



Brand Guidelines



neuroevent**labs**

The material developed using this brand guideline must be subject to local medical and/or regulatory review and approval prior to use and/or external distribution. Follow the instructions in SOP-031 to obtain reviews and approvals from the Content Review Board.

The purpose of this brand book is to provide guidance to all Neuro Event Labs employee on how to build and maintain a unified, ownable, and successful brand identity around the world.

A globally consistent brand identity is key, and by following these guidelines, you will bring the brand to life through building a seamless experience and a positive perception of Neuro Event Labs (NEL).

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1.0 Logos

Brand identity assets are the comprehensive set of tools that define and communicate our visual, verbal, and sensory identity. These include not only the tangible things we can see and touch (such as logo, color, and typography), but also the intangible assets (such as how you sound, speak, and behave) communicated through tone and manner. These brand identity assets are the tools that define the brand and help make us memorable and unique.



The Neuro Event Labs logo consists of 2 elements: the symbol and the logotype. Together these 2 elements maintain a fixed position and size relationship that should not be altered.

The nelli® logo consists of only 1 element: the logotype.

1.1 Clear Space and Minimum Size

Clear space protects the visual integrity and impact of the logo, separating it from other elements, such as headlines, text, imagery, and the outside edge of printed materials.



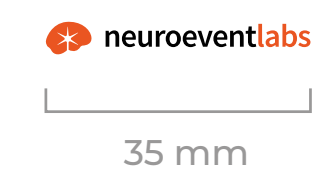
“X” is equal to the “brain” of the Neuro Event Labs logo.



“X” equals half height of nelli® logo.

Smaller Version

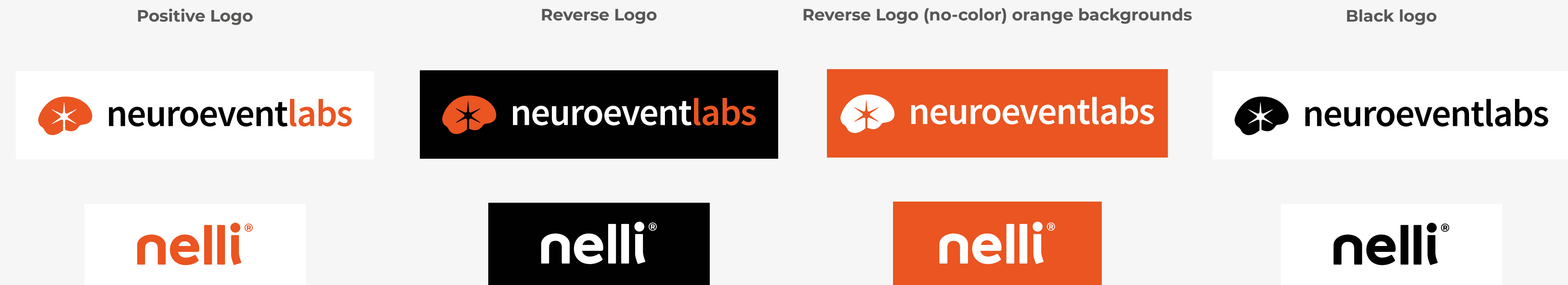
Minimum size is the smallest size at which the logo can be reproduced. The minimum size of the Neuro Event Labs logo is 35 mm in width and nelli® logo is 20 mm in width.



To maintain legibility, the logo should never be smaller than that.

1.2 Logo Versions

Here are some correct ways to use the logo and communicate our unique visual identity in a consistent, yet flexible way.



Positive Logo

Our preferred logo use is the full-color positive on light backgrounds.

