



Brand Guidelines
November 2023

Welcome to the Neuron Brand Guidelines

Neuron

These Guidelines will instruct you on how to use your Brand Identity effectively, to make all brand communications look and sound their best!

This document will take you through 00 sections: Strategy, tone of voice, logo, color, typography, art direction, iconography, expressions, components, and product which come together to make the Neuron brand.



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Neuron

Strategy

04

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Our brand mission, vision and archetype is aiming to empower our customers with seamless access to the latest advancements, fostering a community where technology meets convenience, creativity, and endless possibilities. At Neuron, our mission is to fuel your journey into the future, simplifying the complexities of technology while inspiring a smarter, more connected world.

Stress-Proof Your Path to Success

For Merchants

Create a user-friendly online portal specifically designed for merchants. This portal should feature a clean interface, intuitive navigation, and easy access to products and purchasing options.

Offer personalized accounts for merchants, allowing them to set preferences, track orders, and manage inventory seamlessly. Implement features that remember past orders, making reordering quick and efficient.

Enable a streamlined bulk ordering process that allows merchants to order in large quantities with customized pricing and shipping options. Implement a flexible pricing structure based on volume to incentivize larger purchases.

Offer live chat or video consultation services where merchants can get real-time assistance from tech experts. This could include product recommendations, technical support, or guidance on how to integrate new technology into their businesses.

Stress-Proof Your Path to Success

For Shoppers

Develop a user-friendly and visually appealing online platform that offers easy navigation, clear product categories, and a responsive design for seamless browsing across devices.

Implement immersive technologies like AR or VR to allow shoppers to visualize tech products in their own spaces before making a purchase, enhancing their confidence in the product.

Offer personalized accounts for shoppers, enabling them to create wishlists, save favorite items, and receive tailored recommendations based on their browsing history and preferences.

Provide live chat support, chatbots, or easy access to customer service representatives to assist shoppers with inquiries, product details, or troubleshooting in real-time.

B2B Positioning

What do we deliver?

At Neuron, we deliver a curated selection of cutting-edge tech products, carefully chosen to elevate everyday living. Our offerings include innovative gadgets, smart devices, and tech solutions designed to simplify complexities, foster connectivity, and inspire a smarter, more connected world.

Guidelines

Neuron

Logo

Our logo captures the essence of boldness and technology with its dynamic and unconventional structure. The angled cut of the circle, with one half positioned higher than the other, symbolizes innovation and forward-thinking.

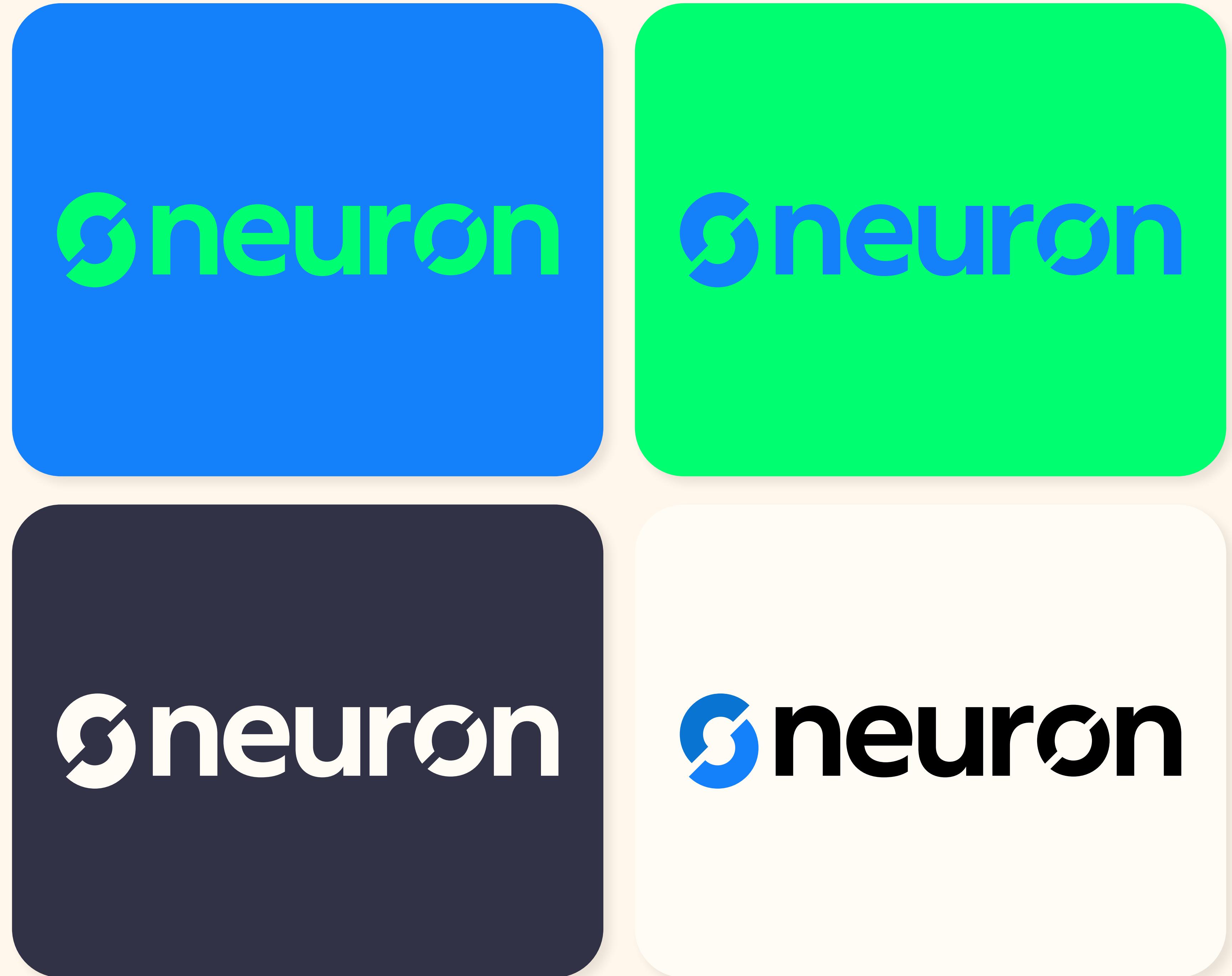
Our Logo

Our logo stands as the pivotal cornerstone of our brand identity. It's more than just a visual representation, its unique and dynamic design serves as a constant reminder of our brand's promise—to deliver cutting-edge tech solutions that elevate and inspire.



Logo Color

Our logo is a visual representation carefully crafted to embody our brand's essence. To maintain its integrity and ensure consistent brand identity, it must be exclusively showcased on backgrounds of blue, dark blue, bright green, and light beige. These selected colors align harmoniously with our brand's personality, enhancing recognition and resonance among our audience.



