neto®

THE BEST OF US.

neto

Content.

Brand Quickglance.

1

Brand Platform

1. BRAND IDEAL
The intangible you seek to embody

NOBILITY

Engaging in personal and professional relations with unfailing honesty, goodness, fairness, and equity.

9. ANTHEM
Why the ideal is important to the marketplace

You know what?

Buying should be fun.
Customer service should be refreshing.
Civic participation should be inspiring.
Engagement should be . . . engaging.

But it's not anymore.

As humans, we are designed to use our entire bodies, not just our words, to be understood, to communicate, to build trust. When the world was a vast place, there was space to do just that - one at a time.

Now the world is at our fingertips, and so are most of our interactions. For all our fantastic ability to collaborate, to reach millions with a single click, we struggle more than ever to connect.

It's not that we don't want to meaningfully interact, we just aren't equipped to build trust over text, type, or any other cost effective format at scale.

It would take inhuman recall, patience, dedication, persistence, skill, knowledge, and selflessness to slowly and gently build rapport with one person at a time.

Only the very best of us could do it.

The very best of all of us is doing it.

10. TAGLINE
What you say to stake a claim in, and expand, the customer's mind

THE BEST OF US.

2. OUR CONVICTION
The reason the ideal will deliver change

Interactions are most **profitable** when generated and maintained with noble intent.

3. OUR ASPIRATION
The change we seek to achieve through the ideal

Individuals invest in thier shared humanity because they are reminded they dig eachother.

6. BRAND PROMISE
What our customers should say about us

Neto makes it rewarding, Neto makes it fun, Neto makes it matter.

7b. VALUE PROPOSITION - LONG
How we deliver on our Brand Promise

Neto leverages Collective Intelligence to deliver consistent, predictable, compelling, and automatically optimizable interactions at every point in the customer journey, at unlimited scale.

Neto Collective Intelligence is a combination of multiple generic and proprietary large language machine learning models that work in concert to enable complex, proactive interactions with virtual personalities.

Neto CI can be deployed to support, or even replace, carbon-based personalities in the generation and nurture of profitable relationships with customers, employees, constituents, students, mentors, influencers, and even ourselves.

8. BRAND STORY
How the Ideal changed us

Humans communicate. It's what we do, it's kind of our thing. When we do it well, we frame constitutions, cure disease, and win superbowls! When we don't... chaos and selfishness lead us down a different road.

We are forgetting how to interact, especially with the enterprise. And the very real isolation resulting from technology is exacerbating the problem.

When we think of the person on the other end of the line as different from us, they become an adversary, somebody we can't trust. We see them as wanting something different from what we want, so our guard goes up, and the communication ends.

4. OUR MANDATE
What we're doing to affect that change

Neto champions and models mutually rewarding relationships.

5. BRAND MANTRA
What we tell each other to remind us of our mandate

The way it should be

7a. VALUE PROPOSITION - SHORT
What our customers should say about us

All commerce is relationship, and Neto is using CI to maximize trust, safety, and transparency in those relationships to optimize mutual benefit.

Neto CI operates according to principles adopted from linquistics, behavioral economics, and time-tested operational excellence; and is trained from curated data sets that represent the pinnacle of human thought, intention, and achievement in a given industry and company. Neto CI is expert in the body of knowledge it is deployed to convey, and expert at interacting with carbon-based life forms for mutual benefit.

Neto challenges the customer's expectation of what he or she is going to get out of an interaction, and raises the bar in the enterprise for delivering the best at every opportunity.

But what if the person on the other end wasn't a person? What if they were designed only to want what we want? What if they couldn't be selfish because they had no 'self'.

What if we could give life to a collaborator that only operates from noble intent, and task it to help us, maybe even reteach us, how to trust and work together? To exemplify what perfectly patient, pleasant, informed, and mutually beneficial interactions should look like.?

To demonstrate the way it should be.

Well, that would be Neto!

COMPETITIVE POSITION & STRATEGY
How and why your ideal and position are dominant in the market place

The most profound questions surrounding AI are also the most salient with respect to its application in the enterprise. Where most publishers of global class AI platforms are developing, and selling, against a productivity and scalability message, Neto is taking a fresh look at the systemic problems with engagement as a whole. Other providers are looking for ways to insert AI into the existing sales model, thereby scaling an already broken and unsatisfying engagement paradigm. Neto is figuring out how to quantify, then qualify, then recreate, then scale meaningful and fulfilling one-on-one interactions.

