BRAND MANUAL

A brand identity guide for

INTERNATIONAL SOCIATY FOR
NEUROCHEMISTRY (ISN)

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ISSUE 01
ISN
BRAND MANUAL

BRANDING GUIDELINES
AND MANUAL TEMPLATE

CREATED FOR :
INTERNATIONAL SOCIATY
FOR NEUROCHEMISTRY (ISN)

MADE IN AMSTERDAM BY:
SUPER CORPORATE

ISN
BRAND MANUAL

Table of Contents

—— INTRODUCTION

WELCOME

This brand manual has been specially designed for the ISN community to ensure consistent visual identity on all levels of communication. Regular use of these guidelines is one of the key ways by which we will be able to enhance the recognition of ISN brand within the scientific community and strengthen ISN brand value over the long-term.

The design principles outlined below have been carefully devised to help anybody involved in project development to implement ISN's visual identity on the various mediums of communication used by our organisation.

Included in this manual is an overview of our visual identity toolkit, guidelines for logo placement, and the recommended application of our visual identity for corporate documents and marketing materials.

Thank you for maintaining the ISN brand!

With a proud history dating back to its establishment in 1965, ISN strives to promote all relevant aspects of molecular and cellular neuroscience.
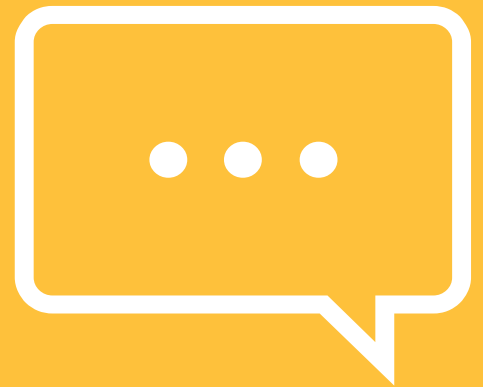
ISN
LOGOTYPE

Logo is the key building block of ISN identity, the primary visual element that identifies it. The signature is a combination of the the symbol itself and ISN name.

The ISN logo comprises of two elements, the Logo Symbol and Logo Type. The Logo Symbol is a powerful image evoking the neuron and facilitates in the recognition of ISN brand.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Open Sans and has also been chosen to

compliment and balance perfectly with the Logo Symbol.

The logo is presented through the use of color as well as shape and form. The two corporate colors are Red and Yellow. The colors have been selected according to international standards as shown on the right and are easily implemented.

Full **Logotype**

Full ISN Logo

Logo

Logotype

Single **Logotypes**

THE LOGO SYMBOL

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find alternative examples deeper into the manual.

THE LOGO TITLE

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in the chosen corporate color. The font that is used here is Open Sans.

Logo **Versions**

LOGO POSITIVE

will be used when the background color is light.

LOGO NEGATIVE

will be used when the background color is dark or colored.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep logo marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the logo mark. This exclusion zone indicates the closest any other graphic element or message should be positioned in relation to the mark of the the symbol itself and organization name – they have a fixed relationship that should not be changed in any way.

Clearspace

DEFINITION

-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

-

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = 4 / 2).

