



Brand Guidelines

Hello.

We're happy you're here

S1: Defining our Brand

Welcome to the **Neuroolutions** Brand Guidelines

—a comprehensive guide covering our core values, our language choices, unique qualities, and our approach to presenting ourselves to the world.

This book is a resource manual for everyone who represents or looks after the Neuroolutions brand.

Our objectives:

- To reaffirm core Neuroolutions values
- To reveal the personality Neuroolutions will present in the future
- To provide communication guidelines for all products and services in all media

We invite you to explore the very foundation of the Neuroolutions brand.

Who We Are

Neuroolutions is a medical technology company dedicated to transforming the lives of patients suffering from neurological conditions.

Voice and Tone

The key to sounding like **Neuroolutions** is to speak directly to the user, in a voice that they can hear and recognize.

We are humans, speaking to humans.

By being deliberate and thoughtful with the way we use language, we encourage people to feel a deeper connection with Neuroolutions.

Our tone will vary depending on the audience, the context, and the information we need to get across. Every product, every organisation, has a tone of voice which the consumer recognises on a conscious or subconscious level. It reflects the brand and its relationship with the consumer.

B2C - We are humans, speaking to humans.

Our tone of voice combines friendly familiarity with respect, much as you would speak with a friend or colleague.

- Informative, empowering, and encouraging. Establish ourselves as SMEs while refraining from using over-complicated terms and concepts.
- Invite the audience, at all levels of understanding, to engage in a dialogue, with the promise of clear communication.
- The general rule of thumb is to aim for an 8th grade reading level.
- Tone should be warm, helpful, and accessible without being in any way patronising or overbearing
- Use analogies, metaphor, visuals to explain difficult concepts or to create an image in the mind's eye of the reader

B2B - We are technology leaders speaking to our peers

While we intend to have a more conversational, human tone in in most communication; that doesn't mean that we're overly informal.

- Straightforward, objective, and confident. Provide factual information in a matter-of-fact tone that places ourselves as experts when discussing science and technology.
- Treat the context of any piece of collateral as a platform and opportunity to present Neuroolutions and IpsiHand as a premier, one-of-a-kind system and solution.
- Tone and language should be accurate, clear, concise, and technical.
- Aim to earn trust and respect amongst the audience.

IpsiHand™ Guidelines

Consistent use and presentation of **IpsiHand™** is key to reinforcing the brand.

Stylistic Consistency

- IpsiHand (not Ipsihand) and NeuroLutions (not NeuroLutions)
- For web and title use, all caps IPSIHAND is acceptable
- Referred to as “IpsiHand” after first use
 - Not The IpsiHand
 - Not the IpsiHand
 - When referring only to the handpiece and not the complete system, use the term “handpiece”
 - Can use “the system” as a synonym for “IpsiHand”
- First mention of the product should be as follows: The IpsiHand Upper Extremity Rehabilitation System (IpsiHand™)

First Mention and Trademark

- First introduction or mention of IpsiHand should be the full name
 - “The IpsiHand Upper Extremity Rehabilitation System”
 - Not necessary in “branded” contexts (ie. website or social media)
- First mention of IpsiHand standing alone should include trademark symbol (™)
 - IpsiHand™
- Together the first mention of IpsiHand should be “The IpsiHand Upper Extremity Rehabilitation System (IpsiHand™)”
 - All subsequent mentions should be simply “IpsiHand”

Vocabulary: General & Clinical

General / Survivor: USE	General / Survivor: AVOID	Business / Clinical: USE	Business Clinical: AVOID
IpsiHand IPSIHAND IpsiHand® (Use ® in titles & first mention of IpsiHand in content)	Ipsihand ipsiHand ipsihand	Same as General	Same as General
Handpiece IpsiHand Handpiece Therapeutic Device Therapeutic handpiece Therapy Motor actuated therapeutic device	Orthosis, Orthotic, Orthotic device Brace Exoskeleton Robotic (EXTRA BAD NO NO) Robotic Glove Glove	Same as General	Same as General
FDA Cleared	FDA Approved / APPROVED <i>Do not use FDA logo without approval</i>	Same as General	Same as General
Motor Circuit	Motor Cortex (only use when specifically mentioning where signal originates from or physical part of brain)	Same as General	Same as General
Rehabilitation	Recovery Attempt	Same as General	Same as General
Impaired Affected Living with ***** (in context)	Disabled	Same as General	Same as General
Stroke - Singular Stroke Survivor Individual who experienced a stroke Survivor Person who had a stroke Individual who had a stroke IpsiHand User	Strokes Victim Stroke Victim The Disabled Stroke patient Patient Sufferer	Same as General Sufferer Stroke Survivor Individual who experienced a stroke Survivor A person who had a stroke Individual who had a stroke Stroke patient - Only used for inpatient or acute care settings. Patients are referred to as clients in outpatient settings.	Same as General Victim Stroke Victim The Disabled Stroke patient Sufferer Brain Attack
Had a stroke Experienced a stroke	Suffered a stroke	Same as General	Same as General
Person with a disability Person with mobility challenges Person with cognitive challenges	Handicapped, Invalid, crippled Retarded, Slow	Same as General	Same as General
Individual needing support	Burden	Same as General	Same as General
Incident Event Stroke Cerebral vascular accident	Brain Attack TIA	Same as General	Same as General
Injury to the brain / Brain injury Neurological event	Brain damage	Same as General	Same as General
For - Business and Clinical only	Customer Client	Customer or Client Patient	Patient - Only used for inpatient or acute care settings. Patients are referred to as clients in outpatient settings.
Care Partner Support System	Caregiver Caretaker	Same as General	Same as General
Care Team Occupational therapist Physical Therapist Clinician Clinical Care Partner Health Care Professional or Provider	Therapist Nurse Nurse practitioner	Same as General	Same as General
Physician	Doctor	Same as General	Same as General

