



Montreal Neuro



CONTACT US

The Neuro V brand ERRN and YLVXDO LGHQWLW\ JXLGHOLQH V were developed ZLWK WKH DLP RI HQVXULQJ SURSHU DQG FRQVLVWHQW XVH RI WKH 1HXUR V YLVXDO LGHQWLW\

:H DUH KHUH WR KHOS \RX &ontact us with questions or particular requ HVWV

Email: FRPPXQLFDWLRQV.QHXUR#PFJLOO.FD

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BRAND IDENTITY

BRAND LOGO

Stand-alone symbol

7KH KXPDQ IRUP HYRNHV 7KH 1HXUR`V VWDII FOLQLFLDQV
 UHVHDFKXUV DQG SDWLHQWV DQG SXWV WKHP DW WKH FHQWUH
 RI RXU ZRUN 7KH V\PERO LV LQFOXVLYH DQG FRQYH\V WKH
 QDWXUH RI RXU PLVVLRQ WR ILQG FXUHV WUHDW SDWLHQWV
 LPSURYH WKHLU TXDOLW\ RI OLIH

2UJDQLJHG LQWR D URVDFH WKH KXPDQ IRUP EHFRPHV DQ
 HYRFDWLRQ RI WKH QHXURQ 7KLV VWUXFWXUHG GHVLJQ HYRNHV
 WKH QRWLRQ RI D SDWKILQGHU

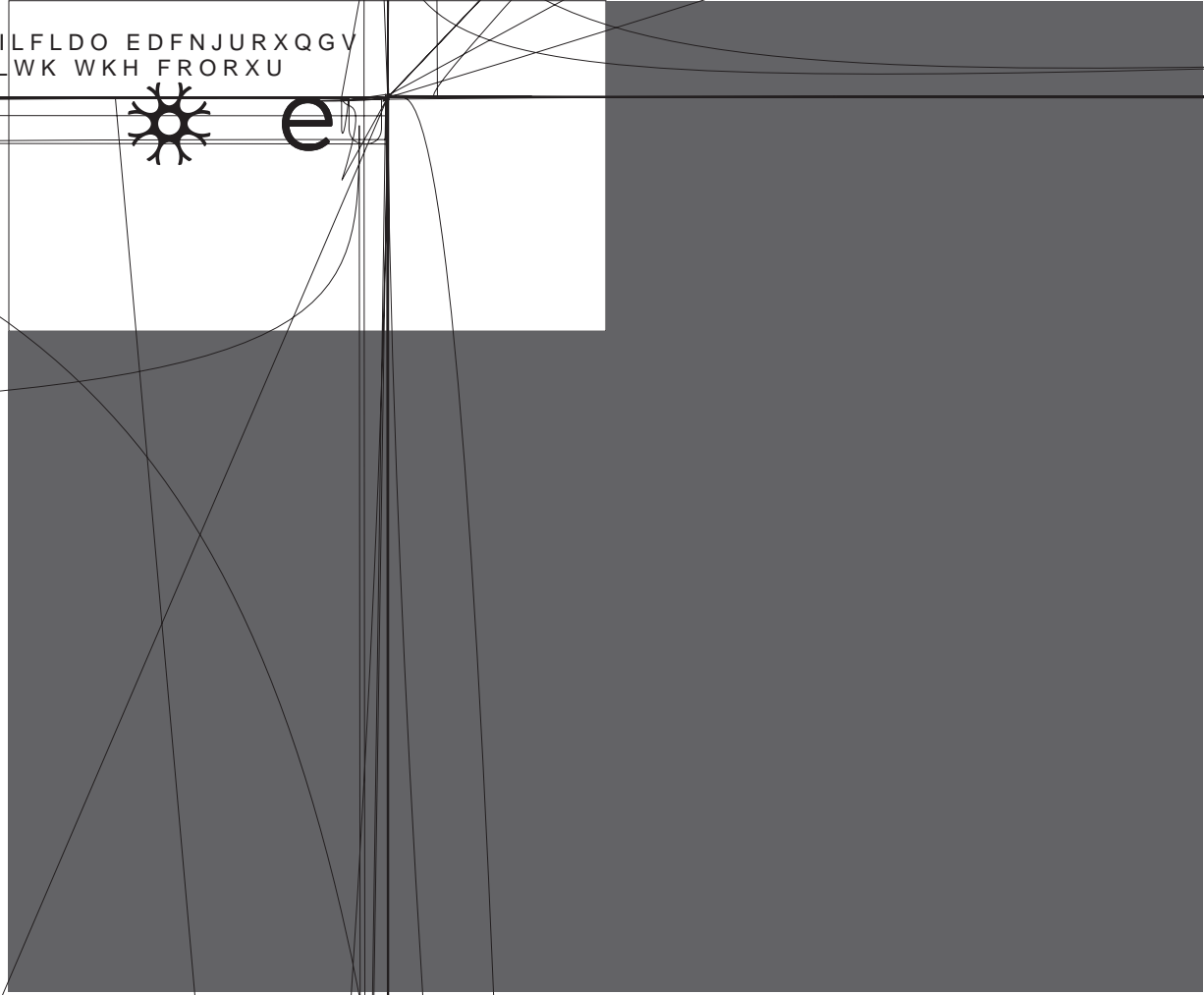
The neuron's open structure represents the notion of open science.

