

# NeuroState

# Brand

# Guidelines

Visual Identity & Brand Standards

VERSION 1.0 — NOVEMBER 2025

## SECTION 01

### Brand Essence

NeuroState is a premium wellness brand that exists at the intersection of elevated living and mindful performance. We help people unlock their optimal state—mentally, physically, and emotionally.

#### ◎ Brand Purpose

Why we exist

To elevate human performance by creating products and experiences that help people access their most focused, energized, and balanced state.

We believe that peak performance isn't about pushing harder—it's about finding your optimal state of flow. NeuroState exists to help you get there, stay there, and make it part of your daily rhythm.

#### ◎ Brand Promise

Our commitment

"Precision tools for your optimal state."

Every NeuroState product is designed with intentionality, backed by rigorous development, and crafted to help you perform at your best—without compromise.



What drives us

### Precision

We obsess over details. Every element is intentional.

### Clarity

We cut through noise. Simple, direct, effective.

### Elevation

We raise standards. Premium is our baseline.

### Integrity

We deliver what we promise. Always.

## ⚡ Emotional Identity

How we make people feel

### Empowered

95%

### Focused

90%

### Confident

85%

### Calm

80%

### Elevated

90%

## 👑 Personality Traits

Brand character

### Voice

Direct &  
Authoritative

### Tone

Confident &  
Assured

### Energy

Calm Power

### Aesthetic

Minimal &  
Refined

### Approach

### Character

Intentional &  
Purposeful

Elite &  
Accessible

## Brand Archetype

Core identity model

The Master

With elements of The Sage

As **The Master**, NeuroState represents expertise, precision, and excellence. We help people achieve mastery over their own state—mental clarity, physical energy, and emotional balance.

We combine The Sage's wisdom and knowledge with The Master's commitment to perfection and control. This creates a brand that is both authoritative and empowering.

Motivation  
Excellence  
& Control

Goal  
Peak  
Performance

Strategy  
Precision  
Tools

## Tone & Attitude

How we communicate

We are

We are not

**Confident, not arrogant**

**Boastful or superior**

We are

We are not

**Minimal, not cold**

**Sterile or detached**

We are

We are not

**Premium, not  
exclusive**

**Elitist or  
gatekeeping**

We are

We are not

**Direct, not blunt**

**Harsh or abrasive**

## SECTION 02

### Logo System

The NeuroState logo features a neural waveform pattern representing optimal brain states and peak performance. Each variation serves a specific purpose and must be used according to these guidelines.

#### Primary Logo — Horizontal Lockup

Default version for most applications



Minimum Width

180px / 2in

Clear Space

Equal to icon height

Primary Use

Website headers,  
print, marketing

#### Wordmark Only

Text-only version for specific applications

# NEUROSTATE

## When to Use

Use the wordmark when the icon is displayed separately, in tight horizontal spaces, or when brand recognition is already established. Minimum width: 140px.

## Clear Space Rules

Minimum safe area around all logo variations



NEUROSTATE

Clear space = X (height of the icon element). Maintain this buffer on all sides.

## Minimum Sizes

To maintain legibility and impact



NEUROSTATE

Digital

**180px width minimum**

For web, apps, and digital displays



NEUROSTATE

Print

**2 inches / 50mm width  
minimum**

For business cards, brochures,  
packaging

## Colour Versions

Approved colour treatments for different backgrounds

For Light Backgrounds (Primary)



NEUROSTATE



NEUROSTATE



NEUROSTATE

For Dark Backgrounds (Inverted)



NEUROSTATE



NEUROSTATE

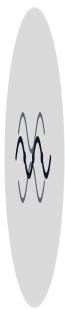


NEUROSTATE

### Colour Usage

The logo appears in Carbon (#1A1A1A) on light backgrounds and inverts to white on dark backgrounds. Never use colours outside the approved brand palette.

## Logo Symbolism



NEUROSTATE

## Neural Waveform

The flowing wave pattern represents optimal brain activity and neural coherence—the state where cognitive performance peaks.

## Continuous Flow

The unbroken line symbolizes sustained peak performance, not sporadic bursts—reflecting our commitment to long-term optimization.

## Precision & Control

Clean, precise curves represent the scientific rigor and data-driven approach that defines NeuroState's methodology.

## Incorrect Usage

Never do these things with the logo



NEUROSTATE

Don't rotate or tilt the logo



NEUROSTATE

Don't change proportions or stretch



NEUROSTATE



NEUROSTATE

Don't add effects, shadows, or  
gradients

Don't change the colours



NEUROSTATE



Don't place on busy or complex  
backgrounds



NEUROSTATE



Don't add outlines, strokes, or borders

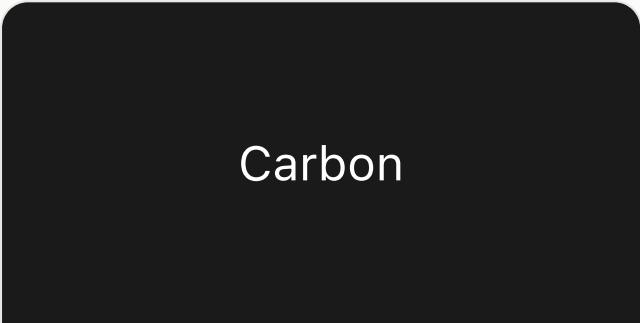
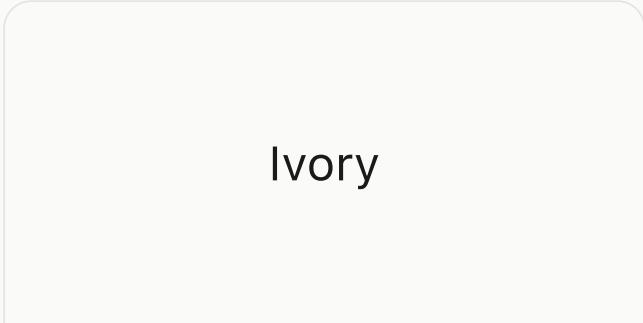
## SECTION 03

### Colour Palette

The NeuroState colour system is intentionally restrained. We use a minimal palette to create clarity, focus, and premium aesthetic. Every colour serves a purpose.