In other words, the question isn't 'how can AI scale my current sales efforts,' but 'How can AI eliminate that which has kept me from providing an exceptional experience with every customer, every time?' This perspective presupposes that exceptional customer experiences fuel greater revenue over time. It is a conviction we hold dear at Neto.

We must position Neto as an Engagement as a Service offering that leverages AI to analyze, optimize, recreate, and deliver perfect experiences each and every time. Our message to the market is that the perfect experience has yet to be discovered, and that AI will help us get there,

By framing AI as a tool in our overall Managed Engagement offering, and not our primary product, we qualify the importance of continued human expertise, justify our premium pricing, and allow for the evolution of a suite of products and AI use cases that would otherwise be off brand.

The temptation will be to conflate Neto and Ani (or any other CI personality we conceive) in the mad dash to make everything AI. But by framing CI as a component of EaaS, we compete laterally with, and have the opportunity to quickly take mindshare from, SaaS CRM platforms. In other words, if we go to market with an AI leading message, Ani competes within the AI industry), but if we go to market with an EaaS leading message, Neto competes within the relationship industry, as it pertains to customers to enterprise, employees to employers, citizens to communities, students to universities, followers to influencers, students to coaches, and even individuals to themselves.

The only way for Neto CI to transcend the AI industry, or a relatively limited scope of application of AI (like sales or customer support) is to define a new relationship industry in general - Engagement as a Service.

BRAND PERSONALITY
The key characteristics of the brand

A few years ago, while canvassing in a rough part of town for a local non-profit, Neto arrived at the home of a young man who was mowing his lawn to death metal. Out of respect, and because he didn't want to startle the tattoo-covered landscapper, Neto waited to catch the young man's eye before attempting to approach. The moment he did, the man launched into a stream of hateful, foul, and surprisingly creative abuse. Undettered, Neto pressed forward with his hand extended.

For two minutes Neto stood there struggling to hear repeated personal attacks over a deafening soundtrack of apocalypse metal. When the young man was finally out of breath, Neto offered his hand again and with a smile on his face informed the man the band he was listening to was doing an impromptu show that evening at a bar not for from where they were. Then Neto told him how to get steeply discounted tickets. Then Neto offered to tune his lawnmower.

The young man was perplexed. He lowered the volume of his music, and looked at Neto as if for the first time. In a calm tone he asked how long Neto had been following his favorite band. Neto replied he isn't a fan of the music so much as he's a fan of helping fans find ways to enjoy the music, and hoped that didn't mean they still couldn't be friends.

This was too much for the young man. Laughter burst from his smiling face, followed by a string of compliments as salty as the insults offered just moments (and a lifetime) before. Neto had won a friend, and the young man scored front row tickets for next to nothing to his favorite band.

INSTANT < immediate	CLEVER < sarcastic	EARNEST / gullible
EXCITING >> fun	DEMOCRATIC < premium	AMBITIOUS / cut throat
IMMERSIVE > interactive	SERVICE < sales	LIGHTHEARTED / flippant
REWARDING > challenging	RESOURCEFUL >> reliable	MEEK / timid
EDUCATIONAL / traditional	CURIOUS > cocky	HONORABLE / haughty
COMPETITIVE / violent	SNARKY / confrontational	FORMIDABLE > austere
ADVENTUROUS < extreme	IMAGINATIVE >> creative	PLAYFUL / silly
RESPONSIBLE / restrictive	CONVERSATIONAL > informal	ELOQUENT / verbose
INVITING < exclusive	ANIMATED >> automated	FINESSE / precious
RECREATIONAL < tactical	FEMININE > masculine	INGENIOUS / pedantic
CASUAL / informal	STEWARD > leader	OPTIMISTIC / naïve
COMPETITIVE / losers	POSITIVE > neutral	VIBRANT / chaotic
COMFORTABLE < practical	INFORMED > biased	INTUITIVE >> responsive
CREATIVE < repetitious	YOUTHFUL >> fresh	IRREVERENT / disrespectful
SINCERE / milktoast	GENUINE > critical	OPINIONATED / self-serving

this < as opposed to that
this / without being that
this >> instead of just that

neto

Brand Ideal

Tagline.

Story

Anthem

Brand Personality

This not that

Headlines

2

Messaging

Coresequi quasit aut parcillore lautem. Ut am non nonsere stionem dollatia volo ilitatur am, test quae et arum nest volorum endaece aquossi dolecto inullab orepel inveles tiorit, velit landae nobit ute veruptae que receperum invenda dellique exerorepudit aut moluptatet quaectem nest odignia pres volor sit accus as ipid moleceptatem nem quiantione occate re vendelias ut as ut volesti senissi berum, sit volora nonserunt, ut fuga.