Construction

Logo Backgrounds

Logo Dos and Don'ts

PLEASE READ CAREFULLY
-

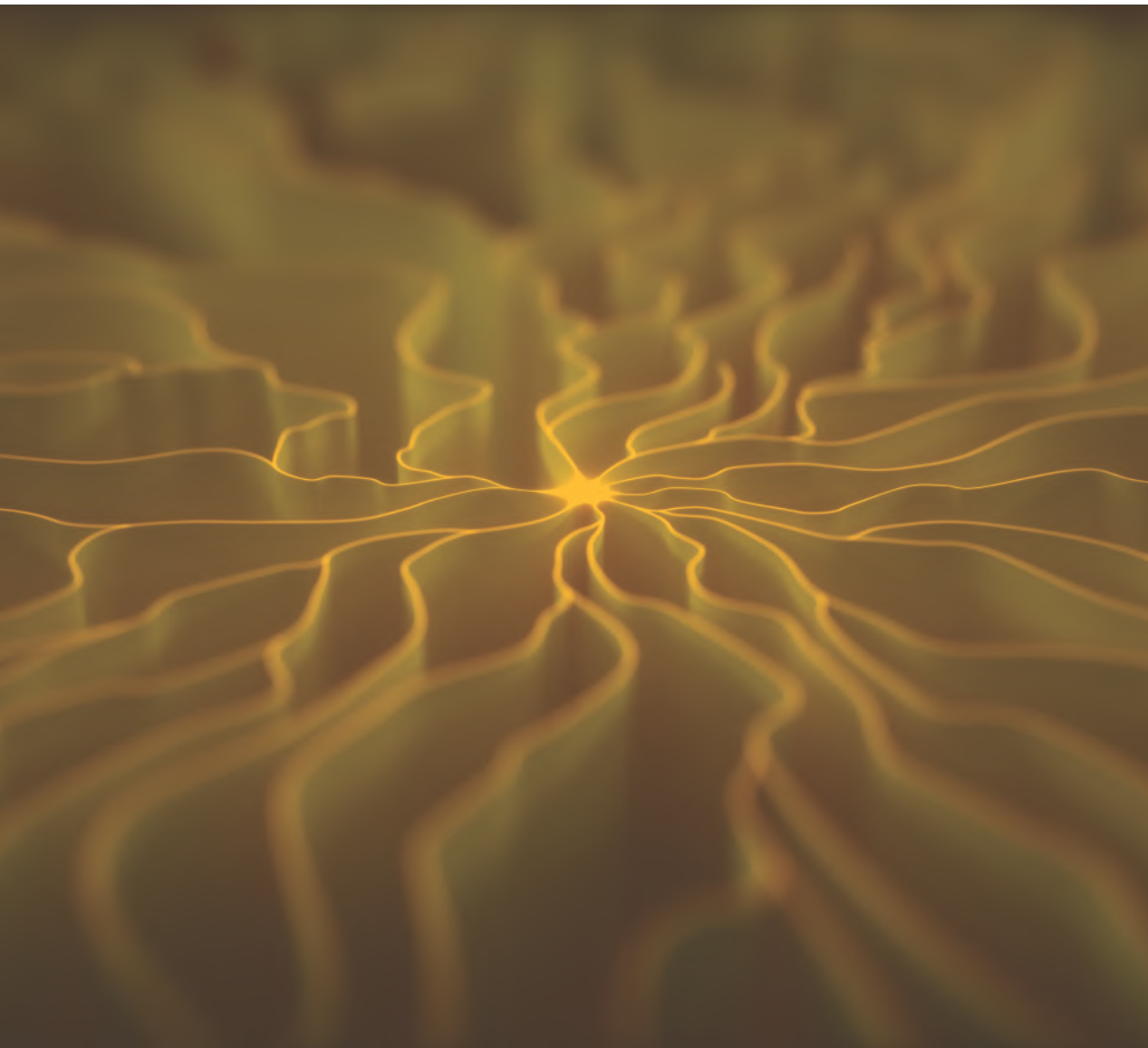**/01** Do not invert the logo symbol

/02 Do not alter the logo symbol

/03 Do not alter the logo type style

/04 Do not change the size relationship between the logo symbol and logo type

/05 Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

GUIDELINE FOR LOGO PLACEMENT
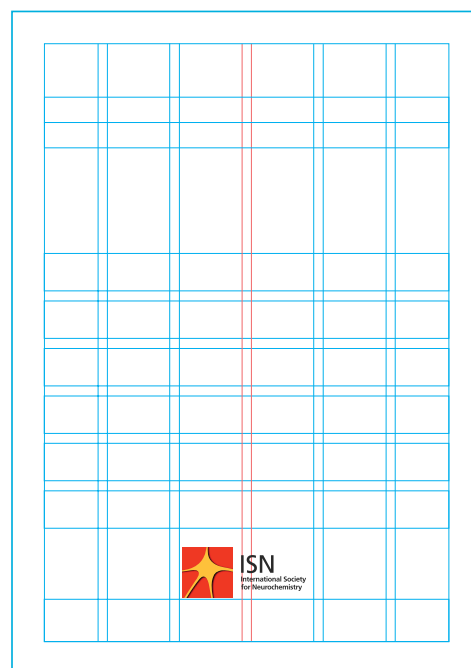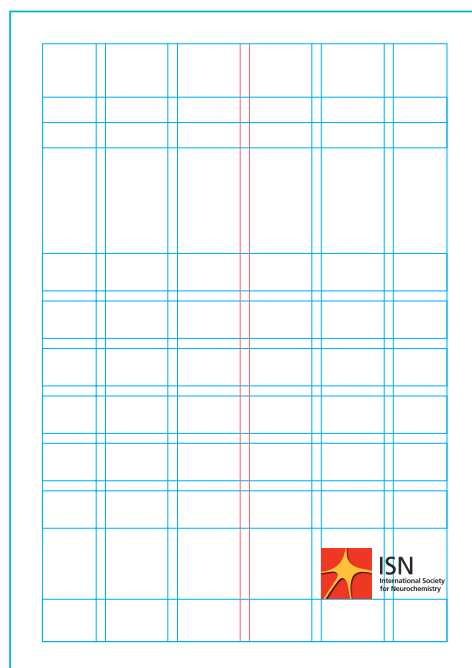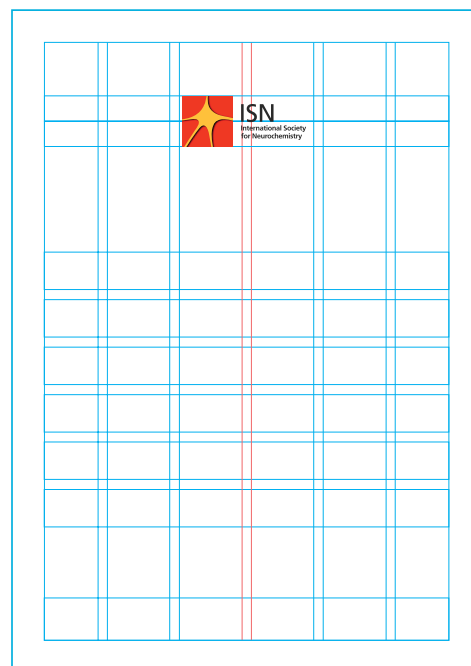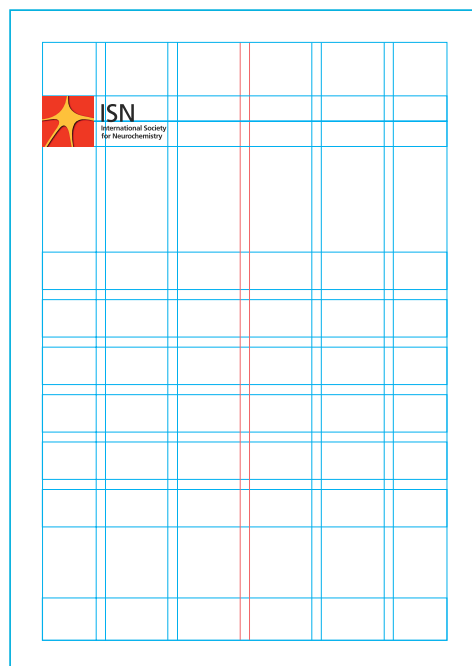
Correct Logo Placement

THE LOGO PLACEMENT

-

EXPLANATION
To place the ISN logo in the correct way please use one of the approved styles that are shown on the right. To place the ISN logo in other ways is not allowed.

PARAMETER
Example Logo Placement
297 x 210mm
DIN A4

ISN
TYPOGRAPHY

Fonts and typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces brand personality and ensures clarity and harmony in all ISN communications.

We have selected Open Sans, which helps inject energy and enthusiasm into the entire ISN communications, as the primary corporate typeface.

Font 01

Open Sans Regular

Primary Font :

Open Sans Regular

Letters

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Figures

0	1	2	3	4	5	6	7	8	9	0

Characters

!	"	§	$	%	&	/	(	)	=	?	`	;	:
¡	"	¶	¢	[	]	|	{	}	≠	¿	'		
«	∑	€	®	†	Ω	¨	/	ø	π	•	±	'	

ISN
COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

-

Color plays an important role in the ISN brand identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the ISN brand identity across all relevant media. Check with your designer or printer when using the ISN colors to ensure that they will be always be consistent.