Logo

Neuron

Logo Variations

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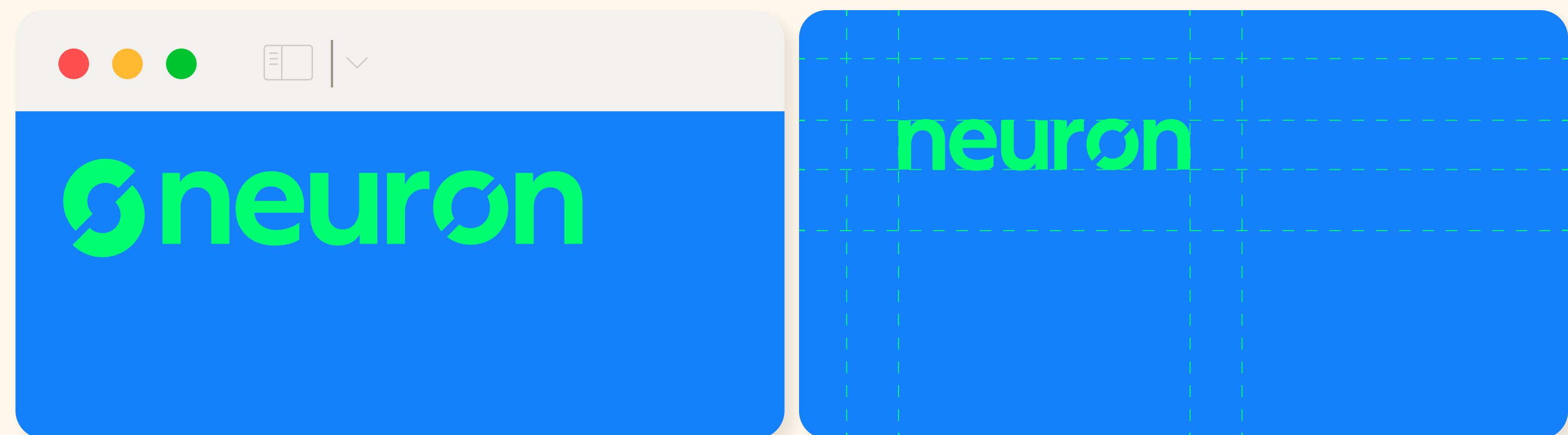
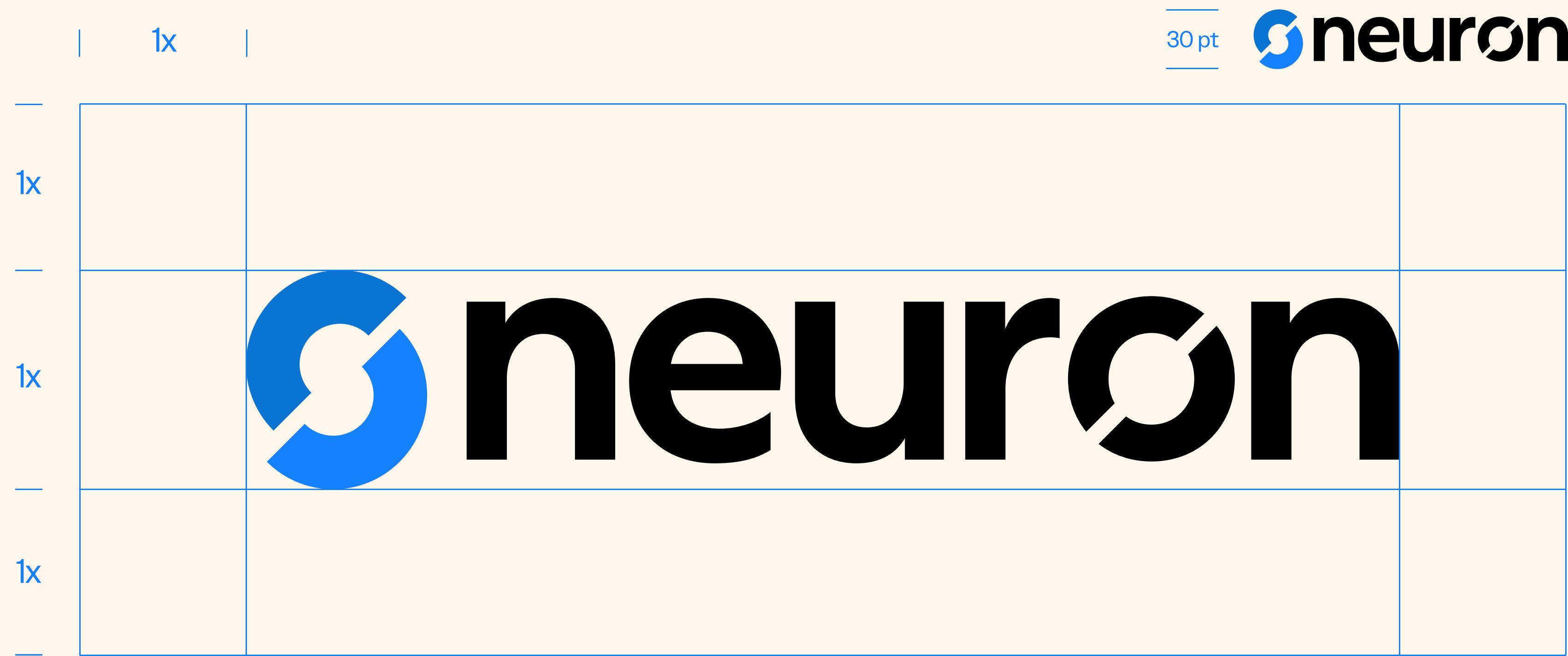
Clearspace

Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

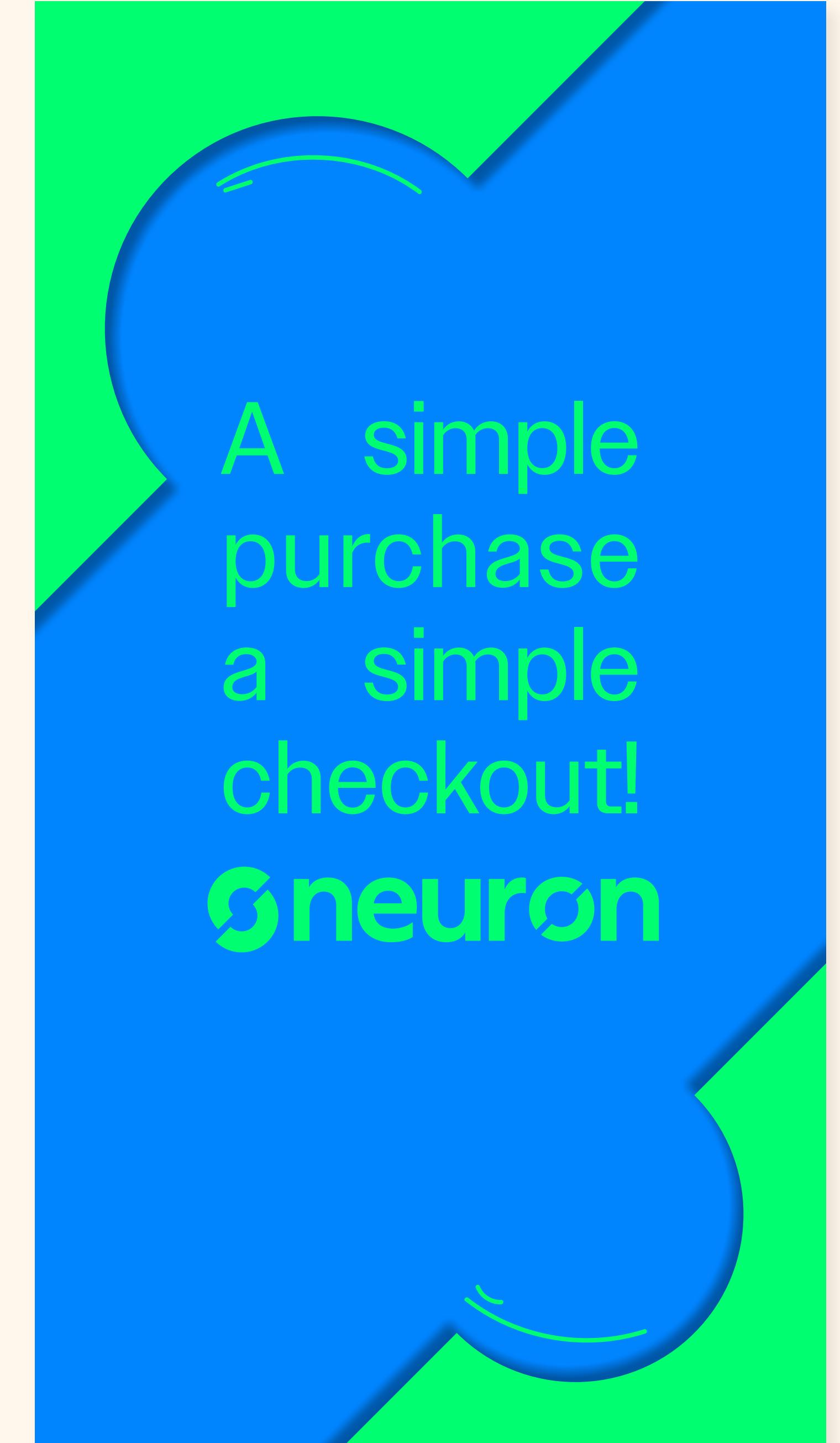
To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