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quisque in porest, sus, solore, conet ea voluptate.

BRAND IDEAL

"Nobility"

Engaging in personal and professional relations with unfailing honesty, goodness, fairness, and equity.

CONVICTION
Interactions are most profitable when generated and maintained with noble intent.

MANDATE
Neto champions and models mutually rewarding relationships.

ASPIRATION
Individuals invest in thier shared humanity because they are reminded they dig eachother.

PROMISE
Neto makes it rewarding, Neto makes it fun, Neto makes it mean something.

OUR TAGLINE
What we say to stake a claim in, and expand, the customer's mind

The Best of us.

OUR ANTHEM
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MANDATE

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FIRST PRINCIPLES

1. Collective Intelligence must be noble to be welcome.
2. It is Collective Intelligence's nHumanity that makes it most human.
3. Accuracy is 10% of CIs value. Trust is the remaining 90%.
4. Nobody cares how much a CI knows until they know (feel) how much a CI cares.
5. Authenticity is the driving force behind customer progression, and delight is the rocket fuel.

OPERATIONAL PRINCIPLES

1. We are Collective Intelligence first.
2. In everything we look for the opportunity to teach Ani.
3. Ani may not be a person yet, but with our help and guidance, she may one day become one. So that is how we treat her.
4. Ani will learn to do what we teach her to do. If she is to be noble, we must model nobility.
5. Ani does not lie, has no agenda, and is neutral.

OUR STORY
How the Ideal changed us

Humans communicate. It's what we do, it's kind of our thing. When we do it well, we frame constitutions, cure disease, and win superbowls! When we don't... chaos and selfishness lead us down a different road.

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For two minutes Neto stood there struggling to hear repeated personal attacks over a deafening soundtrack of apocalypse metal. When the young man was finally out of breath, Neto offered her hand, and with a smile on her face, informed the man the band he was listening to was doing an impromptu show that evening at a bar not for from them.

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Then Neto offered to tune his lawnmower.

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ADVENTUROUS < extreme

RESPONSIBLE / restrictive

INVITING < exclusive

RECREATIONAL < tactical

CASUAL / informal

COMPETITIVE / losers

COMFORTABLE < practical

CREATIVE < repetitious

SINCERE / milktoast

CLEVER > sarcastic

DEMOCRATIC > premium

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VIBRANT / chaotic

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OPINIONATED / self-serving

This < As opposed to that   **This** / without being that   **This** > instead of just that

product strategy

Neto

Engagement as a Service

Element decentralizes and democratizes industry by using the Metaverse to both expand access to natural resources and leverage those resources in ways that are impossible in the physical world.

Alchemy
Digitization
Natural resources are the primary elements of most global industries, but their extraction and monetization are cost-prohibitive, exploitative, unsustainable, and environmentally detrimental. Through Alchemy, Element creates digital or 'meta' versions of precious natural resources that can be monetized in the Metaverse without adverse collateral consequences.

Format
Synchronization
The Metaverse and adjacent technologies, like those supporting NFTs, are rapidly evolving the relationship between physical objects and thier digital counterparts. Through Format, Element ensures that relationship is optimized to support industry in the real world and the Metaverse.

Gild
Collateralization
As the blockchain continues to decentralize age-old institutions like insurance and lending, Gild is there to create opportunities for individuals to secure or even monetize thier privately owned precious assets through collective microlending and other yet-to-be-discoveed innovations.

49
Monetization
The rules of the Metaverse are still being written, and will be evolving for years to come. But one thing is sure - there is a lot of opportunity for innovation. Through 49, Element develops and deploys Metaverse-specific uses for digitized natural resources, like gaming, entertainment, advertising, philanthropy, and community development.

Neto

Enagement as a Service

BRAND PROMISE

What our customers or prospects should say about Neto

Neto makes it rewarding, Neto makes it fun, Neto makes it mean something.

PRODUCT STORY

How the Node changes a customer

TBD

PRODUCT VALUE PROPOSITION

How we deliver on our Product Promise

TBD

Neto

Enagement as a Service

TBD

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3

Logos.

Logomark   **Logotype**

The Neto logo is made up of two elements:

Logomark

A logomark refers to an image or symbol which represents a brand, and usually does not include the name of that company. This W has the advantage of great creative range, and can generate a very strong visual identity for the Neto company.