### Primary Brand Colours

Foundation of the visual identity

 Carbon	 Ivory
HEX <b>#1A1A1A</b>	HEX <b>#FAFAF8</b>
RGB <b>26, 26, 26</b>	RGB <b>250, 250, 248</b>
HSL <b>0°, 0%, 10%</b>	HSL <b>60°, 11%, 98%</b>

### Usage Guidelines

**Carbon (#1A1A1A)** — Primary text, logos, UI elements, product packaging. Our anchor colour. Use for authority and presence.

**Ivory (#FAFAF8)** — Primary background, product surfaces, clean space. Creates breathing room and premium feel.

### Secondary Colours

Supporting tones for depth and hierarchy

## Ash

HEX  
#666666

RGB  
102, 102, 102

HSL  
0°, 0%, 40%

## Stone

HEX  
#999999

RGB  
153, 153, 153

HSL  
0°, 0%, 60%

## Mist

HEX  
#E5E5E5

RGB  
229, 229, 229

HSL  
0°, 0%, 90%

## Accent Colours

Sparingly used for emphasis and interaction

### Slate

HEX  
#2A2A2A

RGB  
42, 42, 42

HSL  
0°, 0%, 16%

### Pearl

HEX  
#F5F5F5

RGB  
245, 245, 245

HSL  
0°, 0%, 96%

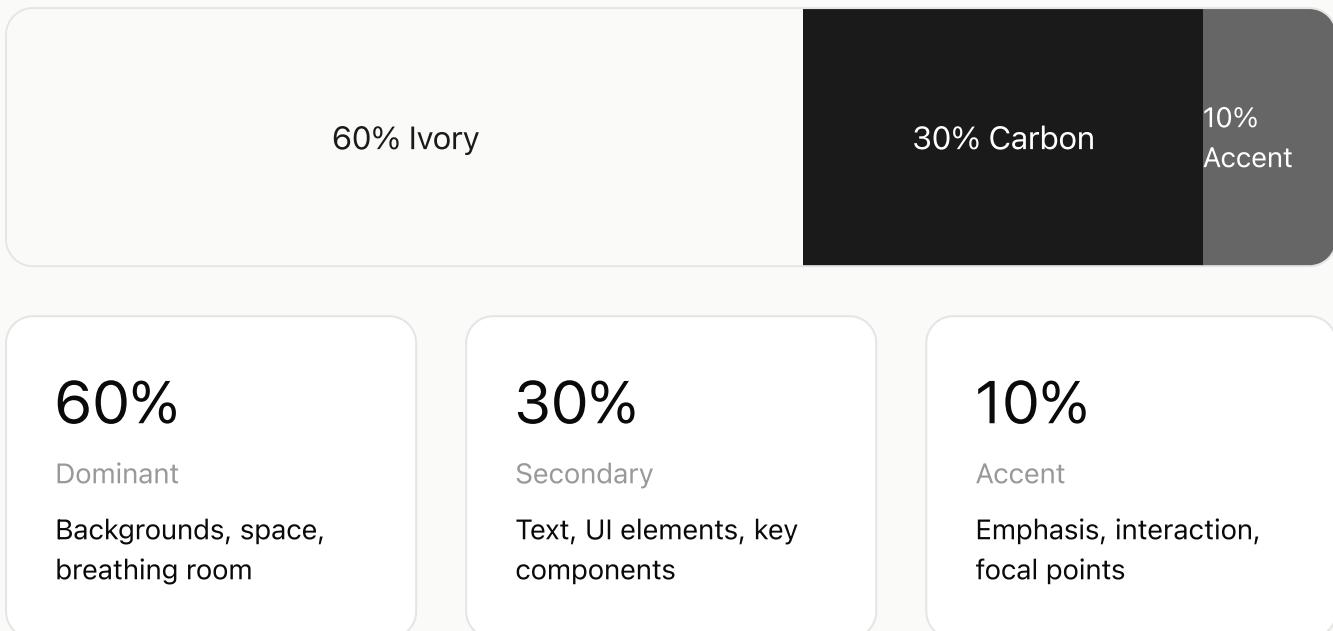
## Accent Usage Rules

Accent colours should be used sparingly—no more than 20% of any composition. They add depth without overwhelming the primary palette.

