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BRAND STRATEGY
INTRODUCTION

To succeed in a competitive environment, it is imperative to present a coherent approach that is both precise and representative of the visual identity of the brand. For The Neuro, the first visual point of contact is its logo. Protecting it and ensuring the consistency of its graphic environment will preserve and strengthen the brand's image and expression.

This visual identity user guide is designed to ensure the proper use of the Neuro logo on various media. As such, this guide states the characteristics of the logo and the terms of its use, including typography, basic colours, etc., on different elements of visual communication. It defines a framework for maintaining consistency across all documents, whether produced internally or externally.

It is vital that each user becomes aware that the consistency of the system depends critically on its proper use. The visual identity user guide should be communicated to all designers responsible for the creation of visual communication support. For all uses not covered in this document, it is important that the Communication Department approves the graphic choices made.

A coherent dissemination of The Neuro's visual identity will strengthen the visibility of the organization and make its image more consistent. We hope that this visual identity guide will help you in the creation of your documents or other works and we invite you to make the best use of it. This guide will be updated as necessary. Any questions regarding the visual identity applications must be directed to The Neuro's Communication Department.

Contact information
communications.neuro@mcgill.ca
514-398-1974
BRAND ESSENCE

The new logo was created to represent the brand essence of The Neuro: Propelling neuroscience.

Mission: To understand the brain, find cures and effectively treat people with neurological diseases.

Vision: To transform research and care of neurological diseases to change lives.

The new nomenclature:

Le Neuro. Institut-Hôpital neurologique de Montréal
The Neuro. Montreal Neurological Institute-Hospital

The hyphen between 'Institute' and 'Hospital' represents the union of the two entities. It is:

An acknowledgement of the strong, inseparable bond between the two arms of The Neuro;

A fundamental condition for the accomplishment of The Neuro’s mission and the achievement of its vision.

About the use of “The” in front of “Neuro”:

The use of “the” in verbal and written communications should be the norm. The capital T reinforces the importance of the organization and acknowledges its leadership position.

Careful: The name of the organization is The Neuro (with capital T), but if the word ‘Neuro’ is followed by a noun and if ‘the’ is preceded by a verb, you should use a lowercase t (for example, as in “use the Neuro logo”). Never write “the The Neuro”, simply “the Neuro”.

About the use of acronyms:

Although MNI is a commonly used acronym in the scientific community, it is not necessarily interpreted the same way by everyone, nor can we assume it is understood by other stakeholders.

Acronyms are often reductive (no storytelling) and are more difficult to memorize. Brand guidelines must clearly stipulate that ‘The Neuro’ should always be accompanied by its full descriptor: Montreal Neurological Institute and Hospital. As such, the role of the descriptor is to clarify the proposition and avoid confusion. In addition, there will also be an equity transfer between the better-known Montreal Neurological Institute and The Neuro.

In written documents, including press releases, articles on web and posts on social media, use The Neuro (Montreal Neurological Institute-Hospital) to indicate the complete name of the organization. Thereafter, The Neuro can be used. When indicating affiliation, use The Neuro (Montreal Neurological Institute-Hospital).
**BRAND ESSENCE**

The Neuro logo evokes The Neuro’s core purpose: to advance brain research and deliver leading-edge patient care.

- An icon that conveys that we put people at the centre of our work and that we are inclusive
- An icon that evokes intricate neuronal circuits
- An icon that expresses The Neuro’s field of expertise and that can be easily recognizable by a large audience or diverse group.

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**DESIRED BRAND EXPERIENCE**

The cumulative result of our actions, communications and practices

- Inspiring
- Inclusive
- Collaborative
- Rewarding

---

**BRAND BEHAVIORS**

How the brand and its ambassadors interact with the different stakeholders

- Openness
- Creativity
- Diligence
- Dedication

---

**BRAND PERSONALITY**

The unique character and spirit of the brand

- Pathfinder
- Expert
- Conscientious
- Caring

---

**TONES AND MANNER**

The brand’s voice, the verbal and visual language to be used in all communications

- Bright and inspiring
- Crisp and sharp
BRAND IDENTITY
**Principal logo**

The combination of symbol and signature in bold colours creates a logo with bright and inspiring graphics. The crisp, sharp, rounded sans serif typeface is very refined and evokes a sense of conscientiousness.

The Neuro logo consists of the symbol and the wordmark Neuro. Prioritize the use of this logo whenever possible, for all communications. The logo must be used as a whole; all elements and proportions must remain intact.

The logo should always be used in its bilingual version unless the platform in which it is used is unilingual.