Taglines & Key Words

Taglines & Supporting statements

General-Homepage-Introduction

Tagline: Regain Arm Movement with IpsiHand

Subheading: Reclaim your life after stroke with brain activated home therapy.

FDA-BCI Statement

Tagline: IpsiHand™. Accelerate motor recovery using the only FDA cleared BCI technology.

Providers-Physician Targeted Statement

Tagline: Brain-activated Therapy for Stroke Recovery

Subheading: Non-Invasive therapy for motor function rehabilitation after stroke.

B2B

Tagline: “Rethink how we treat stroke”

Subheading: “Brain-activated therapy for motor recovery”

B2C

Tagline: “Reclaim your life after stroke”

Subheading: “Regain Arm Movement with IpsiHand”

- Brain-activated therapy for motor recovery
- Breakthrough Brain Computer Interface Technology
- BCI, Brain Computer Interface Technology

B2C Consumer Messaging

Overview

Evokes a hopeful, aspirational life that consumer audiences want to achieve.

- Accessible, friendly, and conversational tone to tackle complex, clinically accurate concepts
 - Averages 4th grade reading level
 - Uses “you” language to refer to the audience
- Focuses on stroke survivors
 - “You” when referring to the audience is presumed to be stroke survivors, but relevant to others invested in their care

Messaging

Tagline: “Reclaim your life after stroke”

Subheading: “Regain Arm Movement with IpsiHand”

Audience Segments

DTC:

Stroke survivors and their recovery networks being targeted directly through marketing and sales channels.

B2B2C:

Patients that being referred to IpsiHand through their clinical care team.

Personas

The Survivor:

The person who experienced the stroke. In consumer facing materias, they can be referred to as:

- Stroke survivor
- Individual who experienced a stroke
- The “You” when speaking to the audience

The Care Partner:

Person who is primarily partnering with the stroke survivor in recovery. They could be the sole or primary decision maker in post-stroke care, depending on the severity of the individual’s stroke. This could be a spouse, child, or in-home care professional.

They can be referred to as:

- Care partner

The Loved One:

People surrounding the stroke survivor and supporting them. They may influence care decisions, but it’s not guaranteed. Could be a friend, child, or other family member who is involved in the stroke survivors life, but not a primary decision maker in their recovery.

- They can be referred to as:
- Support network
- Loved ones
- Family and friends

B2B Commercial Messaging

Overview

Communicates an innovative, groundbreaking path forward with stroke care for clinicians.

- Technical writing should be precise, but still approachable and feel “honest.”
- Do not hide behind complex words or phrases that do not clearly say anything

Claims + Messaging

Tagline: “Rethink how we treat stroke”

Subheading: “Brain-activated therapy for motor recovery”

Audience Segments

Commercial:

Provider networks that accept and work with traditional insurance. This can be providers who work in clinics, in-patient hospitals, and other care facilities regarding stroke rehabilitation.

VA:

Administrators and influencers for VA benefits.

Sales Partner:

Partners and commissioned representatives who work with providers on our behalf to introduce, sell, and train providers networks on IpsiHand

Personas

The Prescriber:

Physicians with the ability to prescribe IpsiHand to their patients. Includes neurologists, neurosurgeons, and physiatrists.

They can be called:

- Prescribers
- Neurology professionals
- Stroke recovery professionals
- Care providers
- Care teams

The Clinician:

Wider clinical care team that supports and influences stroke recovery. They can be nurses, nurse practitioners, occupational therapists, and other supporting clinicians.

- They can be called:
- Stroke recovery professionals
- Clinicians
- Clinical care teams
- Post-stroke care professionals
- Care teams
- Care providers

The Administrator:

Hospital and healthcare admins that are involved in the prescribing, insurance, and administrative handling of patient care

The Partner:

Sales representatives and partners that carry IpsiHand into hospitals and clinics to market to clinicians and onboard them to IpsiHand.

They can be called:

- Partners

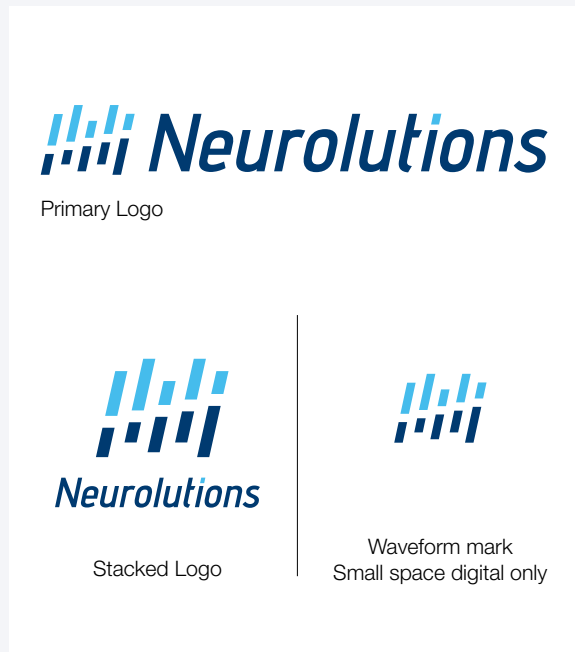
S2: Design Elements

This section outlines best practices for the use of Neurolutions brand assets, colors, fonts, photos and other visual elements that reinforce the Neurolutions brand.