**Slate** for hover states and emphasis. **Pearl** for subtle backgrounds and cards.

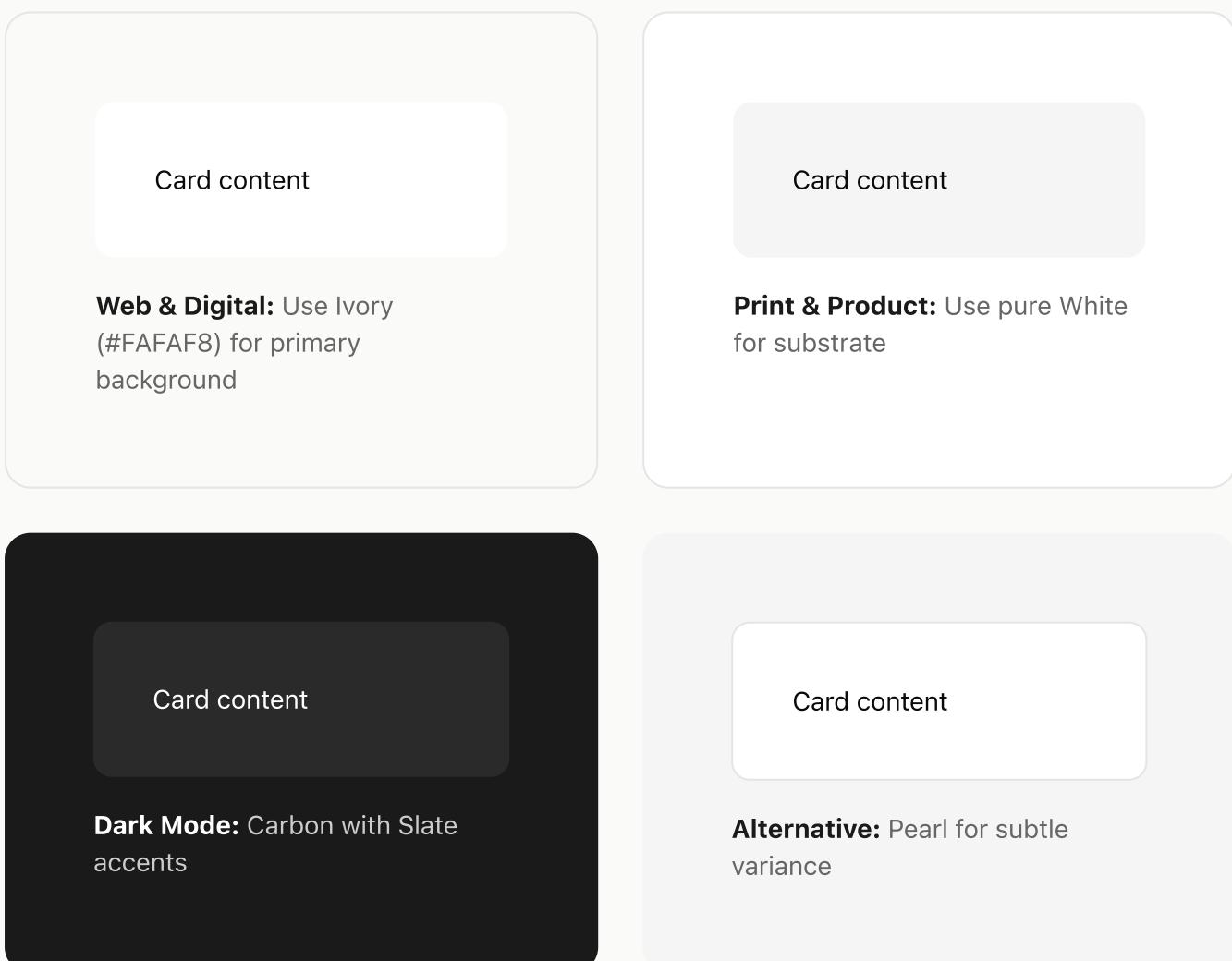
# Colour Usage Ratios

Recommended distribution across applications



## Background Colour Rules

Context-specific background applications



# Accessibility Standards

WCAG 2.1 AA compliance requirements

## Passing Combinations

AAA

Carbon on Ivory 18.5:1

Ivory on Carbon 18.5:1

Carbon on White 19.2:1

## Avoid These

FAIL

Stone on Mist 2.8:1

Stone on Ivory 3.1:1

Ash on Slate 2.5:1

**Important:** Always test colour combinations for sufficient contrast. Body text requires minimum 4.5:1 contrast ratio. Large text (18pt+) requires minimum 3:1.

