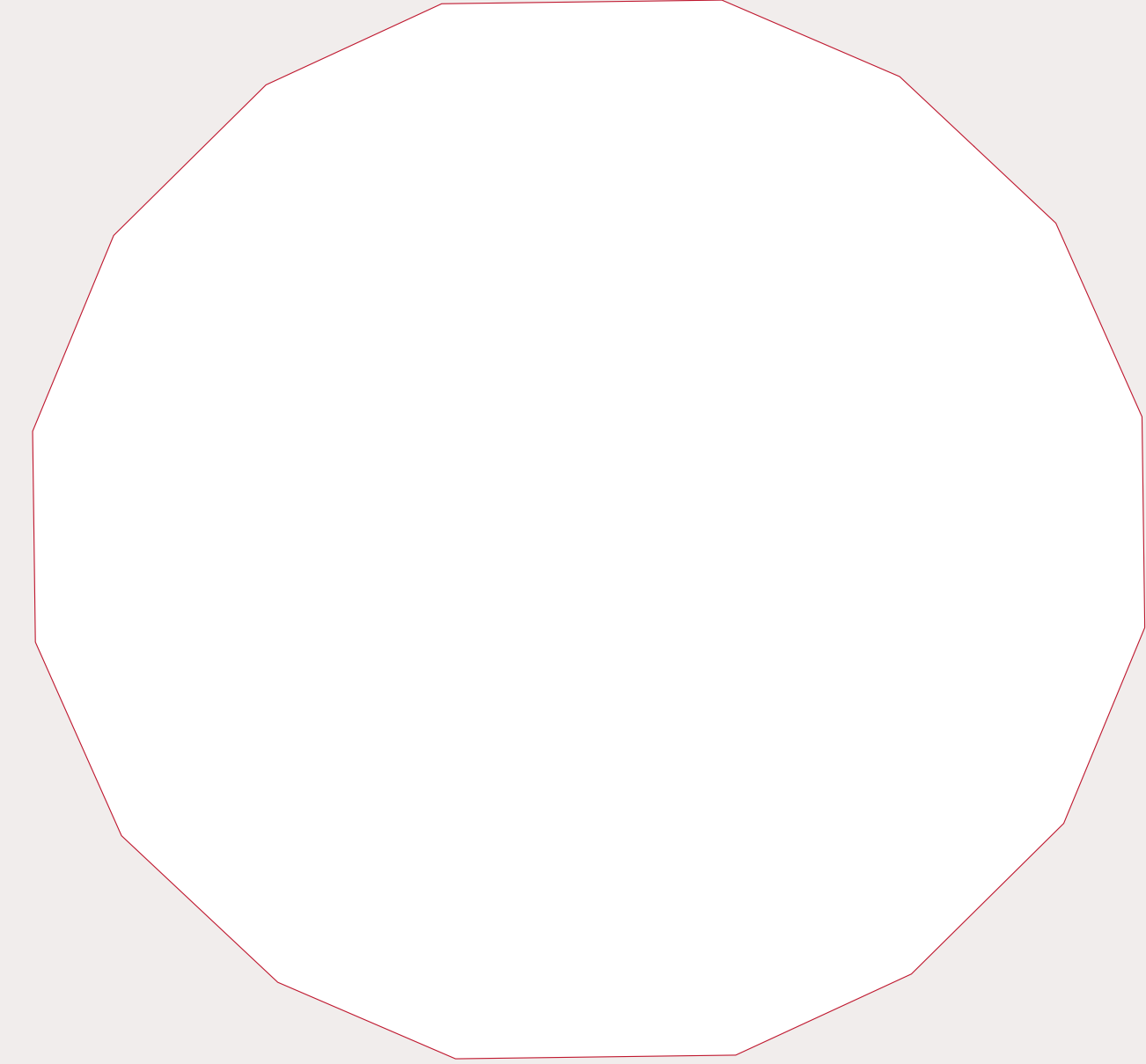
NEOTALENT

NOVABASE
GROUP COMPANY

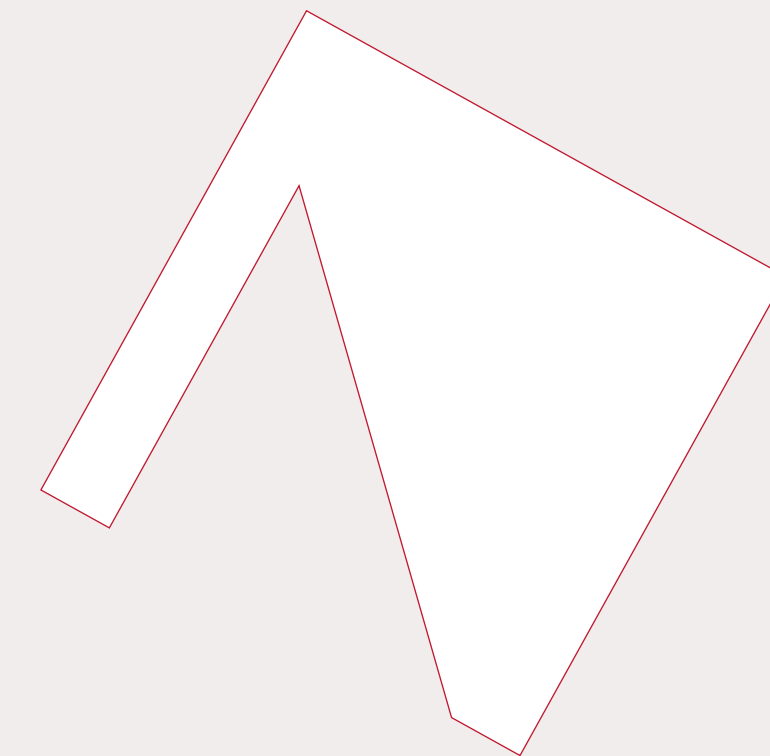
Visual Introduction



index



- 1 Leveraging on a world of responsiveness
- 2 Responsive ID and behaviour
- 3 Visual Cosmos
- 4 Typography
- 5 Basic Colours
- 6 Being Daily Responsive
- 7 The “In Your Face” Communication Principle



WE ARE NEOTALENT

And this
is what
the future
looks like.

01. Leveraging

on a world of

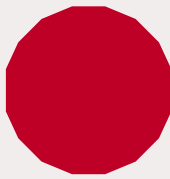
responsiveness

we welcome you

to the age of talent.

In

a



responsive

responsive

times

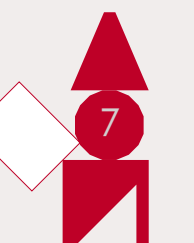
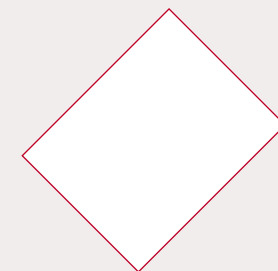
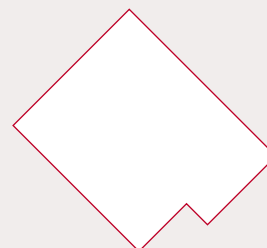
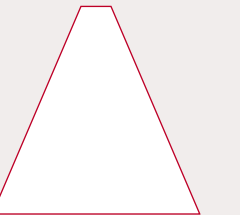
ID too.

we need

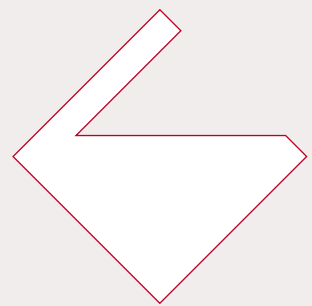
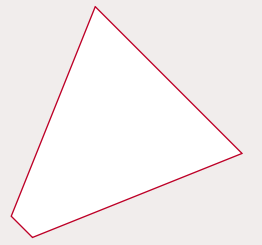


So, we created a technically efficient identity that incorporates several highly distinctive elements that contribute to a personalised and evolutionary feel.

RESPONSIVE WORLD



This system symbolises the encounter between corporate rationality and human organic feel — incorporating small imperfections, details of design that imply that rationality happens within a human context.



RESPONSIVE WORLD



Drawing from the references
that are relevant for this market:

Technology

Digital & Mobile

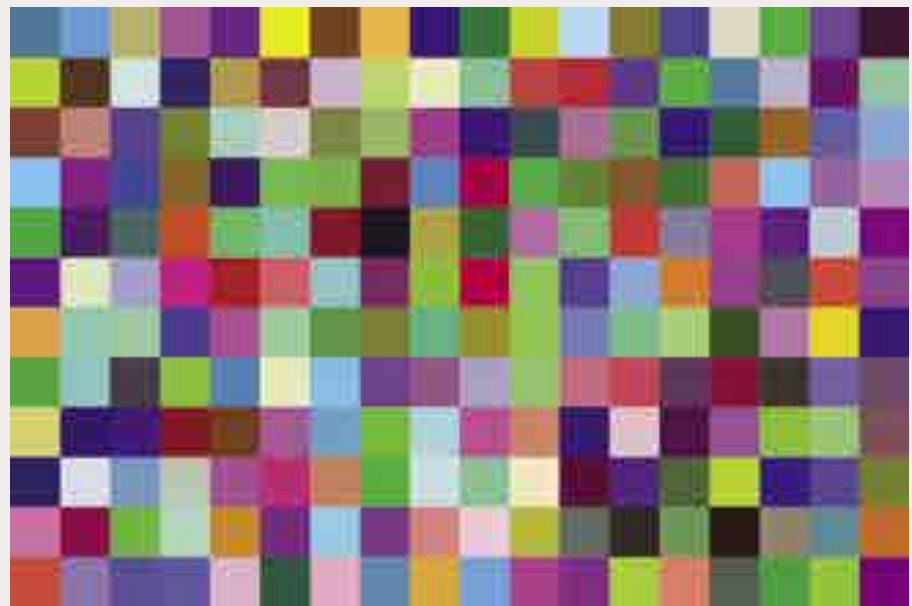
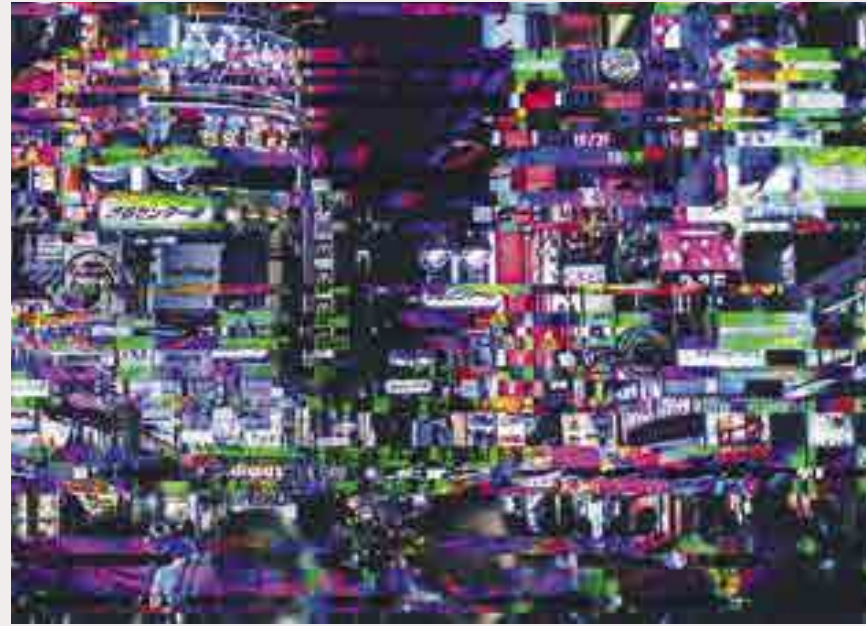
Search engines

