CONTACT US

The Neuro’s brand book and visual identity guidelines were developed with the aim of ensuring proper and consistent use of the Neuro’s visual identity. We are here to help you. Contact us with questions or particular requests.

Email: communications.neuro@mcgill.ca
Office: 514-398-1974
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BRAND ESSENCE</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>BRAND IDENTITY</strong></td>
<td>2</td>
</tr>
<tr>
<td>Principal Logo Stand</td>
<td>3</td>
</tr>
<tr>
<td>Alone Symbol</td>
<td>4</td>
</tr>
<tr>
<td>Colours</td>
<td>5</td>
</tr>
<tr>
<td>Typography</td>
<td>8</td>
</tr>
<tr>
<td>Use of Logo</td>
<td>9</td>
</tr>
<tr>
<td><strong>BRAND ARCHITECTURE</strong></td>
<td>13</td>
</tr>
<tr>
<td>Overview</td>
<td>14</td>
</tr>
<tr>
<td>Sub-brands</td>
<td>15</td>
</tr>
<tr>
<td>Auxiliary Brands</td>
<td>18</td>
</tr>
<tr>
<td>Use with Partners</td>
<td>19</td>
</tr>
<tr>
<td><strong>BRAND IN ACTION</strong></td>
<td>20</td>
</tr>
<tr>
<td>Stationery</td>
<td>Email Signatures</td>
</tr>
<tr>
<td>Stationery</td>
<td>Business Cards</td>
</tr>
<tr>
<td>Stationery</td>
<td>Letterhead</td>
</tr>
<tr>
<td>Stationery</td>
<td>Envelopes</td>
</tr>
<tr>
<td>Powerpoint Presentations</td>
<td>26</td>
</tr>
<tr>
<td>Posters</td>
<td>Scientific Posters</td>
</tr>
<tr>
<td>Posters</td>
<td>Neuro Event Posters</td>
</tr>
<tr>
<td>The Logo Symbol</td>
<td>Applications principles</td>
</tr>
<tr>
<td>Digital Communications</td>
<td>Social Media</td>
</tr>
</tbody>
</table>
BRAND ESSENCE

Our logo was created to represent the brand essence of The Neuro:
**Propelling neuroscience.**

**Mission:** To understand the brain, find cures and effectively treat people with neurological diseases.

**Vision:** To transform research and care of neurological diseases to change lives.

**The new nomenclature:**
Le Neuro. Institut-Hôpital neurologique de Montréal
The Neuro. Montreal Neurological Institute-Hospital
The hyphen between ‘Institute’ and ‘Hospital’ represents the union of the two entities. It is:
- An acknowledgement of the strong, inseparable bond between the two arms of The Neuro;
- A fundamental condition for the accomplishment of The Neuro’s mission and the achievement of its vision.

**About the use of “The” in front of “Neuro”:**
The use of “the” in verbal and written communications should be the norm. The capital T reinforces the importance of the organization and acknowledges its leadership.

**NB:** The name of the organization is The Neuro (with capital T), but if the word ‘Neuro’ is followed by a noun and if ‘the’ is preceded by a verb, you should use a lowercase t (for example, as in “use the Neuro logo”). Never write “the The Neuro”, simply “the Neuro”.

**About the use of acronyms:**
Although MNI or MNH are commonly used acronyms in the community, they are not necessarily interpreted the same way by everyone, nor can we assume they are understood by other stakeholders.

Acronyms are often reductive (no storytelling) and are more difficult to memorize. ‘The Neuro’ should always be accompanied by its full descriptor: Montreal Neurological Institute - Hospital. The role of the descriptor is to clarify the proposition and avoid confusion. In addition, there will also be an equity transfer between the Montreal Neurological Institute or the Montreal Neurological Hospital and The Neuro.
BRAND IDENTITY
**BRAND LOGO**

**Principal logo**

The Neuro logo is bold, bright and inspiring. The crisp, sharp, rounded sans serif typeface is refined and evokes a sense of conscientiousness.

The Neuro logo consists of the symbol and the wordmark Neuro. Prioritize the use of this logo whenever possible, for all communications. The logo must be used as a whole; all elements and proportions must remain intact.

The logo should be used primarily in its bilingual version, unless the platform is unilingual.

There are two versions of the logo: horizontal and vertical. Always favour the horizontal version. The vertical version should be used only when the horizontal one is not suitable for the available space. This is the case with online platforms like Facebook, LinkedIn, etc.
BRAND LOGO

Stand-alone symbol

The human form evokes The Neuro’s staff, clinicians, researchers and patients, and puts them at the centre of our work. The symbol is inclusive and conveys the nature of our mission (to find cures, treat patients, improve their quality of life).