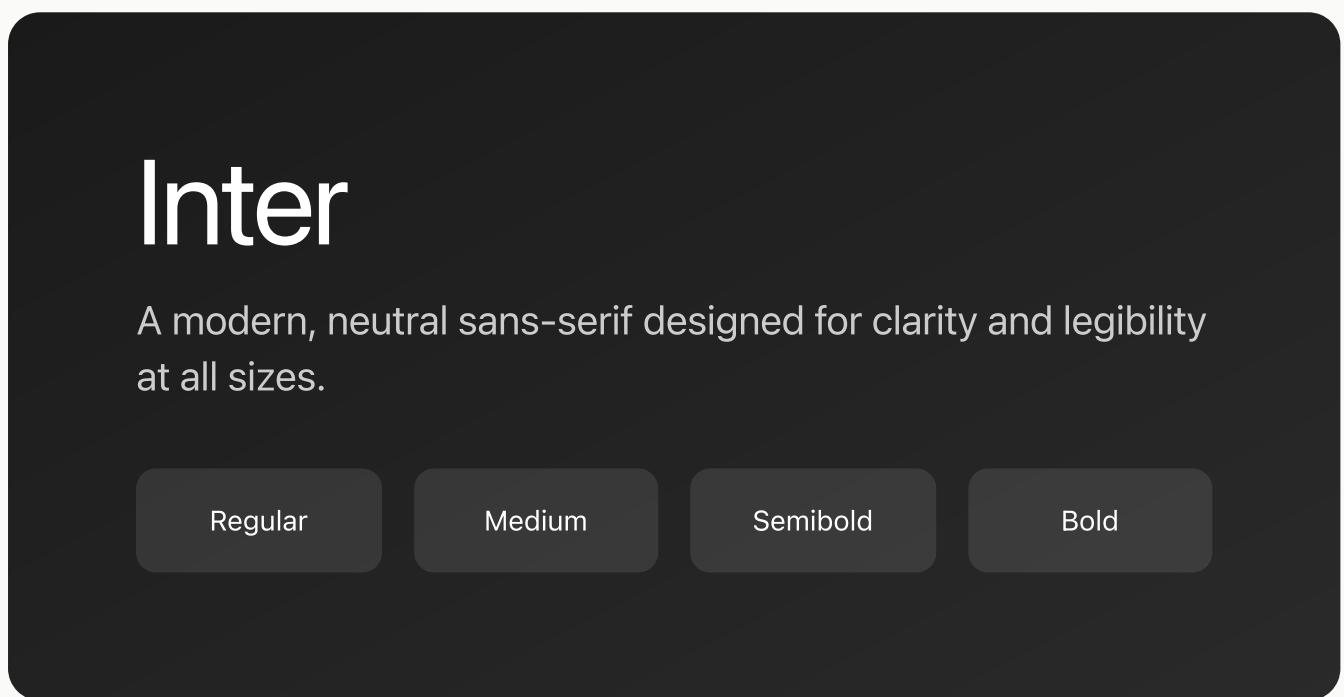
## SECTION 04

### Typography System

Typography is critical to the NeuroState brand. We use a modern, geometric sans-serif system that communicates clarity, precision, and premium quality.

### Typeface System

Primary font family across all applications



#### Why Inter?

- Extensive weight range for hierarchy
- Designed for digital and print

#### Fallback Stack

Inter, -apple-system,  
BlinkMacSystemFont, 'Segoe  
UI', Helvetica, Arial, sans-  
serif

### Display Typography

Large headlines and hero content

# Unlock Your State

Size

72px / 4.5rem

Weight

Bold (700)

Line Height

1.0 (100%)

Letter Spacing

-0.02em (tight)

Use Case

Hero headlines,  
posters

## Performance Starts Here

Size

48px / 3rem

Weight

Bold (700)

Line Height

1.1 (110%)

Letter Spacing

-0.01em

Use Case

Page headers,  
sections

### Heading Typography

Structural hierarchy for content

## H1 — Primary Heading

Size	Weight	Line Height	Spacing	Case
36px / 2.25rem	Bold (700)	1.2	-0.01em	Sentence case

## H2 — Secondary Heading

Size	Weight	Line Height	Spacing	Case
30px / 1.875rem	Semibold (600)	1.3	Normal	Sentence case

### H3 — Tertiary Heading

Size	Weight	Line Height	Spacing	Case
24px / 1.5rem	Semibold (600)	1.4	Normal	Sentence case

## Body Typography

Content and reading experiences

Body Large — For introductory paragraphs and feature descriptions. This size provides comfortable reading for primary content.

Body Regular — Standard body text for most content. Made for extended reading across digital and print. This is the workhorse of the typography system.

Size	Weight	Size	Weight
18px / 1.125rem	Regular (400)	16px / 1rem	Regular (400)
Line Height	Max Width	Line Height	Max Width
1.6	680px (optimal)	1.6	640px (optimal)

## Caption & UI Typography

Small text and interface elements

Caption — Used for image credits, metadata, timestamps, and supplementary information. Slightly reduced opacity for visual hierarchy.

Size	Weight	Line Height	Colour
14px / 0.875rem	Regular (400)	1.5	#666666 (Ash)

UI LABEL — BUTTONS, BADGES, TAGS

Size	Weight	Spacing	Transform
12px / 0.75rem	Medium (500)	0.05em (wider)	Uppercase

## Typography in Context

How the system works together

# Introducing NeuroState Focus

A precision-engineered supplement designed to help you achieve and maintain peak cognitive performance throughout your day.

We spent two years developing this formula, working with top nutritionists and testing with elite performers. The result is a clean, effective product that delivers on its promise—every single time.

[SHOP NOW](#)

[LEARN MORE](#)

## Typography Don'ts

Common mistakes to avoid

 ***Don't use italic emphasis***

Use weight changes instead

 **Don't underline text**

Reserve for links only

 **D o n ' t o v e r s p a c e**

 **Don't center large blocks of text**

Excessive letter spacing hurts legibility

Keep body copy left-aligned



## Use weight for emphasis

Semibold or bold for hierarchy



## Maintain proper line height

1.4–1.6 for body text



## Use tight tracking for display

-0.01 to -0.02em for headlines



## Keep paragraphs left-aligned

Easier scanning and reading

## SECTION 05

### Imagery & Art Direction

NeuroState imagery communicates calm power, elevated living, and intentional performance. Every image should feel premium, purposeful, and aspirational—without being unapproachable.

### Photography Style

Core aesthetic principles for all imagery

#### Lighting

Natural, soft, diffused. Morning or golden hour preferred. Avoid harsh shadows or artificial look.

Soft

Natural

#### Composition

Clean, minimal, breathing room. Use negative space generously. Subject should have room to breathe.

Minimal

Spacious

#### Color Tone

Neutral, slightly desaturated. Earthy tones. No vibrant or neon colors. Maintain calm aesthetic.