PRIMARY COLOR

RED

PRIMARY COLOR

YELLOW

PRIMARY COLOR

RED

-

COLOR CODES

CMYK: C001   M096   Y091   K000
RGB: R255 G000 B000
#:   FF0000

PRIMARY COLOR

YELLOW

-

COLOR CODES

CMYK: C002   M029   Y097   K000
RGB: R255 G179 B000
#:   FFB300

Secondary Color system

-

EXPLANATION

The Secondary colors are complementary to ISN official colors, but are not recognizable identifiers for ISN. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Color Codes
CMYK: C028 M019 Y015 K003
RGB: R177 G179 B182
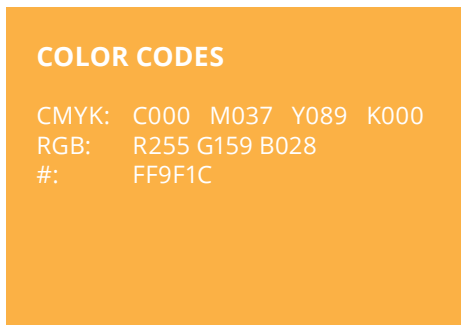Web: #b1b3b6

Color Codes
CMYK: C000 M000 Y000 K000
RGB: R000 G000 B000
Web: #000000
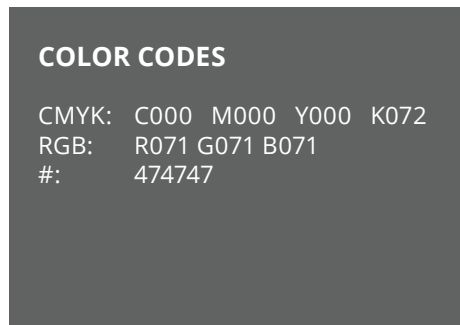
Color palette

-

EXPLANATION

The Secondary colors are complementary to ISN official colors, but are not recognizable identifiers for ISN. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.
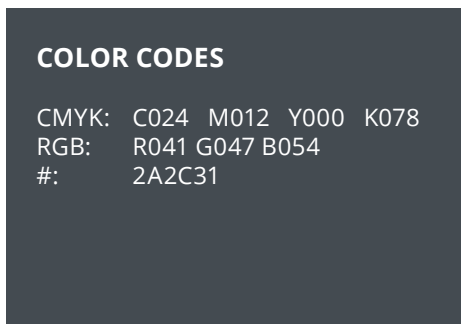
COLOR CODES

CMYK: C000 M037 Y089 K000
RGB: R255 G159 B028
#:   FF9F1C

COLOR CODES

CMYK: C000 M000 Y000 K072
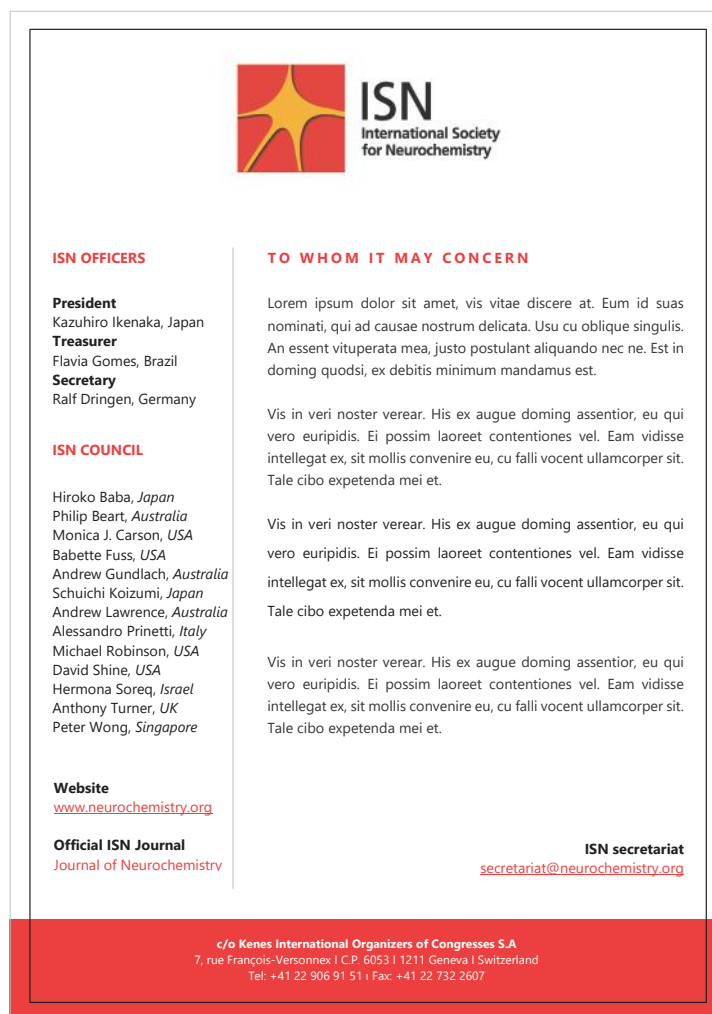RGB: R071 G071 B071
#:   474747

