



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.

♥ Core Values

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.

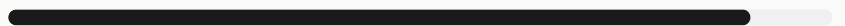
⚡ Emotional Identity

How we make people feel

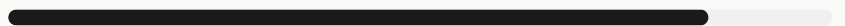
Empowered 95%



Focused 90%



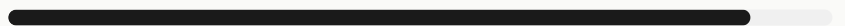
Confident 85%



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

Confident, not arrogant

We are not

Boastful or superior

We are

Minimal, not cold

We are not

Sterile or detached

We are

Premium, not exclusive

We are not

Elitist or gatekeeping

We are

Direct, not blunt

We are not

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



NEUROSTATE

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



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



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



Don't rotate or tilt the logo



Don't change proportions or stretch



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

HEX

#1A1A1A

RGB

26, 26, 26

HSL

0°, 0%, 10%

Ivory

HEX

#FAFAF8

RGB

250, 250, 248

HSL

60°, 11%, 98%

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%

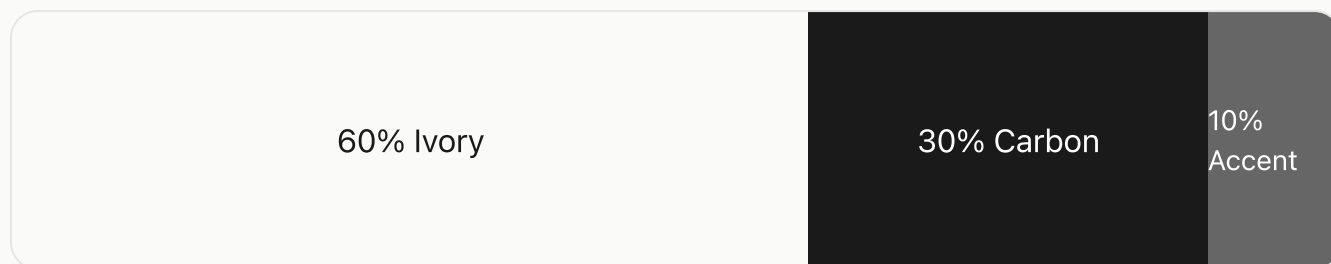
Accent Usage Rules

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



60%

Dominant

Backgrounds, space,
breathing room

30%

Secondary

Text, UI elements, key
components

10%

Accent

Emphasis, interaction,
focal points

Background Colour Rules

Context-specific background applications

Card content

Web & Digital: Use Ivory
(#FAF8F8) for primary
background

Card content

Print & Product: Use pure White
for substrate

Card content

Dark Mode: Carbon with Slate
accents

Card content

Alternative: Pearl for subtle
variance

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

Inter

A modern, neutral sans-serif designed for clarity and legibility at all sizes.

Regular

Medium

Semibold

Bold

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
18px / 1.125rem	Regular (400)
Line Height	Max Width
1.6	680px (optimal)

Size	Weight
16px / 1rem	Regular (400)
Line Height	Max Width
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