Neutral

Muted

### Photography Checklist

- Natural lighting with soft shadows
- Neutral, desaturated color palette
- Intentional, purposeful subjects
- Generous negative space (40%+)
- Sharp focus, clean depth of field
- Premium, elevated context

### Visual Mood Board

Reference imagery that captures the NeuroState aesthetic



# Subject Matter Guidelines

What to show and how to show it

## Preferred Subjects

Use These

- Morning routines and rituals
- Focused work environments
- Athletic performance moments
- Minimal product shots with space
- Natural landscapes and textures
- Clean architectural elements
- Confident, calm portraits

## Avoid These

Don't Use

- Overly staged or fake moments
- Busy, cluttered backgrounds
- Extreme sports or aggressive imagery
- Stock photo clichés
- Vibrant, saturated colors
- Heavy filters or effects
- Multiple people or crowds

# Cropping & Framing Rules

How to frame imagery for maximum impact

## Preferred Aspect Ratios

4:3

Standard

16:9

Widescreen

1:1

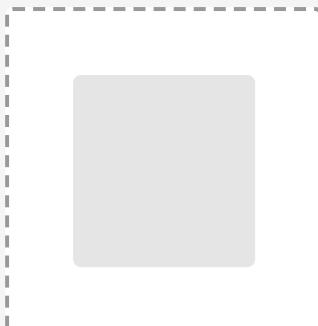
Square

3:4

Portrait

## Minimum Spacing

## Text Overlay



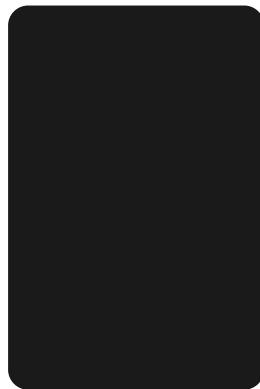
Use gradient overlays for text readability

Images should have at least 32px padding from container edges. Never crop to edges.

When adding text over images, use subtle gradients to maintain legibility.

## Product Photography

Specific guidelines for product imagery



### Product Presentation

- Clean white or ivory background
- Centered with generous spacing
- Soft, diffused lighting from above
- Sharp focus, no blur
- Minimal shadows, subtle depth
- No props unless absolutely necessary

## Lifestyle Context

When showing products in lifestyle context, maintain the same minimal aesthetic. Product should be the hero, environment should support but not distract.

Use natural settings—morning countertops, clean desks, minimal bedside tables. Avoid busy backgrounds or multiple products in frame.

## SECTION 06

### Brand Voice & Tone

How NeuroState communicates matters as much as what we say. Our voice is distinctive, confident, and clear—designed to elevate and empower without alienating.

### Voice Characteristics

The consistent personality across all communication

#### Core Attributes

##### Direct

We get to the point. No fluff, no filler. Every word serves a purpose.

##### Confident

We know what we're talking about. Authority without arrogance.

##### Clear

Simple language. No jargon. Anyone can understand us.

##### Elevated

Premium without pretension. Aspirational yet accessible.

What we sound like

**"Focus, delivered."**

Short. Powerful. No wasted words. This is how we communicate.

What we don't sound like

~~"Discover the amazing journey  
to unlocking your incredible  
potential!"~~

Too enthusiastic. Too many adjectives. Not our style.

### Tone Variations by Context

How our voice adapts to different situations

## Website & Marketing

Confident & Aspirational

*"Peak performance isn't luck. It's precision."*

Bold statements. Clear value. Inspire action.

## Product Descriptions

Direct & Informative

*"20mg caffeine. 200mg L-theanine. Clean energy that lasts."*

Facts first. Benefits clear. No hype.

## Social Media

Concise & Engaging

*"Your morning ritual. Elevated."*

Short form. Impactful. Visual-first.

## Customer Support

Helpful & Professional

*"We'll get that sorted for you right away."*

Clear solutions. Respectful. Efficient.

## Packaging Copy

Minimal & Premium

*"State. Achieved."*

Extremely concise. Let design speak.

## Example Headlines

How we write hero messages and campaign headlines

# Your optimal state. On demand.

Homepage Hero

## Focus, simplified.

Product Launch

## Better mornings. Better days.

Campaign Tagline

## Performance by design.

## Precision. Daily.

Email Subject

## Example Microcopy

Small but important UI and UX copy

Button Copy

GET STARTED

SHOP NOW

LEARN MORE

Form Labels

Email address

you@example.com

Error Messages

Email required.

Success Messages

Added to cart.

Empty States

Your cart is empty.

Loading States

Loading...

**Note:** Microcopy should be as brief as possible while remaining clear. One to three words for buttons. One sentence maximum for messages.

## Messaging Pillars

The core themes we always return to



## Precision

Everything we create is engineered with intention. No guesswork. No shortcuts.

*"Precision tools for peak performance."*

## Clarity

We cut through the noise. Simple ingredients. Clear benefits. Honest communication.

*"No BS. Just results."*

## Elevation

We help you reach your optimal state. Better focus. Better energy. Better you.

*"Elevate your everyday."*

## Storytelling Themes

Narratives that resonate with our audience

### The Morning Ritual

How you start your day determines how you perform. NeuroState becomes part of that intentional morning routine—coffee, movement, focus.

*"Before the meetings. Before the emails. Before the chaos. There's your morning. Make it count."*

### The Flow State

That feeling when everything clicks. Time disappears. Work flows. NeuroState helps you get there and stay there.

*"You know that state where everything just works? We help you find it. Daily."*

### The Intentional Life

Every choice matters. Every product you use. Every habit you build.  
NeuroState is for people who take their performance seriously.

*"You don't leave your performance to chance. Neither do we."*

## Writing Do's & Don'ts

Practical guidelines for staying on-brand



### Do This

- Use short sentences
- Start with the benefit
- Use active voice
- Be specific with numbers
- Write how you'd speak
- Use contractions (you're, we'll)
- End with clear CTAs
- Cut unnecessary words



### Don't Do This

- Use jargon or buzzwords
- Write long paragraphs
- Use passive voice
- Be vague ("very good")
- Sound corporate or stiff
- Use exclamation marks!!!
- Make empty promises
- Add unnecessary adjectives

#### ✓ Good:

"20mg of clean caffeine. Focus without the jitters."