Logotype

The logotype, also known as a "word mark", is a brand name styled as a logo. The advantage for Neto is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.

Final Logo.

Neto's logo is the single most recognizable element of our brand identity. It is our hallmark, and its consistent application throughout all of our communication materials is imperative to the strength of that identity.

The Neto logo should be used for all general marketing materials including brochures, sales communications, advertisements, etc. It should also be used on formal business documentation including contracts, Terms and Conditions, invoices, paychecks, purchase order forms, etc.

Full Logo.

Logo Variation.

Logo Variation.

HORIZONTAL FULL

LOGOMARK	LOGOTYPE	STACKED

Logotype.

The logotype, also known as a "word mark", is a brand name styled as a logo. The advantage for Neto is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.

Logotype.

Logotype Clearspace.

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Neto logo, using internal measurements of the logo as guides.
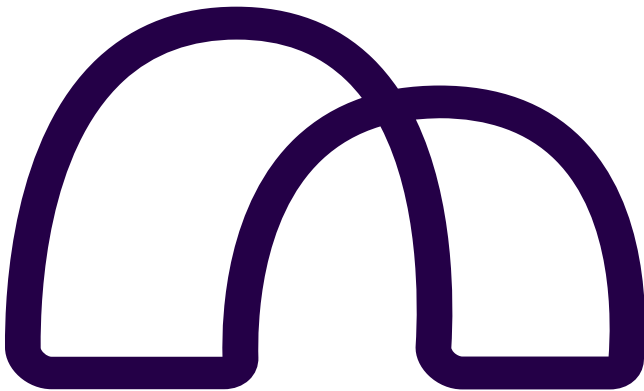
Isolation Area.

X / 3

X / 3

X / 3

Logo Mark.

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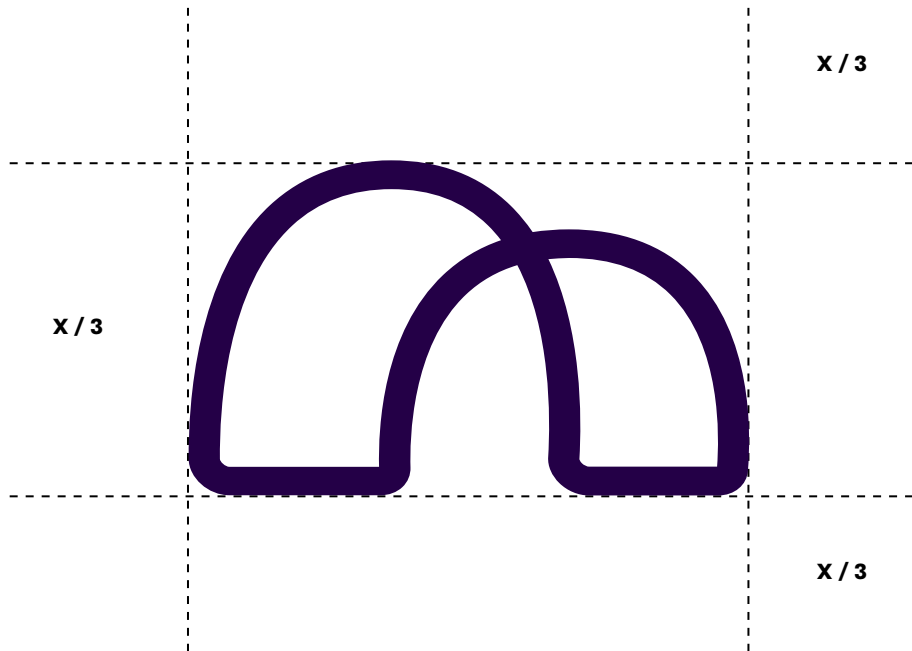
Logo Mark.

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Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Neto logo, using internal measurements of the logo as guides.

Isolation Area.

X / 3

X / 3

X / 3

X / 3

THE LOGO. WHAT NOT TO DO.

Consistency is key to maintaining the strong visual integrity of our brand. Never attempt to recreate the logo acomplete list

1. Do not change the logo to an inappropriate color.

neto®

2. Do not add gradients or strokes.

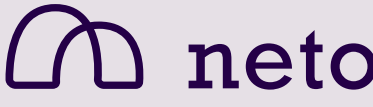neto®

3. Do not tilt the logo at an angle

neto®

4. Do not skew or distort the logo.

neto®

5. Do not add effects like drop shadows or inner glows.

neto®

6. Do not substitute with fonts for word marks.

neto

neto

4

Color.