Dynamic Personalisation

RESPONSIVE WORLD

The Technology

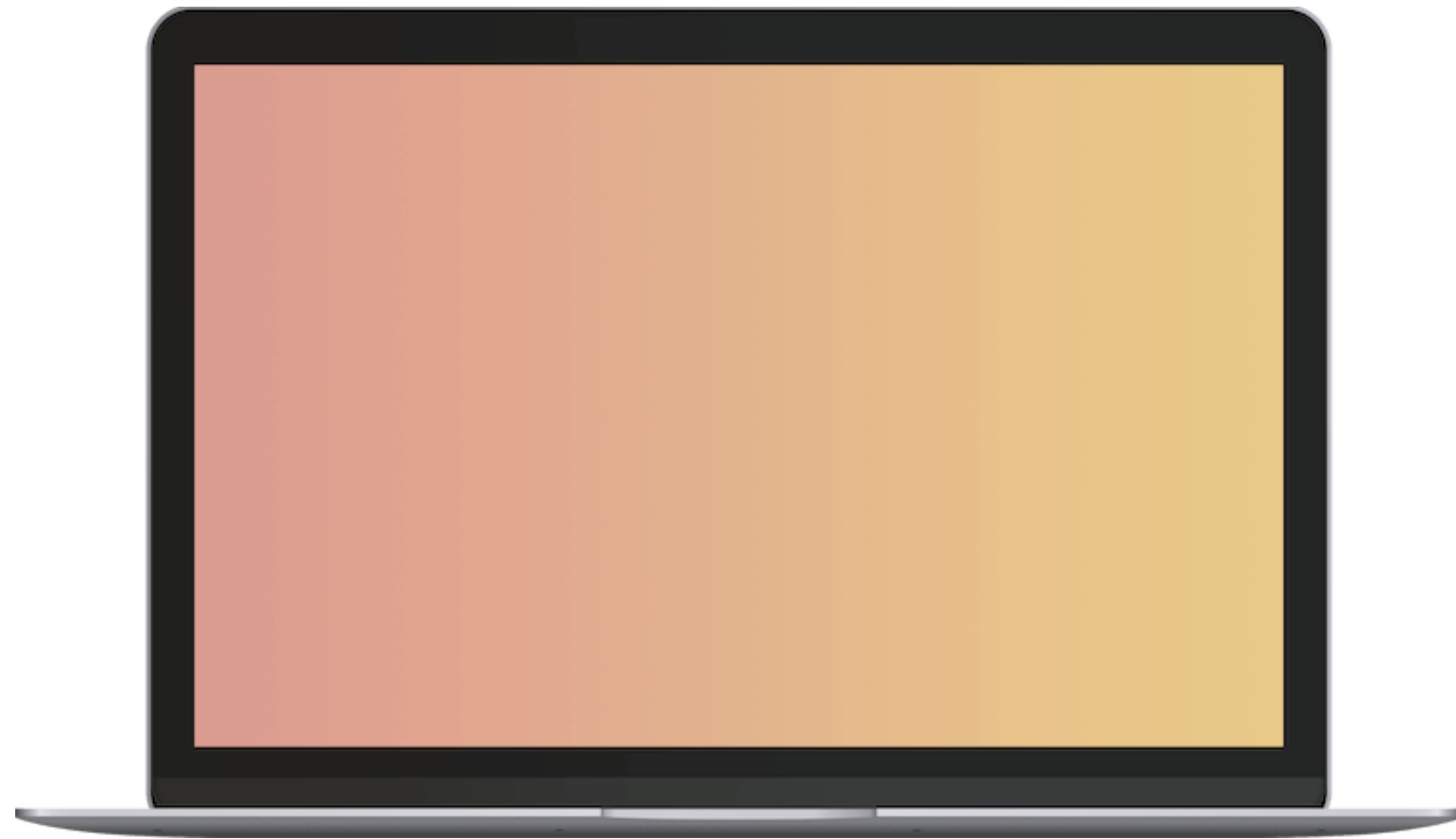
based heritage



glitchy,

pixel

The Mobile & Digital Future inspiration from a responsive and multi-screen world



The Notions of Rigor and Technical Ability

minimal, regular, pure forms

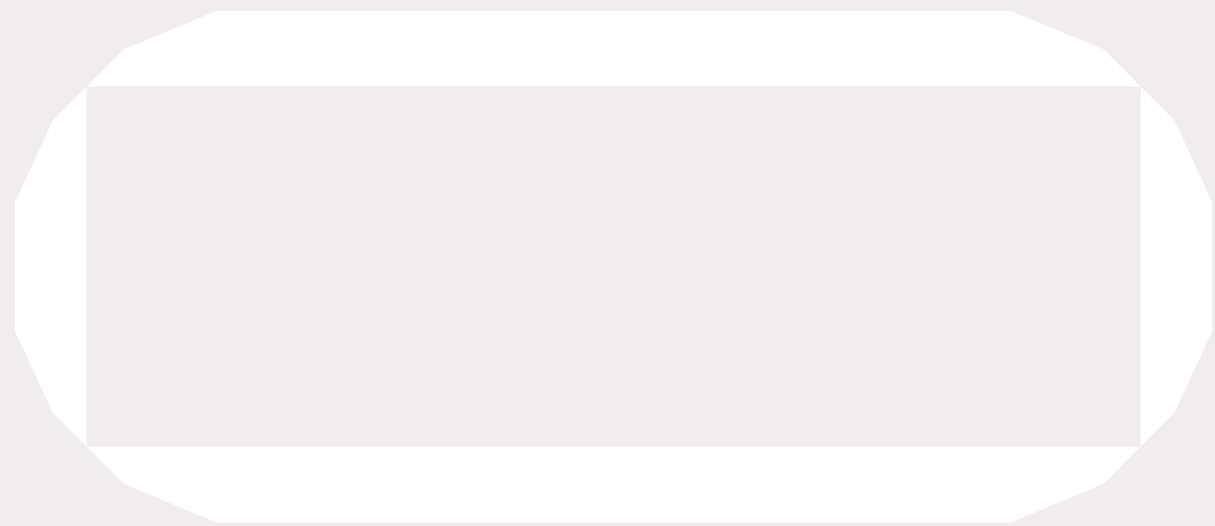


We focused on the most relevant
value of them all

The ability to search – the notion of being
the most able to find the right talent

X Search

THE SEARCH BOX IDENTITY SYSTEM



Stretching to Fit The Skill –
and the notion of scouting and talent
finding expertise.
And to make it fit the challenge

02. Responsive

ID and

behaviour

Primary expression of Logo and Brand designation, acting as signature.