Clean, Simple, & Clear.

The Essentials

Every Neuroolutions communication must include these three essential elements.



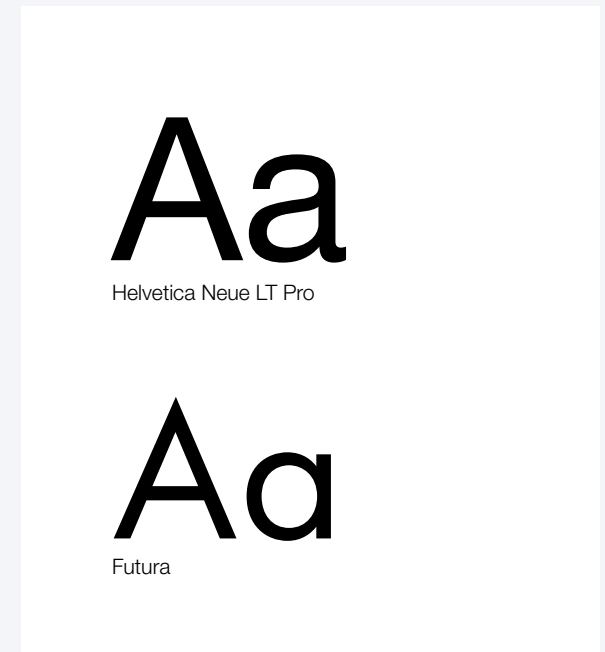
1. Logos or Logotype

The Waveform Logo & Logotype should appear prominently on all Neuroolutions communications. The Waveform mark without logotype is reserved for small scale digital use and software applications.



2. Brand Color

If the communications piece includes color, use only the brand color. The brand color palette is comprised of a bright blue, deep blue, black, and a neutrals palette.



3. Brand Typography

If the communications piece includes copy, use only the brand typography. The brand typography is comprised of the sans serif font "Helvetica Neue LT Pro" and "Futura". These two fonts may be used in four combinations.

The Waveform

The Waveform is composed of simple geometric shapes and two colors.

The symbol is legible at most sizes, and a small version is provided for micro applications.

The one basic shape used in the Waveform—a singular bar—can be extracted and used as graphic elements.

The wave symbol consists of five slanted dashed lines, representing a deconstructed waveform. It can serve as a logo or use as a graphic element within a layout.

Waveform



Our Logo

The Neuroolutions logo is composed of a Waveform symbol and a logotype set in Advent Pro - Semi Bold Italic. The dot of the letter “i” is customized with the same shape of the Waveform.

The primary logo is used to signal brand and should be used in most instances.

The stacked logo is best used in 1:1 design constraints, but secondary to the primary logo.

The Waveform logomark is shorthand for brand when it has already been introduced or established. It may also be used as a graphic element.

Always use the logo files provided.
Do not re-create.

Primary Logo (Logomark & Wordmark)



Stacked Logo (Logomark & Wordmark)



Waveform Logomark (Icon)



Logo (for small use)

The horizontal logo is restricted to 1.1” for print and 80px for digital applications.

The vertical logo is restricted to .75” for print and 55px for digital applications.

Violating the standard compromises the integrity and legibility of the logo. For logo sizes smaller than minimum sizes shown, please contact Neuroolutions for approval.



PRINT: 1.1 inch

DIGITAL: 80 px



PRINT: .75 inch

DIGITAL: 55 px

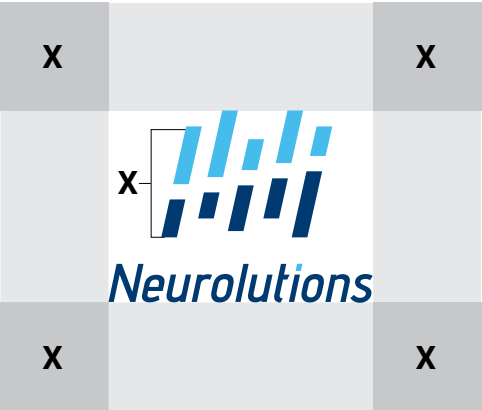
Logo Construction

The waveform and logotype possess a distinct alignment in their relationship to each other. This alignment forms a lockup and enables other graphic elements to align with them. Keeping these special connections is critical for maintaining consistency across the brand.



Logo Clearspace

The logos should always be surrounded by a minimum area of clear space to ensure that text or other brand elements do not encroach on them. However, this does not apply to purposefully overlapping graphics or headlines.