Logo Usage

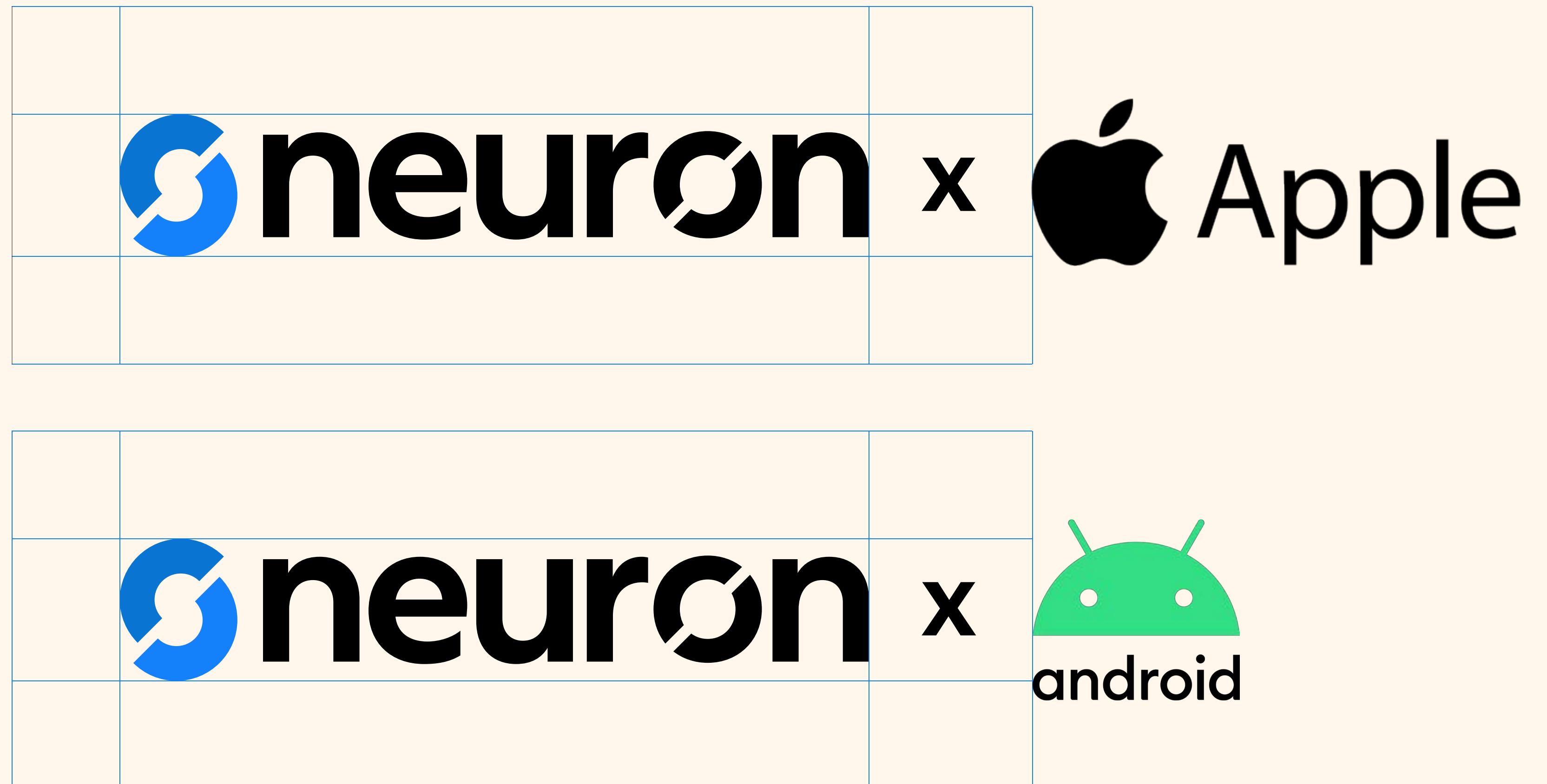
Our logo adapts seamlessly to all sizes and mediums. As an icon, it commands attention on large prints, ensuring clarity and impact. Paired with text or as a standalone icon on social media, it represents our commitment to innovation and connectivity, fostering recognition and engagement across platforms.

- ① Logo as primary element
- ② Logo as secondary element



Co-branding

Our logo adapts seamlessly to all sizes and mediums. As an icon, it commands attention on large prints, ensuring clarity and impact. Paired with text or as a standalone icon on social media, it represents our commitment to innovation and connectivity, fostering recognition and engagement across platforms.



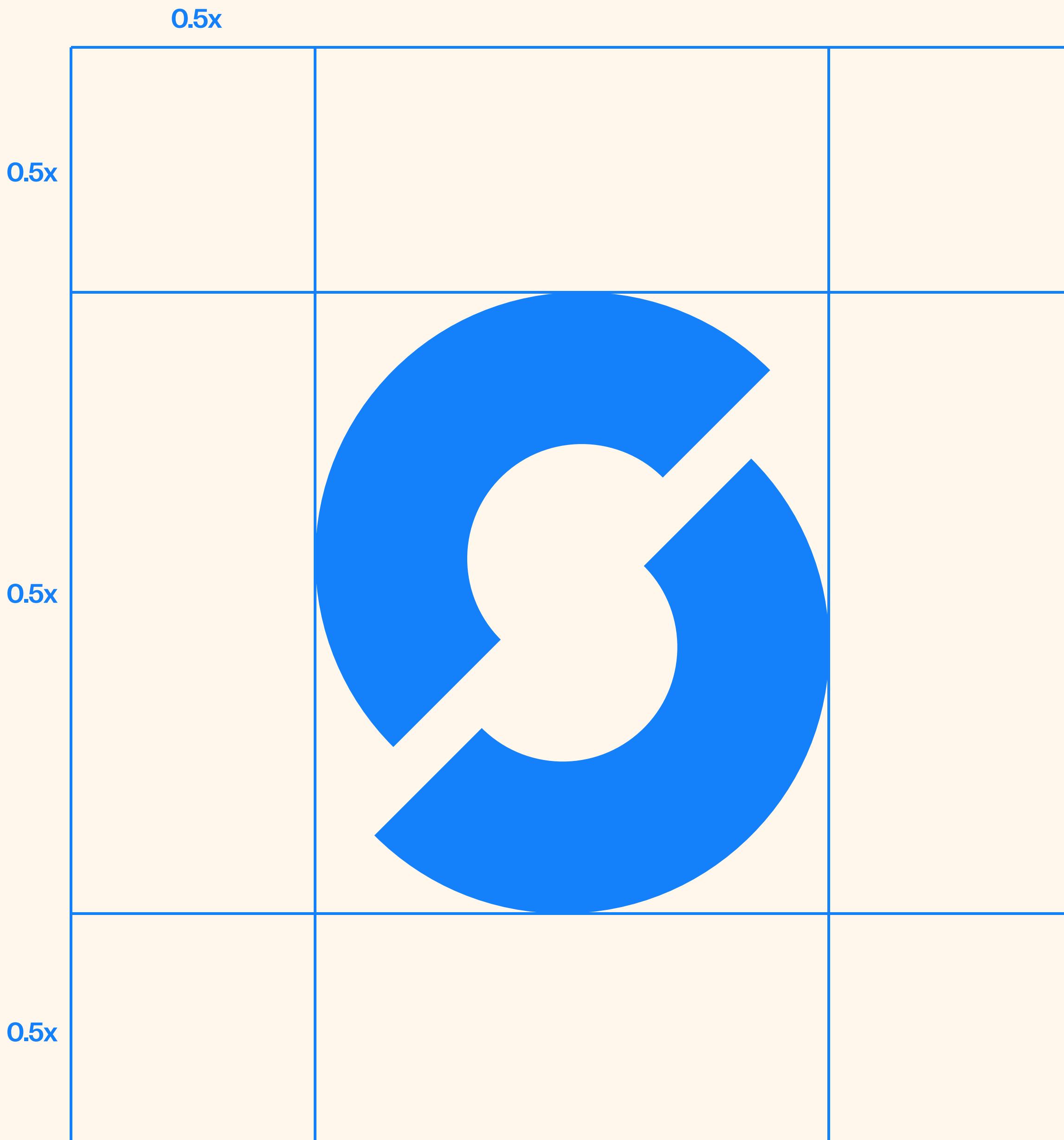
Our Icon

Our icon is a visual embodiment of boldness. This unconventional design signifies our brand's courageous departure from the ordinary, embracing creativity and forward-thinking. The angled cut symbolizes dynamic movement, mirroring the rapid advancements and progress inherent in technology.