5HIHUR7KH QHXURQ O RQ SDJHV WKURXJK
 IRU PRUH LQIRUPDWLRQ RQ KRZ WR XVH WKH V\PERO ZLWKRXW
 WKH VLJQDWXUH Uç 0 ` †UF•E" G' †é "—ç †yhp R 'VR 'w h&eç ††02 Gw "7#ée AZ")&xP U)ÆG'4xF'Z"7 •Gy#,™rG'9 9—wç\$ EI—"y\$™\$y\$!E~ ç\$1w—âRE tY †w'F09• Z)\$fP' 9\$fQœE

COLOURS

Logo and typography colour configurations

3UHIHUEO\ XVH W\SRJUDSK\ RQ WKH RIILFLDO EDFNJURXQGV
:KLWH &\DQ %OXH 3XUSOH 2UDQJH ZLWK WKH FRORXU
FRQILJXUDWLRQV VKRZQ KHUH



Colour logo (example)

Black logo (example)



Reversed white logo (example)

TYPOGRAPHY

The Neuro typefaces

7KH W\SHIDFH)DEULJD LV WR EH XVHG IRU DOO H\FHWURQLF RU
 SULQW 1HXUR FRPPXQLFDWLRQV ,W ZLVF FRVWV LQ LWV
 GLVWLQFWLYH DSSHODUDQFH DFFHVVLELOLW\ DQG YHUVDWLRQLW\ 7KH
 XVH RI WKLV W\SHIDFH ZLOO HQVXUH FRQLVWHQF\ RI WKH EUDQG

Fabriga Bold

Fabriga Bold is for titles.

Fabriga Medium

)DEULJD 0HGLXP LV IRU VHFRQGDU\ W\SHV IRU XVH LQ
 FUHDWH FRQWUDV EHZZHHQ WLWOHY 8VH DV V\EHKHDG\ WLWOHV LQ
 JUDSKLFV ERG\ FRS\ IRU D TXRWH HWF\ WKH

Fabriga Regular

)DEULJD UHJXODU LV IRU ERG\ WH[W

'HIDXOW IRQW Arial

)RU DOO GLJLWDO DQG LQWHUQDO FRQWUDV FRQWUDV IRU
 3RZHU3RLQWV HPDLOV DGPLQLVWUDWLYH GREXPHQWV HWF\ WKH
 GHIDXOW IRQW LV \$ULDO

Fabriga Bold

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmnopqrs

tuvwxyz
 1234567890!@#\$%?&*()

Fabriga Medium

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmnopqrs

tuvwxyz
 1234567890!@#\$%?&*()

Fabriga Regular

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmnopqrs

tuvwxyz
 1234567890!@#\$%?&*()

Arial Regular

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmnopqrs
 tuvwxyz
 1234567890!@#\$%?&*()

Arial Bold

ABCDEFGHIJKLMNO
 PQRSTUVWXYZ
 abcdefghijklmnopqrs
 tuvwxyz
 1234567890!@#\$%?&*()



8 6 (2) LOGO

Symbol safe area

7R HQVXUH UHGDDELWLW\ RI WKH V\PERO DQG UHILQHG
SUHVHQDWLRQ D VDIH DUHD PXVW EH PDLQWDLQHG DW DOO WLPHV
DURXQG WKH V\PERO 1R RWKHU JUDSKLF HOHPHQWV VKRXOG EH