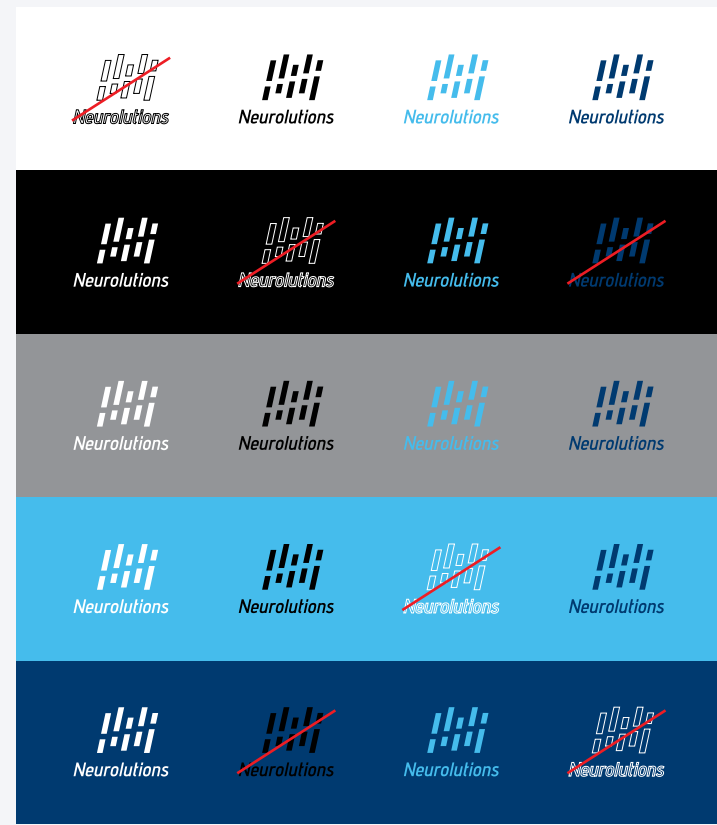
Usage on Background

The **full-color logos** should only be used exclusively on solid white or light-colored backgrounds/photography.

Use the inverted or one-color versions for any dark background or dark photography.

The **one-color logo** should only be used on photographs and color backgrounds within the Neuroolutions color palette.

When applied to colored background other than Neuroolutions brand color, the logo should appear in an all-white or all-black format.



Background Usage

The preferred Neuroolutions logo always prints on a white background. Alternatively, the preferred version of the logo can occasionally be used on a very light photographic background or a solid light color.

In cases where sufficient contrast is available, use the inverse or the white version of the Neuroolutions logo. Do not use on a busy photographic background or in low contrast situations.



Use over solid light colors



Never use over complex background



Use white logo to create sufficient contrast



Do not use wrong colored logo for background



Use over simple background



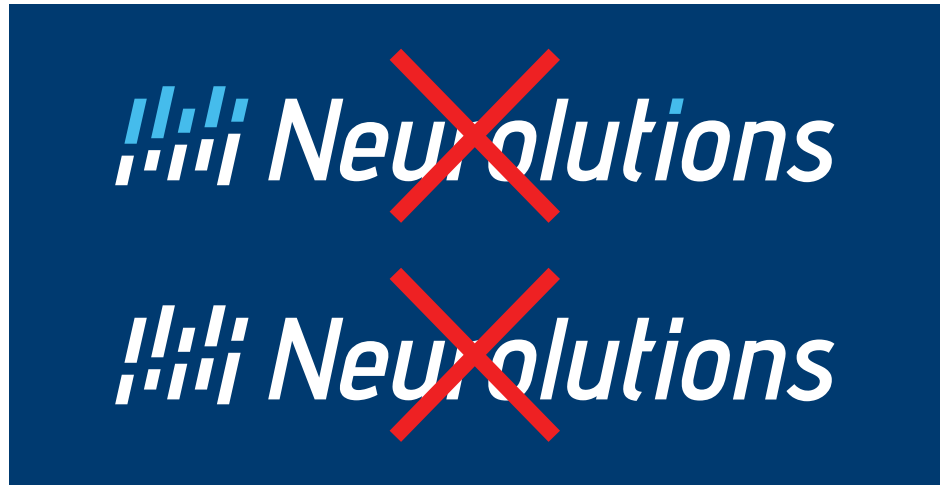
Never use over backgrounds without sufficient contrast

Dark Background Usage

When using the logo on a dark background, use the inverse or the white version of the Neuroolutions logo.

Because of how our visual system processes light and dark areas, using a light logo on a dark background will create an irradiation illusion—where the light area will appear larger than it actually is. To keep the visual integrity of the logo, an Inverse and a White version of the logo is created to avoid the said illusion.

Do not re-create by inverting logo to white. Always use the logo files provided.



Do not re-create logo by inverting to white



Use Inverse and White logo provided by Neuroolutions - See logo pack

Logo Misuse

Do not cut off or crop logo



Do not change the transparency of the logo



Do not change the colors of the waveform



Do not re-create using any other typeface



Do not use different colors



Do not change the size or position of the waveform and logotype



Do not use logotype without logomark icon



Do not distort the logo dimensions



Do not use drop shadows or any other effects



Do not outline logo



Do not alter, stylized or add to logo



Do not rotate any part of the logo



Core Colors

The Neuroolutions color palette (Bright and Deep Blue) and a neutral palette (White, Black, and a suite of Grays). Please see the following pages for additional color usage rules.