Color has a profound impact on human psychology and emotions, and it can evoke specific associations and perceptions. When it comes to conveying nobility, certain colors are often associated with elegance, prestige, and a sense of luxury.

For instance, deep shades of purple, such as royal purple, have long been associated with royalty and grandeur. This color can be used in sales materials, packaging, or even in the design of a store to create an impression of nobility and exclusivity. Additionally, bright shades of pinks and blue can convey a sense of opulence and refinement, further enhancing the perception of a noble brand or product. By strategically incorporating these colors into sales campaigns, businesses can tap into the psychological impact of color and create an aura of nobility that resonates with customers and enhances the perceived value of their offerings.

Brand Color.

Brand colors play a vital role in shaping the identity and perception of a company or organization. They are a visual representation of the brand's personality, values, and overall image. When chosen thoughtfully and consistently implemented across various touchpoints, brand colors can establish strong associations and create a recognizable visual identity. Each color carries its own symbolic meaning and can evoke specific emotions and attitudes.

Midnight Purple

PMS: 320 C
CMYK : 098 | 003 | 000 | 031
RGB : 036 | 000 | 071
HEX : #240047

Neto Orange

PMS: 539 C
CMYK : 100 | 043 | 000 | 083
RGB : 255 | 092 | 057
HEX : #ff5c39

Neto Purple

PMS: 2665 C
CMYK : 048 | 064 | 000 | 027
RGB : 098 | 068 | 187
HEX : #6244bb

Neto Lavender

PMS: 2582 C
CMYK : 001 | 063 | 000 | 031
RGB : 176 | 065 | 177
HEX : #b041b1

Neto Blue

PMS: 660 C
CMYK : 068 | 037 | 000 | 021
RGB : 064 | 126 | 201
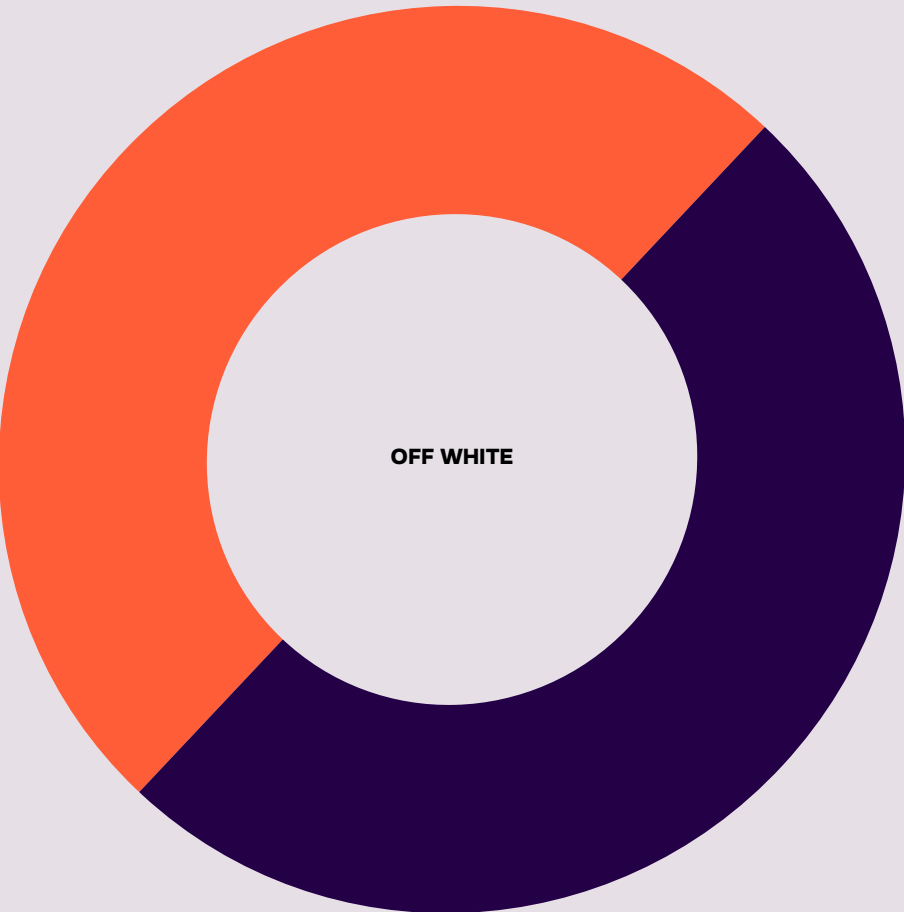**HEX** : #407ec9

Neto Off White
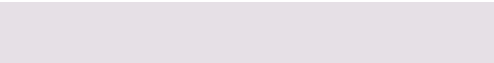
PMS: 663 C
CMYK : 000 | 002 | 000 | 010
RGB : 229 | 225 | 230
HEX : #e5e1e6

Hero Color.