Reverse Logo

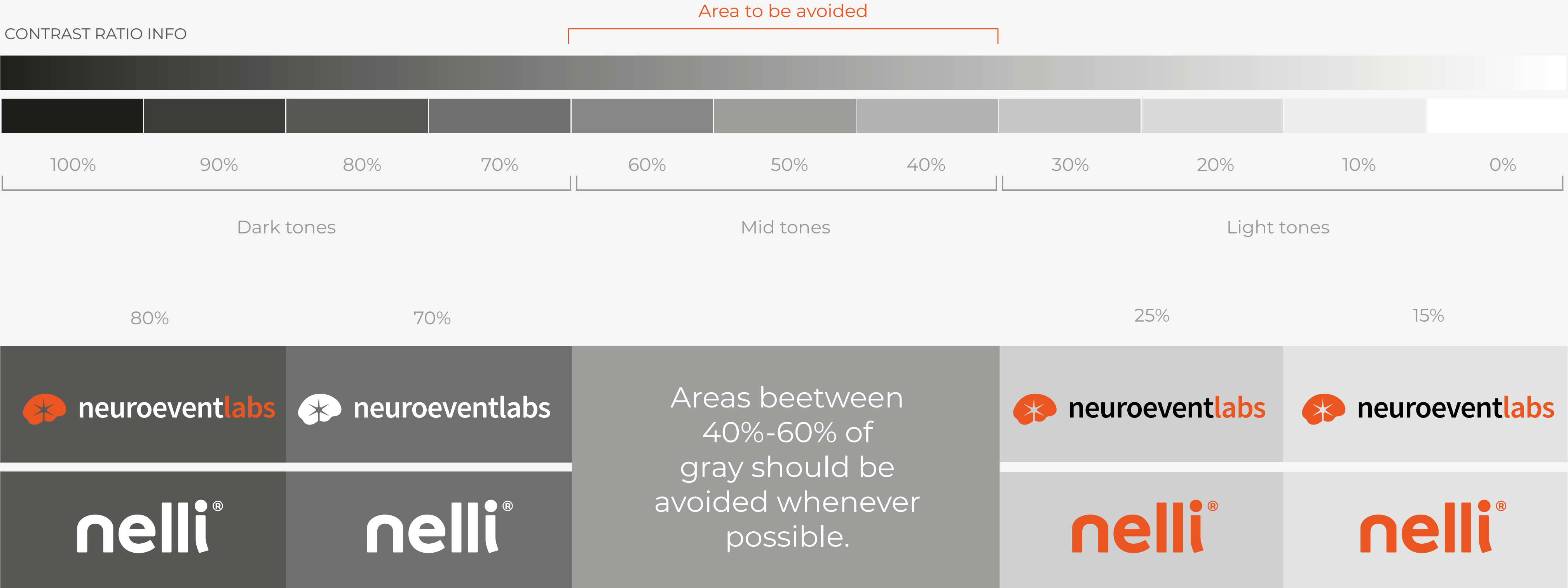
Use only when the background color or image adversely affects the visibility of the logo.

Black Logo

Use only when production requirements are limited and demand a solid one-color logo.

1.3 The Correct Usage (Greyscale Backgrounds)

Here are some correct ways to use the logo and communicate our unique visual identity consistently and flexibly over grayscale backgrounds. Although light and dark tones can be very well defined, as seen in the previous slide, the midtones can suggest doubts about the applicability of the logo.



1.3 The Correct Usage

The examples bellow do not represent the full gallery of possible acceptable logo options.
The integrity of the logo must be respected at all times. Don't stretch, condense, or otherwise manipulate it.



For your reference, here are some ways the logo should not be used.
Refer to the previous page for examples of the correct usage of the logo.



1. DO NOT break the logotype into two words.



2. DO NOT use the logotype without the symbol or trademark.



3. DO NOT distort the logo.

1.3 The Correct Usage (Bigger Icon Situations)

Exceptionally, in situations where the brand must be inserted as a thumbnail, there is this version with a bigger brain.



Note that there is an internal safety margin that is based on square and round thumbnails.



1.4 The Color Palette

Color is a visual language that can create powerful emotions.
The color palette was chosen to help communicate the mood, feeling, and tone of the brand identity.

Primary color

ORANGE
CMYK: 0/78/92/0
RGB: 255/83/13
HEX: #FF530D

Secondary color

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

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

CMYK: 16/11/13/0
RGB: 220/220/220
HEX: #DCDCDC

CMYK: 0/0/0/100
RGB: 242/242/242
HEX: #F2F2F2

Tertiary color

BLUE
CMYK: 79/22/0/0
RGB: 0/260/239
HEX: #00A0EF

CMYK: 37/0/1/0
RGB: 178/231/255
HEX: #B2E7FF

CMYK: 9/0/0/0
RGB: 239/250/255
HEX: #EFAFF

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

1.4 The Tag Line

The term *tag line* originally comes from the world of theater and film, where the word meant the short dramatic phrase that would draw the audience into the performance. The idea behind a *tag line* is to create a striking phrase that will be a reference and will reinforce the memory of our audience.