LOGO + BRAND

NEOTALENT

NOVABASE
GROUP COMPANY

NEOTALENT

NOVABASE
GROUP COMPANY

NEOTALENT

NOVABASE
GROUP COMPANY

NEOTALENT

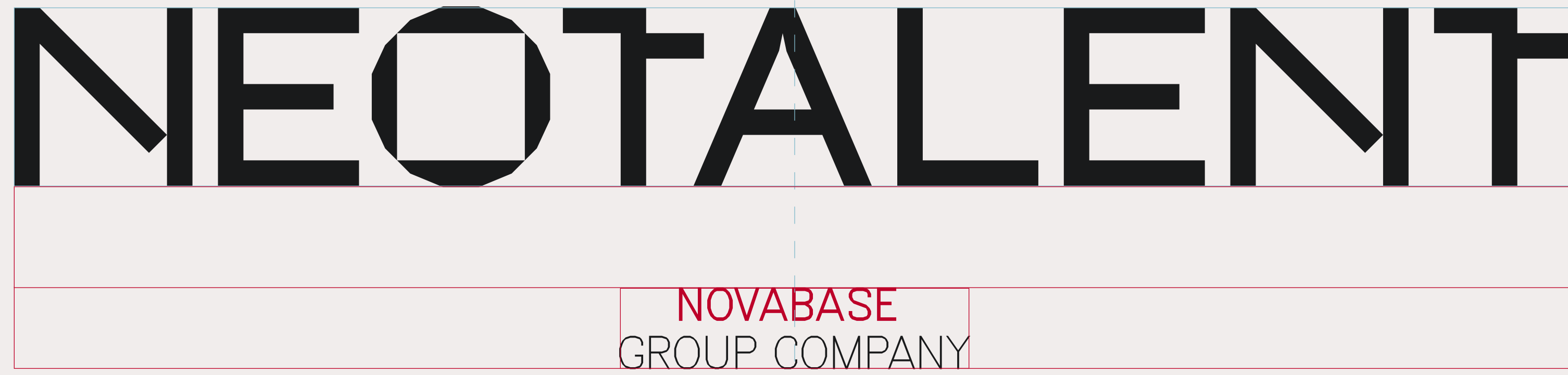
NOVABASE
GROUP COMPANY

VISUAL INTRODUCTION

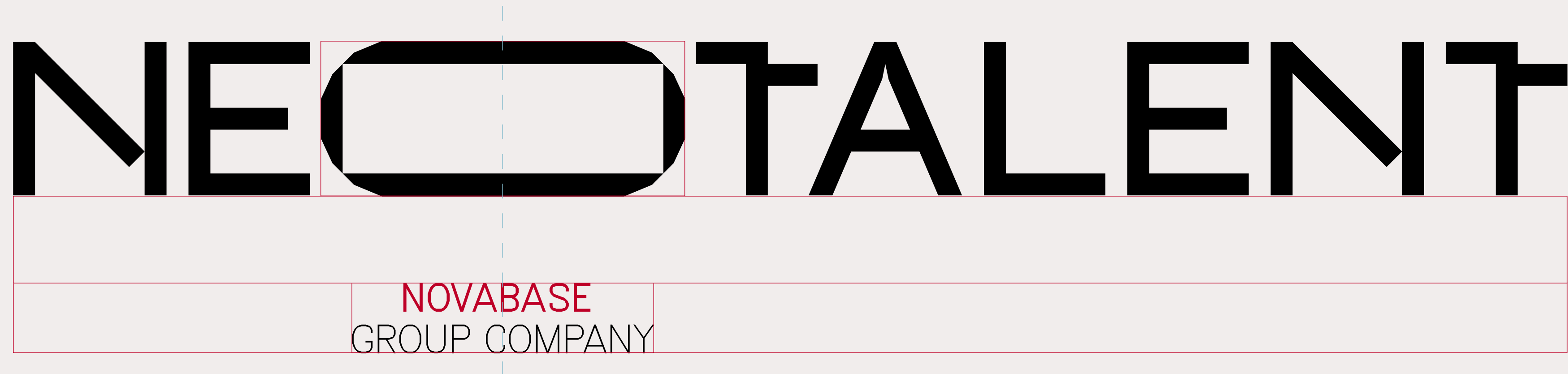
NEOTALENT

NOVABASE
GROUP COMPANY

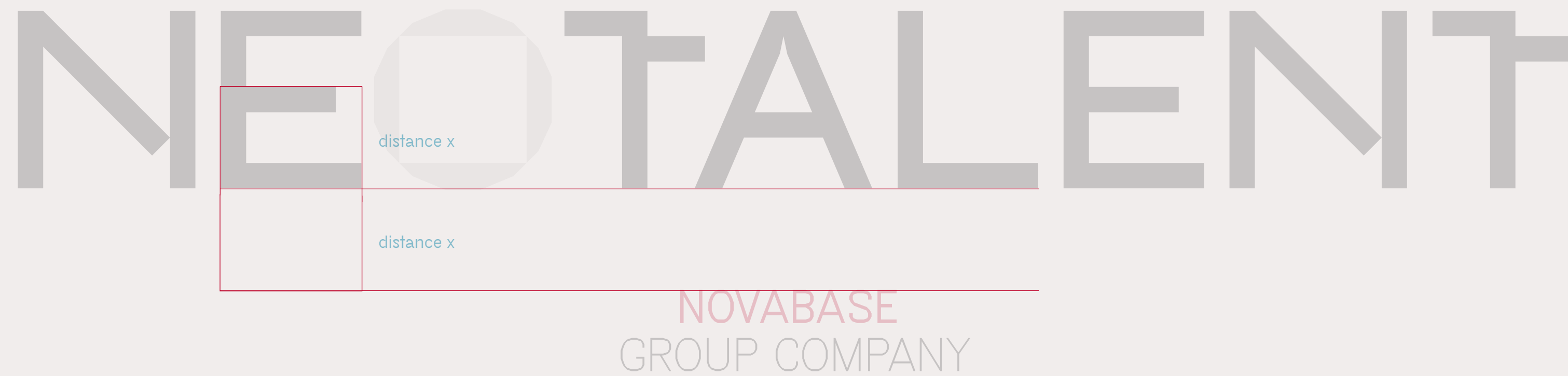
When the “O” is closed, in it’s primary expression, we align the brand designation by centring it on the bottom of the logo.



When the “O” is open, we align the brand designation by centring it on the bottom of this responsive letter.



In each case, the distance between the Logo and the Brand Designation uses the distance “X” has exemplified on the illustration below.



We're taking responsiveness as a driver for meaning, directly translated in a visual gimmick that will allow us to have dynamic visual system, placing the identity as a tool for relevant message producing.

NEOTALENT VISUAL INTRODUCTION

NEO TALENT

NOVABASE
GROUP COMPANY

NEO TALENT

NOVABASE
GROUP COMPANY

NEO TALENT

NOVABASE
GROUP COMPANY

NEO TALENT

NOVABASE
GROUP COMPANY

ID Messaging:

The “O” shape enables messaging and value versatility, reflecting an agile and mutable search force, through the personalisation and responsiveness at the core of our concept.

LOGO + BRAND

ABILITY

AGILITY

EXPERIENCE

TRUST

Claim

Neotalent

The responsive
people.

When combined in printing materials, the claim assumes it self like a signature, always featuring aligned by the bottom-left side of the logo.

The space we are leaving between logo and claim is of the same proportion of the **Brand Designation** (as if it was there and its always our reference).

Logo + Claim

NEOTALENT

The responsive
people.

distance x

distance x

When combined in printing materials, the claim assumes it self like a signature, and the **Brand Designation** gets a positioning in sequence of the logo (when in institutional documents) or a free yet balanced/elegant positioning (when it comes to communication and advertising basis).

Logo + Claim + Brand Designation



03. *Visual*

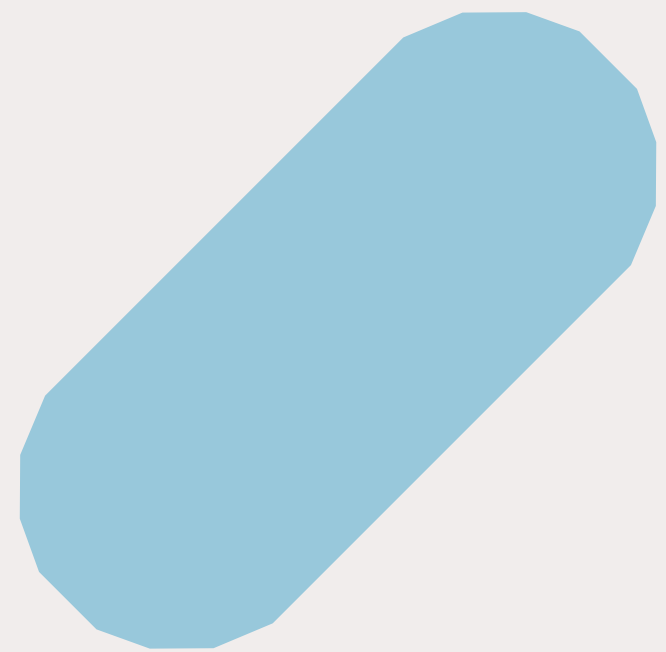
Cosmos

The “fitting diversity” visual cosmos

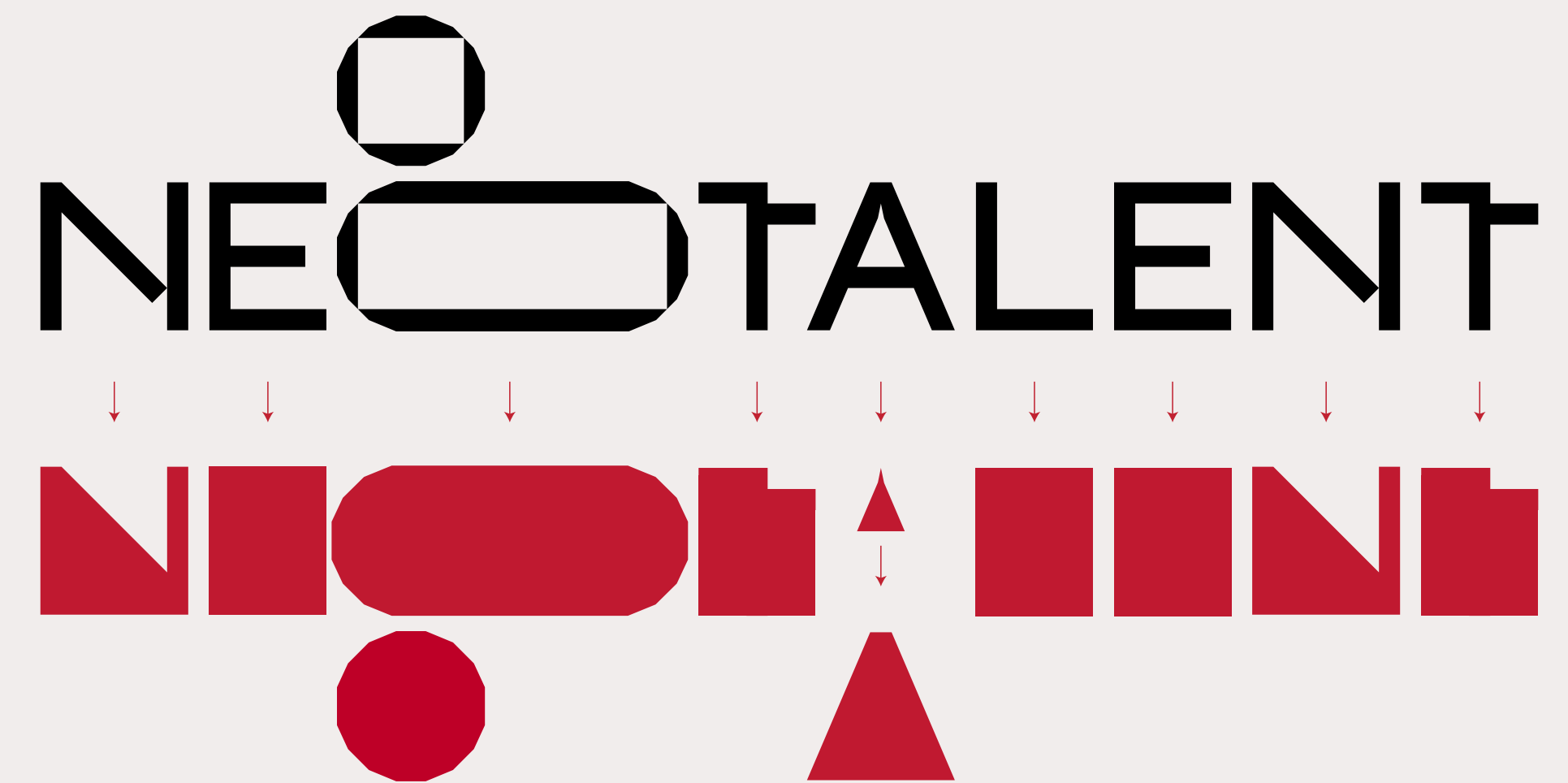
We enhance this capacity by creating a puzzle made of different seemingly impossible to organize shapes and pieces that yet become organised and harmonised within the Neotalent world.

We are all different,
we all behave different,
we all do different things.

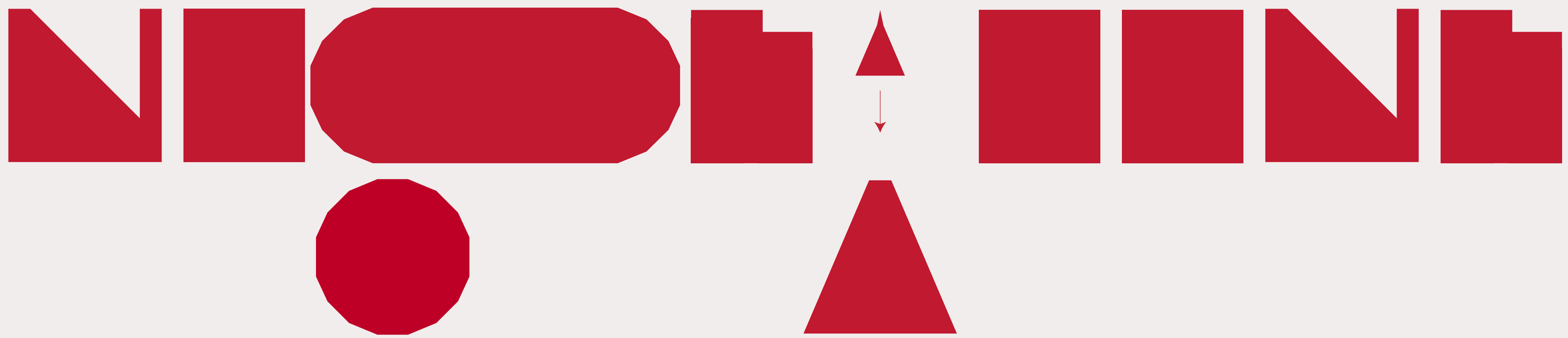
Neotalent delivers
all this abilities
in a organised
optimised fashion.



We build a **visual cosmos** of versatility that is deeply rooted at the logo, getting from it the shapes from which we'll creative a responsive/mutable graphic system and aesthetics.