Primary Palette

Neutral Palette

<p>Deep Blue</p> <p>Digital RGB 0.58.112 HEX #003A70</p> <p>Print PMS 654 C/U CMYK 100.71.10.47</p> <p>GENERAL NOTE</p> <p>For digital applications, the RGB/HEX values should be used.</p> <p>In print, PMS is preferred. When budget constraints prohibit the use of PMS colors, their CMYK equivalent (outlined here) should be used. Printing with CMYK can produce varied results. Please work your printer to ensure the CMYK values are as close a match to the PMS as possible (proofing recommended).</p>	<p>Bright Blue</p> <p>Digital RGB 69.188.236 HEX #45BCEC</p> <p>Print PMS 2985 C/U CMYK 83.1.0.0</p>	<p>White</p> <p>PMS NONE CMYK 0.0.0.0 RGB 255.255.255 HEX #FFFFFF</p>	<p>Black</p> <p>PMS Process Black C/U CMYK 0.0.0.100 RGB 0.0.0 HEX #000000</p>	<p>Light Gray</p> <p>PMS NONE CMYK 0.0.0.2 RGB 248.248.248 HEX #F7F8F8</p>	<p>Gray 6</p> <p>PMS Cool Gray 6 C/U CMYK 0.0.0.41 RGB 165.167.170 HEX #A5A7A9</p>
				<p>Gray 1</p> <p>PMS Cool Gray 1 C/U CMYK 0.0.0.17 RGB 216.217.218 HEX #D7D8DA</p>	<p>Gray 7</p> <p>PMS Cool Gray 7 C/U CMYK 0.0.0.48 RGB 151.153.156 HEX #97999B</p>
				<p>Gray 2</p> <p>PMS Cool Gray 2 C/U CMYK 0.0.0.23 RGB 203.204.206 HEX #CACCCE</p>	<p>Gray 8</p> <p>PMS Cool Gray 8 C/U CMYK 0.0.0.54 RGB 140.142.144 HEX #8B8D90</p>
				<p>Gray 3</p> <p>PMS Cool Gray 3 C/U CMYK 0.0.0.26 RGB 196.198.200 HEX #C4C6C8</p>	<p>Gray 9</p> <p>PMS Cool Gray 9 C/U CMYK 0.0.0.70 RGB 109.110.113 HEX #6D6E70</p>
				<p>Gray 4</p> <p>PMS Cool Gray 4 C/U CMYK 0.0.0.33 RGB 182.184.186 HEX #B5B7B9</p>	<p>Gray 10</p> <p>PMS Cool Gray 10 C/U CMYK 0.0.0.80 RGB 88.89.91 HEX #58585B</p>
				<p>Gray 5</p> <p>PMS Cool Gray 5 C/U CMYK 0.0.0.37 RGB 173.175.178 HEX #ADAFB1</p>	<p>Gray 11</p> <p>PMS Cool Gray 11 C/U CMYK 0.0.0.90 RGB 65.64.66 HEX #404041</p>

Secondary Colors

Do not use secondary colors for text. Only use white (#ffffff) & black (#000000) over secondary color backgrounds.

Use the text pairings above as a guide for accessibility.

Secondary colors can be used with our core colors as accents or call to action indicators, but this should be limited.

PMS 7568 C CMYK 45-94-43-25 RGB 124-40-82 HEX 7C2852	PMS 7623 C CMYK 27-99-95-27 RGB 124-40-82 HEX 921D21	PMS 709 C CMYK 0-78-48-0 RGB 242-96-106 HEX F2606A	PMS 489 C CMYK 0-19-22-0 RGB 254-212-190 HEX FED4BE
PMS 2060 C CMYK 24-78-19-0 RGB 192-91-140 HEX C05B8C	PMS 2439 C CMYK 10-54-61-0 RGB 222-137-105 HEX DE8969	PMS 495 C CMYK 1-32-13-0 RGB 246-187-193 HEX F6BBC1	PMS 7604 C CMYK 3-5-9-0 RGB 244-237-228 HEX F4EDE4
PMS 130 C CMYK 0-43-100-0 RGB 255-161-0 HEX FFA100	PMS 3425 C CMYK 87-37-95-32 RGB 24-95-52 HEX 185F34	PMS 2221 C CMYK 81-23-35-1 RGB 0-150-162 HEX 0096A2	PMS 661 C CMYK 100-94-9-1 RGB 30-50-143 HEX 1E328F
PMS 7403 C CMYK 0-16-59-0 RGB 255-213-126 HEX FFD57E	PMS 576 C CMYK 59-23-93-5 RGB 119-152-70 HEX 779846	PMS 2225 C CMYK 48-0-16-0 RGB 120-215-221 HEX 78D7DD	PMS 7689 C CMYK 78-35-13-0 RGB 47-138-183 HEX 2F8AB7
PMS Black 3 C CMYK 72-67-64-76 RGB 29-28-29 HEX 1D1C1D	PMS Cool Gray 11 C CMYK 67-62-57-43 RGB 255-255-255 HEX 464145	PMS Cool Gray C CMYK 59-50-50-18 RGB 105-105-105 HEX 696969	PMS 427 C CMYK 7-5-5-0 RGB 235-234-235 HEX EBEBEB

Primary Typography: Helvetica Neue LT Pro

Neuroolutions headlines are set in **Helvetica Neue LT Pro**

**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 0123456789**

Thin

The quick brown fox jumps over the lazy dog

Thin Italic

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Light Italic

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Regular Italic

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Medium Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold Italic

The quick brown fox jumps over the lazy dog

Heavy

The quick brown fox jumps over the lazy dog

Heavy Italic

The quick brown fox jumps over the lazy dog

Type Specimen: Ideal Stack

H1
36/40
Heavy
All Caps

RECLAIM YOUR LIFE AFTER A STROKE

H2
26/30, Heavy

Have you suffer a stroke?

