Brain
Emulation
Alliance

BRAND IDENTITY GUIDE

Fall 2020

CORE ARTIFACTS

Brain Emulation Alliance

values

Vision

This will be replaced with official copy explaining BEA's vision.

Mission

This will be replaced with official copy explaining BEA's mission.

Goal

This will be replaced with official copy explaining BEA's goal.

logo

BEA

Brain
Emulation
Alliance

Brain Emulation Alliance

palette

typography

CMU Serif

ABCDEFGHI abcdeghijklmn
JKLMNOPQR opqrstuvwxyz
STUVWXYZ 1234567890

!@#$%^&*(...)

Open Sauce Light

ABCDEFGHIJ abcdeghijklmn
KLMNOPQRS opqrstuvwxyz
TUVWXYZ 1234567890

!@#$%^&*(...)

values

core values

Addresiing the organization's values provides a grounded perspective on the core of the organization's identity.

vision

To accelerate the widespread public benefit of replicating newfound brain mechanisms in artificial substrates, by leveraging a well connected network of disparate but common-purpose organizations.

mission

Recognizing prototypical propositions in brain emulation and building R&D partnerships from academia to industry for their realization.

goal

To destroy the silos in the multidisciplinary efforts of emulating the brain.

iconic assets

iconography

Thin line styles keep consistency with the logo; alternatively, solid styles could be used to add a more serious or older tone.

logo

Thin lines offer a sense of sophistication and maturity but allow for the brain to be represented in a way that is both simple and complex, while being surrounded by the only closed line figure: a shield which represents the protection and unity of an alliance.

variations

BEA

Brain
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Brain Emulation Alliance

Possible uses:

Website Header

Letterhead

Branded material

Business cards

Email signatures

Media watermark

Social media banners

palette

color choices

Colors have psychological effects on the mind. It's important to choose colors that represent the impact that the organization wants to have on parties that view its materials.

#000000

Black is the best choice for body text. It is straightforward, parseable on all light backgrounds, and draws attention to itself.

#474646

Charcoal gray gives an alternative to black and can be utilized well in headings, borders, footers, and icons.

#d9d9d9

Silver or light gray gives the option to add explicit subtext, like photo captions or links, without drawing attention away from the body.

#f1f1e8

Off-white is an ideal choice for text on darker backgrounds. White can be jarring and harder to parse, but off-white adds warmth and character.

#5385a2

A medium blue gives a pop of color, but maintains a serious tone. Blue is cerebral and is ofted used in science and nonprofit branding.

#A4CFD5

A lighter blue option gives a second complimentary color, while maintaining and supporting the rest of the palette.

palette (continued)

variations

Having the flexibility to use the logo on any color background provides flexibility, especially when featured or displayed by Allies, events, funders, or any other parties outside of the organization.

#000000

#474646

#d9d9d9

#f1f1e8

#5385a2

#A4CFD5

typography

fonts

A serif header conveys sophistication, seriousness, and professionalism. This leaves the option for a sans serif body text, which improves readability.

Header: CMU Serif
Body: Open Sauce Light

Our story starts with *you.*

You are someone who believes emulating the brain holds great potential and decided to contribute to its development.

You might be a lab, technology startup, investment firm, advocacy group or another ensemble of individuals, but beneath the surface, you believe in the same future. The future where our understanding of brain functions is sufficient enough to be digitized and used for its highest beneficial potential. **This future allies us all.**

You do what you do as best as you can. You focus on the problems at hand and solve them directly. At some point in your organization, you have been forced to answer some of these
questions:

- What is the appropriate level of making our work known to others?(dissemination)
- From what is out there, which organizations can best help our work grow? (resource sharing, collaboration, partner discovery)
- How can we grow our team internally, in-line with and in-support of our work? (funding growth, recruitment)

Often, these questions are only answered peripherally to your work's main focus. It is understandable, after all your priorities lie elsewhere and you don't have time to spare.

Regardless, you found yourself at a crossroad.

image guidelines

set standards

Due to the range and volume of concepts communicated by images, it is crucial to maintain a consistent set of standards for the images used by the organization. Images don't necessarily need to adhere to the color palette, but shouldn't use color schemes that contradict the voice or values of the brand.

do

Low or varying quality

Fictional or overly animated

Colors convey a far-future reality

don't

High-quality

Use of realism

Colors convey present reality

voice

personality

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