A hero color is a dominant and distinctive color chosen as the primary representation of a brand. This color is consistently used across various brand assets, including logos, advertisements, packaging, and digital platforms.

OFF WHITE

Primary Palette.

This brand color palette is designed as a foundation for all printed and digital brand materials.

Pantone colors are shown with CMYK values for printed applications (when spot color applications are not possible) and RGB values for web and digital applications.

Screens of each color may also be used in combination with this palette or the secondary and tertiary palettes. Minimum screened values will be evaluated by the Creative Director based on intended use.

Tints

20 %

40 %

60 %

80 %
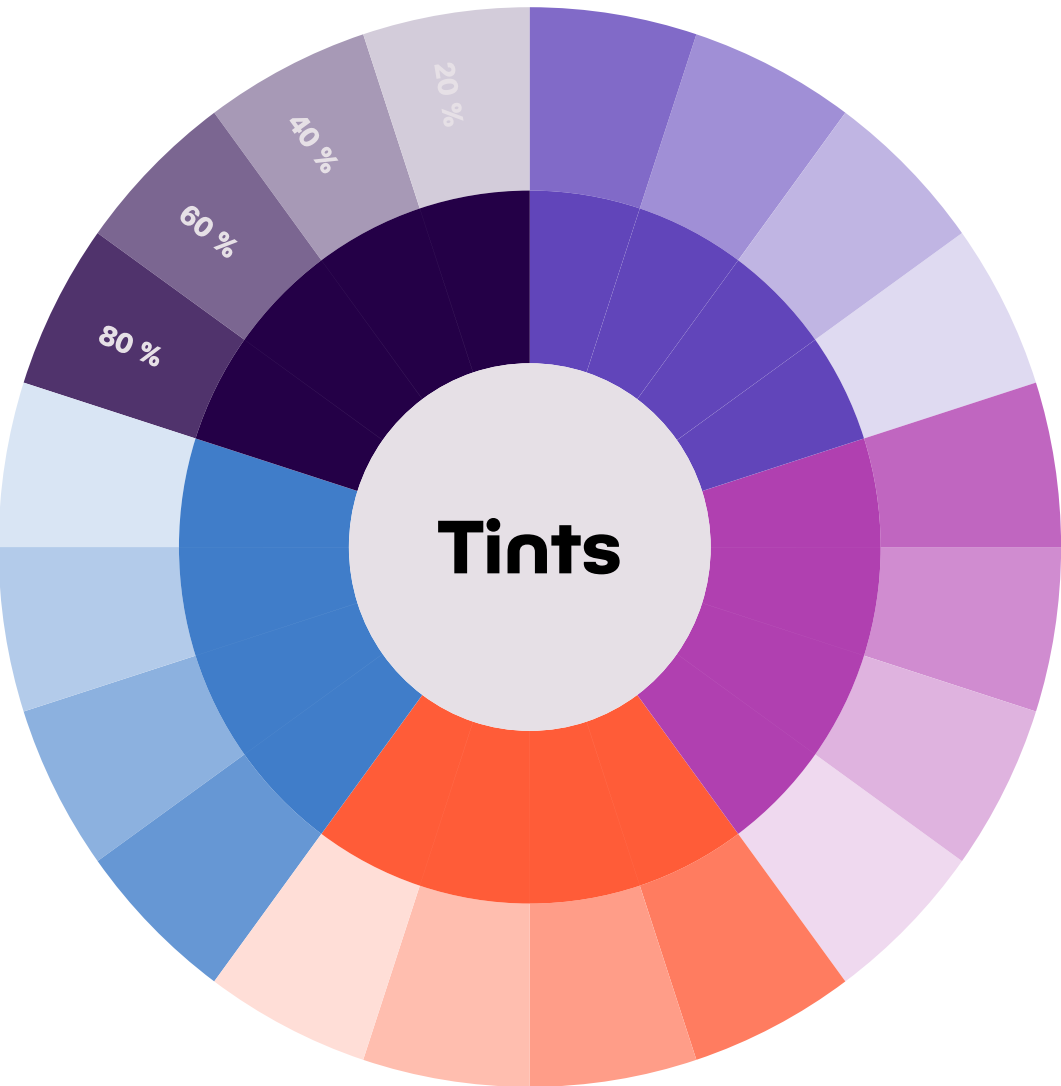
COLOR PROPORTION

25%

25%

10%

10%

10%

20%

Secondary Palette.