Organized into a rosace, the human form becomes an evocation of the neuron. This structured design evokes the notion of a pathfinder.

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

Refer to “The neuron symbol” on pages 30 through 32, for more information on how to use the symbol without the signature.
COLOURS

Brand colours
A bold and contrasting colour palette. The orange represents the institute’s attribute (expert) while the cyan blue captures the hospital’s aspect (caring)* and purple expresses the conscientious dimension. The bold amalgam of the three colours evokes the pathfinder personality trait.
COLOURS

Logo and typography colour configurations
Preferably use typography on the official backgrounds (White, Cyan Blue, Purple, Orange) with the colour configurations shown here.
COLOURS

Use of colours
It is the recommended to use the colour logo. Use it whenever possible. Use the black or white logos only when it is not possible to use the colour version.

Be sure to use the appropriate colour version of the logo when creating communication:

- RGB for on-screen applications: Website, online advertising, email signature, PowerPoint presentation, promotional video, etc.
- Pantone for premium print applications: Business card, letterhead, envelope, etc. For best printing results, prioritize UV printing and avoid bond paper.
- CMYK for low-cost in-house print applications: Printout presentation (e.g., Word), leave-behind, etc.
The Neuro typefaces
The typeface Fabriga is to be used for all electronic or print Neuro communications. It was chosen for its distinctive appearance, accessibility and versatility. The use of this typeface will ensure consistency of the brand.

Fabriga Bold
Fabriga Bold is for titles.

Fabriga Medium
Fabriga Medium is for secondary title fonts, used to create contrast between titles. Use as subheads, titles in graphics, body copy for a quote, etc.

Fabriga Regular
Fabriga regular is for body text.

Default font: Arial
For all digital and internal communications, e.g. websites, PowerPoints, emails, administrative documents, etc., the default font is Arial.
USE OF LOGO

Principal logo safe area
To ensure optimum readability and refined presentation, a safe area must be maintained at all times around the logo. No other graphic elements should be found within this field. The minimum area around the logo corresponds to two times the diameter of the centre circle counter-form of the symbol on each side of the logo. Keep a safe area equivalent to this measure on all four sides of the logo.

Note: For optimal appearance, whether in a square or circular configuration, the symbol is visually centered horizontally. Use the original file only.
USE OF LOGO

Symbol safe area
To ensure readability of the symbol and refined presentation, a safe area must be maintained at all times around the symbol. No other graphic elements should be within this field. The minimum area around the symbol corresponds to the diameter of the centre circle counter-form of the symbol. Keep an area equivalent to this on each side.

Note: Whether in a square or circular configuration, the symbol is visually centered horizontally. Use the original file only.
**USE OF LOGO**

**Minimum dimensions**
The logo lockup must maintain a minimum size. The width of the logo must be at least 1.25 inches for horizontal versions, and 1 inch for vertical versions.
USE OF LOGO

Consistency of shapes and proportions (dos and don’ts)
The use of additional or modified elements or colours is prohibited. Always follow the guidelines governing the use of the logo and use the logo master files.

Examples:
- Use of the colour logo on a colour background
- Change of logo’s proportions
- Change of proportions and relative positioning of symbol and name
- Change of colour of a logo component
- Change of proportions of a logo component
- Positioning of colour logo against a busy, coloured background
- Addition of an effect to the logo
- Change of font
BRAND ARCHITECTURE
OVERVIEW

Sub-Brands

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
SUB-BRANDS

Primary Sub-Brands
These core entities directly support and further The Neuro’s mission and positioning. They must always be deliberately and consistently tied to the Neuro word mark to reinforce the master brand.

See generic example below and specific examples to the right.

1 → McConnell Brain Imaging Centre
1 → Stroke Unit

1 → The primary sub-brand is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Medium font.
SUB-BRANDS

Secondary Sub-Brands of a Primary Sub-Brand
These entities exist to expand on the work of the primary sub-brand they're affiliated with.
For legibility and simplicity, the Neuro endorser line does not appear in our sub-brand lockups.

See generic example below and specific examples to the right.

The primary sub-brand is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Medium font.

The secondary sub-brand is always positioned below the primary sub-brand. It keeps the latter's size and boldface, but is rendered in small caps.
**SUB-BRANDS**

**Non-Academic Departments, Programs and Units**
These core entities directly support and further The Neuro’s mission and positioning. They must always be deliberately and consistently tied to the Neuro word mark to reinforce the master brand.