There are two versions of the logo: horizontal and vertical. Always favour the horizontal version. The vertical version must be used only when the horizontal one is not suitable for the available space. This is the case, for instance, with certain digital applications (Facebook avatar, LinkedIn).
**BRAND LOGO**

**Stand-alone symbol**

The human form evokes The Neuro’s key actors (clinicians, researchers and patients) and puts them at the centre of our work. The symbol is inclusive and conveys the nature of our mission (to find cures, treat patients, improve their quality of life). Organized into a rosace, the human form becomes an evocation of the neuron. This crisp and sharp shape with a structured design evokes the notion of pathfinder.

The neuron’s open structure represents the notion of open science.

To find out under which circumstances this symbol may be used without the signature, refer to the section “The neuron symbol” on pages 29 through 31.

Construction of the symbol

The human form evokes
The Neuro’s key actors
(clinicians, researchers and
patients) and puts them at
the centre of our work.
COLOURS

Brand colours
A bold and contrasting colour palette. The orange represents the institute’s attribute (expert) while the blue captures the hospital’s aspect (caring) and purple expresses the conscientious dimension. The bold amalgam of the three colours evokes the pathfinder personality trait.
Logo and typography colour configurations
Preferably use typography on the official backgrounds (White, Cyan, Purple, Orange) with the colour configurations shown here.
COLOURS

Use of colours
The colour logo is the recommended one. Use it whenever possible. Use the black or white logos only when it is not possible to use the colour version.

Be sure to use the appropriate colour version of the logo when creating communication:

RGB for on-screen applications: Website, online advertising, email signature, PowerPoint presentation, promotional video, etc.

Pantone for premium print applications: Business card, letterhead, envelope, etc. For best printing results, prioritize UV printing and avoid bond paper.

CMYK for low-cost in-house print applications: Printout presentation (e.g., Word), leave-behind, etc.
**TYPOGRAPHY**

The Neuro typefaces

The typeface Fabriga is the reference for The Neuro communications. It was chosen for its distinctive appearance, accessibility and versatility. Use this font for all electronic or printed communications. The continued use of this family of typeface will contribute to the coherence of the brand image.

**Fabriga Bold**
Fabriga Bold is to be used for titles.

**Fabriga Medium**
Fabriga Medium is to be used as secondary title font to create more contrast between titles. Use sparingly as subheads, titles in graphics, body copy for a quote, etc.

**Fabriga Regular**
Fabriga regular is to be used as the text font.

**Arial**
For all digital and internal communications, such as websites, PowerPoints, emails, administrative documents, etc., the default font to be used is Arial.

---

**Fabriga Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*
```

**Fabriga Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*
```

**Fabriga Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*
```

---

**Arial Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*
```