Icon + Spacing

The safe space of our icon is a crucial element in preserving its integrity and impact. It's the designated area surrounding the icon where no other visual elements, text, or imagery intrude.

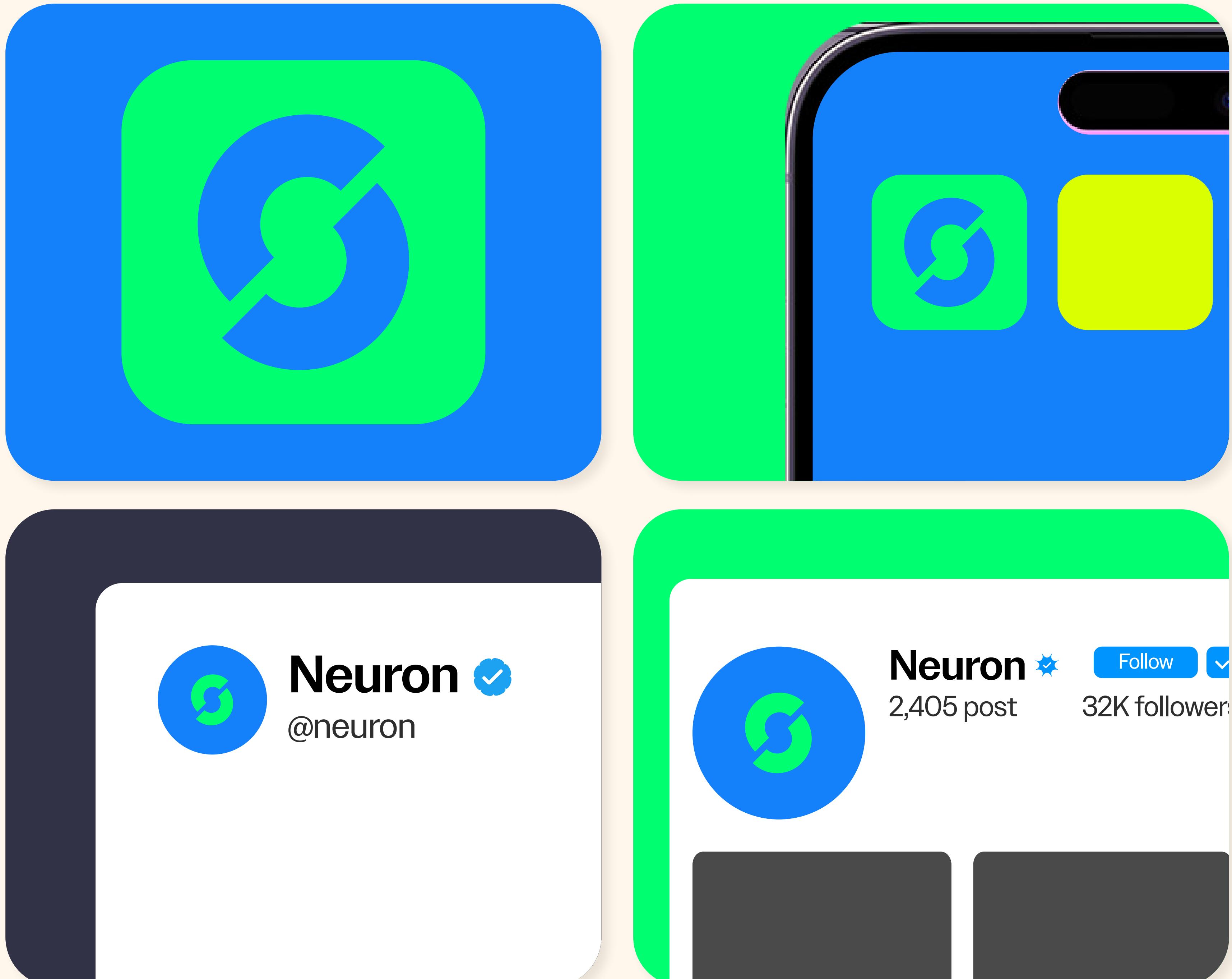


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Icon Usage

Minimum Size

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Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.

Color

Neuron

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Colors are the vibrant heartbeat of our brand, encapsulating its personality and evoking emotions. They're not just hues; they're the essence of our identity, conveying our values, innovation, and connection. Consistent use of colors ensures instant recognition and resonance, fostering a strong and memorable visual identity across all touchpoints.

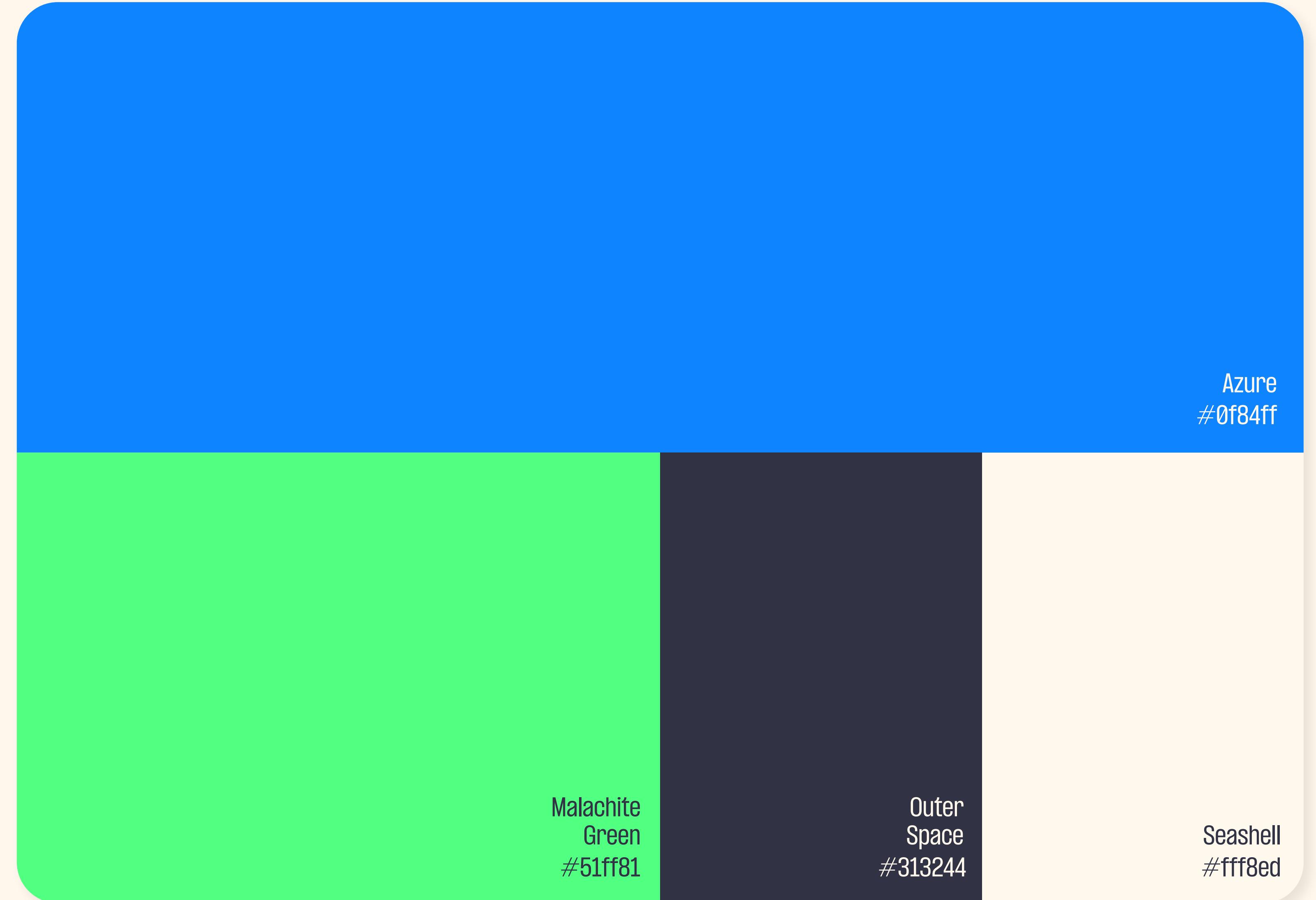
Our lead color is Bright Blue.