See generic example below and specific examples to the right.

The Non-Academic Department, Program or Unit is always positioned below the logo descriptor, in the same size as the descriptor and using Fabriga Regular font.
ABSTRACT

Auxiliary brands are external and multi-partner affiliations that include The Neuro, and promote its reputation. They are not tied to a specific primary or secondary sub-brands of The Neuro. These affiliations may have their own equity and unique audiences outside The Neuro and can exist between internal entities, or with external partners.

When active or visible on-site at The Neuro, auxiliary brands must always be paired with The Neuro logo and use the Fabriga font.

See examples and possible auxiliary brand logo structures to the right.

1. The auxiliary brand is always positioned to the right of the logo, in Fabriga Medium font. A hairline separates the Neuro logo from the name of the auxiliary brand. The font and hairline are grey.

2. The auxiliary brand descriptor is in Fabriga Regular font. It is 50% of the size of its auxiliary brand.
USE WITH PARTNERS

When The Neuro sponsors events, lectures and print or digital documents in partnership with other institutions, the relative size of the Neuro logo must be proportional to The Neuro’s contribution.

1. If The Neuro is the dominant partner, its symbol should be twice as high as the highest of the secondary logos. Spacing between the Neuro logo and the next logo should be the widest possible with respect to both their respective suggested safe zones.

2. If The Neuro is an equal partner, its symbol should be the same height as the highest of the other logos. Spacing between the Neuro logo and the next logo should always be the widest possible with respect to both their respective suggested safe zones.

3. If The Neuro is not the dominant partner, its symbol should be the same height as the highest of the secondary logos. Spacing between the Neuro logo and the next logo should always be the widest possible with respect to their respective suggested safe zones.

Keep in mind to respect all other logos’ minimum sizes, spacing and colour recommendations depending on use. Refer to their respective brand guides.
BRAND IN ACTION
EMAIL SIGNATURES

An email signature is equivalent to an online business card. A branded email signature reflects The Neuro’s ethos and credibility, and promotes our image in a concise, positive and professional manner.

Construction / Layout

To create an email signature, refer to the following instructions and example. The information should be bilingual. The colour of the text should be black. Hyperlinks should be colour PMS 319C (R 44, G 204, B 211)

Zone 1: Neuro Logo

Please place the file
NEURO_logo_horiz_CMYK_BIL.png found here Neuro Logo

Zone 2: Personal details

Place your text in the following order
Name: Arial Bold 10pt
Job Title: Arial Regular 8pt
The Neuro: Arial Regular 8pt #OpenScience Arial Bold 8pt
Your address & room number: Arial regular 8pt
Telephone number: Arial regular 8pt
theneuro.ca in Arial Bold 8 pt (PMS 319C)

Departmental, professional or Neuro social media (default) accounts: in Arial 8 pt (PMS 319C)

Zone 3: Optional Footer

Use Arial Italics 8pt for this text
Text above is only an example.

Ce message est légalement privilégié et est voué à l’utilisation exclusive et confidentielle du destinataire. Si ce message vous est parvenu par erreur, veuillez nous en aviser et l’effacer de votre ordinateur.

This message is legally privileged and is intended for the confidential use of the addressees only. If you received this e-mail in error, please notify us immediately and delete it from your computer.

Do you really need to print this message?
BUSINESS CARDS

Layout
Business cards are recto-verso with French information on one side and English on the other.

Parameters
- To order business cards visit at.theneuro.ca/business-cards
- Name and titles text are grey (75% black)
- Remaining text is purple (PMS 2617 C).

Zone 1: Reserved for Neuro logo & details
Address & room info Fabriga Light 7pt
Website
Fabriga Medium 7pt

Address Block
Text Box horizontal alignment: With the "n" of Neuro
Text Box vertical alignment: 0.9028 in

Zone 2: Reserved for personal info
Title(s) Block
Fabriga Light 7pt
Text Box horizontal alignment: 1.9184 in
Text Box vertical alignment: 0.2715 in

Name Fabriga Medium 11pt
degree(s) Fabriga Light 9pt
Email
Fabriga Medium 7pt

Contact Numbers
Number Fabriga Light 7pt
Description Fabriga Medium

Zone 3: Reserved for McGill & MUHC logos
Alignment
Horizontal alignment: With the "n" of Neuro
Vertical alignment: 1.7837 in

neuro
Institut-Hôpital neurologique de Montréal
3801, rue University suite xxx
Montréal (Québec)
Canada H3A 2B4
leneuro.ca