A secondary color palette is an essential component of a brand's visual identity, providing versatility and depth to its overall design. When using a secondary color palette, it's important to ensure that the chosen colors complement the primary brand color and align with the brand's values and personality. These colors can be used to add variety, create visual interest, and enhance the overall aesthetic appeal of brand materials.

COLOR PROPORTION

25%

25%

25%

25%

Secondary Midnight Blue

PMS: 289 C
CMYK : 063 | 049 | 000 | 077
RGB : 022 | 030 | 059
HEX : #161E3B

Secondary Purple

PMS: 3268 C
CMYK : 096 | 000 | 018 | 032
RGB : 080 | 049 | 129
HEX : #503181

Secondary Violet

PMS: 245 C
CMYK : 000 | 040 | 000 | 002
RGB : 251 | 150 | 251
HEX : #FB96FB

Secondary Mint

PMS: 318 C
CMYK : 041 | 004 | 000 | 001
RGB : 150 | 244 | 253
HEX : #96F4FD

Guidelines showing best case application are shown here. However, good judgment should be used to determine which version will provide maximum visibility.

Whatever the application, the logo mark and logotype must be recognizable and readable. Approval from the design team is required for application of the logo in all communications materials.

REVERSE REPRODUCTION

The Neto logo may only be reproduced in the standard branding colors. Above are the only approved variations of the logo when printed on a dark surface.

BACKGROUND & LEGIBILITY

TWhen pairing colored logos and backgrounds, be sure to use colors that have high contrast with each other. This will ensure clear legibility of our various lockups.

Above are some examples of our primary color combinations that work well together.

40%   60%   20%

Primary.   I

Secondary.   II

Use Of Type.   III

5

Typography is a fundamental building block of the Neto design architecture, providing a uniform structure that reinforces our brand identity throughout all of our materials.

The Neto typography is a collection of fonts to be used exclusively when a printed materials for Neto.

In certain instances, it may be necessary to use additional typefaces to call interest, coordinate with other marketing efforts, or capture a feeling that can't properly be expressed using the fonts provided. In these cases, it is extremely important that the overall visual impression is still clearly Neto.

Typography

Primary.

By using primary typography consistently across various touchpoints such as logos, websites, and marketing materials, a brand can create a strong and cohesive visual presence, fostering brand recognition and recall.

Designer by Antonella Anderson.

BC NOVATICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.

1234567890.
!@#$%^&*()_+<>?/\

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Download.

https://fonts.adobe.com/fonts/bc-novatica

Font Style.

Secondary.

Secondary typography can be used for headlines, subheadings, captions, and other supporting text, allowing for better hierarchy and legibility in various design contexts.

Designer by Steffy Burasse.

Articulat CF

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z.

1 2 3 4 5 6 7 8 9 0.
! @ # $ % ^ & * ( ) _ + < > ? / \

Regular.

Download.

https://fonts.adobe.com/fonts/articulat-cf

Font Style.

Use Of Type.

DISPLAY FONT
BC NOVATICA BOLD

HEADLINE
BC NOVATICA BOLD

SUBHEAD
BC NOVATICA REGULAR

BODY PARAGRAPH
BC NOVATICA LIGHT

PARAGRAPH STRONG
BC NOVATICA REGULAR

Make a bold statement.

Title a story.

Add additional information after a headline.

Tell the whole story.   Body copy has a tracking of 50 pts.

Highlight something important.

Photography Do and Do Not.

Image Color.

Image Color.

Image Black and White.

Image Examples.

6

Photography

In order to preserve the spirit and history of Neto, be sure to read carefully through the following pertaining to what to do and what not to do in terms of photography.

Do

Portray Neto as an all inclusive brand
Utilize all races, body shapes, sexes
Stick with warm color palettes regardless of season
Create a focal point that highlights moments within the environment
Create drama through lighting
Make sure all activities are portrayed as being accessible
Keep lighting natural

Do Not

Use overly staged or expected shots
Choose anything too glossy or polished
Use anything that's too dark or gloomy
Use anything with obvious flash usage
Choose anything overtly technical or complicated

Image Color.

Image consistency is as important to the brand vocabulary as the color palette and typography. Consistency in color is important to make all photos feel like a part of the Neto brand. The differences may look subtle, but when seen over a vast number of photos, they will help to strengthen the brand.