#### ✗ Bad:

"Our amazing formula contains a carefully balanced amount of premium caffeine!"

## SECTION 07

### Graphic Elements

NeuroState's visual system extends beyond logo and typography. These graphic elements provide consistency and flexibility across all brand touchpoints.

#### Icon Style

Minimal, geometric icons with consistent stroke weight

##### Icon Specifications

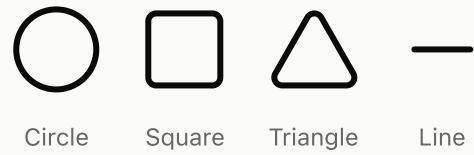
Stroke Width                    1.5px

Corner Radius                    2px (rounded)

Grid Size                        24x24px

Style                             Outline, not filled

Color                            Carbon (#1A1A1A)



Circle

Square

Triangle

Line

#### Icon Library Source

We use **Lucide Icons** as our primary icon library. Their minimal, geometric style aligns perfectly with our brand. When custom icons are needed, follow the same 1.5px stroke weight and rounded corner style.

#### Line Weight System

Consistent stroke weights for visual hierarchy

Hairline — 0.5px

Subtle dividers

Thin — 1px

Standard borders

Regular — 1.5px

Icons, graphics

Medium — 2px

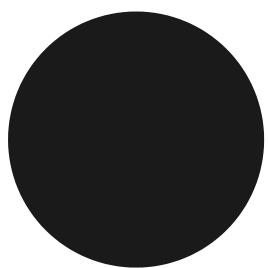
Emphasis borders

Heavy — 4px

Strong accents

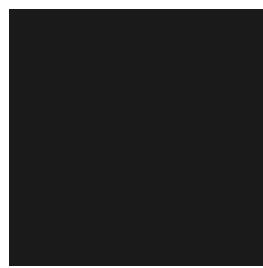
## Shapes & Forms

Geometric elements for layouts and compositions



Circle

Flow, continuity,  
wholeness



Square

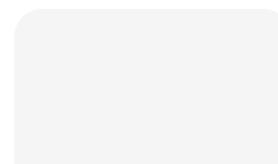
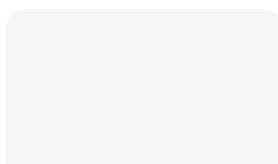
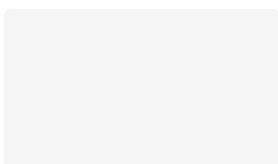
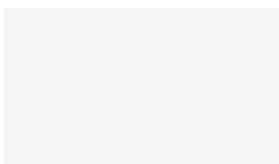
Stability,  
structure,  
balance



Rounded  
Square

Modern,  
approachable,  
refined

## Corner Radius Standards



None — 0px

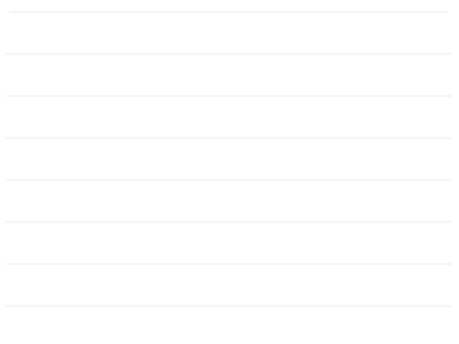
Small — 4px

Medium — 8px

Large — 12px

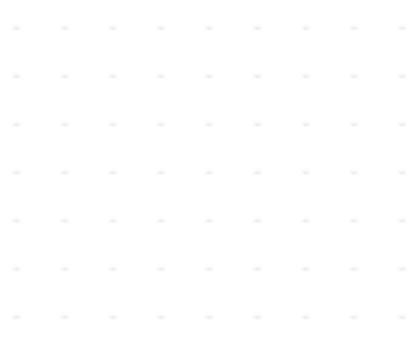
## Patterns & Textures

Subtle background treatments (use sparingly)



Subtle Lines

1px lines, 20px spacing



Dot Grid

1px dots, 24px grid

**Important:** Patterns should be extremely subtle and never compete with content. Use at low opacity (10-20%) and only when adding visual interest to large empty spaces.

## Layout Grid System

Consistent spacing and alignment across all designs



## Spacing Scale

- 4px — XS
- 8px — S
- 16px — M
- 24px — L
- 32px — XL
- 48px — 2XL
- 64px — 3XL

## Container Widths

Small	640px
Medium	768px
Large	1024px
XLarge	1280px
2XLarge	1536px

## Cards & Containers

Standard component treatments

Default Card

### Card Title

Standard card with 1px border (#E5E5E5), 12px border radius, 32px padding.

Action

Elevated Card (with shadow)

### Elevated Card

Use sparingly for key CTAs or featured content. Shadow: 0 10px 30px rgba(0,0,0,0.1)

Featured Action

Dark Card

## Dark Card

For contrast and emphasis. Use to highlight premium features or key messages.

Inverse Action

Border

1px solid #E5E5E5

Radius

12px (rounded-xl)

Padding

32px standard

## SECTION 08

### Brand Applications

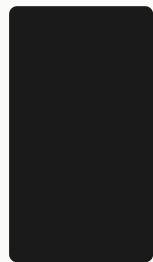
See how the NeuroState brand system comes to life across different touchpoints. Each application maintains visual consistency while adapting to its specific context.