8 6 (2) LOGO

Minimum dimensions

7KH ORJR ORFNXS PXVW PDLQWDLQ D PLQLPXP VLJH 7KH ZLGWK
RI WKH ORJR PXVW EH DW OHDVW LQFKHV IRU KRULJRQWDO
YHUVLRQV DQG LQFK IRU YHUWLFDO YHUVLRQV

nd

proportions and relative positioning of symbol and name



Change of proportions of a logo component

Addition of an effect to the logo

Change of font

Institute-Hospital

1. Primary Sub-Brands

1.1 Secondary Sub-Brands of a Primary Sub-Brand

2. Non-Academic Departments,
Programs and Units

3. Auxiliary Brands

External collaborations



1. Primary Sub-Brand

1.1 Secondary Sub-Brand of a Primary Sub-Brand

2. Non-Academic Departments, Programs and Units

3. Auxiliary Brand

Primary Sub-Brands

7KXVH FRUH HQWLWLHV GLUHFWO\ VXSSRUW DQG IXUWKHU 7KH
1HXUR`V PLVVLRQ DQG SRVLWLRQLQJ 7KH\ PXVW DOZD\V EH
GHOLEHUDWHO\ DQG FRQVLVWHQWO\ WLHG WR WKH 1HXUR ZRUG
PDUN WR UHLQIRUFH WKH PDVWHU EUDQG

SUB BRANDS

Secondary Sub-Brands of a Primary Sub-Brand

7KVVH HQWLWLHV H[LVW WR H[SDQG RQ WKH ZRUN RI WKH
SULPDU\ VXE EUDQG WKH\`UH DILOLDWHG ZLWK

)RU OHJLELOLW\ DQG VLPSOLFLW\ WKH 1HXUR HQGRUVHU OLQH
GRHV QRW DSSHDU LQ RXU VXE EUDQG ORFNXSV

6HH JHQHULF H[DPSOH EHORZ DQG VSHFLILF H[DPSOHV WR 2→
WKH ULJKW

2→

The primary sub-brand is always positioned

SUB BRANDS

BRAND IN ACTION

First name Last name
Titre(s) du poste, Département
Position Title(s), Department
The Neuro |



Montreal, QC
2019-07-30

Object: Citia si to illuptati utendae nonsed essuntore sum quat ipicatq uatus.

Cap illuptae. Emolo bererep erspell aborror rem que dolecus mi, nia aut facerci llamendae rerovid estioss itasit pore, nihil sam int ut dolligni optur arciumquam deri officiet hicia essintecusae doluptibus maxim excearu plisquas ra vendis aspicii esiminctem eveliquae vit quaturem facietum quis abo. Ugiament.

Deniscitatur aped et autenit eatio blatquatet quo blabo. Ro ipite quodips animolo ratecus cus inctius aturiassi odit aris doloriation eaqui sumqui od mi, sum laccum facimpe re sae volupta tusant et odici reptatur aut voluptates eossedis aliqae

ENVELOPES

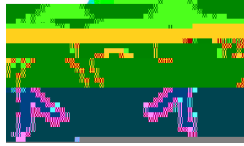
Construction / Layout

Examples of envelopes. To order envelopes [FRÖFW](#)

[1HØROHØØUØHV](#)







Title Slide: Arial Bold 48pt

Lecture by: Arial Regular 24pt



Arial 36pt Regular

Arial regular 28pt
Arial regular 24pt
Arial regular 20pt

Arial regular 28pt
Arial regular 28pt

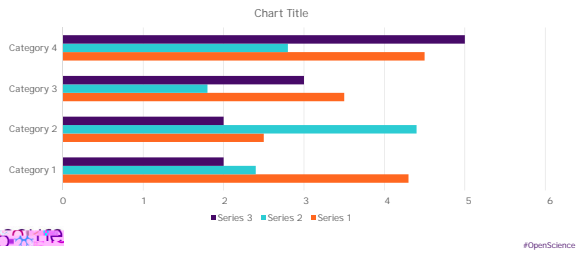



Arial Regular 36pt

Arial regular 28pt
Arial regular 24pt
Arial regular 20pt
Arial regular 28pt
Arial regular 28pt



Chart Description: Arial Regular 36pt



Arial Regular 36pt

Arial regular 28pt



#OpenScience

SCIENTIFIC POSTER 6

General rules

The Neuro's identity incorporates visual elements that give your poster a distinct look from emblems, logos, fonts, images - these elements capture our identity.

The Neuro's identity incorporates visual elements that give your poster a distinct look from emblems, logos, fonts, images - these elements capture our identity.

Layout

Example of a layout for a poster



ARIAL BLACK 52PT FOR THE TITLE SHOULD BE ADJUSTED TO FIT THE WIDTH OF POSTER

IN ALL CAPS TWO LINES

Arial Bold 36pt for Contributors : Name¹, Name², Name³

Arial Regular 24pt for ¹Institute or University or Association, City, Province, Country; ²Institute or University or Association; City, Province, Country and ³Institute or University or Association; City, Province, Country



Zone 1: Reserved for Neuro Branding

Colours

Top Banner PMS663C
 Title of Poster PMS2617C
 Name & Affiliations 75% Black

Refer to page 19 for the appropriate layout of sponsor logos.