H3
25/28, Thin
20 Tracking

Are you experiencing a loss of arm
functionality after a stroke?

H4
18/20, Thin
20 Tracking

At-home therapy has never been easier.

P
7/10, Light
50 Tracking

As you imagine hand movement, IpsiHand senses signals from the healthy parts of your brain to guide a robotic handpiece. This innovative approach improves motor function by strengthening connections and encouraging new pathways to uninjured parts of the brain. [Learn More](#)

Attribution
7/9
Bold/Light Italic
50 Tracking

Eric Leuthardt
Cheif Scientific Officer, Director

IpsiHand™ uses your healthy brain activity when thinking about movement to retrain a new part of your brain to control disabled arm.

LEARN MORE

Hero P
12/14, Thin
50 Tracking

CTA Text
8/10, Bold
50 Tracking

Secondary Typography: Futura

Typeset all text and paragraph text in Futura.

**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 0123456789**

Light

The quick brown fox jumps over the lazy dog

Light Italic

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Regular Italic

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Medium Italic

The quick brown fox jumps over the lazy dog

Heavy

The quick brown fox jumps over the lazy dog

Heavy Italic

The quick brown fox jumps over the lazy dog

Extra Bold

The quick brown fox jumps over the lazy dog

Extra Bold Italic

The quick brown fox jumps over the lazy dog

Google Workspace Substitute: Open Sans

Open Sans is the web-safe font to use on all text when Neuroolutions's brand fonts are not available (Google Docs, Slides, etc.).

**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 0123456789**

Regular

The quick brown fox jumps over the lazy dog

Regular Italic

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Medium Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold Italic

The quick brown fox jumps over the lazy dog

Extra Bold

The quick brown fox jumps over the lazy dog

Extra Bold Italic

The quick brown fox jumps over the lazy dog

WEB: Fonts

Primary: Roboto

Bold

**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 0123456789**

Regular

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 0123456789

**RECLAIM YOUR LIFE
AFTER A STROKE**

H1-

Size: 62px - 72px
Weight: 700 Bold
line-height: 1.05em
letter-spacing: -0.03em
All Caps

**ARE YOU EXPERIENCING A LOSS
OF ARM FUNCTIONALITY AFTER
A STROKE?**

H3 -

Size: 30px- 32px
Weight: 700 Bold
line-height: 1.25em;
letter-spacing: -0.02em
All Caps

As you imagine hand movement, IpsiHand senses signals from the healthy parts of your brain to guide a robotic handpiece. This innovative approach improves motor function by strengthening connections and encouraging new pathways to uninjured parts of the brain. [Learn More](#)

P -

Size: 14px- 16px
Weight: 400 normal
line-height: 1.65em;
letter-spacing: -0.01em

Secondary: Verdana

Bold: 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 0123456789

Regular: 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 0123456789

WEB: Elements

Colors

Deep Blue

RGB: 0.58.112
Hex: #003A70

Bright Blue

RGB: 69.188.236
Hex: #45BCEC

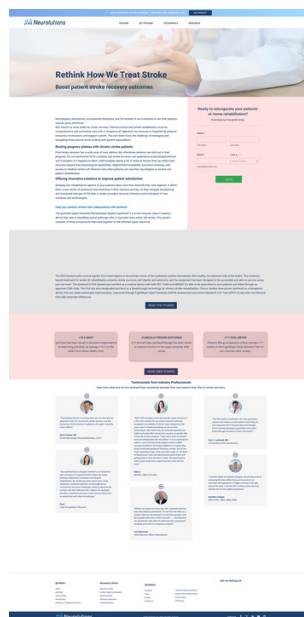
Light Background Blue Gray

RGB: 231.235.243
Hex: #E7EBF3



Sections/Frames

Provide clear separation between section on the website by using full bleed images, white, and light grey backgrounds. Modules should be designed to responsive reorder for mobile and tablet.

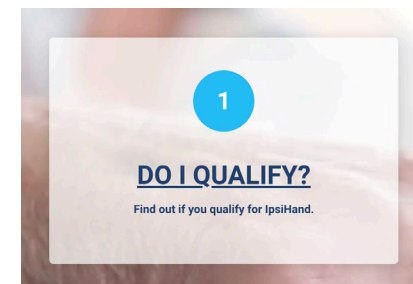
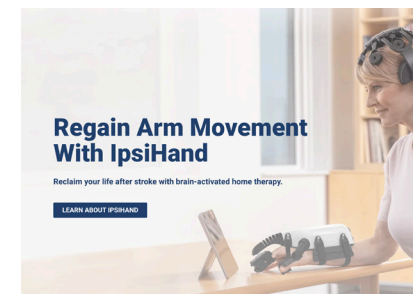


Trademark

Trademark “TM” should only be applied to the first occurrence of Neuroolutions or IpsiHand on a document.