Although tag lines are not a requirement to be next to the logo, tag lines communicate the purpose of our brands. Therefore, it is recommended, whenever possible, to be together.

2.0 Typography

Typography is a strong, unifying brand identity asset that helps reinforce our brand character. The Montserrat family was selected as the fonts for the brand identity and should be used on all marketing materials.



MONTSERRAT REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MONTSERRAT MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MONTSERRAT BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Montserrat

The Montserrat font, developed by Julieta Ulanovsky, is inspired by urban typography that emerged in the first half of the 20th century. This font is designed to work day and night, with different colors. Today, the Montserrat Project is under a free license, the SIL Open Font License.

Regular, medium and bold are the main uses of the font. However, the entire family is made up of many other font weights, for example: Thin 100, Thin 100 italic, Extra-light 200, Extra-light 200 italic, Light 300, Light 300 italic, Regular 400, Regular 400 italic, Medium 500, Medium 500 italic, Semi-bold 600, Semi-bold 600 italic, Bold 700, Bold 700 italic, Extra-bold 800, Extra-bold 800 italic, Black 900 and Black 900 italic.

2.1 The Correct Usage

A good use of typography can be critical to ensuring a good performance of your strategy.
Here are some of the principles that are fundamental for the creation of informative pieces to be executed correctly.

Body text is set in regular in sentence case.
Bold weight can be used to highlight specific information.



We must **avoid** all CAPITAL LETTERS.

Hierarchy of information can be achieved by the use of different cases (title case, sentence case), and different type sizes, weights, and colors.

Example

Nelli® consists of a Personal Recording Unit (PRU) with camera and microphone, a cloud-based server for patient data analysis and a web-based dashboard for viewing the results remotely.

Nelli® analyzes and quantifies motion and sound activity that suggest seizure behavior in adults and children.

Important rule in printing



When having white letters on dark background, always use the next weight in the font family. So, if in the white background you use Montserrat Regular, in dark background you should use Montserrat Medium.



☐ NELLI
wrong

☒ Nelli
right

☒ NEL
right

☐ Nel
wrong

3.0 Communication Overview

Our brand identity system is the visual structure that unifies our brand identity assets.
It organizes our assets in a unique and recognisable way across all of our communication channels and touchpoints.



neuroeventlabs

AI motion diagnostic

nelli[®]

Seizures. Clearly.

3.1 The Correct Usage

In print media, is important that the logo is recommended (not mandatory) positioned on the right side.