PRODUCT LAUNCH

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



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

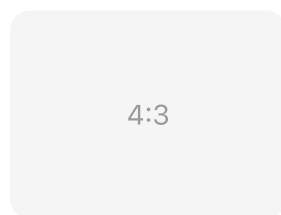
Don't Use

- 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

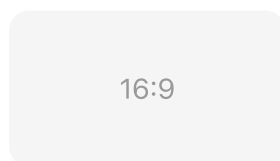
Cropping & Framing Rules

How to frame imagery for maximum impact

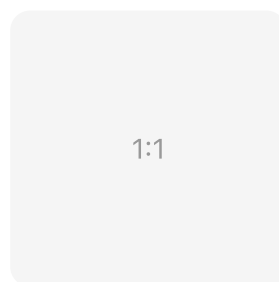
Preferred Aspect Ratios



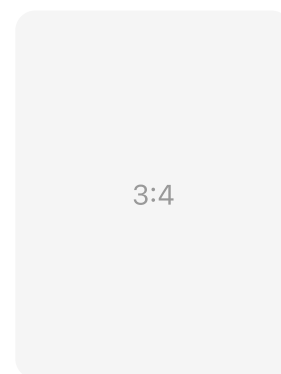
Standard



Widescreen



Square

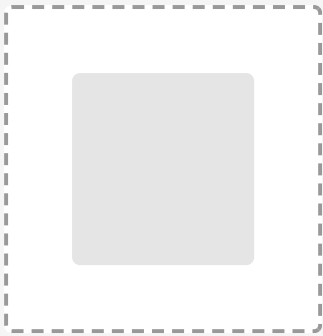


Portrait

Minimum Spacing

Text Overlay





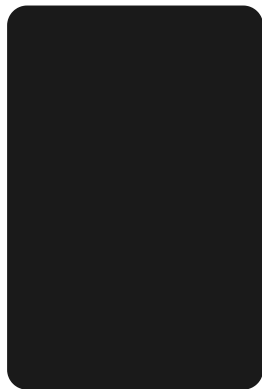
Images should have at least 32px padding from container edges. Never crop to edges.

Use gradient overlays for text readability

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.

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!"

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

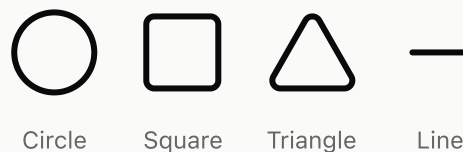
Stroke Width	1.5px
--------------	-------

Corner Radius	2px (rounded)
---------------	---------------

Grid Size	24×24px
-----------	---------

Style	Outline, not filled
-------	---------------------

Color	Carbon (#1A1A1A)
-------	------------------



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

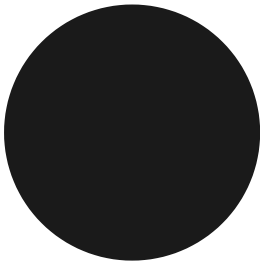
Emphasis borders

Heavy — 4px

Strong accents

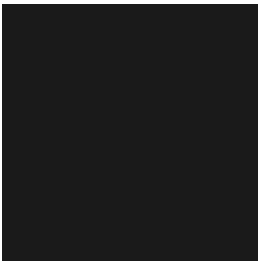
Shapes & Forms

Geometric elements for layouts and compositions



Circle

Flow, continuity,
wholeness



Square

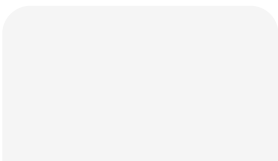
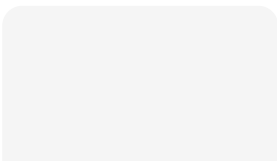
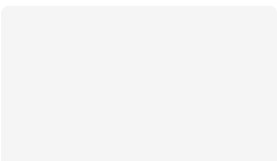
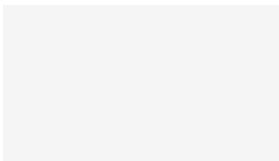
Stability,
structure,
balance



Rounded
Square

Modern,
approachable,
refined

Corner Radius Standards



None — 0px

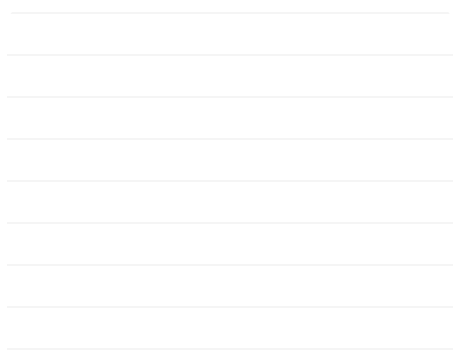
Small — 4px

Medium — 8px

Large — 12px

Patterns & Textures

Subtle background treatments (use sparingly)