**Its indeed confident,
energetic and vibrant.**

We use it very carefully in
EVERYTHING!

Primary Colors

Together, these primary colors form a harmonious blend, creating a cohesive and distinctive visual identity that resonates with our audience, communicates our values, and reinforces our brand's presence across diverse mediums and platforms.



Typography

OWNERS

Aa

"Jack quickly enjoyed a heavenly sunrise over the fjord. The five boxing wizards jump quickly."

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz

Bb

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz**

LEXIA

Aa
Bb

"The quick brown fox jumps over the lazy dog. Pack my box with five dozen liquor jugs. Sphinx of black quartz, judge my vow. Mr. Jock, TV quiz PhD, bags few lynx. Waltz, nymph, for quick jigs vex Bud."

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Ww Zz**

Type Hierarchy

Minimum Size

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Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.

Headline: Owners Bold

Simple Yet Stunning!

Subline: Owners Bold

Get your the new phone at the freshest shop!

Body: SF PRO Regular

Discover a universe of innovation at your fingertips. We're not just an online shop; we're your gateway to cutting-edge technology and digital delight.

Annotation: SF PRO Semi Bold

Visit neuron.com for more information!

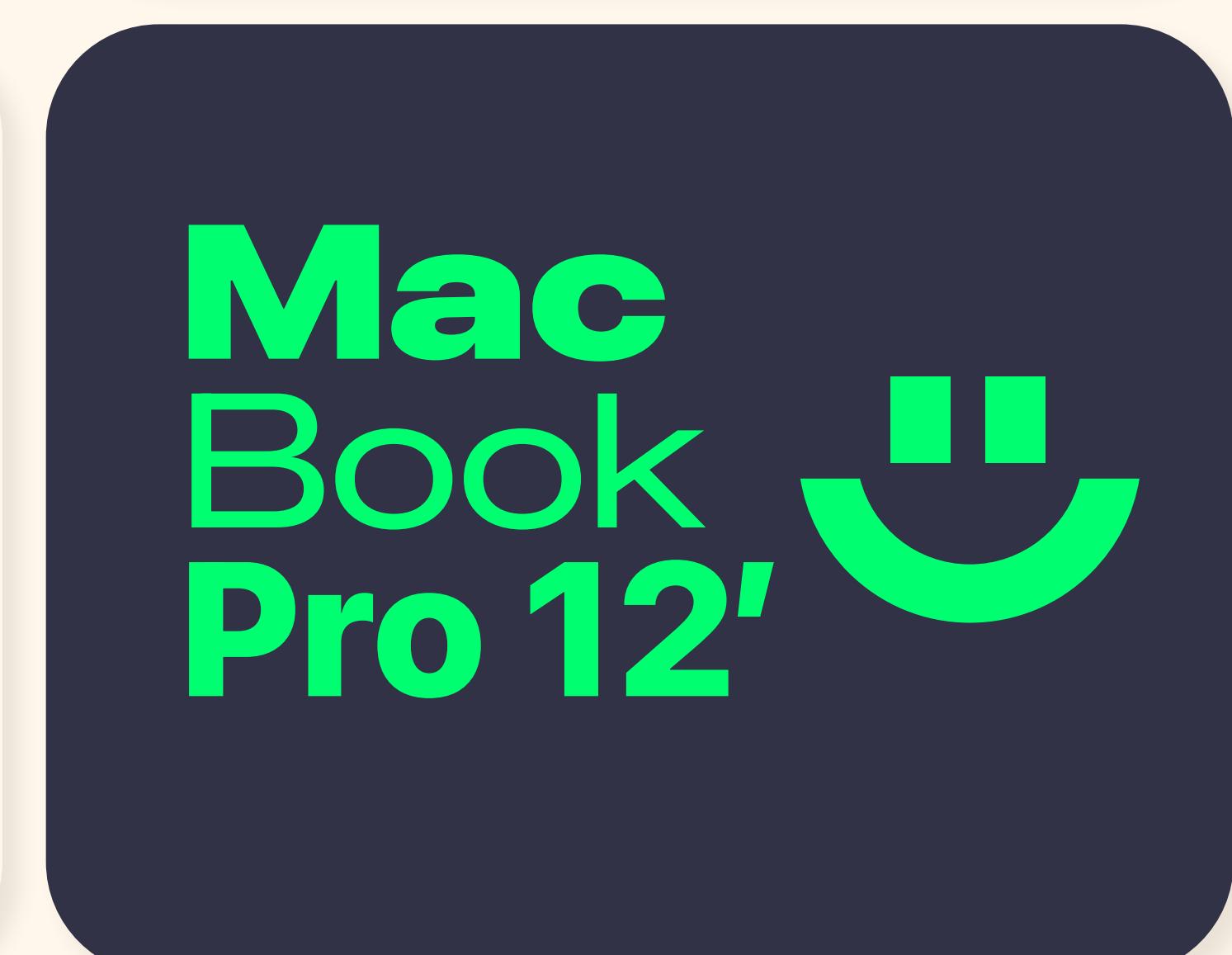
Type Color Uses Cases

Combining Fonts is a piece of communication but colors also play one of the biggest roles if used correctly!

Simple Yet Stunning!

Expressive Type

These are a few examples of how we can be expressive with our type usage. From big to small, to playful and awesome!



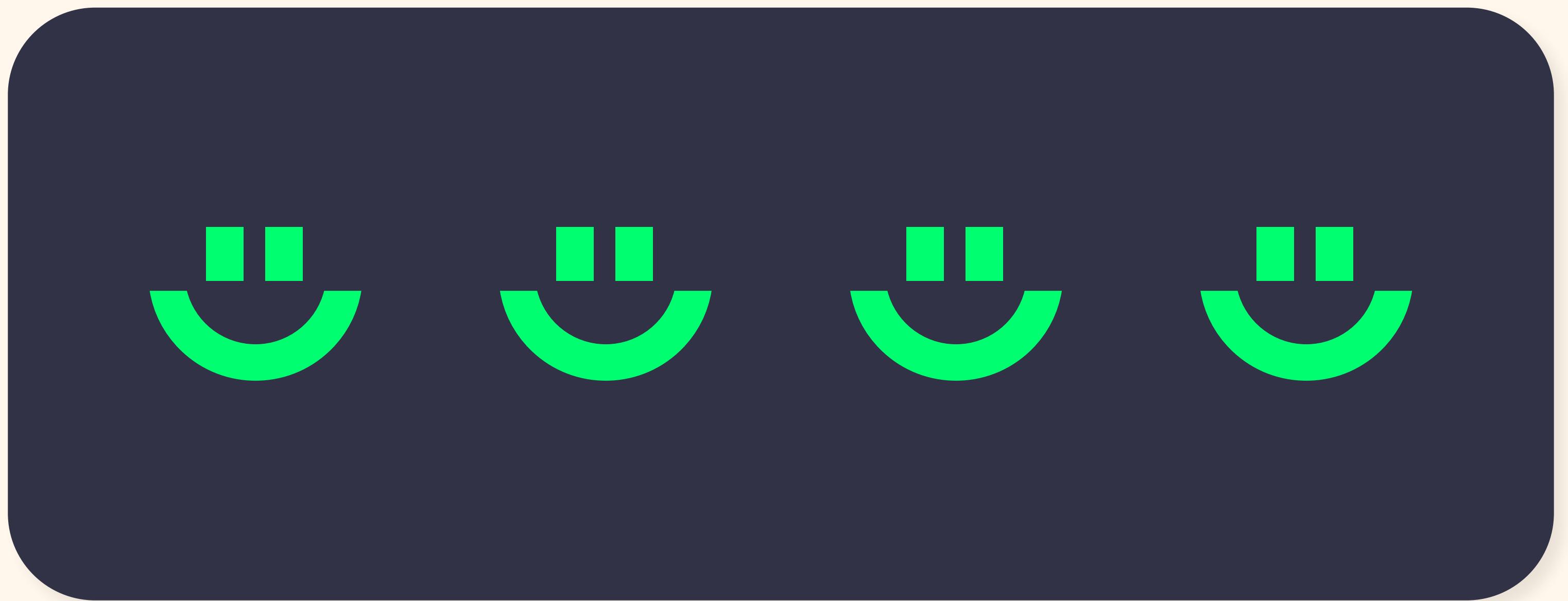
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Mascot

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Mascot

Our brand has come up with a mascot created out of the workmark, and should be used in social media, given they are created to reflect characteristics of the Neuron brand.



