



NEUROKIDS
TRAINING | RESEARCH | ADVOCACY

BRAND GUIDELINES

LOGO USAGE

To make sure it's easy to read, avoid making the logo any smaller than:

Primary logo minimum size: 1.25" wide

MAINTAIN CLEAR SPACE AROUND LOGO

(use the height of the "N" in the logo to determine the amount of clear space needed)



PRIMARY LOGO



PRIMARY LOGO WITH TAGLINE



BLACK LOGO (limited use)



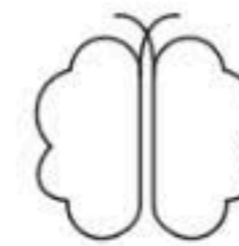
REVERSED LOGO



LOGO MARK



BLACK LOGO MARK

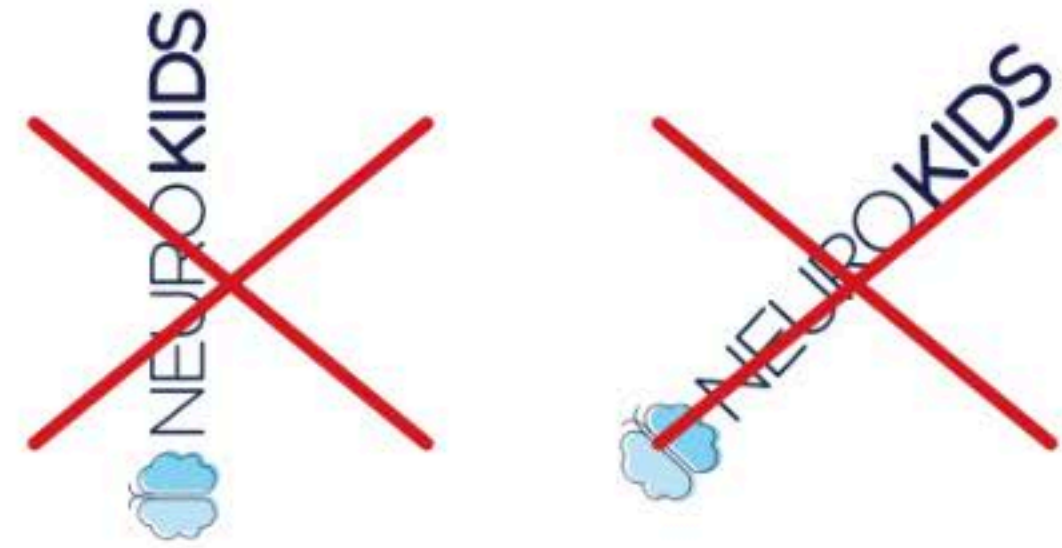


REVERSED LOGO MARK

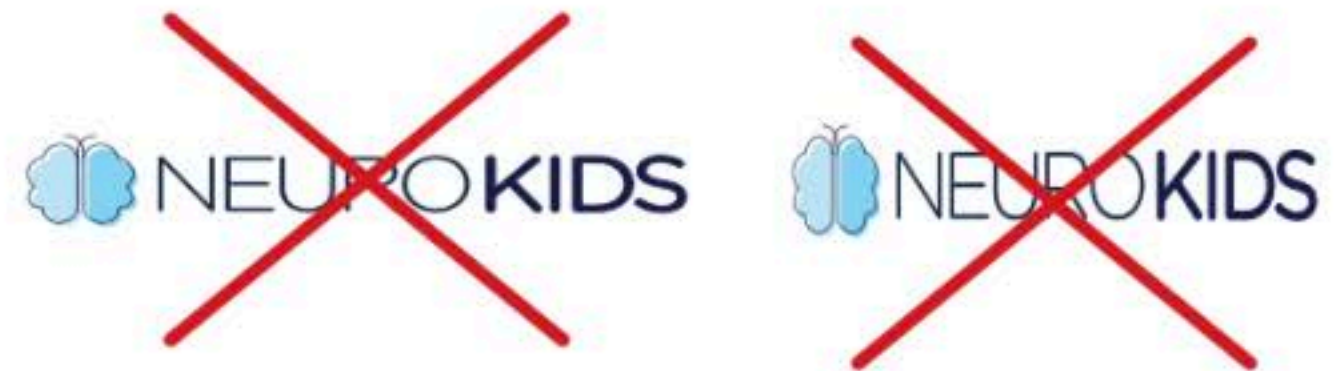


LOGO USAGE (cont.)

Do not rotate the logo sideways or diagonal.



Do not skew or squish the logo horizontally or vertically.



Do not use logo on a dark or busy background.



Do not use reversed logo on a light color.



Do not add special effects to the logo.



COLOR PALETTE

Only use these CMYK, RGB and Hex codes.

Do not color sample the swatches. Use the values provided.

The four primary colors are to be used for large solid colors.
Secondary colors are used to complement the primary colors.

CMYK colors are to be used for print.

RGB and Hex codes are to be used for digital.