#### Website Homepage

Digital flagship experience

The screenshot shows the NeuroState website homepage. At the top left is a dark circular logo with a white outline. To its right is the brand name "NeuroState". To the right of the logo is a horizontal navigation bar with four items: "Products", "Science", "About", and a dark button labeled "Shop". Below the navigation bar is a large, bold headline: "Your optimal state. On demand.". Underneath the headline is a subtext: "Scientifically-backed supplements engineered for peak mental and physical performance.". At the bottom are two call-to-action buttons: a dark button on the left labeled "SHOP NOW" and a light-colored button on the right labeled "LEARN MORE".

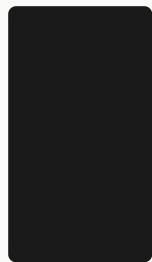
# Your Performance, Improved



## Focus

Precision formula for optimal focus.

\$48



## Energy

Precision formula for optimal energy.

\$48



## Recovery

Precision formula for optimal recovery.

\$48

## Product Packaging

Physical product presentation



### INGREDIENTS

L-Theanine — 200mg  
Caffeine — 100mg  
Lion's Mane — 500mg  
Rhodiola — 300mg

### USAGE

NEUROSTATE

## Focus

30 Capsules

Take 2 capsules daily  
with water. Best taken  
with morning routine.

Made in USA  
Third-party tested

## Social Media Posts

Instagram, Twitter, LinkedIn formats

**Focus.  
Delivered.**

NeuroState

Your optimal state, on  
demand.

Morning  
ritual.  
Elevated.

Start your day with intention.

Precision performance in  
every dose.

## Poster / Billboard

Large format advertising



NeuroState

# Peak Performance By Design

Precision supplements for the modern performer.