Subtle Lines

1px lines, 20px spacing



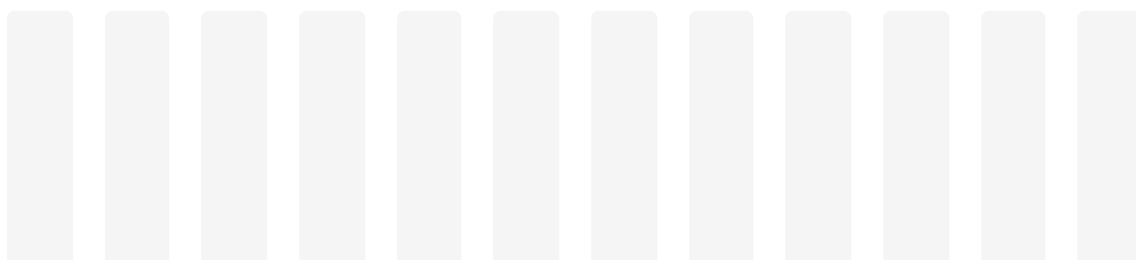
Dot Grid

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

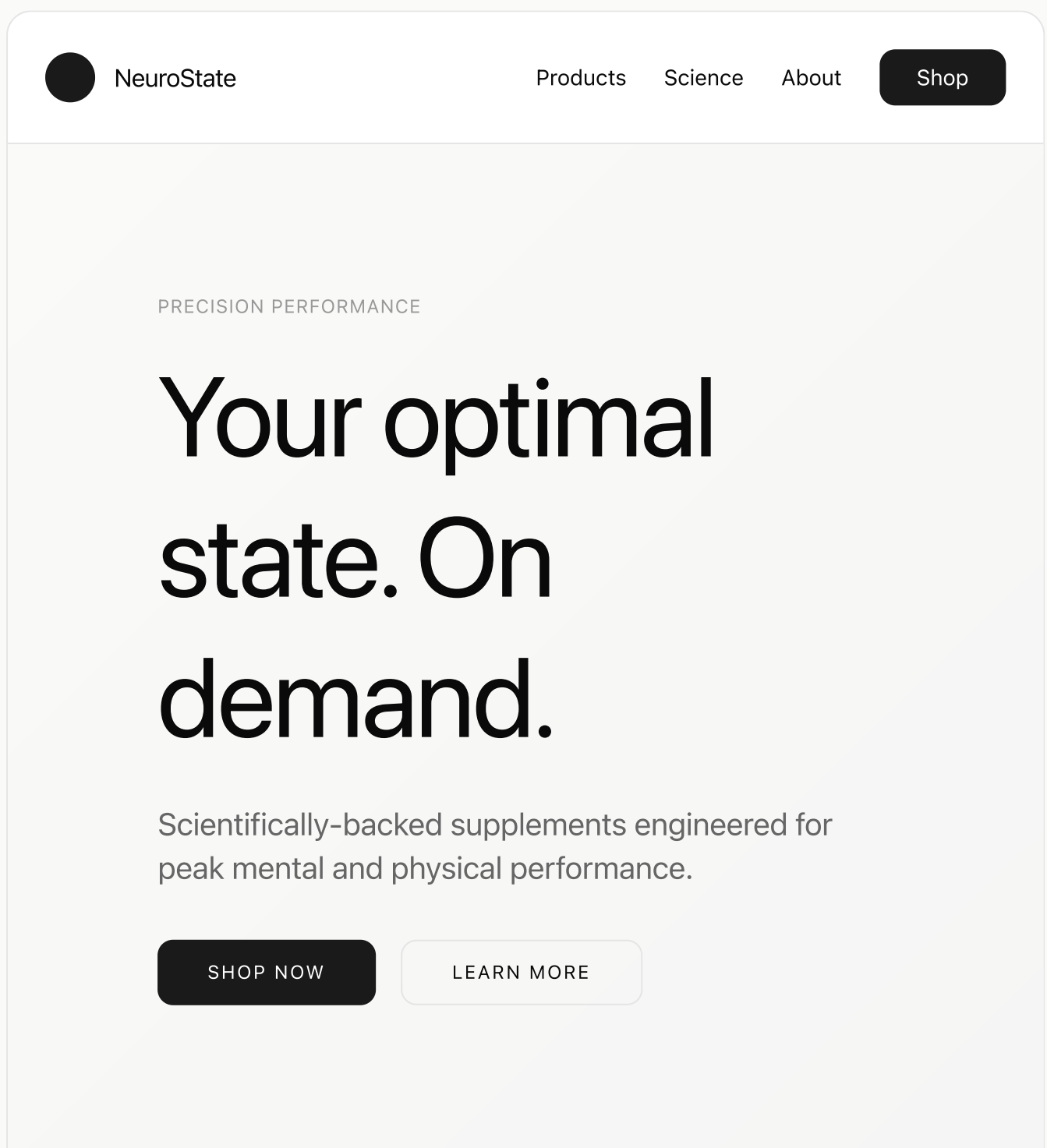
SECTION 08

Brand Applications

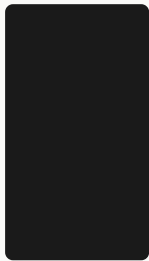
See how the NeuroState brand system comes to life across different touchpoints. Each application maintains visual consistency while adapting to its specific context.