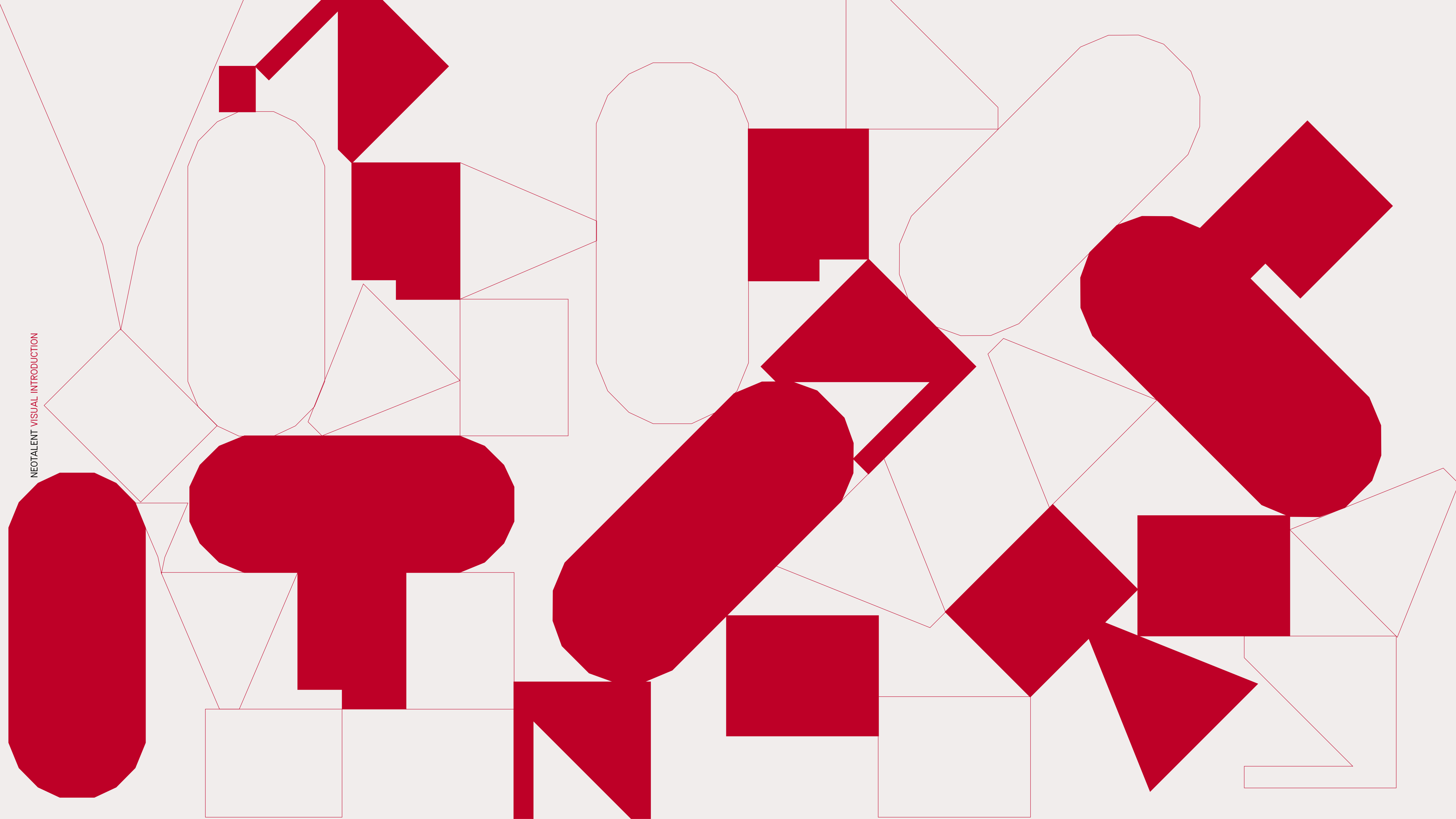


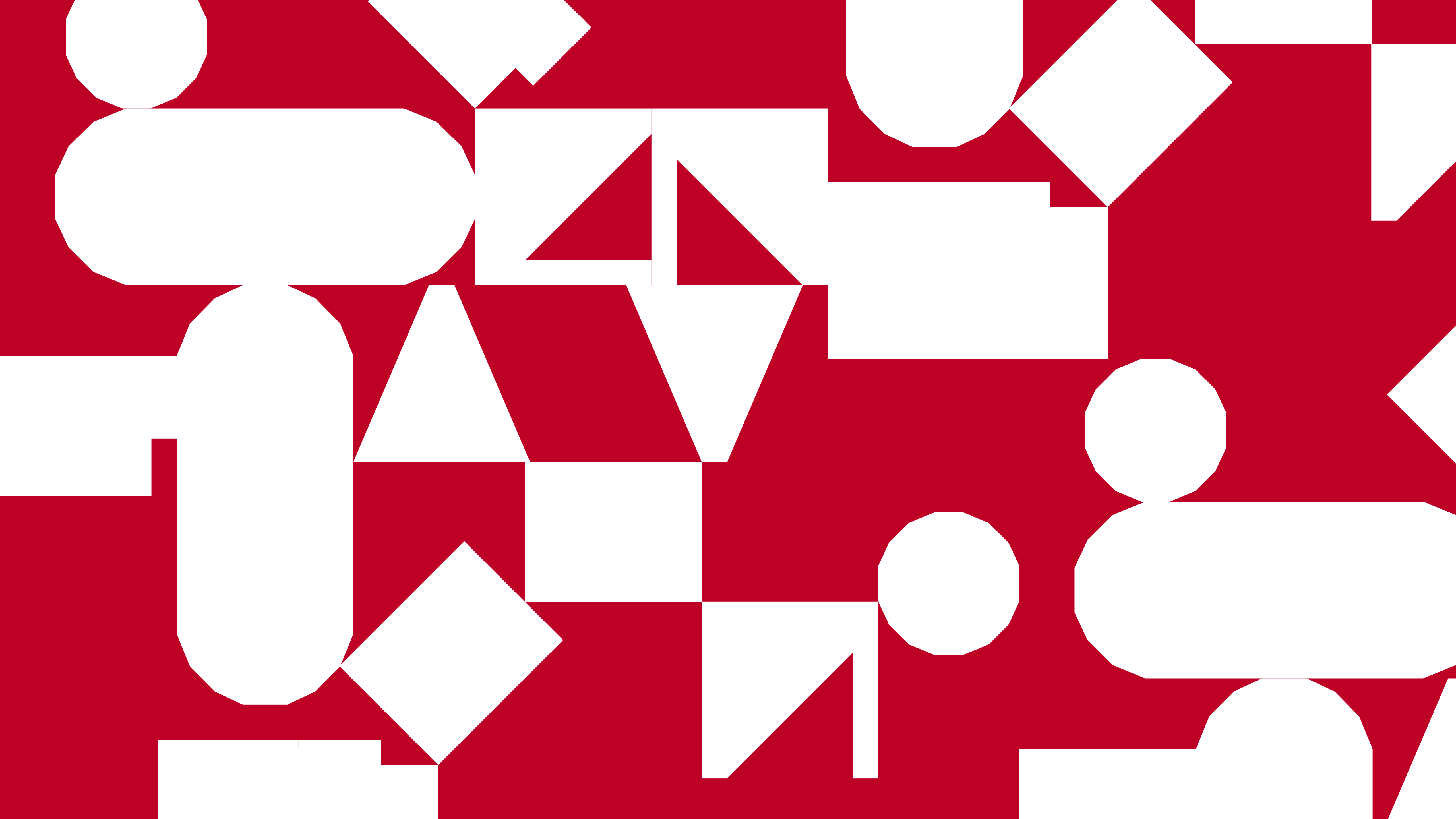
NEOTALENT

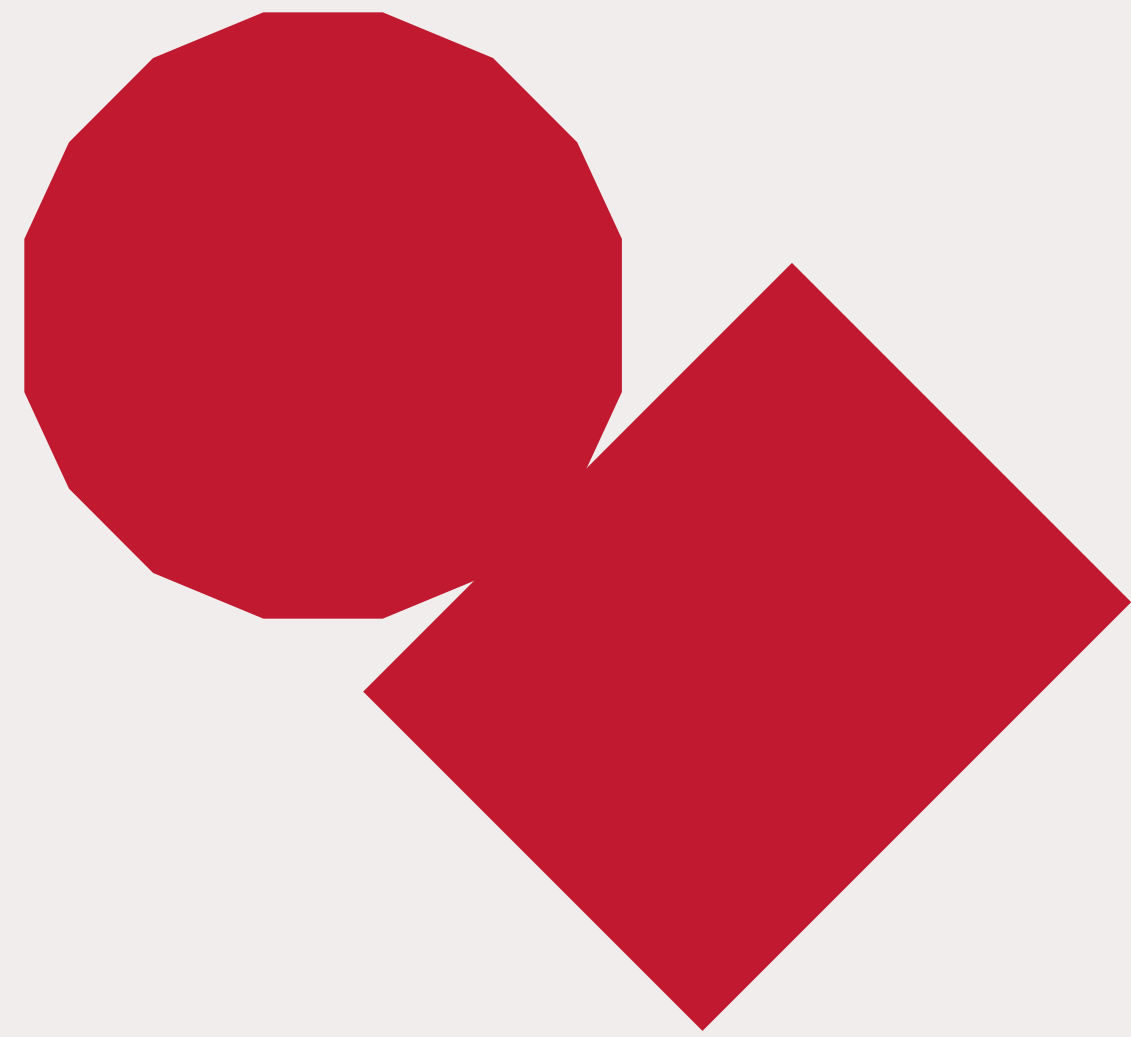




These shapes can
create full-patterns.