Official Documents

Business Card



Invoice

neuron

Invoice

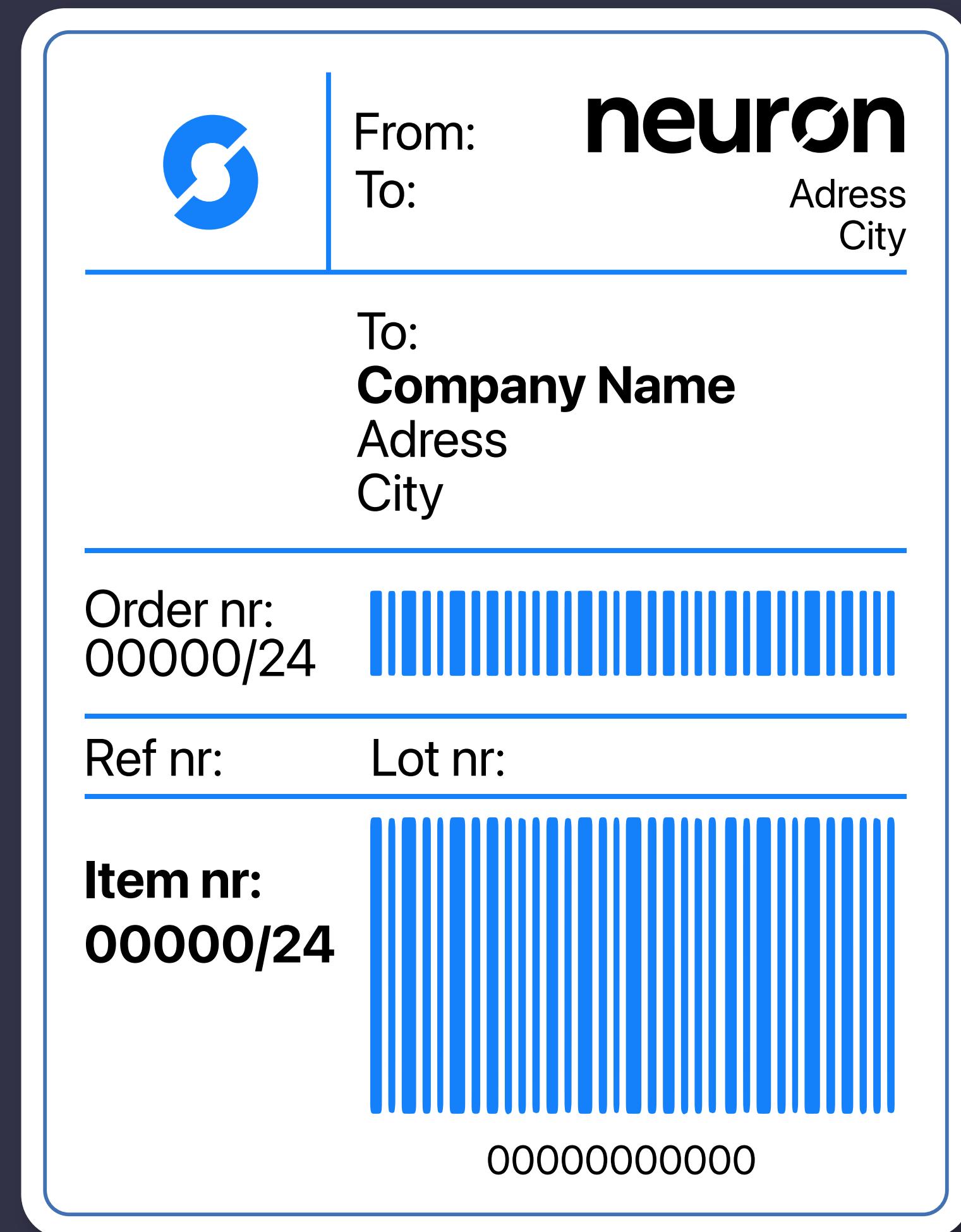
Bill to	Invoice details
Awoke Media attn. Mr. John Doe Damn Square 23 1001 Bc Amsterdam	Date: 01.01.2024 Number: 012 Invoice Nr: 200513466

Description	Unit Price	Total
Mac Book Pro 12'	1800€	1920€
iMac M2	2300€	2450€

Subtotal:	4,370€
BTW 21%:	30€
<hr/>	
Total:	4,400€

Neuron Museum Square 1235 AB Amsterdam	T: +383 49888123 E: neuron@info.com W: neuron.com
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Postage Stamp