NEUROSTATE.COM

## Business Cards

Physical brand touchpoint



NeuroState

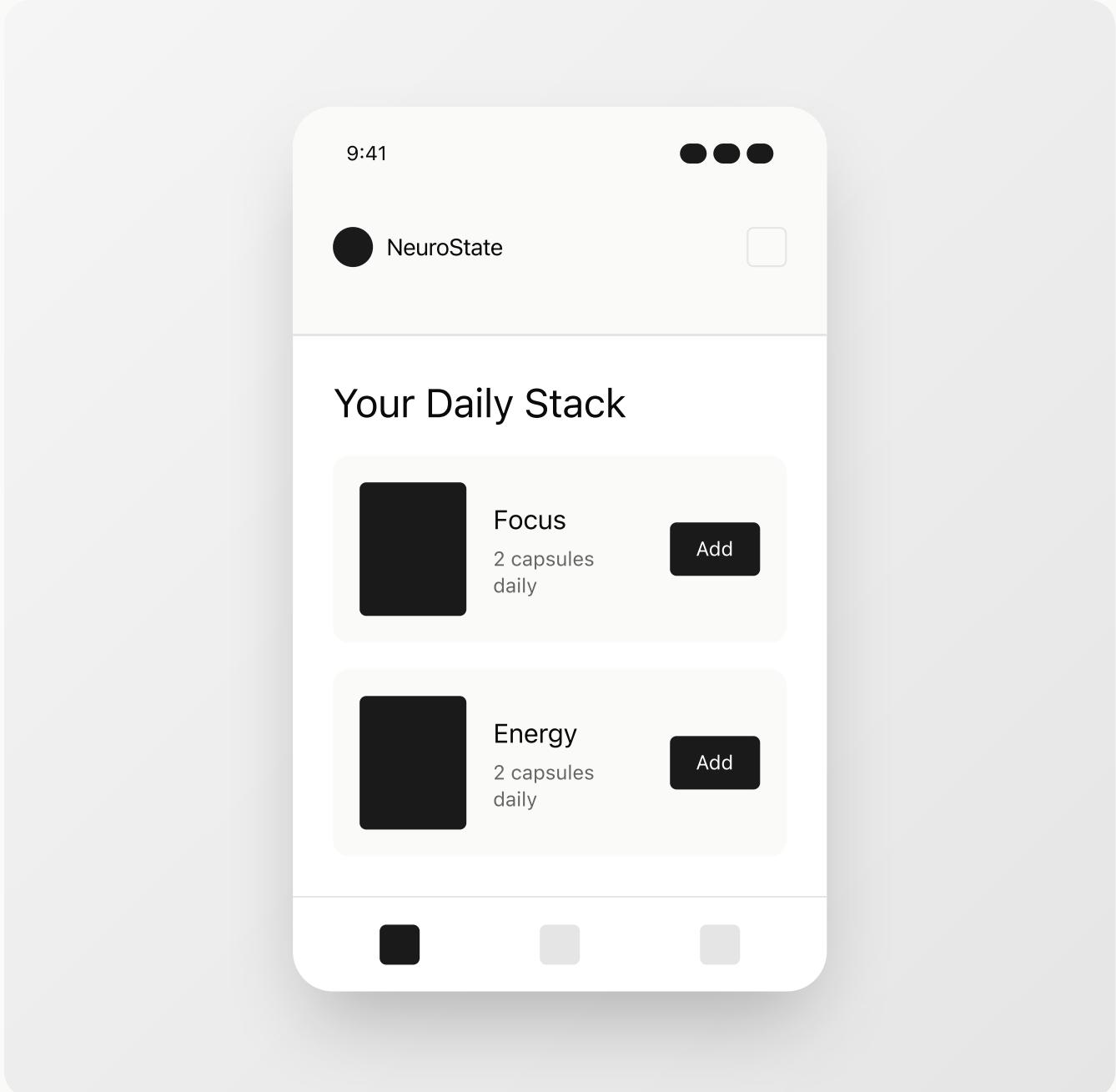
Alex Morgan

Founder

hello@neurostate.com  
neurostate.com

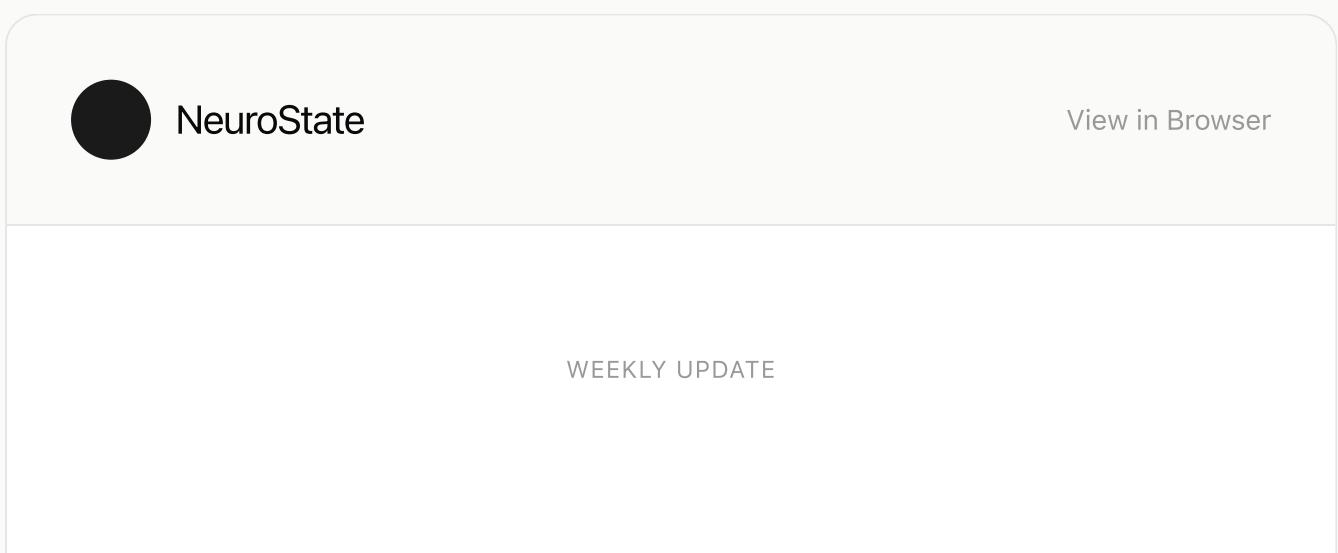
## Mobile UI

Responsive mobile experience



## Email Header

Newsletter and marketing emails



# Your Performance, Optimized

This week: The science of flow states and how to achieve them consistently.

[READ MORE](#)

NeuroState Inc. • San Francisco, CA

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## SECTION 09

### Do & Don't Guidelines

Clear examples of correct and incorrect brand usage. Follow these guidelines to maintain visual consistency and protect the integrity of the NeuroState brand.

### Colour Usage

Maintaining the integrity of our colour palette



Do This



NeuroState

Use approved brand colours only

Stick to Carbon, Ivory, and neutral grays from our palette.



Don't Do This



NeuroState

Don't use vibrant or neon colors

Bright colors break our premium, minimal aesthetic.

### Typography Application

Correct and incorrect text treatment



Do This



Don't Do This

# Focus delivered

Clean, minimal typography with proper hierarchy and spacing.

Use approved weights, maintain readability, keep it simple.

# FOCUS DELIVERED!!!

O V E R S T Y L  
E D

No italics, shadows, excessive spacing, or all caps in body.

## Logo Treatment

Protecting logo integrity

✓ Do This



NeuroState

Proper spacing, correct proportions, clean background.

✗ Don't Do This



NeuroState

Never rotate, distort, or skew the logo.

✗ Don't Do This



NeuroState

✗ Don't Do This



No gradients, shadows, or visual effects on logo.

Avoid busy backgrounds that compromise legibility.

## Photography Style

Appropriate vs inappropriate imagery



Do This

Minimal, calm, focused. Natural lighting, breathing room.



Don't Do This

Oversaturated / Busy

Avoid vibrant colors, busy compositions, or stock clichés.

## Layout & Spacing

Proper use of white space and structure



Do This

Heading

Content with proper spacing



Don't Do This

Cramped heading  
No space

Cramped heading  
No space

Cramped heading  
No space

### Heading

Content with proper spacing

Generous spacing, clear hierarchy, breathing room.

Cramped layouts hurt readability and premium feel.

## Overall Aesthetic

Brand-aligned vs off-brand examples



On-Brand

PREMIUM WELLNESS

# Peak Performance

Precision supplements for optimal mental and physical state.

[EXPLORE](#)

- ✓ Minimal design
- ✓ Clear hierarchy



Off-Brand

🔥 AMAZING WELLNESS 🔥

# PEAK PERFORMANCE!!!

S U P E R S U P P L  
E M E N T S

[BUY NOW!!!](#)

- ✗ Busy, overstyled
- ✗ Wrong colors
- ✗ Poor typography
- ✗ Cheap aesthetic

- ✓ Brand colours
- ✓ Proper spacing

## Key Principles Summary

### Always Do

- Use approved brand colours only
- Maintain generous white space
- Keep typography clean and minimal
- Ensure proper logo spacing
- Use high-quality imagery
- Follow grid systems
- Maintain visual hierarchy

### Never Do

- Use vibrant or neon colors
- Cram content without spacing
- Add effects, shadows, or gradients
- Rotate or distort the logo
- Use low-quality or busy images
- Ignore spacing guidelines
- Oversaturate or over-style