The Neural Architecture of Consciousness

Visual Style Guidelines

Logo

The logo is an essential part of your communications. It is an immediately recognisable symbol of the brand. It's important to use the logo exactly as stated in these guidelines.

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Logomark Construction

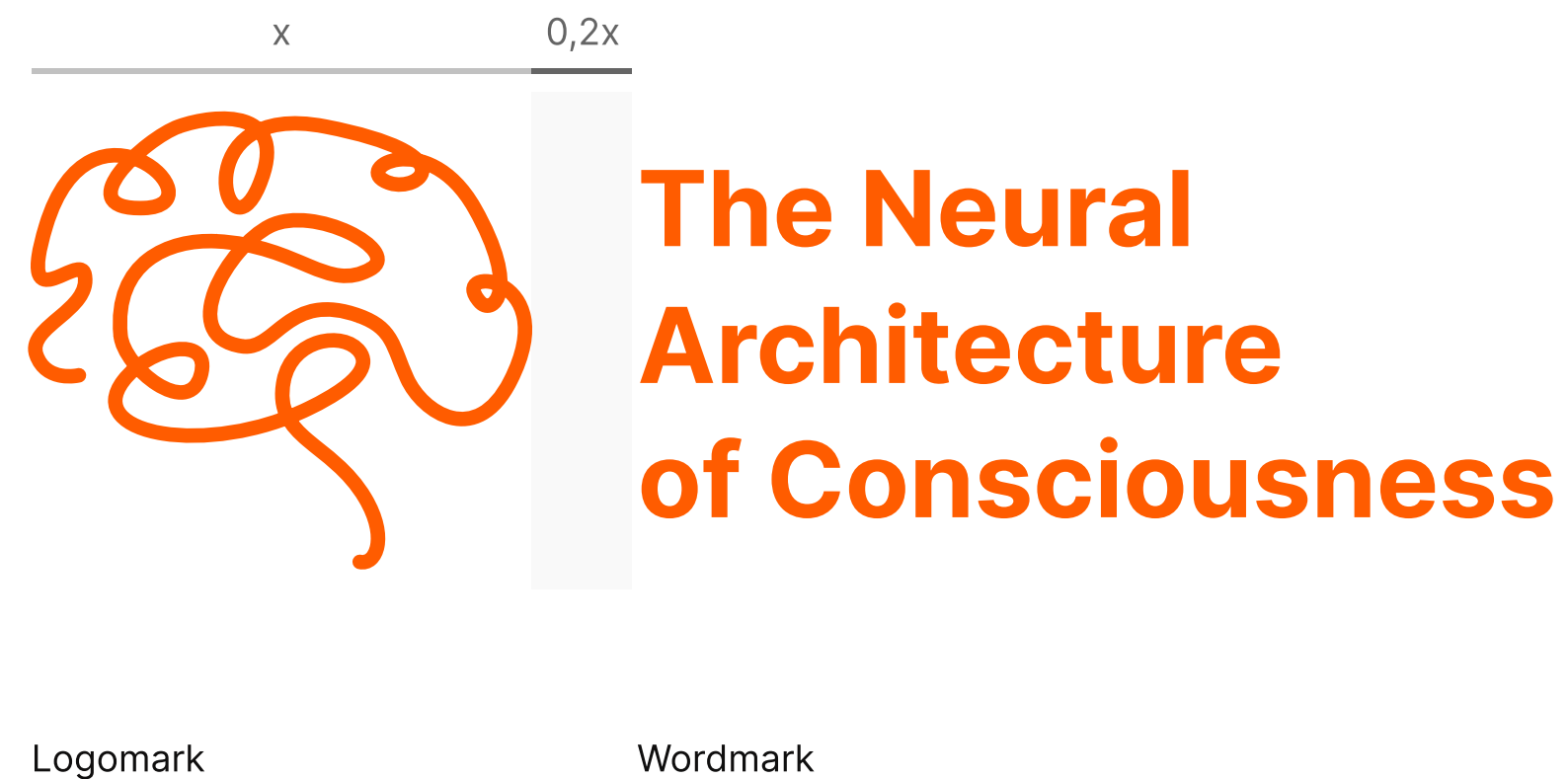A logomark is an identifying mark that doesn't