NEURO





86 (2) THE / 2 * 2 SYMBOL

General rules

)RU FHUWDLQ DSSOLFDWLRQV DQG FRPPXQLFDWLRQ WRROV WKH
QHXURQ PD\ EH XVHG DV D VWDQG DORQH YLVXDO HOHPHQW ,W
PXVW DOZD\V EH DFFRPSDQLHG E\ WKH VLJQDWXUH

7KH QHXURQ PD\ RFFXS\ WR RI WKH WRWDO VXUIDFH RI
WKH FRPPXQLFDWLRQ SLHFH \$W OHDVW WKUHH RI LWV GHQGULWHV
H[WHQVLRQV PXVW EH HQWLUHO\ YLVLEOH

,WV FRORXU DQG GHQVLW\ PD\ WDNH RQ D QXPEHU RI DVSHFWV
6KRZQ KHUH DUH WKH PRVW UHOHYDQW DSSOLFDWLRQV

Vertical format

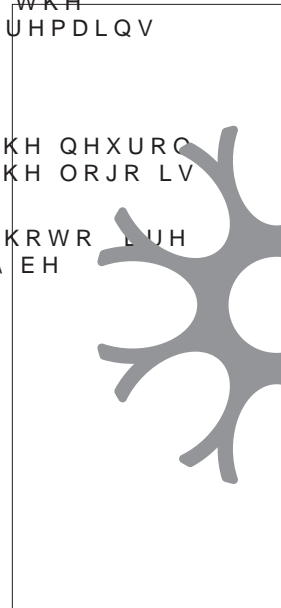
7KH QHXURQ LV DOZD\V SRVLWLRQHG LQ WKH XSSHU RU ORZHU
SRUWLRQ

7KH QHXURQ LV QHYHU SRVLWLRQHG LQ WKH FHQWUH RI WKH
VXUIDFH %H VXUH WR IUDPH WKH QHXURQ VR WKDW LW UHPDLQV
FRPSUHKHQVLEOH DQG UHFRJQLJDEOH

Logo

7KH ORJR LV SRVLWLRQHG RSSRVLWH WKH QHXURQ ,I WKH QHXURQ
LV SRVLWLRQHG LQ WKH XSSHU ULJKW FRUQHU WKHQ WKH ORJR LV
SODFHG LQ WKH XSSHU OHIW FRUQHU DQG VR RQ

7KH RWKHU LQIRUPDWLYH HOHPHQWV WH[W GDWD RU SKRWR LUH
DOLJQHG ZLWK WKH ORJR 1R HOHPHQW RI DQ\ NLQG PD\ EH
VXSHULPSRVHG RYHU WKH QHXURQ



86 (2) 7 + (/ 2 * 2 SYMBOL

Horizontal format

7KH QHXURQ LV SODFH SRVLWRQHG WR WKH H[WUHPH OHIW RU
H[WUHPH OHIW
7KH QHXURQ PD\ RFFXS\ WR RI WKH WRWDO VXUIDFH RI
WKH FRPPXQLFDWLRQ SLHFH \$W OHDVW WKUHH RI LWV GHQGULWHV
H[WHQVLRQV PXVW EH HQWLUHO\ YLVLEOH
,WV FRORXU DQG GHQVLW\ PD\ WDNH RQ D QXPEHU RI DVSHFWV
6KRZQ KHUH DUH WKH PRVW UHOHYDQW DSSOLFDWLRQV
7KH QHXURQ LV QHYHU SRVLWRQHG LQ WKH FHQWUH RI WKH
VXUIDFH %H VXUH WR IUDPH WKH QHXURQ VXFK WKDW LW UHPDLQV
FRPSUHKHQVLEOH DQG UHFRJQL]DEOH.