Text & Images

Text over images should be handled with a high contrast large bold font or with a semi transparent overlay/field (80-95% white). Keep drop shadow opacity and spread minimal.



Buttons, Links, and Accents

Learn More →



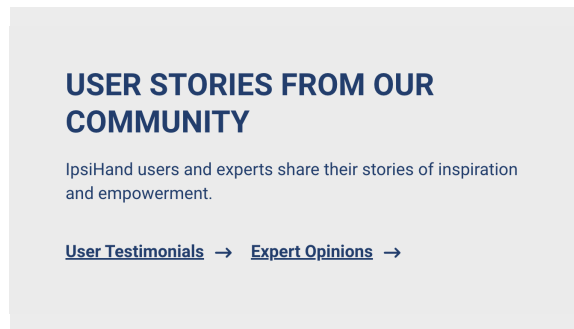
Text Size: 16px
Weight: 600 Bold
All Caps

WEB: Images

Dark Blue text and headings over light background images.



Dark Blue text on white or light blue grey background



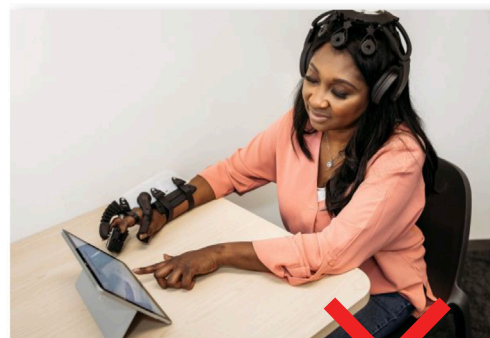
White semi opaque backgrounds with Dark Blue text can be used over images for informational or testimonial purposes.



Dark Blue text inside left or right sidebar (white semi opaque backgrounds) with full width video or images.

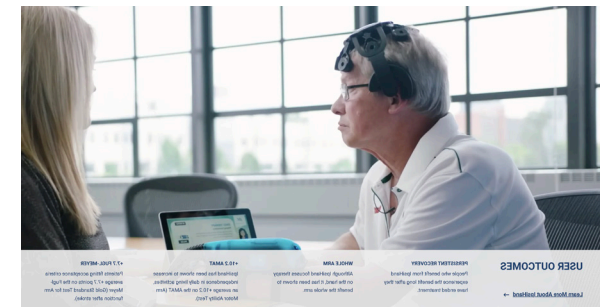


Avoid using drop shadows, edit the photo to provide separation from the background.



What is a therapeutic device? →

Example: In this case, apply transparency to white overlay to create light separation from white background.



Brand Architecture

Guidance for different uses of the logo and the mark, and where we use them.

For anything that faces an external audience we use the full Neuroolutions logo to build equity around our core brand. Swag included because it faces external audiences.

For internal-facing programs we use the logo mark. This makes it clear these programs are still part of Neuroolutions while allowing for some individuality.

Adjacent brand logos are unique, but use the Neuroolutions logo font and incorporate a speech bubble to create a link back to the Neuroolutions logo.

Partnerships

LOGO AFFILIATIONS

Neuroolutions + Partners

Neuroolutions is more than its own products. We partner with many other companies to provide the right data governance ecosystem for each client.

The following shows how we place ourselves in relation to partnering logos when promoting partnerships.

Neuroolutions Sub-branding

Sub-branding can help introduce customers to different parts of Neuroolutions that work to make their engagement with our company and product successful.

Whenever we specify which part of the Neuroolutions company we're referring to, we use a line between the logo and the all-caps word(s).

Depending on size and placement, you can also stack the logo and word on top of each other, although this is the secondary configuration recommendation.



Clearspace/Spacing between objects is equal to the width of the waveform mark

Partner logos are aligned to the baseline of the logotype



The horizontal lockup is divided with a vertical line, and uses uppercase Helvetice Neue Thin / Tracking 90



The stacked lockup aligned to the right of the logo, and uses uppercase Helvetice Neue Thin / Tracking 90

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Graphics & Illustrations

Overall Feel

- Simple, clean, and modern visuals should communicate concepts efficiently and reinforce our position as an innovative technology leader.
- Color: Most of the illustration/image should be monochromatic or grey scale with 1 or 2 accent colors to call attention to the primary focal point or concept. (more accent colors is acceptable depending on context)
- Avoid over-complicating design with too much content, callouts, or text.
- Keep ample white space or transparent (white) backgrounds to reinforce design intent of graphic.



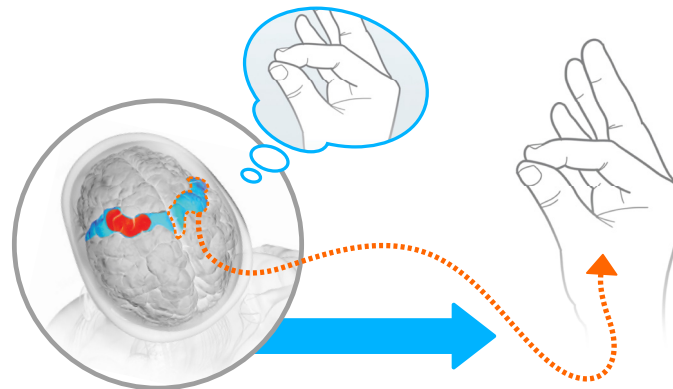
Simple line drawings with limited shading, refined line weight variation, and 1 to 2 accent colors. (avoid hand sketched style).