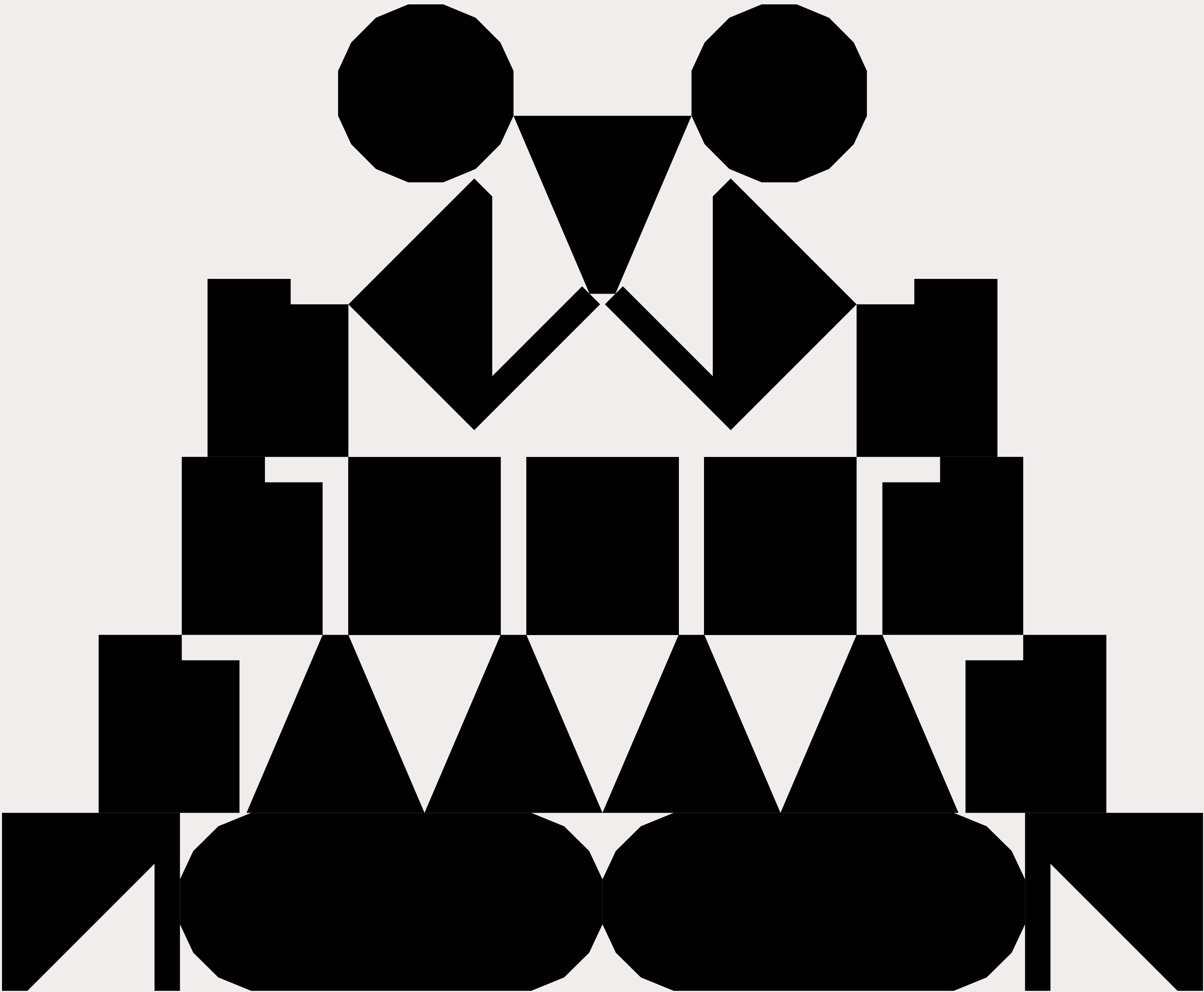






The patterns can serve as spread or frontispiece of presentations, booklets and other brand manifestations, in or out of the available stationary.





04.

Typography

The main typography is **Mad Sans**
In its family, it can be used on only two versions:

Mad Sans Fill Regular

Mad Sans Fill Regular

Mad Sans Fill Bold

Mad Sans Fill Black

Mad Sans Light

Mad Sans Regular

Mad Sans Bold

Mad Sans Black

Secondary Typography

We have an auxiliary type to use in cases of word, powerpoint, excel and web.