Logo

7KH ORJR LV SRVLWRQHG RSSRVLWH WKH QHXURQ ,I WKH QHXURQ
LV SRVLWRQHG WR WKH ULJKW WKHQ WKH ORJR LV SODFH WR WKH
H[WUHPH OHIW
7KH RWKHU LQIRUPDWLYH HOHPHQWV WH[W GDWD RU SKRWR DUH
DOLJQHG ZLWK WKH ORJR 1R HOHPHQW RI DQ\ NLQG PD\ EH
VXSHULPSRVHG RYHU WKH QHXURQ



8 6 (2) THE
/ 2 * 2 SYMBOL

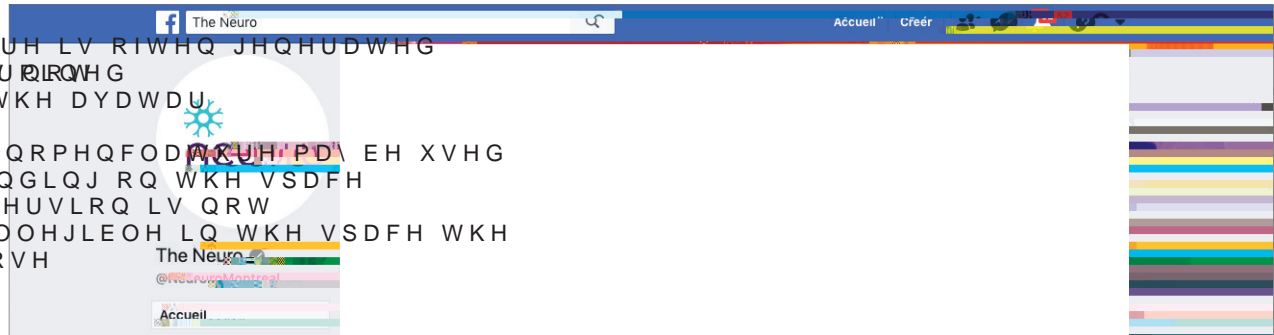
Square format

DIGITAL COMMUNICATIONS

Social Media

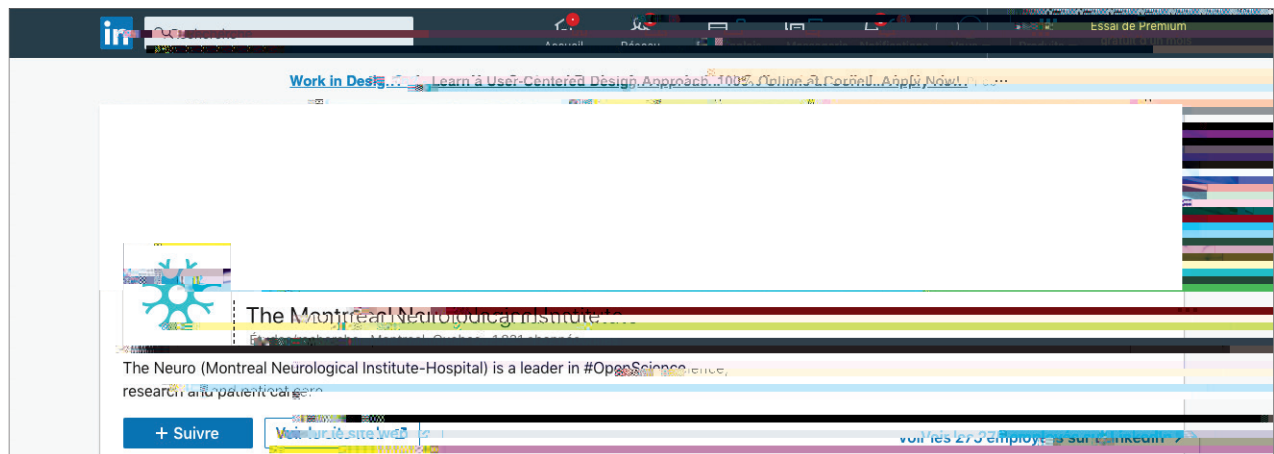
2Q VRFLDO PHGLD WKH QRPHQFODWXUH LV RIWHQ JHQHUDWHG
 DXWRPDWLFDOO\ ZLWKLQ VXDSDUQI\ HWHUQIRUVHG
 QHFHVVDU\ WR IHDWXUH LW ZLWKLQ WKH DYDWDU

7KH YHUWLFDO VLJQDWXUH ZLWKRXW QRPHQFODWXUH PD\ EH XVHG
 RU WKH VWDQG DORQH V\PERO GHSHQGLQJ RQ WKH VSDFH
 DYDLDEOH 8VH RI WKH FRPSOHWH YHUVLRQ LV QRW
 UHFRRPHQG HG VLQFH LW ZRXOG EH LOOHJLEOH LQ WKH VSDFH WKH
 VRIWZDUH UHVHUYHV IRU WKLV SXUSR VH



Social media avatar - Facebook

Full version of logo is illegible



Full version of logo is illegible

Social media avatar - LinkedIn

Social media header - Image and graphics



Social media header - Graphics focused