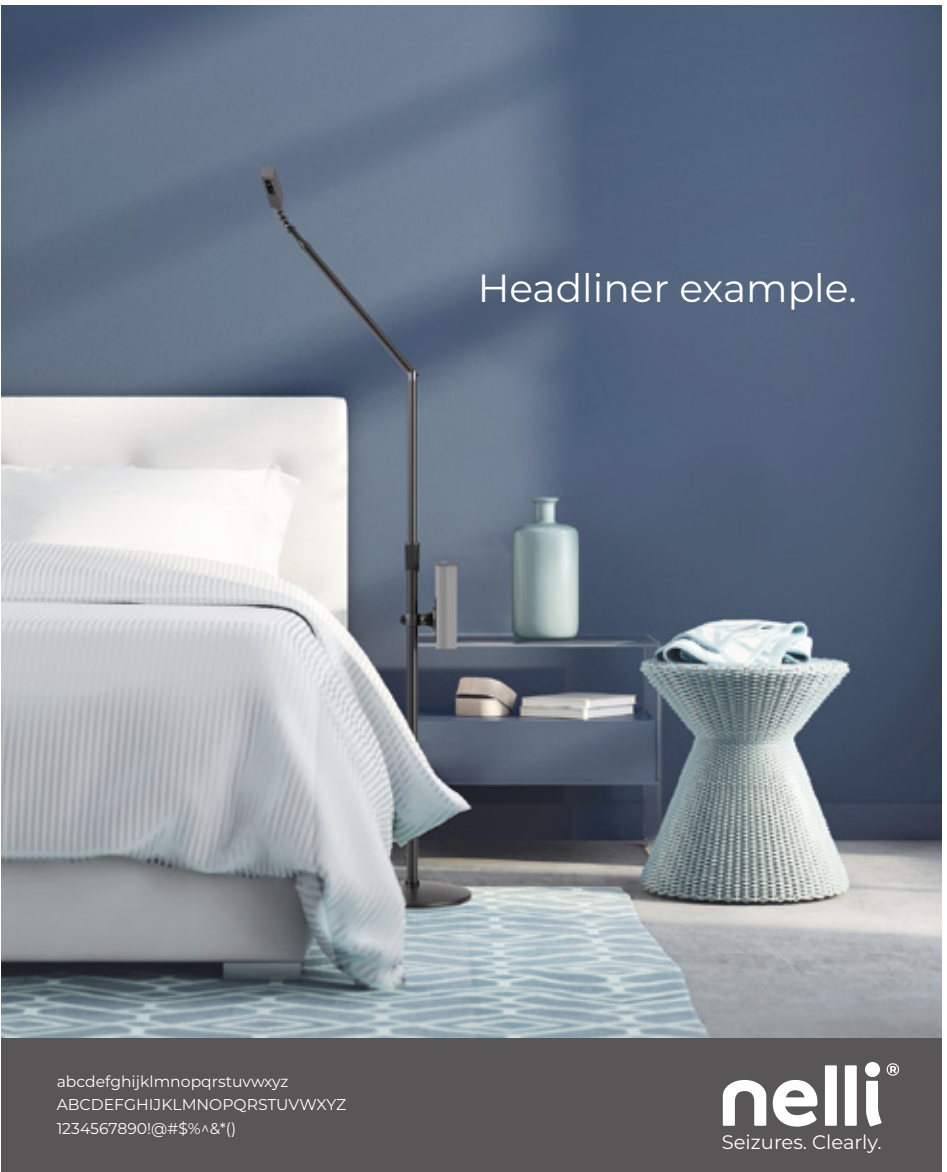
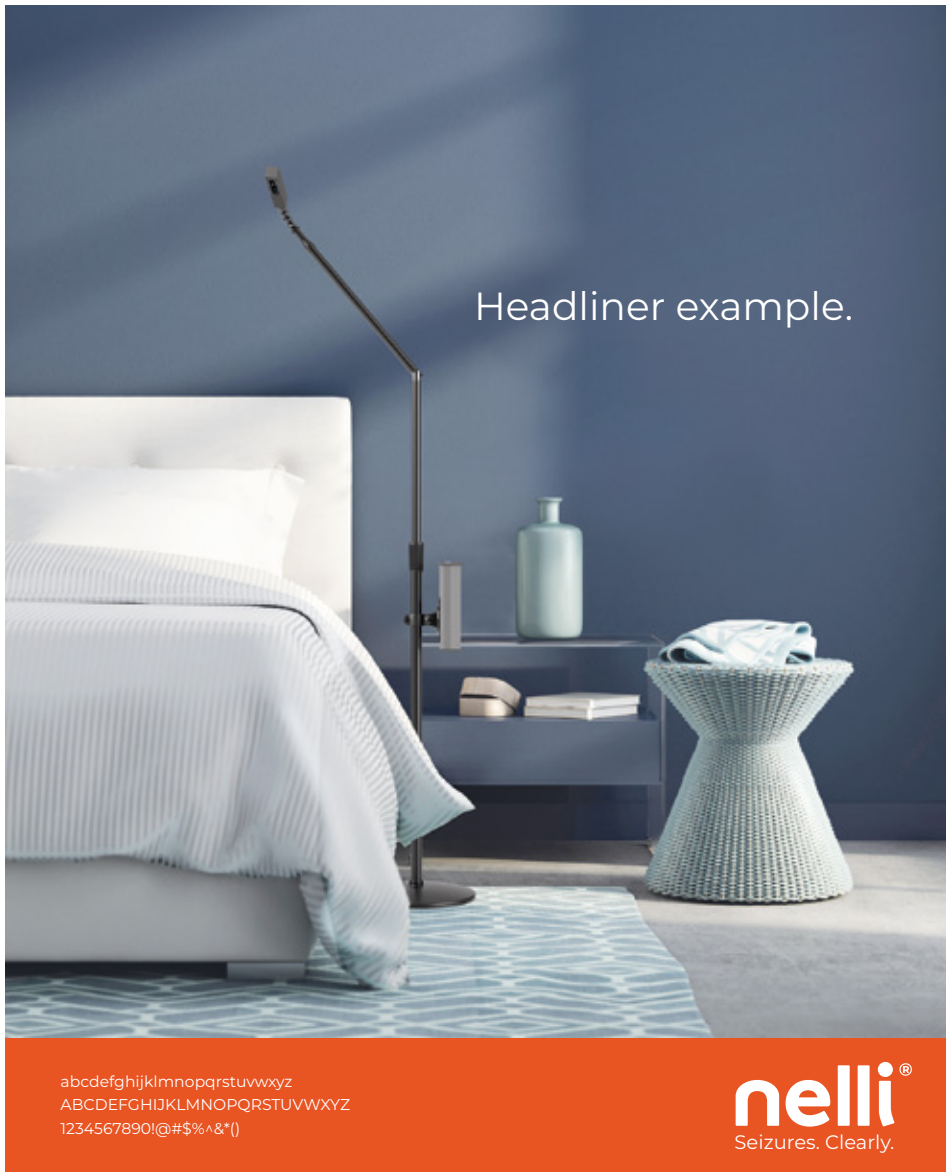
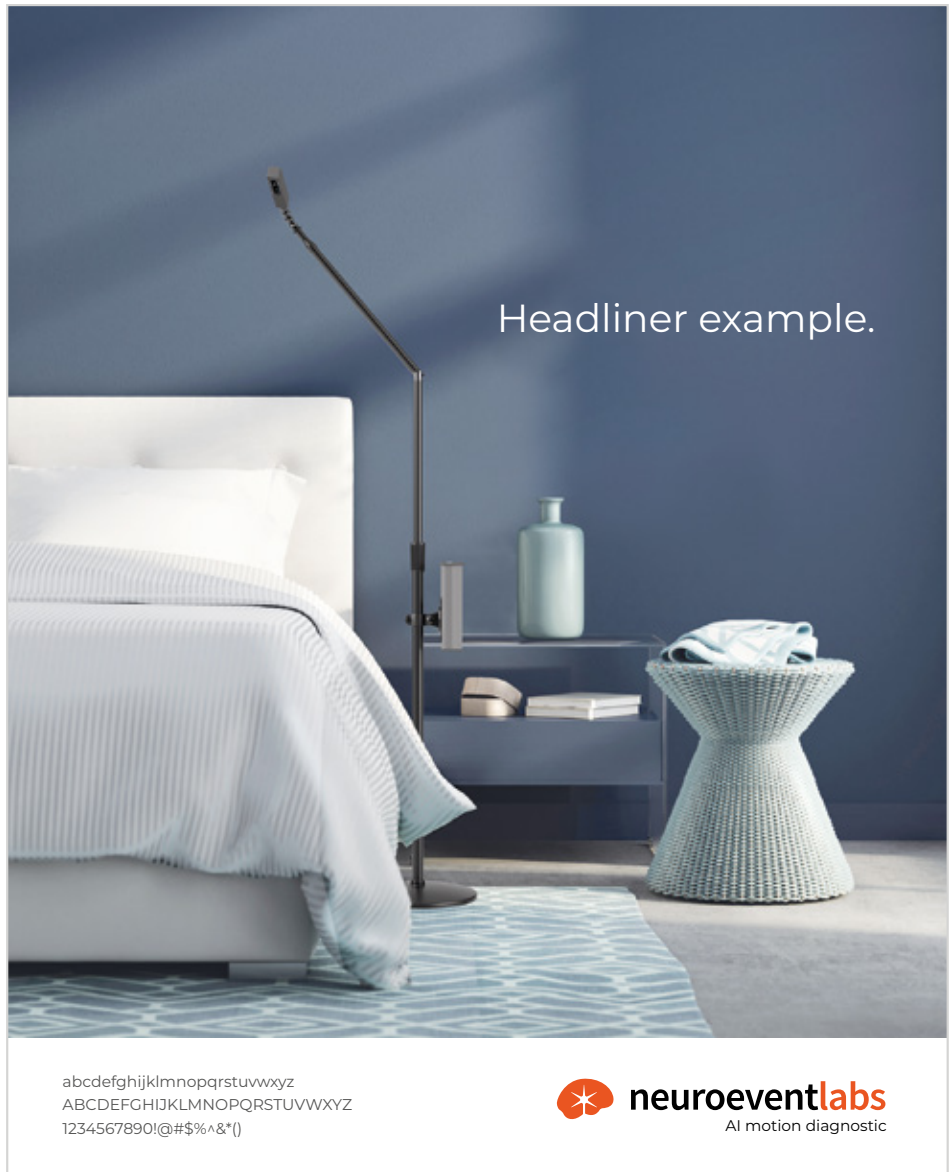
In digital media, it is recommended (not mandatory) that positioning it on the left is the ideal place to improve brand recognition and user experience.