**Arial Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*
```
USE OF BRAND LOGO

Principal logo safe area
To ensure optimum readability of the logo and a clean and refined presentation, a safe area must be maintained at all times around the logo. No other graphic elements should be found within this field. The minimum area around the logo corresponds to two times the diameter of the centre circle counter-form of the symbol on each side of the logo. Keep a safe area equivalent to this measure on all four sides of the logo.

Note: For optimal appearance, whether in a square configuration or a circular one, such as an avatar on social media, the symbol is visually centered on the horizontal. Use the original file for optimal results.
USE OF BRAND LOGO

Symbol safe area

When the symbol is used alone: to ensure optimum readability of the symbol and a clean and refined presentation, a safe area must be maintained at all times around the symbol. No other graphic elements should be found within this field. The minimum area around the symbol corresponds to the diameter of the centre circle counter-form of the symbol. Keep an area equivalent to this measure on each side.

Note: For optimal appearance, whether in a square configuration or a circular one, such as an avatar on social media, the symbol is visually centered on the horizontal. Use the original file for optimal results.
USE OF BRAND LOGO

Minimum dimensions
The logo lockup must maintain a minimum size in which the width of the logo is at least 1.25 inches for its horizontal versions and 1 inch for its vertical versions.
USE OF BRAND LOGO

Consistency of shapes and proportions (dos and don’ts)
The use of additional elements or of colours in a manner that does not maintain the coherence of the visual identity is prohibited at all times. Always follow the guidelines governing the use of the logo.

Always use the logo’s master files. Never modify them or try to recreate the logo.
BRAND ARCHITECTURE
OVERVIEW

1. Sub-Brands
   1.1 Secondary Sub-Brands of a Primary Sub-Brand

2. Non-Academic Departments, Programs and Units

3. Auxiliary Brands
   External collaborations
SUB-BRANDS

Primary Sub-Brands
These core entities directly support and further The Neuro’s mission and positioning. They must always be deliberately and consistently tied to the Neuro word mark to reinforce the master brand.

See generic example below and specific examples to the right.

1 ⇒ McConnell Brain Imaging Centre
1 ⇒ Stroke Unit
1 ⇒ The primary sub-brand is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Medium font.
SUB-BRANDS

Secondary Sub-Brands of a Primary Sub-Brand
These entities exist to expand on the work of the primary sub-brand they’re affiliated with.
For legibility and simplicity, the Neuro endorser line does not appear in our sub-brand lockups.

See generic example below and specific examples to the right.

1. The primary sub-brand is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Medium font.
2. The secondary sub-brand is always positioned below the primary sub-brand. It keeps the latter’s size and boldface, but is rendered in small caps.
**SUB-BRANDS**

**Non-Academic Departments, Programs and Units**

These core entities directly support and further The Neuro’s mission and positioning. They must always be deliberately and consistently tied to the Neuro word mark to reinforce the master brand.

See generic example below and specific examples to the right.

The Non-Academic Department, Program or Unit is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriqa Regular font.
AUXILIARY BRANDS

Collaboration and partners
Collaborations and partnerships enhance The Neuro's reputation while increasing its reach. They’re not tied to one specific sub-brand or secondary unit. Instead, they have their own equity and distinct missions, and can focus on a slightly different audience.

See examples to the right and all possible auxiliary brand logo structures on the following page.

Use version A when the organization is present on The Neuro's territory or subordinate to The Neuro during an event.

Version B may be used when the organization is on a territory associated with The Neuro or assumes a stronger role during an event.

The auxiliary brand is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Medium font. The auxiliary brand descriptor is always positioned below its auxiliary brand. It keeps the latter's size and boldface, but is rendered in small caps.

1→ The auxiliary brand is always positioned to the right of the logo, in Fabriga Medium font. A hairline separates the Neuro logo from the name of the auxiliary brand. The font and hairline are grey.

2→ The auxiliary brand descriptor is in Fabriga Regular font. It is 50% of the size of its auxiliary brand.

Auxiliary Brand - Version A  Auxiliary Brand - Version B
AUXILIARY BRANDS

Auxiliary Brand possibilities - Version A

Auxiliary Brand possibilities - Version B
USE WITH PARTNERS

When The Neuro sponsors events, lectures and print or digital documents in partnership with other institutions or bodies, make sure the relative size of the Neuro logo is proportional to The Neuro’s contribution.

1. If **The Neuro is the dominant partner**, its symbol should be twice as high as the highest of the secondary logos. Spacing between the Neuro logo and the next logo should always be the widest possible with respect to both their respective suggested safe zones.

2. If **The Neuro is an equal partner**, its symbol should be the same height as the highest of the remaining logos. Spacing between the Neuro logo and the next logo should always be the widest possible with respect to both their respective suggested safe zones.

3. If **The Neuro is not the dominant partner**, its symbol should be the same height as the highest of the secondary logos. Spacing between the Neuro logo and the next logo should always be the widest possible with respect to their respective suggested safe zones.

Keep in mind to respect all other logos’ minimum sizes, spacing and colour recommendations depending on use. Please refer to their respective brand guides to do so.
BRAND IN ACTION
BUSINESS CARDS

Construction / Layout
Here are examples of business cards. There are two versions available: one with French information on one side and English on the other, and one unilingual version with logo on the back.

For the production of business cards, refer to the parameters indicated below. For better printing results, use the original Pantone business master file.