Website Homepage

Digital flagship experience



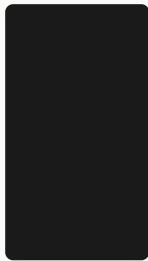
Your Performance, Improved



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.

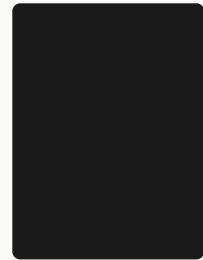
NeuroState

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

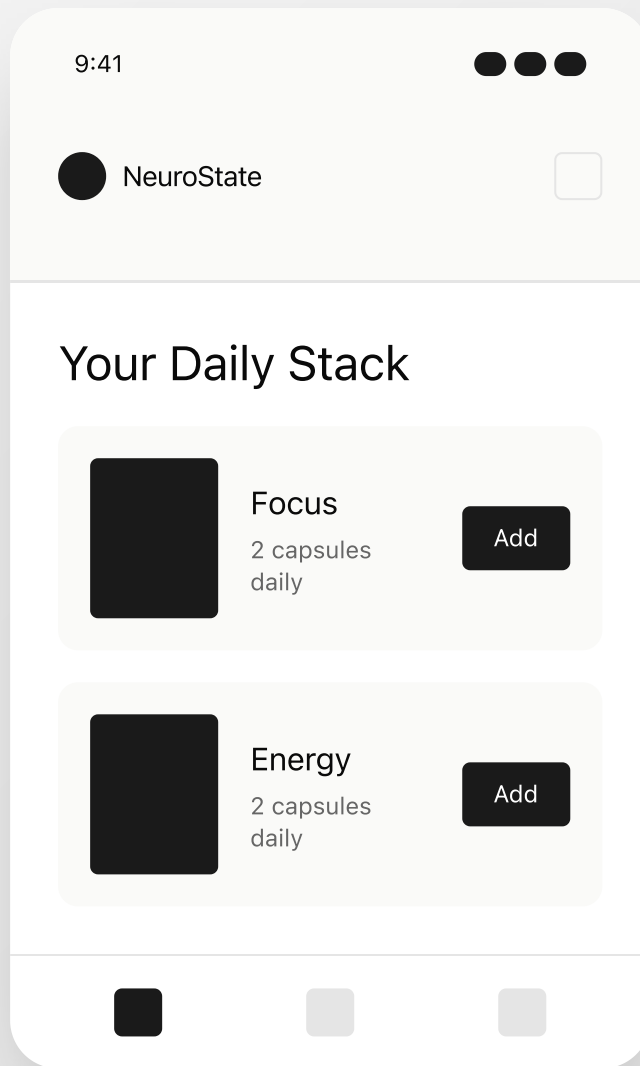
Alex Morgan

Founder

hello@neurostate.com
neurostate.com

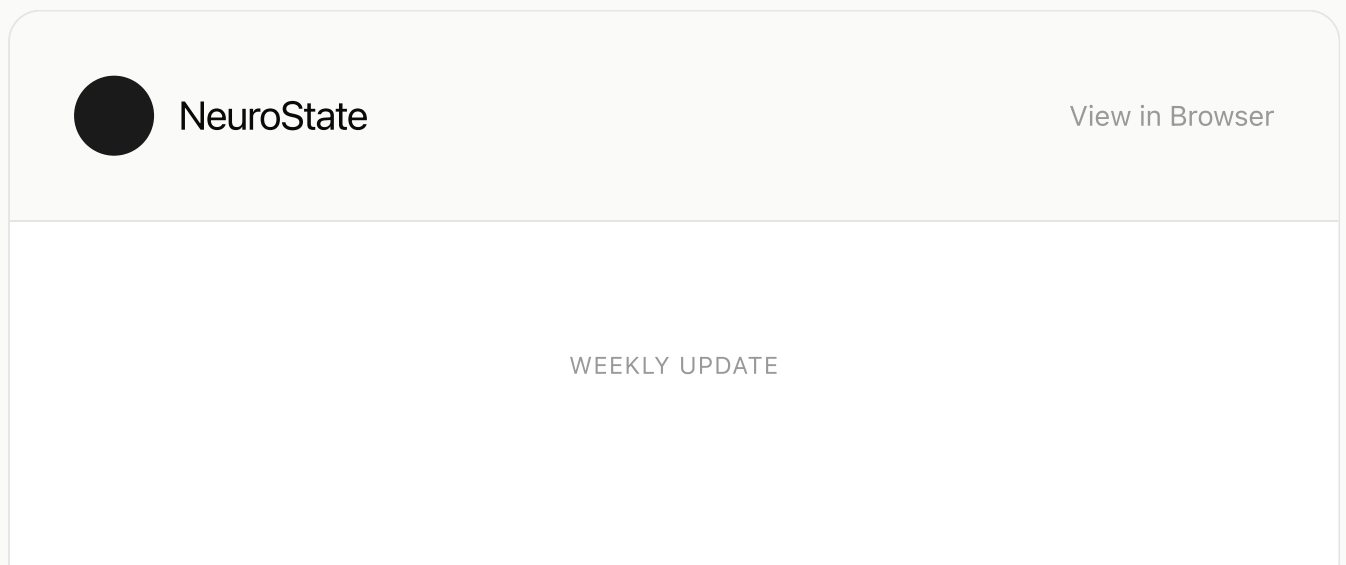
Mobile UI

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

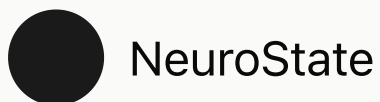
No italics, shadows, excessive spacing, or all caps in body.

Logo Treatment

Protecting logo integrity



Do This



Proper spacing, correct proportions, clean background.



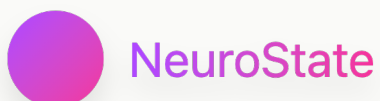