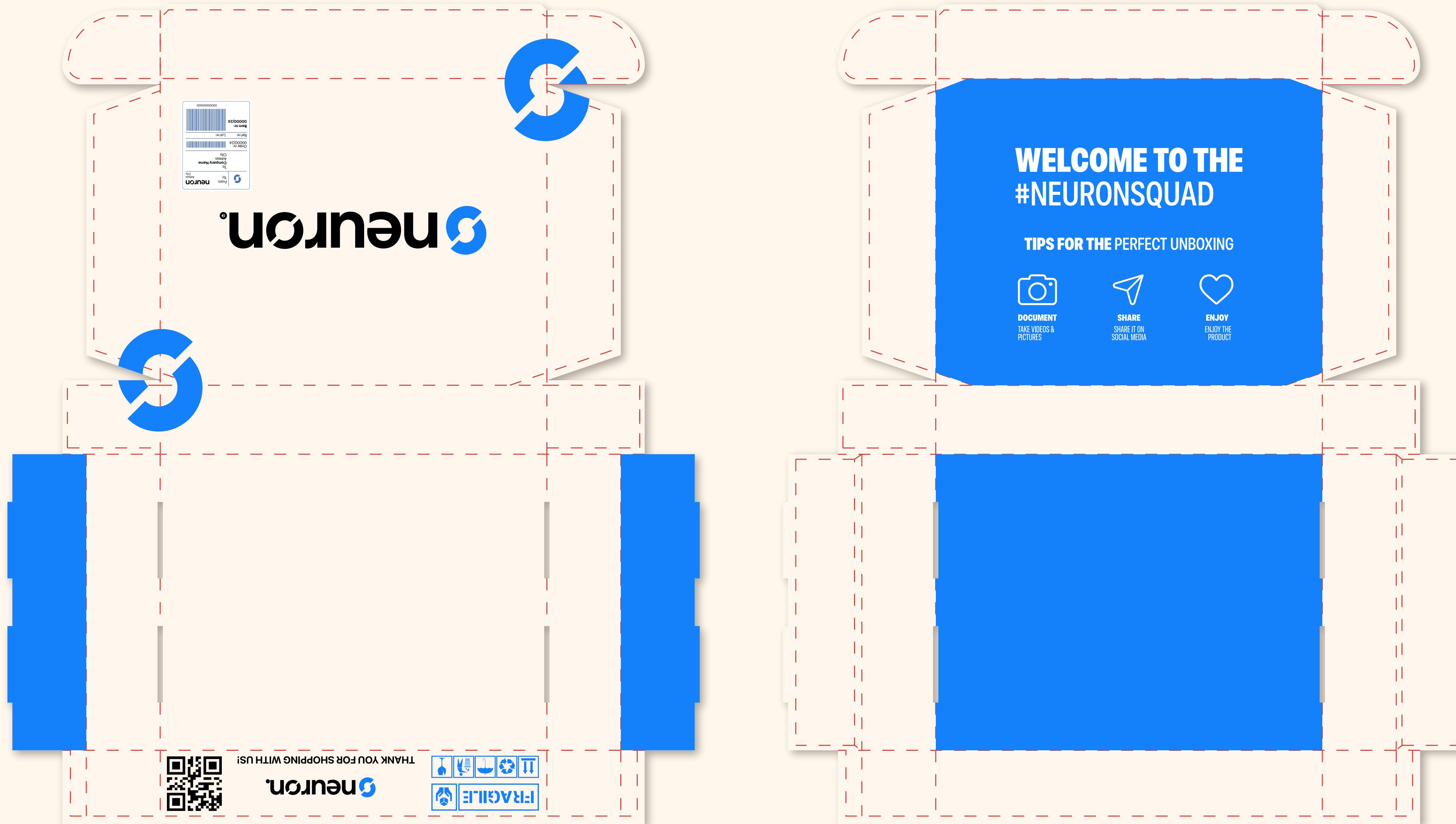




Packaging

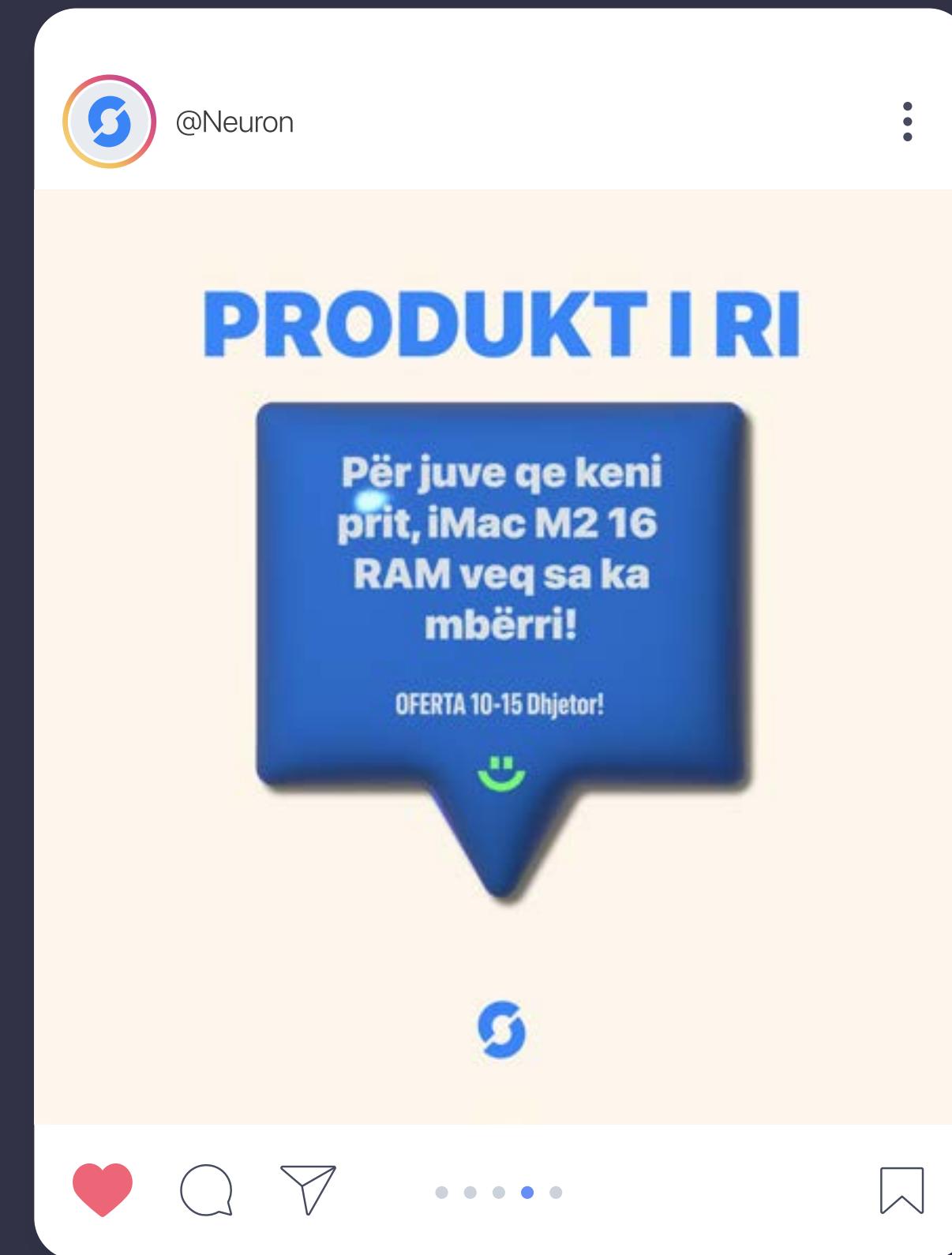
Neuron

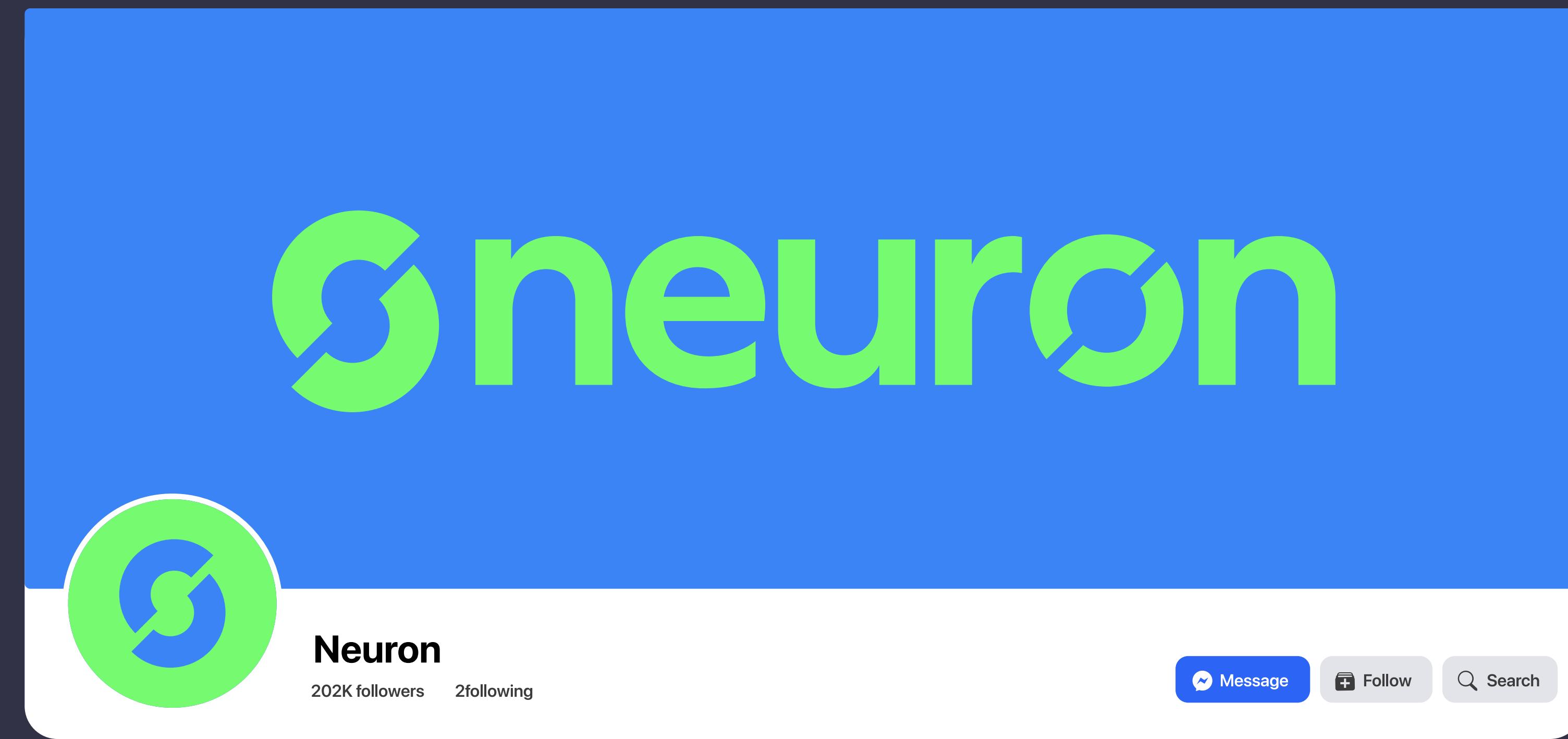
Packaging





Social Media

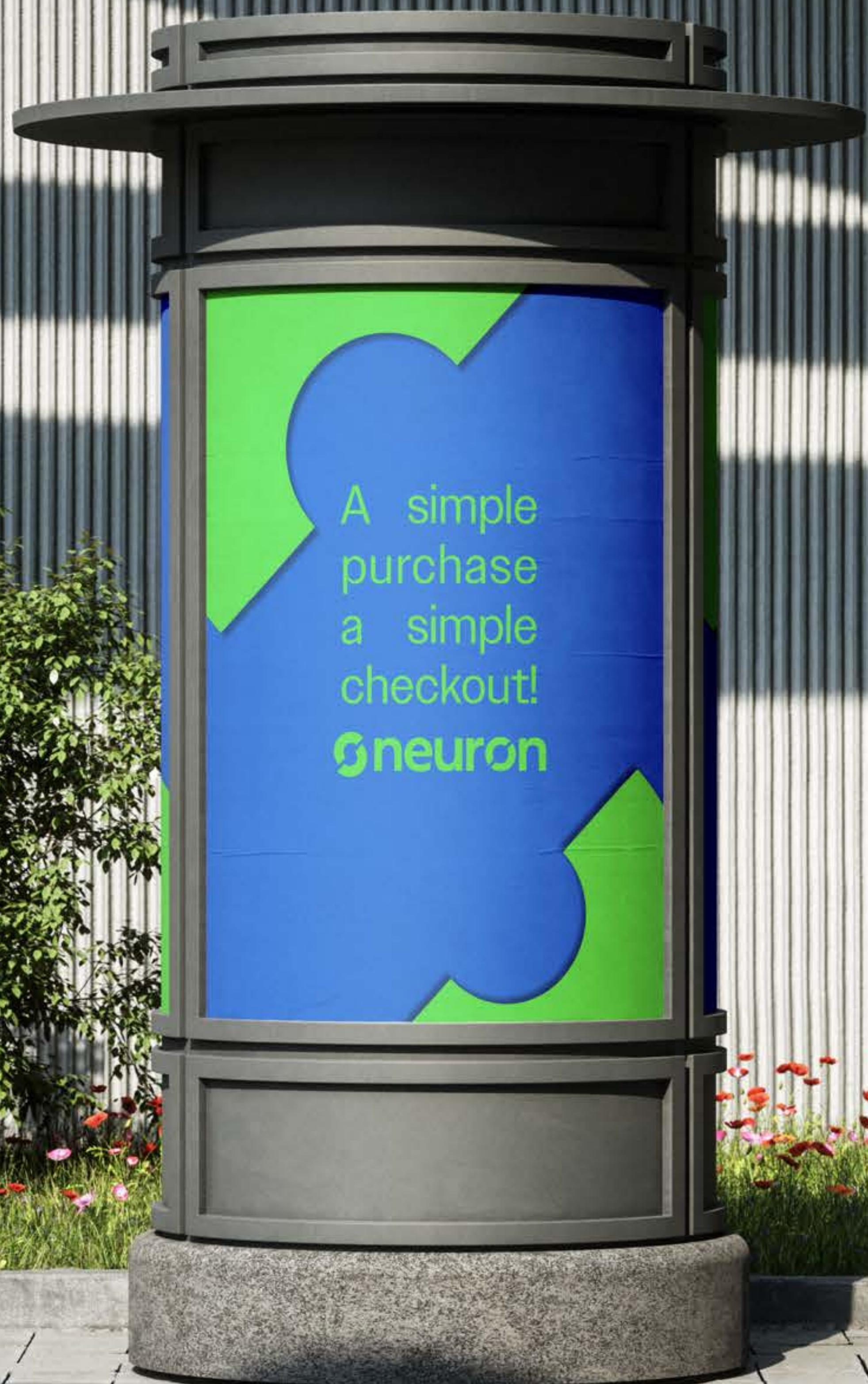




Packaging

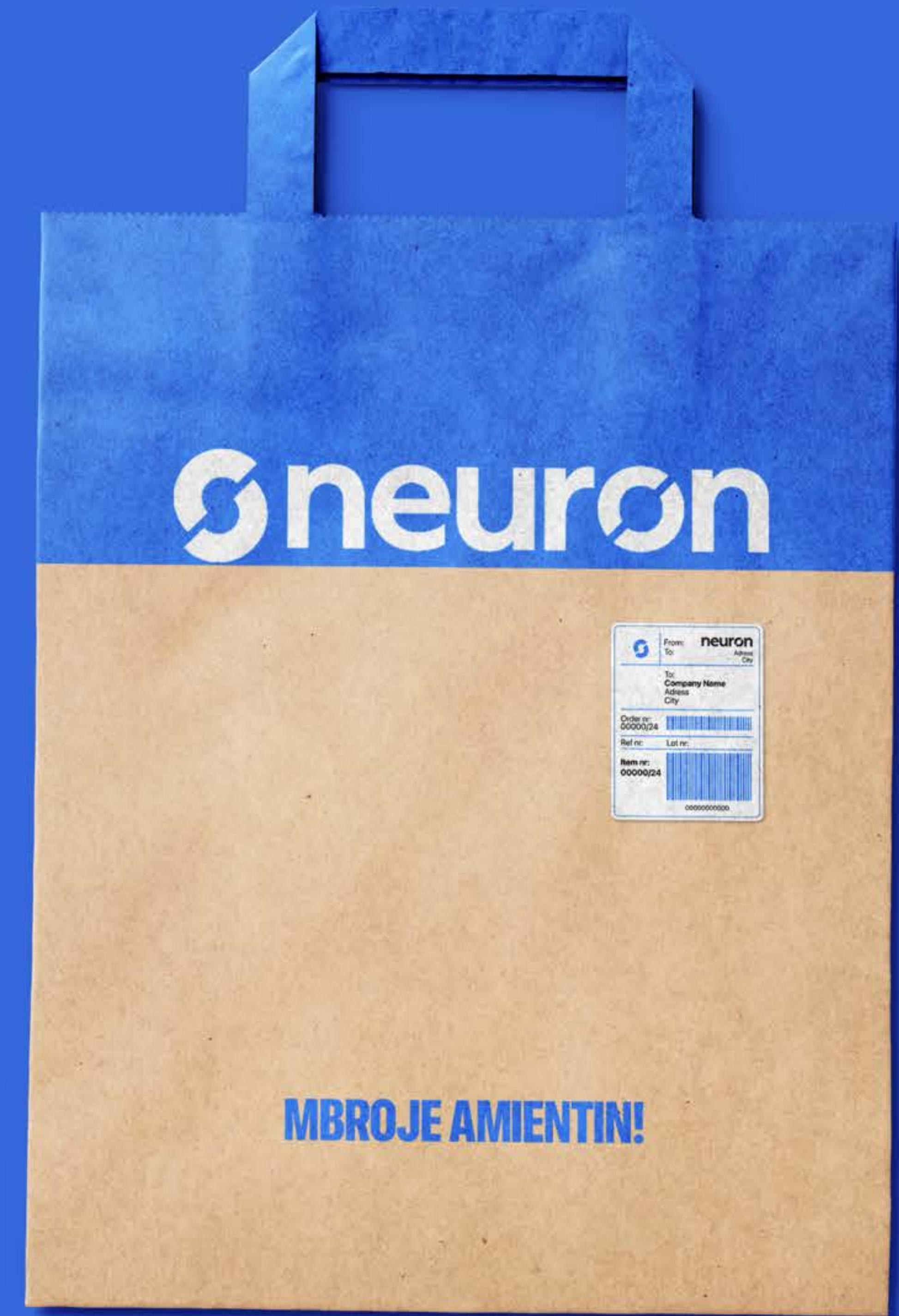
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Mockups









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Gneuron

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ska pas
ska me pas

**ma lehte se
me porosit te na!**

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Thank You!