Roboto font family

Roboto Light

Roboto Light

Roboto regular

Roboto medium

Roboto Black

Roboto Black Italic

Roboto Black

Roboto mono Light

Roboto mono Light

Roboto mono Light

Roboto mono Medium

Roboto mono Medium

Roboto mono Bold

Roboto mono Medium

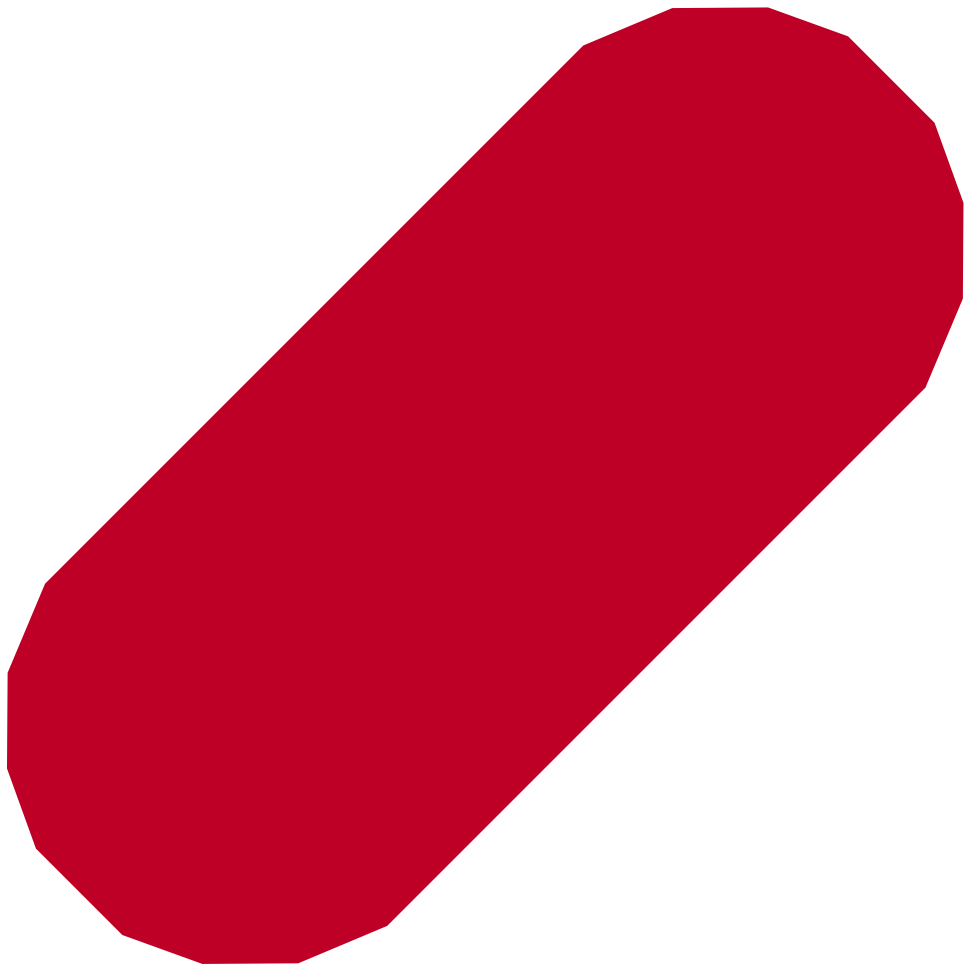
Arial font family

Any variation from Arial type

05. Basic

Colours

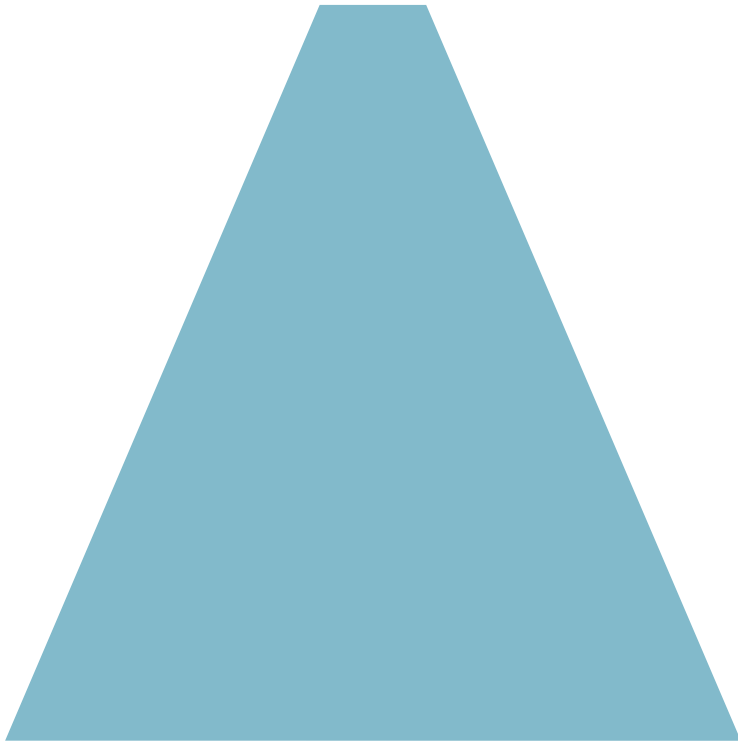
Red



Off White

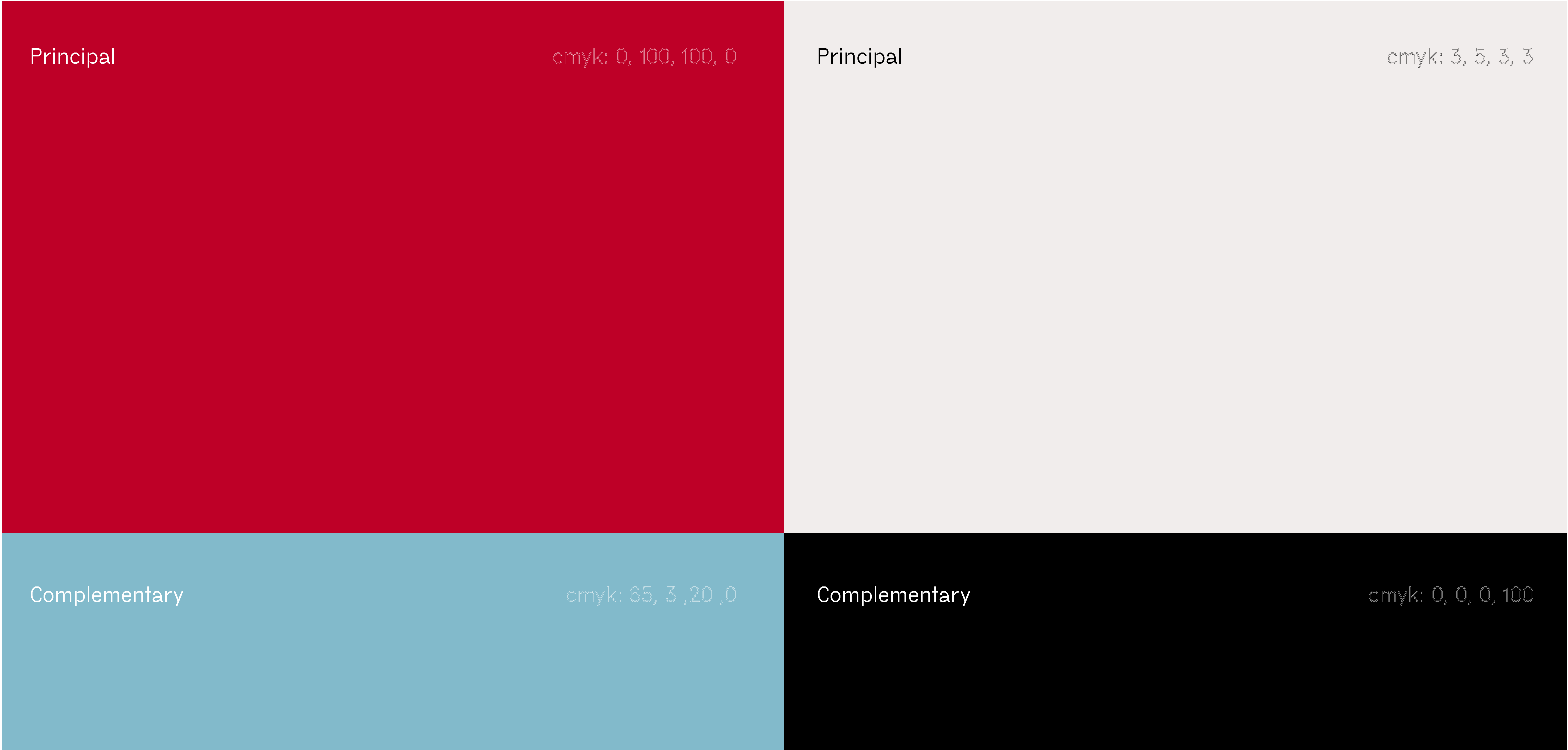


Blue



Black





<div>Principal</div> <div>rgb: 190, 0 , 39</div>	<div>Principal</div> <div>rgb: 241, 237, 236</div>
<div>Complementary</div> <div>rgb: 121, 185, 203</div>	<div>Complementary</div> <div>rgb: 2, 2, 1</div>

NEOTALENT VISUAL INTRODUCTION	<div>Principal032C</div>	<div>Principal663C</div>
	<div>Complementary637C</div>	<div>ComplementaryBlack C</div>

Expansion Colors

Our aesthetics can be represented by a set of additional colours that are complementary to the imagery of responsiveness.

COLOURS

NEOTALENT VISUAL INTRODUCTION



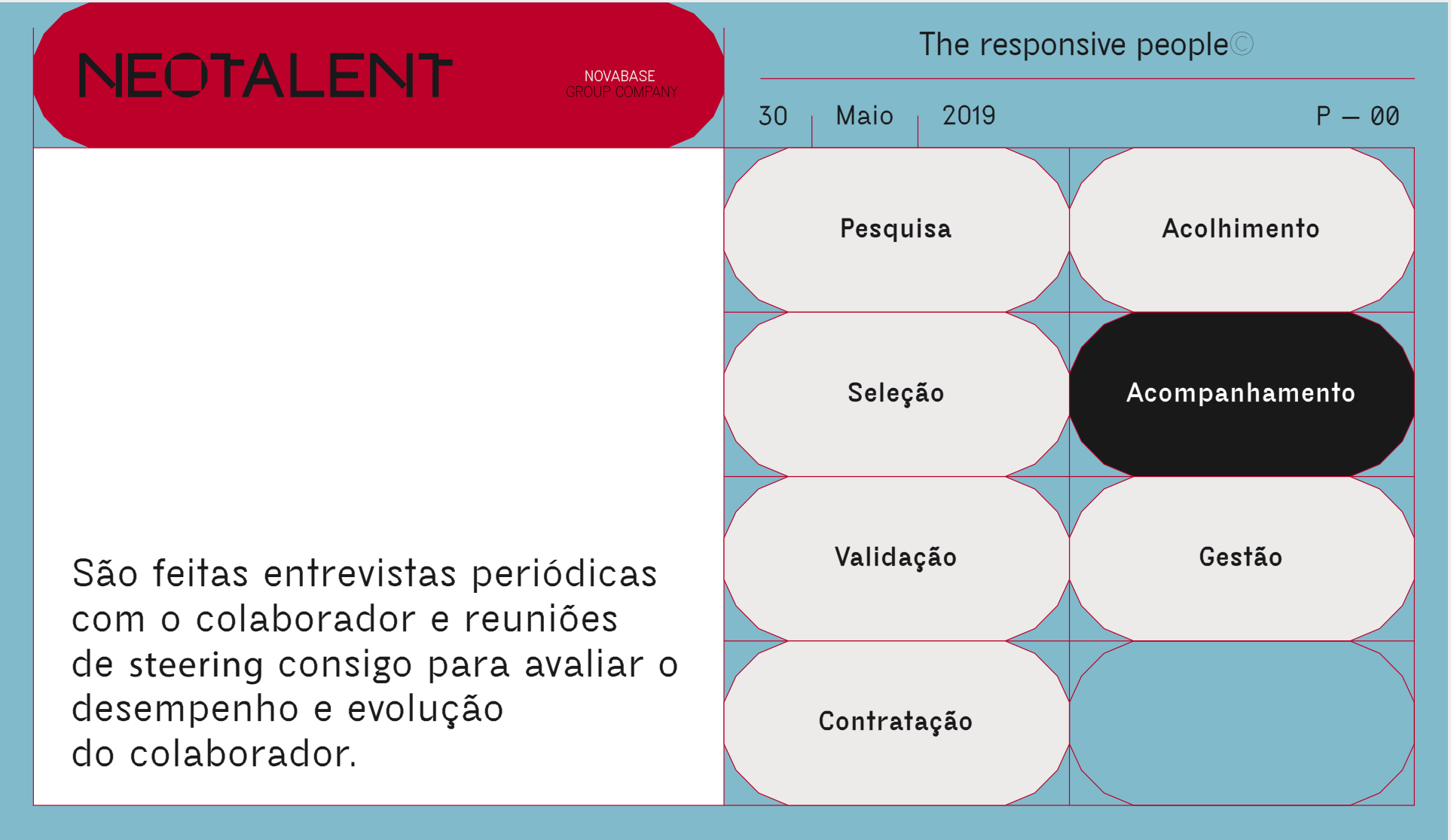
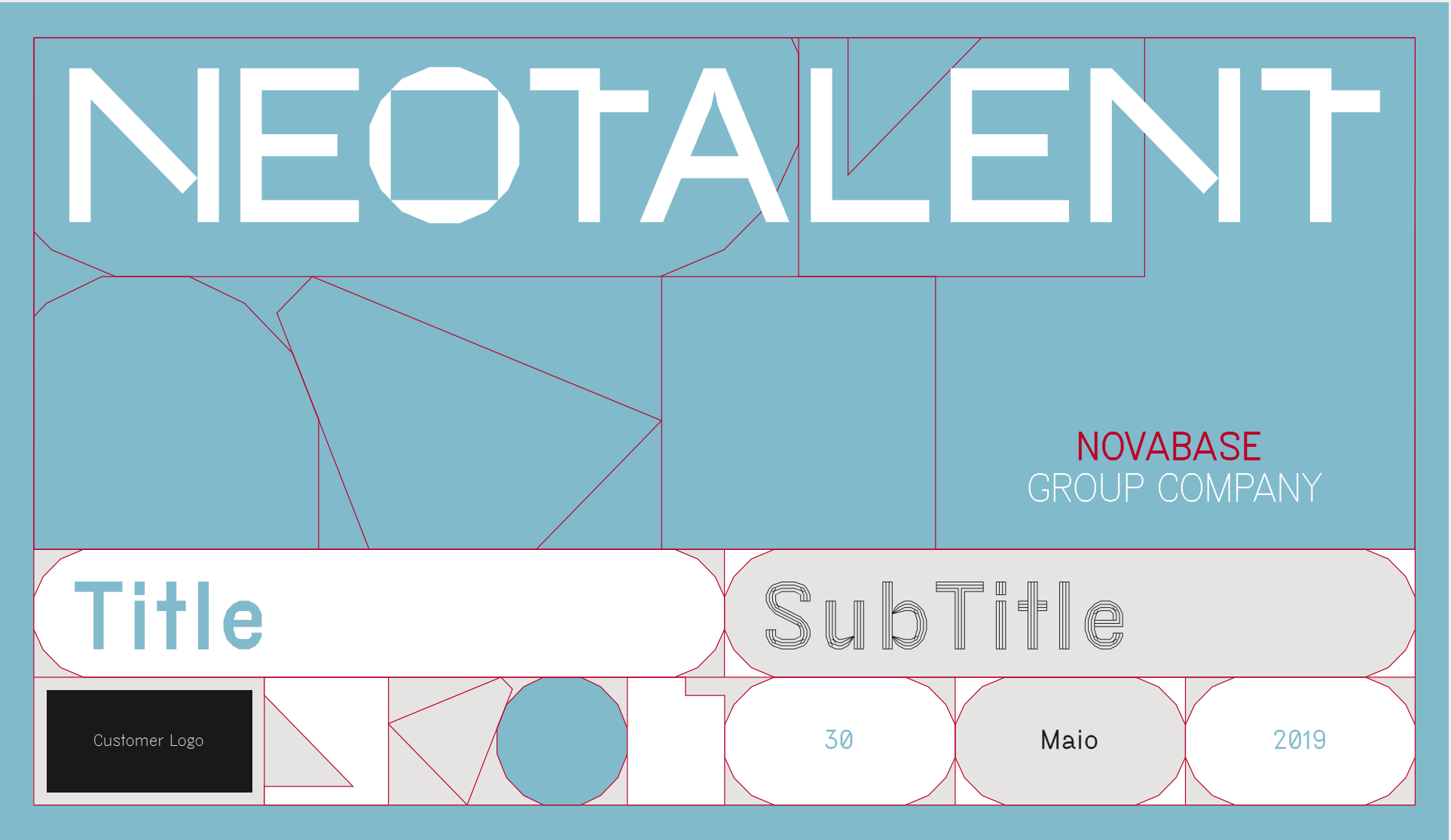
NEOTALENT VISUAL INTRODUCTION