- Avoid “cutesy” or “cartooney” graphics.
- Avoid Drop shadows with vector line drawings.

3D-CG renders should be:

- Used as supporting context/background for callouts or a technical drawing.
- Obviously computer generated and presented as a monochromatic semi-transparent image.
- Combined with technical line drawings and callouts.
- Avoid 3D rendered representations that attempt to be Photo-realistic. The uncanny valley is not forgiving, and this can often result in a feeling of viewer discomfort.

Infographics



Photographs or video with modified vector overlays. (can be full color)



Hybrid Photo and Line Drawing



Photography:

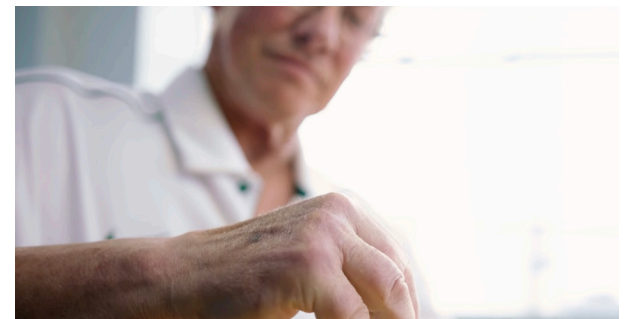
Photography shows off our human side. Asana is all about balance. Our photography has a clear center point and is symmetrical when possible, while still feeling natural. Our photography lets the subject be the star by exaggerating white space and creating an energized subject matter.

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

Avatars: Relatable, human, warm, quirky, but not silly, colorful, but mature, personable.

Still life: Attainable, clear, concise, human, demonstrates Neuroolutions's personality, simple, not overly complex

Lifestyle: Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger)



Photography: B2C Audience

Subjects should:

- Appear refreshed, modern, and aspirational.
- Capture an innovative spirit.
- Evoke the feeling of individuals who would readily move forward with breakthrough technology.
- NOT communicate long-term impairment or incapacitation.
- Avoid subjects posing or looking into camera



Tech-savvy subjects



Do not highlight mobility device



Active subject



Do not focus on need for care

Composition + Feel

- General tone of photos should be bright, warm, and inviting.
- Outdoor photos should appear sunny, bright, and airy.
- Photo colors should align with brand colors when possible: bright, rich colors that are visually stimulating.
- Darker photos or photos with text should have a white block overlay at 50% opacity.



Physically capable subject



Do not use subject frail in context

Photography: B2B Audience

Subjects should:

Be diverse in who and how doctors and clinicians are represented. For example...

- Doctors should not always be male while other clinicians are female.
- Attire should not be limited to “classic” clinical attire like lab coat or conventional colored scrubs.



Show realistic stroke rehabilitation



Do not use overly posed, stiff subjects

Composition + Feel

- Center clinicians in images as they care for patients.
- Photo colors should align with brand colors when possible: bright, rich colors that are visually stimulating.
- Darker photos or photos with text should have a white block overlay at 50% opacity.
- Clinical environments and subject matter is the one time we can deviate from warm tones



Diverse range of clinicians



Do not lack diversity in care team roles



Highlights clinician's role in recovery



Do not emphasize patient over clinician

Photography: IpsiHand

Product images should:

- Images of IpsiHand should convey impairment typical of an IpsiHand user
- Default to showcasing device in therapy use scenario or clinician showing patient the device.
- Simple and clean environments that still communicates home.
- Product photography and renderings with no environment should be on a solid, flat, or gradient background color from the brand guidelines.
- Separate subject from background with blur/bokeh, tone, exposure/lighten, etc.
- Provide color contrast between device and background.
- Treating white. Contrast WARM tone background with COOL tone device
- Device use must be represented with clinical accuracy and correct wear-context. *Contact Neuroolutions clinical team for details.*
- **Avoid high contrast tangency with subject.**
- ****Do Not show incomplete system unless communicating a specific step in screening process or individual component**
- Do not present the IpsiHand handpiece in a manner that can be interpreted as intended for full time wear or as an orthosis.



Showcase system with care partners



Do not imply full time use



Visually separate from background



Provide background color contrast



Show a variety of locations



Show system in multiple locations & angles

Photography: Logos and Clutter

Logos & Art:

- Only show Neuroolutions brand logos and partner logos if applicable.
- Approved Examples: IpsiHand, Neuroolutions, Wearable Sensing on headset
- Remove: Microsoft logos, logos on clothing, logos on other products etc.
- Do not showcase unlicensed artwork, recognizable locations, architecture, or items that the image of are intellectual property
- Neuroolutions and Wearable Sensing logos are ok



Clutter & Logo



Good separation of background



Moderate Edit



Simple and clean environment

Clutter:

- Reduce background clutter to maintain focus on subject matter when possible, but maintain enough detail to indicate environment
- Lightly fade background with opacity changes, overlay, or bokeh to reduce visual distraction
- Avoid high contrast tangency
- Declutter based on usage



Complex Edit - background bokeh and fade



Good: windows. Bad: busy shelf