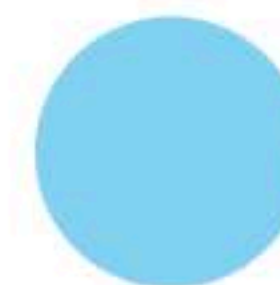
PRIMARY COLORS



CMYK: 97/86/42/43
RGB: 23/39/73
Hex: 172749



CMYK: 75/22/10/0
RGB: 36/157/200
Hex: 239dc8



CMYK: 43/2/1/0
RGB: 135/208/240
Hex: 86cff0



CMYK: 23/1/1/0
RGB: 191/228/245
Hex: bfe3f5

SECONDARY COLORS



CMYK: 82/100/28/20
RGB: 76/35/99
Hex: 4b2363



CMYK: 70/23/100/6
RGB: 90/145/64
Hex: 5a9140



CMYK: 5/79/60/0
RGB: 229/92/92
Hex: e55c5c



CMYK: 11/16/100/0
RGB: 232/201/29
Hex: e7c91d

TYPOGRAPHY

To ensure brand consistency across all of NeuroKids' communication products, typeface substitutions are not allowed. Gotham is the primary font and must be used when available. If Gotham is not available, Montserrat can be used. If necessary, Arial can be used if Gotham or Montserrat are not available.

PRIMARY FONT

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY (cont.)

SECONDARY FONT

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ONLY TO BE USED IF PRIMARY AND SECONDARY FONTS ARE NOT AVAILABLE

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

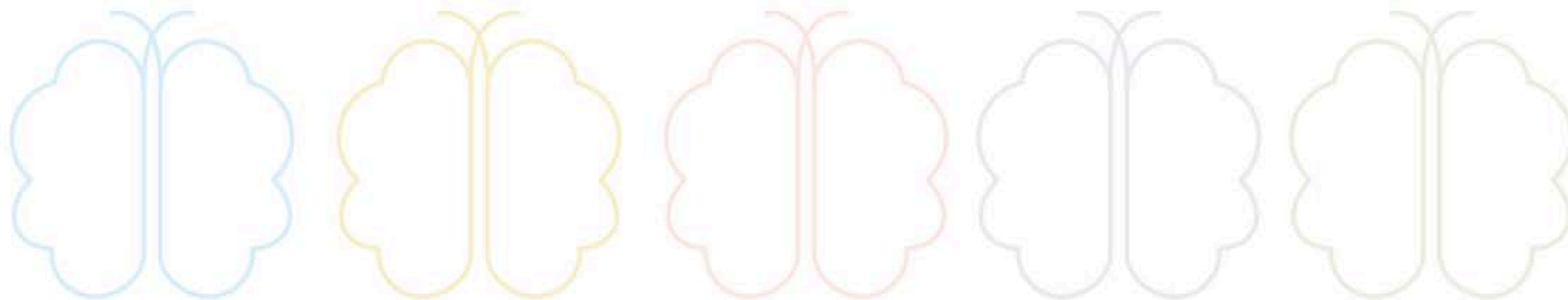
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

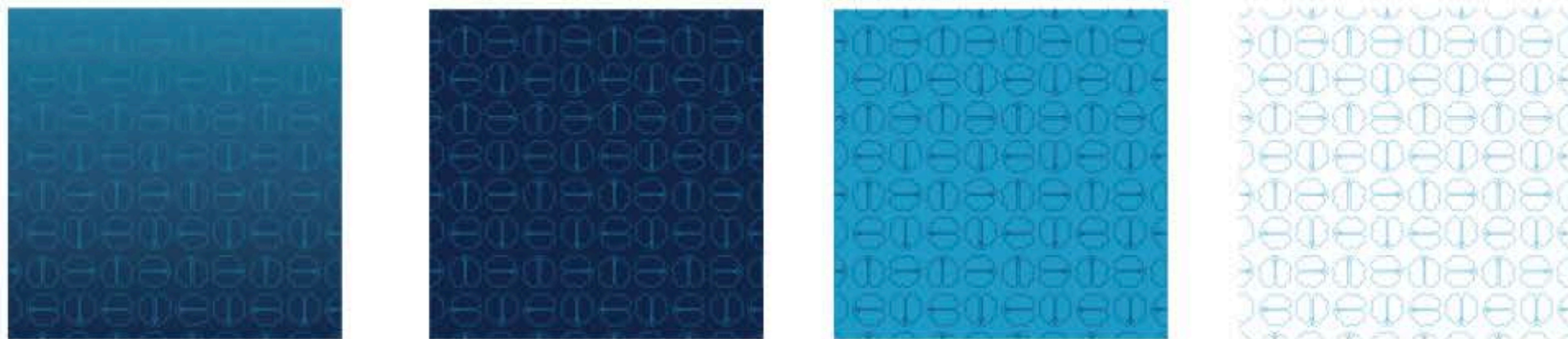
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DESIGN ELEMENTS

Butterfly can be used screened at 10% for background elements. Only brand colors may be used.



Pattern can be used as design elements at 100%, with a gradient, or screened for a background pattern. Only brand colors may be used.



EDITORIAL STYLE

NeuroKids (capital N and K, no space)

NOT

Neuro Kids or Neurokids

Endoscopic Third Ventriculostomy combined with Choroid Plexus Cauterization

OR

Endoscopic Third Ventriculostomy combined with Choroid Plexus Coagulation

ETV/CPC

NOT

ETVCPC nor ETV-CPC

Warf method

NOT

Warf procedure nor Warf technique