



Brand Guidelines



**Enabling marketers to
make better decisions**

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ABOUT THE LOGO

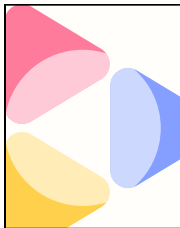
We are extremely proud of our Logo, and we would appreciate if you could follow these guidelines whenever you use it, to make sure it always shows its best.

As Neurons has evolved to focus much more on customer prediction rather than customer insights, our brand has also evolved.

Our Logo embodies much of Neurons’ bold spirit and innovative nature. The Logo is the combination of a simple and modern Typeface (Neurons) with the Icon.

The Icon captures different meanings core to our brand – simplicity, direction and iteration.

Do not crop the Logo



Do not disort the Logo



Do not change Logo transparency



Do not use drop shadows or any other effects



Do not shuffle around the Icon colors



Do not use any other font for the Typeface



Do not use different colors



Do not outline the Icon

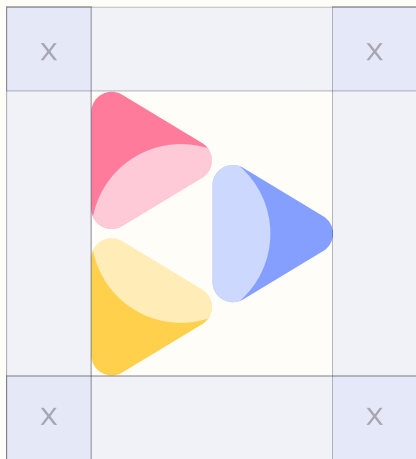


Do not change the size or position of the Icon and Typeface



Do not rotate Icon



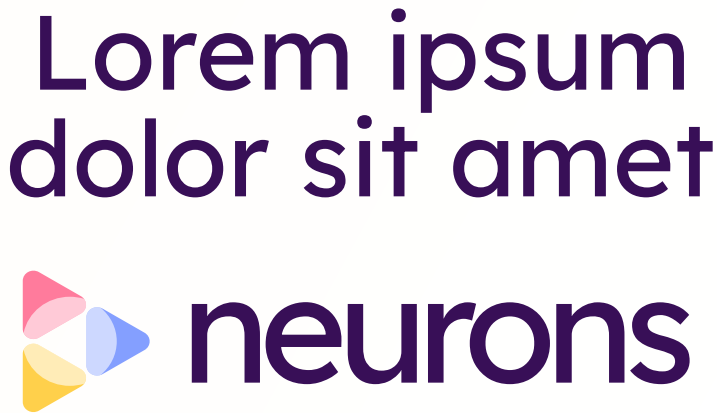


The Safe Zone

The minimum required clear space is defined by measurement "X". X is 30px.
The Safe Zone should not contain any graphic or typographic elements other than the logotype itself.



This copy line is too close to the Logo.



This copy has just enough room.
Remember the Safe Zone is the **minimum** space given to the Logo.



Here the Google Logo example is also too close to the Logo.



Both logos have enough room that they do not compete with each other.

PRIMARY COLORS

Our primary brand colors are carefully chosen to represent the essence of our brand.

We have intentionally chosen a palette of fun and light colors to reflect our brand’s dynamic. These shades invite a sense of playfulness and creativity, making our visual identity fresh and exciting.

<div><div>FRENCH SKY BLUE #85A0FE</div><div></div><div>Symbolizing trust, clarity, and calm, this color embodies our commitment to transparency and openness.</div></div>	<div><div>TULIP #FE839C</div><div></div><div>Energetic and vibrant, this bold red shade reflects passion, enthusiasm, and a forward-thinking attitude.</div></div>
	<div><div>BRIGHT SUN #FFD14C</div><div></div><div>This warm yellow color conveys positivity, optimism, and the spark of new ideas.</div></div>
<div><div>LAVENDER #AA82FF</div><div></div><div>A soft, calming hue that represents creativity, innovation, and a sense of balance</div></div>	<div><div>DARK INDIGO #380F57</div><div></div><div>A deep and thoughtful shade that signifies stability, professionalism, and depth.</div></div>

120%	#FD6483	#6184FF	#FFC51F	#290A40	#444343	#AA82FF	#074DE4	#00CF53	#FF8B22	#E0414A	#41EFC6
Base	#FE839C	#85A0FE	#FFD14C	#380F57	#666666	#C5ABFD	#346CE5	#25DD6F	#FFA049	#DE5E65	#89EFD7
80%	#FEA8BA	#AABDFE	#FFDF82	#745789	#858585	#D1BCFE	#5D89EA	#50E48B	#FFB36D	#E57F84	#A1F2DF
60%	#FFC1CD	#C2CFFF	#FFE8A5	#9C87AB	#A3A3A3	#DCCDFE	#85A7EF	#7CEBA8	#FFC692	#EB9FA3	#B9F5E7
40%	#FFCDD7	#CED9FF	#FFEDB7	#AF9FBC	#C2C2C2	#E8DDFE	#AEC4F5	#A8F1C5	#FFD9B6	#F2BFC2	D0F9EF
20%	#FFECF0	#EDF1FF	#FFF8E4	#E1DBE6	#E0E0E0	#F3EEFF	#D6E2FA	#D3F8E2	#FFECDB	#F8DFE0	#E7FCF7
10%	FFF3F5	#F3F6FF	#FFFAED	#EBE7EE	#F0F0F0	#F9F7FF	#EBF0FC	#E9FCF1	#FFF6ED	#FCEFF0	#F3FDFB

PRIMARY

Lexend

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890!/?%\$€£©™

Aa

SECONDARY

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890!/?%\$€£©™

Aa



Thank you