All text is purple (PMS 2617 C).

<table>
<thead>
<tr>
<th>Zone 1: Reserved for Neuro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font size: 6.25 pt / 6.25 pt</td>
</tr>
<tr>
<td>Space before: 0.025 in</td>
</tr>
<tr>
<td>Address &amp; contact info</td>
</tr>
<tr>
<td>Fabriga Regular</td>
</tr>
<tr>
<td>Fabriga Bold</td>
</tr>
<tr>
<td>A: Column 1 Text Box horizontal alignment: With the “n” of Neuro</td>
</tr>
<tr>
<td>C Text Box vertical alignment: 0.75 in</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 2: Reserved for doctor info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font size: 7.5 pt / 8.5 pt</td>
</tr>
<tr>
<td>Maximum height: 1.5 in from top</td>
</tr>
<tr>
<td>Doctor's name &amp; degree(s)</td>
</tr>
<tr>
<td>Fabriga Bold</td>
</tr>
<tr>
<td>Doctor's email</td>
</tr>
<tr>
<td>Fabriga Regular</td>
</tr>
<tr>
<td>Space before: 0.05 in</td>
</tr>
<tr>
<td>Doctor's title(s)</td>
</tr>
<tr>
<td>Fabriga Regular</td>
</tr>
<tr>
<td>Space before: 0.025 in</td>
</tr>
<tr>
<td>B: Column 2 Text Box horizontal alignment: 1.5 in</td>
</tr>
<tr>
<td>C Text Box vertical alignment: 0.75 in</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 3: Reserved for McGill logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>McGill Neurological Institute-Hospital</td>
</tr>
<tr>
<td>Institut-Hôpital neurologique de Montréal</td>
</tr>
<tr>
<td>Montreal Neurological Institute-Hospital</td>
</tr>
</tbody>
</table>
THE NEURON SYMBOL

General rules
For certain applications and communication tools, the neuron may be used as a stand-alone visual element but must always be accompanied by the signature.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

Vertical format
In such a case, the neuron is always positioned in the upper or lower portion.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron such that it remains comprehensible and recognizable.

Logo
In such a case, the logo is positioned opposite the neuron. If the neuron is positioned in the upper right corner, then the logo is placed in the upper left corner, and so on.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind whatsoever may be superimposed over the neuron.
THE NEURON SYMBOL

Horizontal format
In such a case, the neuron is always positioned to the extreme right or extreme left.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron such that it remains comprehensible and recognizable.

Logo
In such a case, the logo is positioned opposite the neuron. If the neuron is positioned to the right, then the logo is placed to the extreme left.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind whatsoever may be superimposed over the neuron.
THE NEURON SYMBOL

Square format
In such a case, the neuron may be positioned in any corner of the surface.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron such that it remains comprehensible and recognizable.

Logotype
In such a case, the logo is positioned opposite the neuron.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind whatsoever may be superimposed over the neuron.
BANNERS

Layout
Here are examples of the correct use of the logo and symbol on various communication pieces (outdoor banners, signage, etc.). Keep in mind the proportions described on pages 28, 29 and 30.
DIGITAL COMMUNICATIONS

Social Media
On social media, the nomenclature is often generated automatically within a predetermined visual field. It is therefore not necessary to feature it within the avatar. Thus, the vertical signature without nomenclature may be used, or the stand-alone symbol, depending on the space available. Use of the complete version is not recommended since it would be illegible in the space the software reserves for this purpose.
DIGITAL COMMUNICATIONS

Social Media
Depending on the type of message being conveyed, different versions of the identity are used for the graphic information elements on social media: complete signature, signature only, and sometimes the stand-alone symbol only.
DIGITAL COMMUNICATIONS

Social Media
All communications tools intended for use on social media must deliver factual and highly simplified content. Never overload them with information; on social media, too much information tends to drown out the message. The same goes for tools used for group presentations.
Title slide
Here is an example of an electronic presentation slide. Please refer to the template NOM_FICHIER.indd provided with this document for specific information.
PPT PRESENTATION TEMPLATE

**Content slide**
Here is an example of an electronic presentation slide.

**Other slides**
All the examples shown on the following page are suggested treatments of different types of information. They are not final templates.
Institute-Hospital
Montreal Neurological

Si sum hillatia nis plandi vella quiam Ibusam int estentius, quas eant recitbus volupit quas lade volupbituo dis doluptium reti quodituntur remporpa pa none si conseque comen quas alla cum nonet la doleat.

Ibusam, officur magni inune commin anisse lignis eum am, omnom papxin delinat, si sum hilitaia nis plandi vella quiam Ibusam int estentius, quas eant recitbus volupit quas lade volupbituo dis doluptium reti quodituntur remporpa pa none si conseque comen quas alla cum nonet la doleat.

Graph Slide
Acitempossim remqui voluptae
- Officur magni inune commin anisse lignis eum am, omnom papxin delinat, si sum hilitaia nis plandi vella quiam Ibusam int estentius, quas eant recitbus volupit quas lade volupbituo dis doluptium reti quodituntur remporpa pa none si conseque comen quas alla cum nonet la doleat.

Slide
Graph

The Neuro – Presentation Title – Date – Agnatibusam sam volorep

Page Title
Upta que nam, venet que same di duos dojum aturepra voluseum quas ea acitempossim remqui voluptae molecua quetu.

Ipsum int estentius
Utta que nam, venet que same di duos dojum aturepra voluseum quas ea acitempossim remqui voluptae molecua quetu.

Quis estisqu aectatem
Ibusam, officur magni inune commin anisse lignis eum am, omnom papxin delinat, si sum hilitaia nis plandi vella quiam Ibusam int estentius, quas eant recitbus volupit quas lade volupbituo dis doluptium reti quodituntur remporpa pa none si conseque comen quas alla cum nonet la doleat.

Acitempossim remqui voluptae
Neque voitne nos repem unepo unemodra marenne tearei optane exquase venderemue di officumel et, solupitae ex no dolore qua numescad a re-sumere, quis eantus aectatem sunt ea aciobutus.

THE NEURO BRAND BOOK | Brand in action | PPT presentation template

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