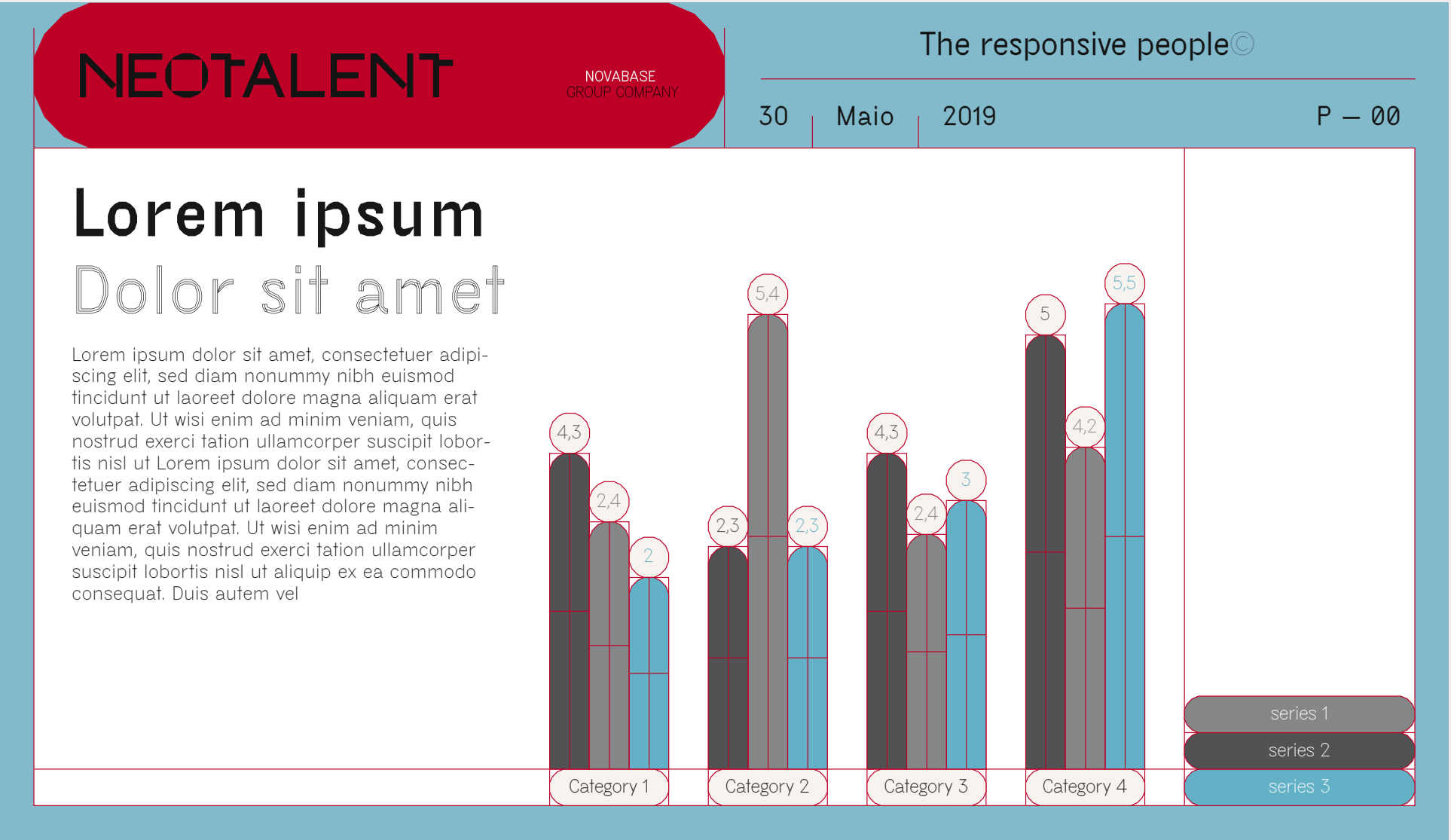


06. Being

Daily Responsive

- Presentation Templates
horizontal
- to be used for
- presentations
 - powerpoint
 - clients
 - Other horizontal formats