Don't Do This



Never rotate, distort, or skew the logo.



Don't Do This



Don't Do This



No gradients, shadows, or visual effects on logo.

Avoid busy backgrounds that compromise legibility.

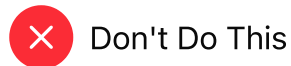
Photography Style

Appropriate vs inappropriate imagery



Do This

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



Don't Do This



Oversaturated / Busy

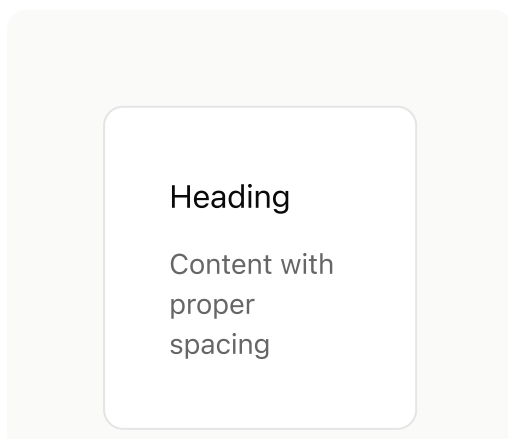
Avoid vibrant colors, busy compositions, or stock clichés.

Layout & Spacing

Proper use of white space and structure

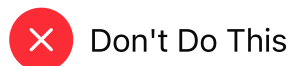


Do This

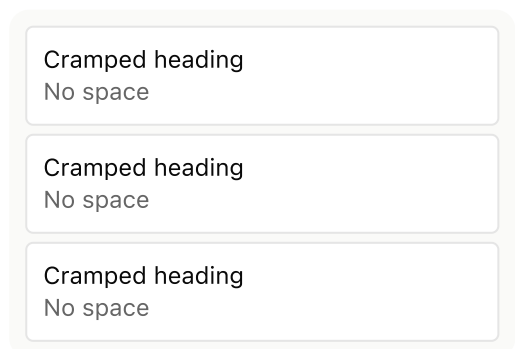


Heading

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