include the organization name, like an image that represents the organization.
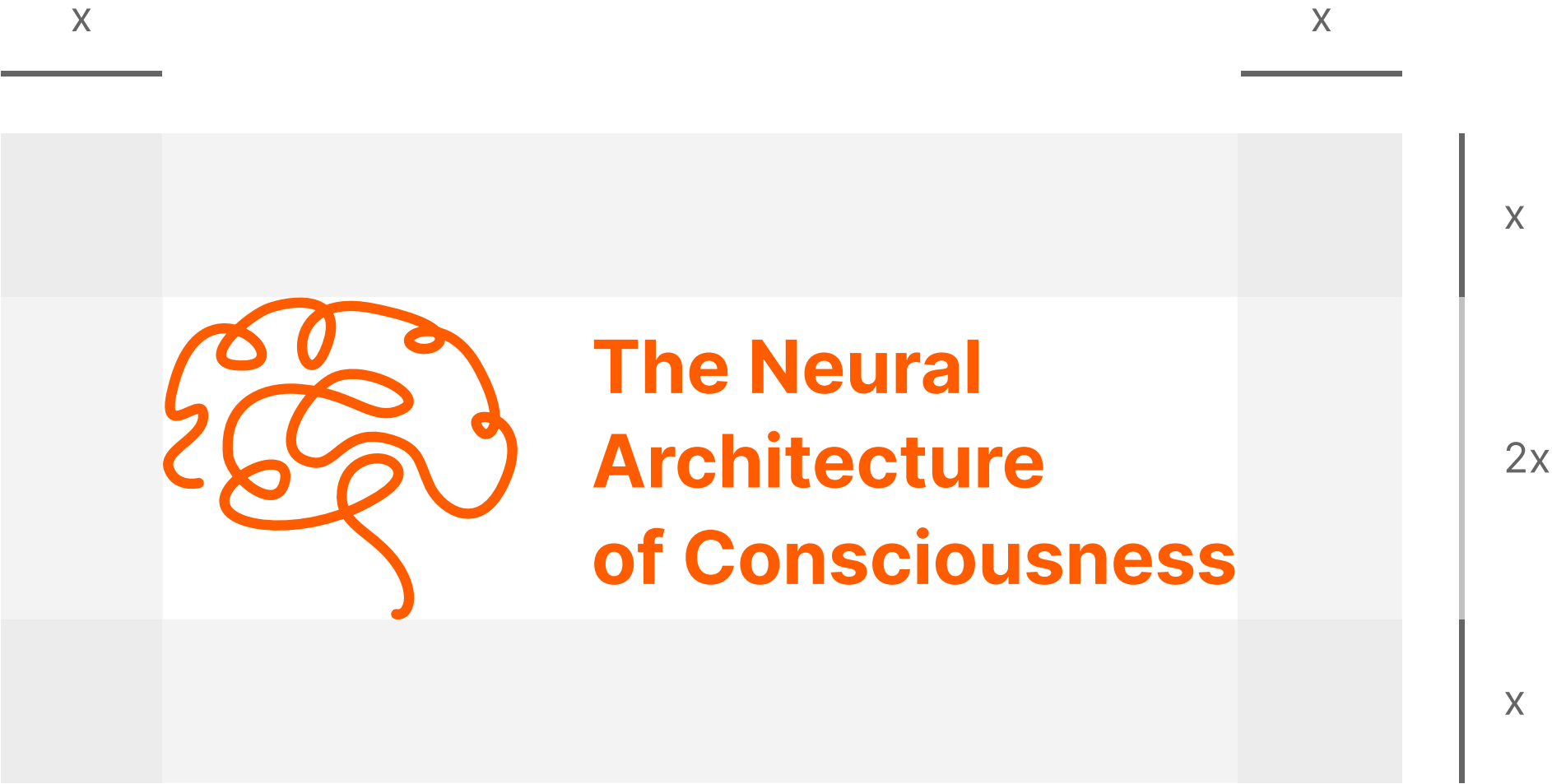
Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

x   0,2x

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Logomark   Wordmark

Clear Space

When you are using the logo with other graphic elements, make sure you give it some room to breathe using the minimum clearpace as specified.