Clear Space

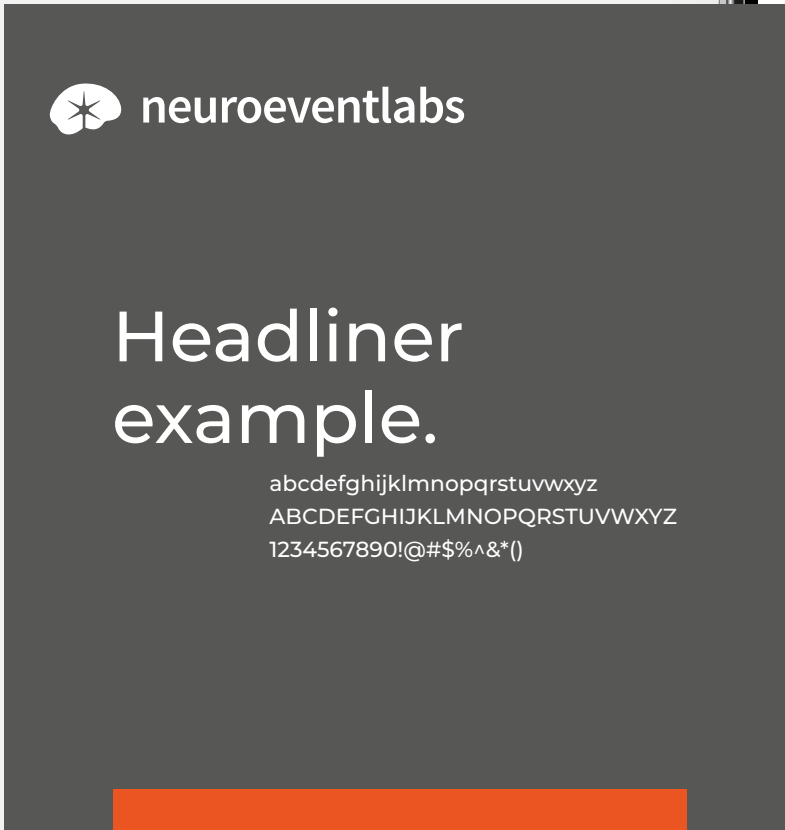
It is important that there is clear space around the logo. When the logo is being placed over an image, make sure the background is free of clutter so the logo stands out. Areas of solid color are best for legibility and avoid overlapping the logo with other graphic element edges.

3.2 Example: Printed Media



This section illustrates how the brand identity system comes to life in a flexible and cohesive way, regardless of the image used.

3.3 Example: Digital Media





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Content of this brand book is based in the process SOP-031 Marketing and Sales for instructions and is considered confidential and proprietary information. Before local implementation, you must ensure compliance with all applicable laws and regulations, including local industry codes, as well as local companies policies.



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