Prénom & nom de famille
OQ, MD, PhD, FRCPC, FRSC
Président, directeur ou professeur,
Laboratoire ABC
Dép. de XYZ,
L’Université McGill ou CUSM
prénom.nom de famille@mcgill.ca
Tél. 514-398-xxxx
Téléc. ou Cel. 514-398-xxxx

Montreal Neurological Institute-Hospital
First & Last Name
OQ, MD, PhD, FRCPC, FRSC
Chair, Director or Professor,
Lab ABC
Dept. of XYZ,
McGill University or MUHC
firstname.lastname@mcgill.ca
Tel. 514-398-xxxx
Fax or Cell 514-398-xxxx

neuro
neuro
neuro
 LETTERHEAD

**Layout**
Example of a personalized letterhead. There is a print and a digital version of the letterhead.

Refer to the templates for specific information.
Montreal, QC
2019-07-30

Object: Gitia si to illuptati utendae nonsed essuntore sum quat ipicatq uatius. Cab illuptae. Emolo bererep erspell aborror rem que dolecus mi, nia aut facerci llamendae rerovid estioss itasit pore, nihil

Ugament.

Deniscitatur aped et autenit eatio blquatet quo blabo. Ro ipite quodipem amendo recauce re cia utin aturemed est ani

Dello earum ducienimosto berum que doluptasi ide eatur, eictiument. Ebisinc illuptatiod alic tet reictibus re, illupti

Eigament.

John Smith

Institut-Hôpital
neurologique de Montréal
Montreal Neurological Institute-Hospital

| 3801, rue University, Montréal (Québec) H3A 2B4  | 514-398-xxxx
theneuro.ca
| 3801 University, Montreal, Quebec H3A 2B4  | 514-398-xxxx
lenueuro.ca

THE NEURO BRAND BOOK
ENVELOPES

Construction / Layout
Examples of envelopes. To order envelopes visit Neuro Media Services.

Front of a #10 Envelope

Back of a #10 Envelope

Front of a 12x9 Envelope

Back of a 12x9 Envelope
POWERPOINT PRESENTATION TEMPLATE

**Title slide**
Example of presentation slide.

Refer to the template Neuro-PowerPoint-16x9-Final.ppt for more details.
POWERPOINT PRESENTATION TEMPLATE

Content slide
Example of a presentation slide.

Other slides
All the examples shown on the following page are suggested treatments of different types of information. Refer to the template Neuro-PowerPoint-16x9-Final.ppt and Neuro-PowerPoint-4x3-Final-Feb2020.ppt for more information.
General rules
Every unit benefits by using The Neuro identity as a leader in research and care. To convey this mission, use these guidelines and resources.

The Neuro’s identity incorporates visual elements that give your scientific posters a distinct look – from emblems, colours, fonts, images - these elements capture our unique spirit.

Layout
See example of a layout for a scientific poster.

We recommend contacting Neuro Media Services for poster design and printing.

ARIAL BLACK 52PT FOR THE POSTER TITLE SHOULD BE IN ALL CAPS, ADJUSTED TO FIT THE WIDTH OF POSTER ON MAXIMUM TWO LINES

ARIAL BOLD 24PT BACKGROUND

ARIAL BOLD 24PT METHODS

ARIAL BOLD 24PT RESULTS

ARIAL BOLD 24PT REFERENCES

Zone 1: Reserved for Neuro Branding

Colours
Top Banner PMS663C
Title of Poster PMS267C
Name & Affiliations 75% Black

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

General rules
The Neuro is committed to providing an attractive environment for patients, visitors, and others. Posted notices in public areas must be consistent with the brand, and the Communications Office will review, approve and stamp all posters and displays. Refer to Poster Posting for the complete poster guidelines.

Rules for Neuro Event Posters
A poster that advertises an event happening at The Neuro must comply with the brand guidelines. Event poster design and printing is provided by Neuro Media Services.

Layout
Examples of draft layouts and suggested treatments are provided.