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.
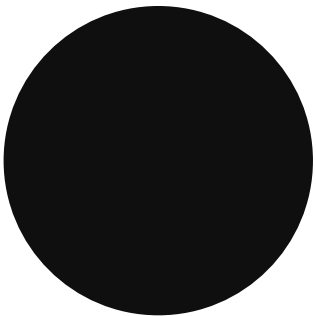
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Main Colours

Colours are the magic touch of your brand identity. They also represent the characters and styles of the company. You see them in most publications of your company, from print to digital.
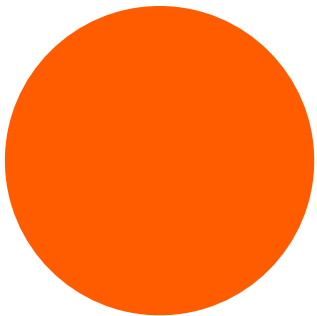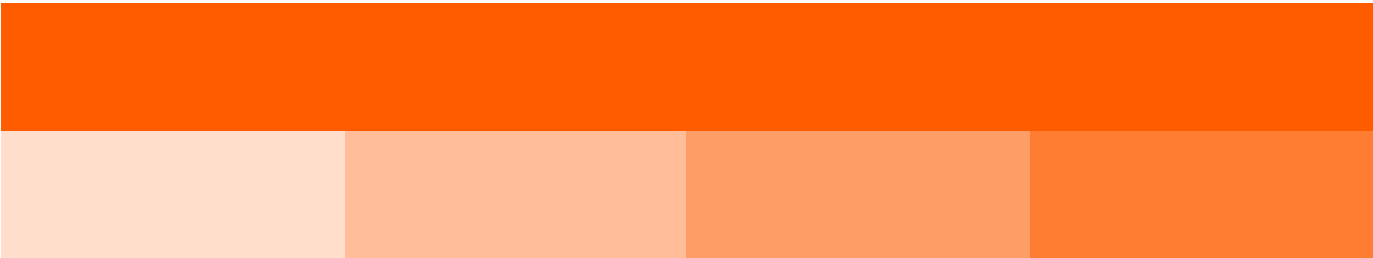
R: 255   H: 22
G: 92   S: 100
B: 0   L: 50
#FF5C00

R: 16   H: 0
G: 15   S: 3
B: 15   L: 6
#100F0F

Main Colour Shades

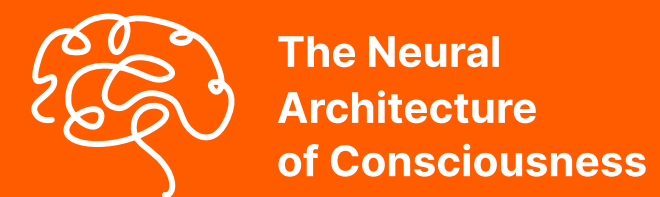R: 236   H: 0
G: 236   S: 0
B: 236   L: 93
#ECECEC

R: 255   H: 0
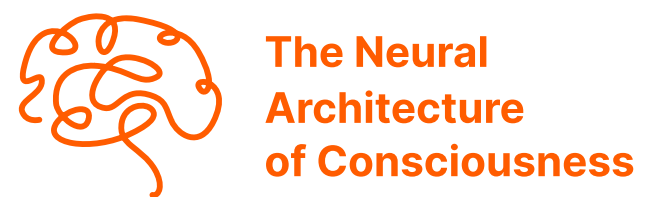G: 255   S: 0
B: 255   L: 100
#FFFFFF

Logo on Backgrounds

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Typography

Typography is the skeleton of brand identity. It is vital to select clear and legible fonts for your brand so that even a lengthy copy is easily readable.

Primary

Inter - Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

Typography

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Secondary

Inter - Regular

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09