4,3

2,4

2

Category 1

2,3

5,4

2,3

Category 2

4,3

2,4

3

Category 3

5

4,2

5,5

Category 4

series 1

series 2

series 3

4,3

2,4

2

Category 1

2,3

5,4

2,3

Category 2

4,3

2,4

3

Category 3

5

4,2

5,5

Category 4

series 1

series 2

series 3

4,3

2,4

2

Category 1

2,3

5,4

2,3

Category 2

4,3

2,4

3

Category 3

5

4,2

5,5

Category 4

series 1

series 2

series 3

4,3

2,4

2

Category 1

2,3

5,4

2,3

Category 2

4,3

2,4

3

Category 3

5

4,2

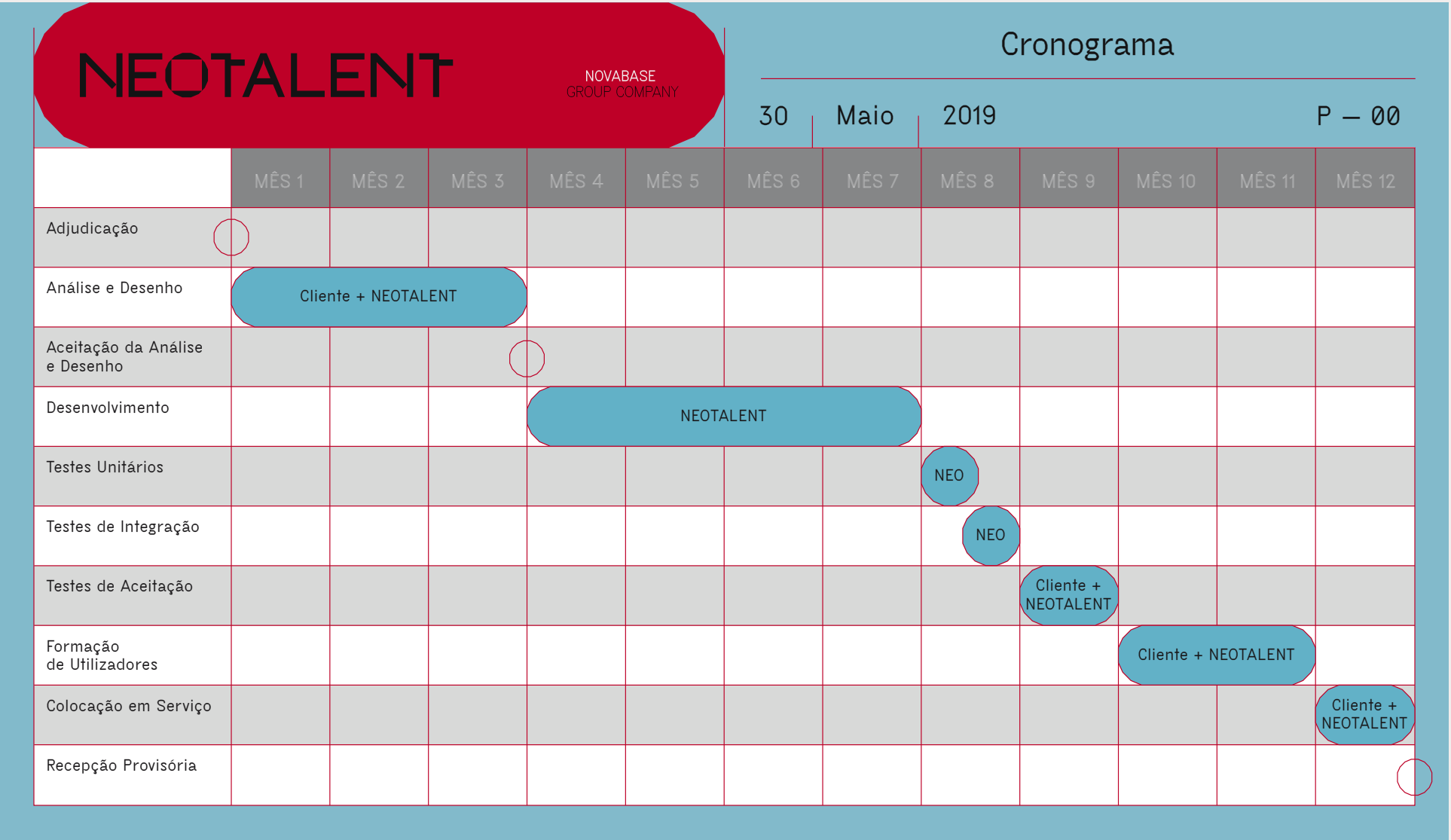
5,5

Category 4

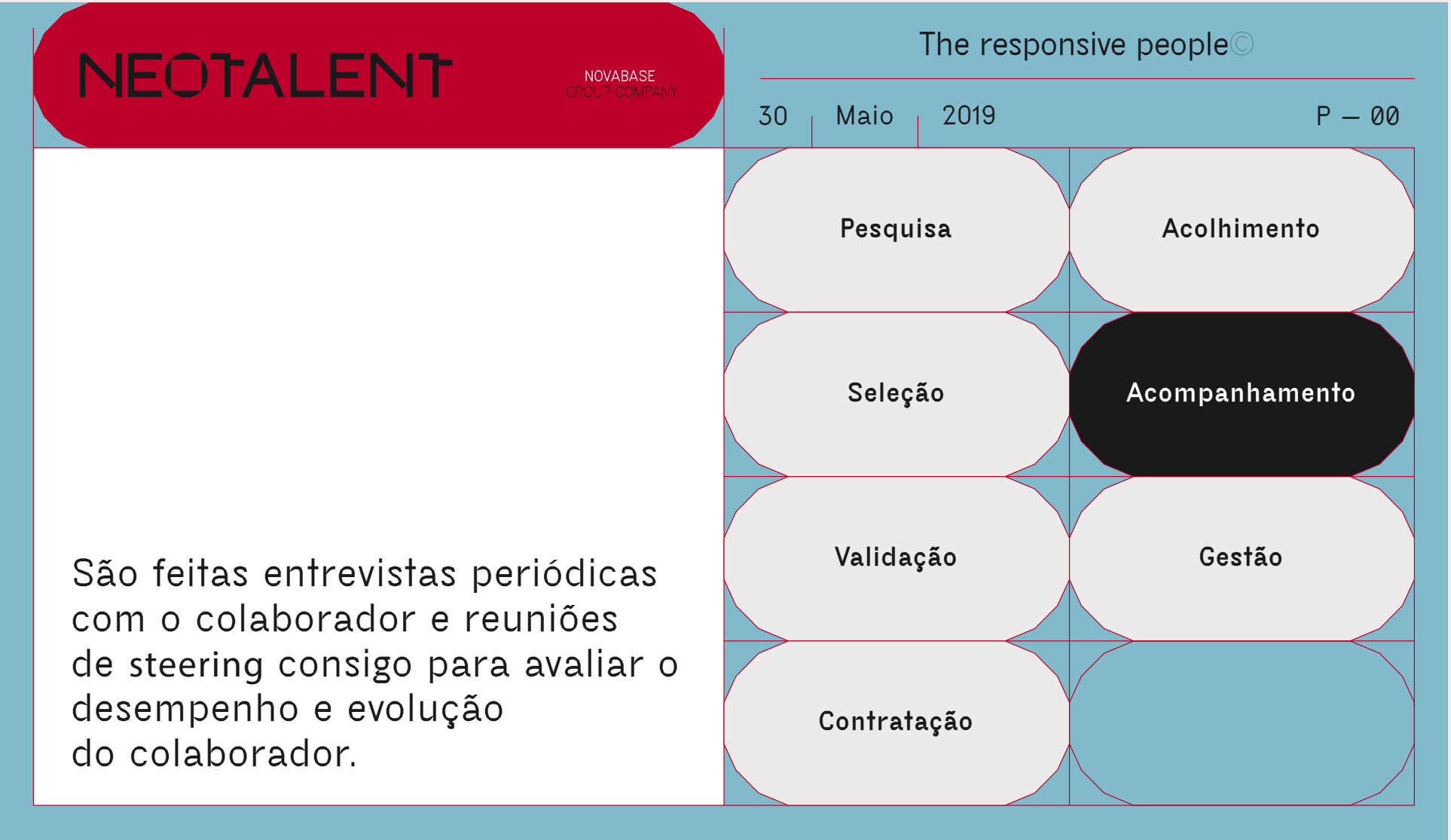
series 1

series 2

series 3



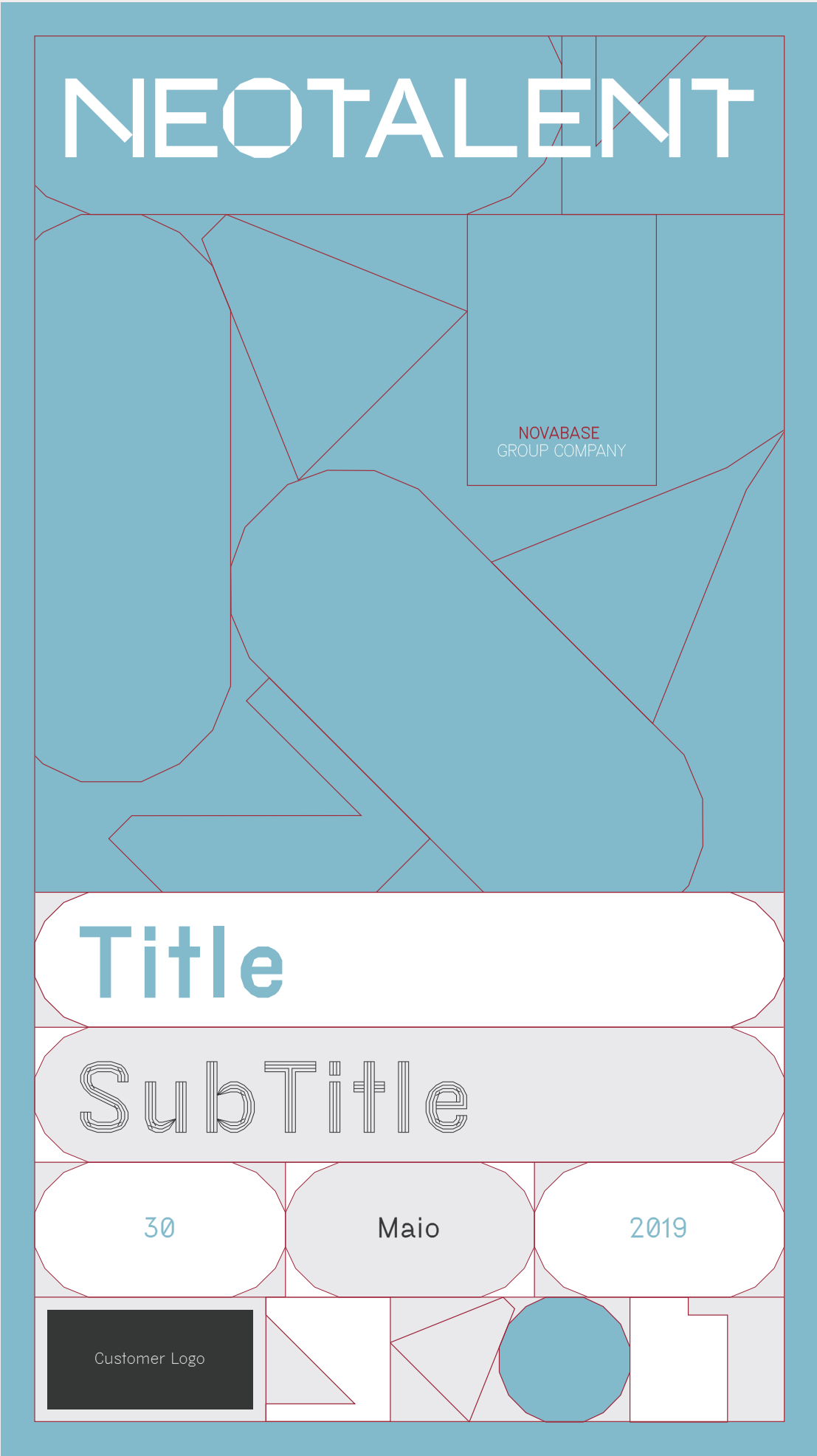
>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



Presentation Templates
Vertical

- to be used for
- Word
 - Other vertical presentation formats

PRACTICAL USE



NEOTALENT

NOVABASE
GROUP COMPANY



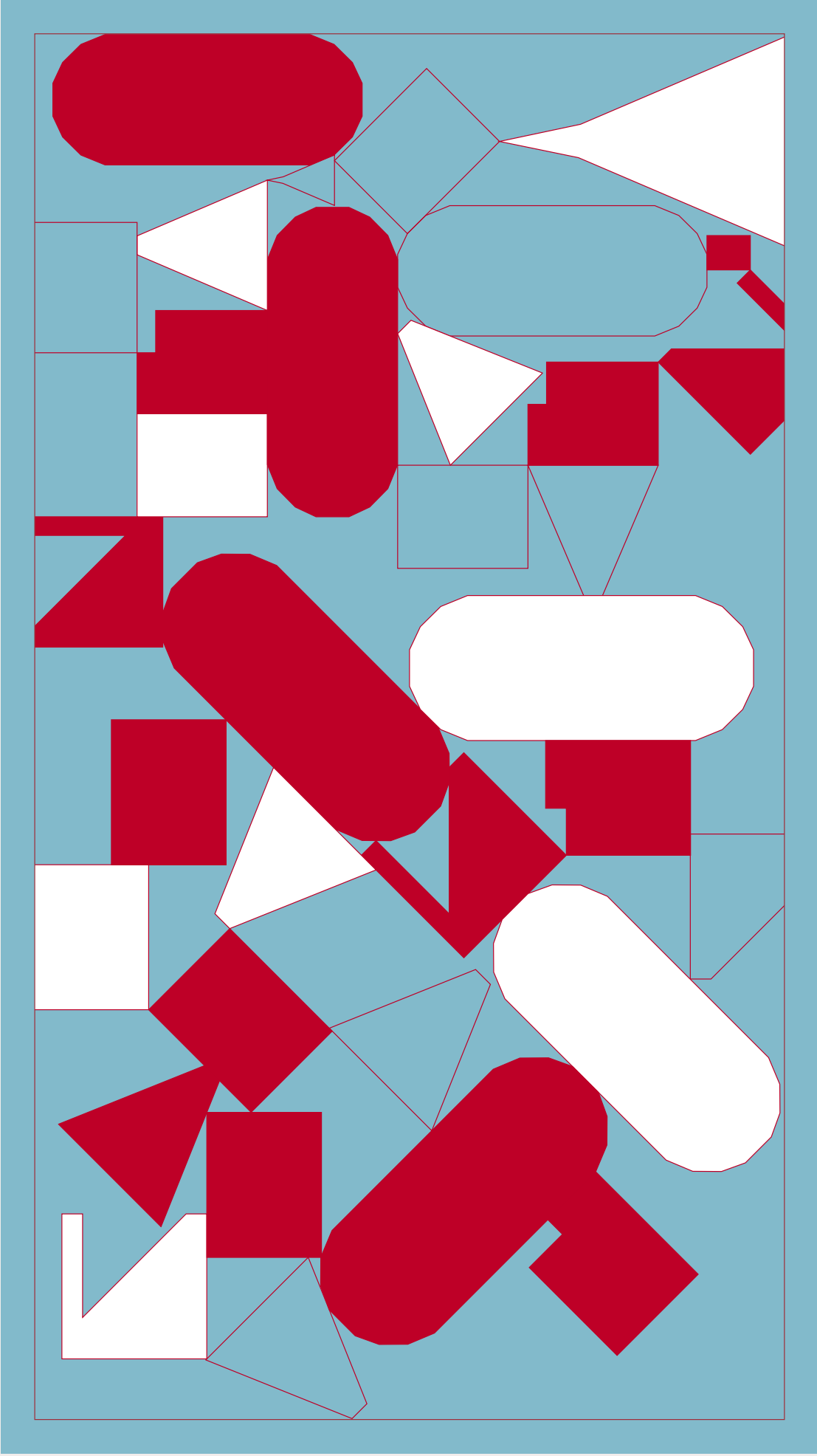
Neotalent®
Cliente

30

Maio

2019

Description here
Description here



NEOTALENT

NOVABASE
GROUP COMPANY

The responsive people

30

Maio

2019

P – 00

Como?

É aí que entra a Neotalent.

Que nos dá conhecimento tecnológico
que nos permite entender melhor
as necessidades presentes e futuras
do seu negócio.

E dá-nos a sensibilidade para compreender
como é que irão evoluir as suas necessidades.



NEOTALENT

NOVABASE
GROUP COMPANY

The responsive people

30

Maio

2019

P – 00

Lorem
Ipsum

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh euismod tin-
cidunt ut laoreet dolore magna aliquam erat vo-
luptat. Ut wisi enim ad minim veniam, quis nos-
trud exerci tation ullamcorper suscipit lobortis
nisl ut Lorem ipsum dolor sit amet, consectetur



07. The “In Your face”

Communication Principle

The truth is that

**This is all about people
and their talents,
about honesty, openness
and the
ability to build trust.**

Overlay on People

Honesty and openness permits us to be very clear and clean on the overlay usage of shapes, message or claim. Because it all tells about the people — firstly, exclusively.

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GROUP COMPANY

COMMUNICATION PRINCIPLE

Old tricks,
future mapping
and new kids on
the blockchain.

WE HAVE A TALENT
FOR THAT.

NEOTALENT

The responsive
people.

Paradigm shifts,
manager anxiety,
and ready
to market goals.
WE HAVE A TALENT
FOR THAT.

NEOTALENT

The responsive
people.

Call centers,
emotion management
and value delivery.
WE HAVE A TALENT
FOR THAT.

NEOTALENT

The responsive
people.

COMMUNICATION PRINCIPLE

NOVABASE
GROUP COMPANY



Overlay on People

When in usage of a simpler message, we stand for a combination of outlined and full colour shapes.

NOVABASE
GROUP COMPANY

COMMUNICATION PRINCIPLE

NEOTALENT

The responsive
people.



NEOTALENT

The responsive
people.

NEO ABILITY TALENT

The responsive
people.

NOVABASE
GROUP COMPANY

NEOTALENT

TRUST

The responsive
people.

COMMUNICATION PRINCIPLE

NOVABASE
GROUP COMPANY

Usage of Graphic and Colour only
The optimisation of patterns and colour can be done, in absence of photographic resources.

NEOTALENT

EXPERIENCE

COMMUNICATION PRINCIPLE

The responsive
people

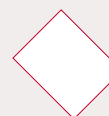
NOVABASE
GROUP COMPANY

NEOTALENT

EXPERIENCE

The responsive
people

NOVABASE
GROUP COMPANY





NOVABASE
GROUP COMPANY

NEOTALENT

ABILITY

The responsive
people

NOVABASE
GROUP COMPANY

We Are
Neotalent

And this is what
the future looks like.