Zone 1: Reserved for Neuro Branding
Each event title must be prefixed by the word Neuro and typed in ALL CAPS to fit on one line. The font sizes may vary to balance the text within the coloured box but the styles must be respected. The height of banner can vary slightly to accommodate the event title. The colours chosen for the fonts and the top banner depends on the type of event. There are three types of Neuro Events:

Academic events with 1 or 2 speakers
The top banner block (PMS 319C)
NEURO LECTURE, SERIES, etc ... (PMS 2617C)
Title of Event (PMS 663C)
Date, time and location (PMS 663C)

Academic events with multiple speakers
The top banner block (PMS 2617C)
NEURO SYMPOSIUM, CONFERENCE etc ... (PMS 319C)
Title of Event (PMS 663C)
Date, time and location (PMS 663C)

Non-academic events
The top banner block (PMS 165C)
NEURO EVENT, PARTY etc ... (PMS 663C)
Title of Event (PMS 2617C)
Date, time and location (PMS 663C)

Fonts
All Caps Fabriga Black (NEURO ...)
Fabriga Medium (Title of lecture)
Fabriga Medium (Name of lecturer)
Fabriga Light (Affiliations)

Zone 2: Event Info
The specific info of the event; an eye-catching element, like an image or graphic that illustrates a theme; and hi-res photo of keynote speaker(s).

Zone 3: Reserved for Sponsors
Refer to page 19 for the appropriate layout of sponsor logos

Zone 4: Reserved for QR Code
Text info to where online the QR code links to (Fabriga Regular PMS 319C)
The cell therapy revolution: A historical overview of the ethical, legal and social issues surrounding cell and gene therapies

Erika Kleiderman
Centre of Genomics and Policy
McGill University

NEURO SERIES
iPSC Seminars: Early Drug Discovery Unit (EDDU)
Wednesday, February 5, 4:00 – 5:00 PM
Jeanne Timmins Amphitheatre, The Neuro

NEURO SYMPOSIUM
Vendredi 5 juin, 2020
Amphithéâtre Jeanne-Timmins

NEURO SLEEP SYMPOSIUM
IN HONOUR OF PROFESSOR BARBARA JONES
Friday, June 5, 2020
Jeanne Timmins Amphitheatre

NEURO SPECIAL EVENT
SMOOTHIES BY LA CAPITALE
Monday January 20, 10:00 am - 2:00 pm
Jeanne Timmins Amphitheatre

PRENEZ UNE PAUSE SANTÉ AVEC LA CAPITALE
TAKE A HEALTH BREAK WITH LA CAPITALE

Come and get your free smoothie and while you’re at it, meet our representatives and learn more about our benefits that were created with you in mind.

L’ÉQUIPE DE LA CAPITALE VOUS ATTEND EN GRAND NOMBRE!
THE LA CAPITALE TEAM IS HopING FOR A BIG TURNOUT!

8.5 x 11 format
11 x 17 format
11 x 17 format
USE OF THE LOGO SYMBOL

General rules
For certain applications and communication tools, the neuron may be used as a stand-alone visual element. It must always be accompanied by the signature.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

Vertical format
The neuron is always positioned in the upper or lower portion.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron so that it remains comprehensible and recognizable.

Logo
The logo is positioned opposite the neuron. If the neuron is positioned in the upper right corner, then the logo is placed in the upper left corner, and so on.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind may be superimposed over the neuron.
USE OF THE LOGO SYMBOL

Horizontal format
The neuron is always positioned to the extreme right or extreme left.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron such that it remains comprehensible and recognizable.

Logo
The logo is positioned opposite the neuron. If the neuron is positioned to the right, then the logo is placed to the extreme left.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind may be superimposed over the neuron.
USE OF THE LOGO SYMBOL

Square format
The neuron may be positioned in any corner of the surface.

The neuron may occupy 25% to 50% of the total surface of the communication piece. At least three of its dendrites (extensions) must be entirely visible.

Its colour and density may take on a number of aspects. Shown here are the most relevant applications.

The neuron is never positioned in the centre of the surface. Be sure to frame the neuron such that it remains comprehensible and recognizable.

Logotype
The logo is positioned opposite the neuron.

The other informative elements (text, data or photo) are aligned with the logo. No element of any kind whatsoever may be superimposed over the neuron.
**Social Media**

On social media, the nomenclature is often generated automatically within a predetermined visual field. It is not necessary to feature it within the avatar.

The vertical signature without nomenclature may be used, or the stand-alone symbol, depending on the space available. Use of the complete version is not recommended since it would be illegible in the space the software reserves for this purpose.
DIGITAL COMMUNICATIONS

Depending on the type of message being conveyed, different versions of the identity are used for the graphic information elements on social media: complete signature, signature only, and sometimes the stand-alone symbol only.
All communications tools intended for use on social media must deliver factual and highly simplified content. Never overload them with information; on social media, too much information tends to drown out the message. The same goes for tools used for group presentations.