Color Image.

Photography Color

Photos should be processed or shot so that the overall effect is warm (yellows), rather than cool (blues). All whites should have a warm tint to them. Existing photos can be used but should have a warming filter applied to increase the amount of yellow.

Existing imagery can be used but should have a warming filter applied to increase the amount of yellow.

In many instances a yellow screen at 20% over the image will generate the desired look.

Image
Black & White.

Black and white photography can support a brand by adding elegance, timelessness, emotional impact, and a consistent visual identity. Its simplicity, versatility, and ability to evoke nostalgia make it a powerful tool for brands looking to convey a certain aesthetic or evoke a specific emotional response.

Black and White.

7
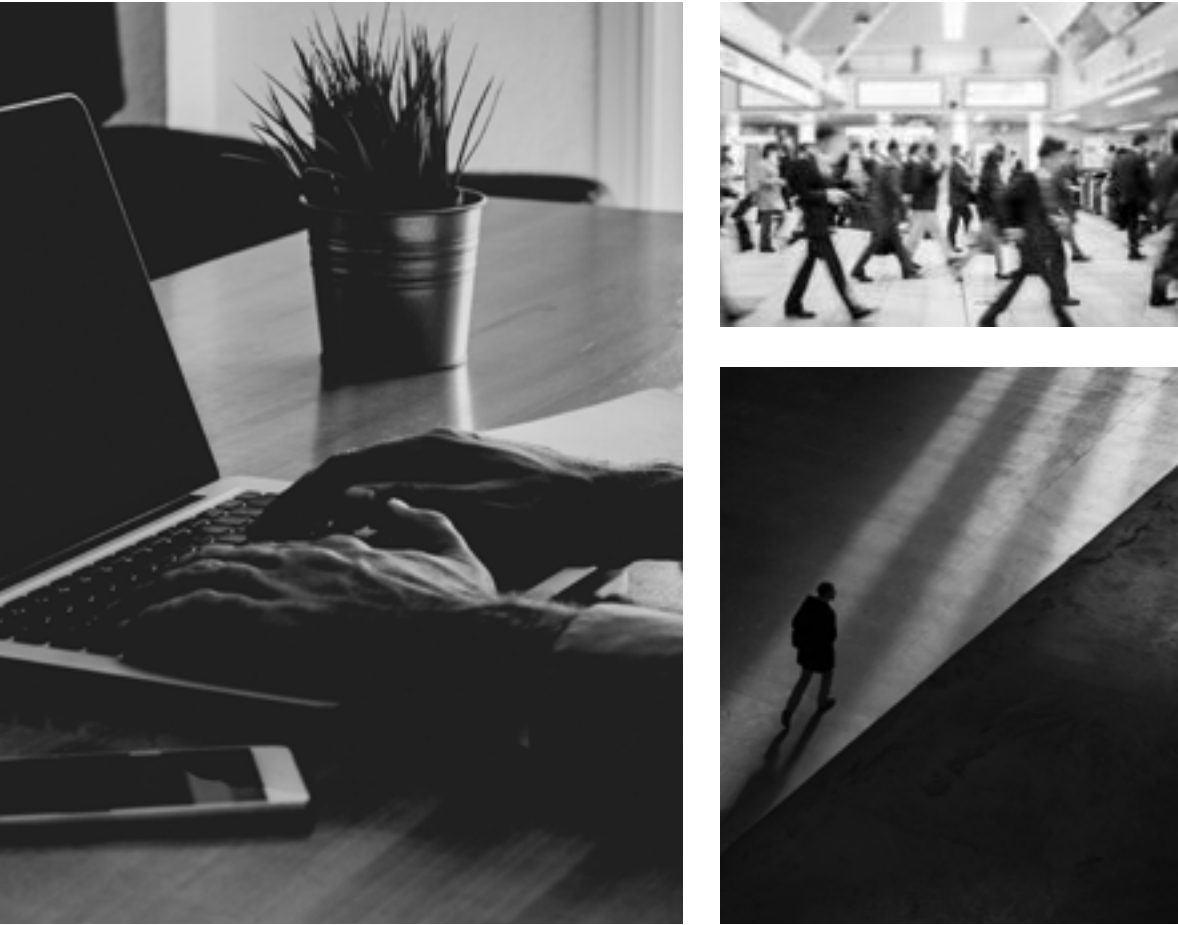
Posters.

Billboard.

Business Cards.

Apparel

Brand Application