COLOR CODES

CMYK: C024 M012 Y000 K078
RGB: R041 G047 B054
#:   2A2C31

Color Usage

Use them to accent and support the primary color palette.

ISN
Letterhead

This shows the approved layouts with the primary elements of the ISN stationery system for the front and backside of the letterheads.

ISN OFFICERS

President
Kazuhiro Ikenaka, Japan
Treasurer
Flavia Gomes, Brazil
Secretary
Ralf Dringen, Germany

ISN COUNCIL

Hiroko Baba, *Japan*
Philip Beart, *Australia*
Monica J. Carson, *USA*
Babette Fuss, *USA*
Andrew Gundlach, *Australia*
Schuichi Koizumi, *Japan*
Andrew Lawrence, *Australia*
Alessandro Prinetti, *Italy*
Michael Robinson, *USA*
David Shine, *USA*
Hermona Soreq, *Israel*
Anthony Turner, *UK*
Peter Wong, *Singapore*

Website
www.neurochemistry.org

Official ISN Journal
Journal of Neurochemistry

TO WHOM IT MAY CONCERN

Lorem ipsum dolor sit amet, vis vitae discere at. Eum id suas nominati, qui ad causae nostrum delicata. Usu cu oblique singulis. An essent vituperata mea, justo postulant aliquando nec ne. Est in doming quodsi, ex debitis minimum mandamus est.

Vis in veri noster verear. His ex augue doming assentior, eu qui vero euripidis. Ei possim laoreet contentiones vel. Eam vidisse intellegat ex, sit mollis convenire eu, cu falli vocent ullamcorper sit. Tale cibo expetenda mei et.

Vis in veri noster verear. His ex augue doming assentior, eu qui vero euripidis. Ei possim laoreet contentiones vel. Eam vidisse intellegat ex, sit mollis convenire eu, cu falli vocent ullamcorper sit. Tale cibo expetenda mei et.

Vis in veri noster verear. His ex augue doming assentior, eu qui vero euripidis. Ei possim laoreet contentiones vel. Eam vidisse intellegat ex, sit mollis convenire eu, cu falli vocent ullamcorper sit. Tale cibo expetenda mei et.

ISN secretariat
secretariat@neurochemistry.org

c/o Kenes International Organizers of Congresses S.A
7, rue François-Versonnex I C.P. 6053 I 1211 Geneva I Switzerland
Tel: +41 22 906 91 51 ι Fax: +41 22 732 2607

Parameter

Dimensions
210 x 297 mm

Weight
90g/m
Uncoated white

Print
CMYK

USAGE

-

The letterheads will be used for all official contact and communication of ISN. Insert the message of ISN into the letterhead and send your documents throughout the world.

ISN
Business Cards

This shows the layouts with the primary elements of the ISN stationery system for business cards.

Business Card Frontside

Business Card Backside

Parameter

Dimensions
85 x 55 mm

Weight
400g/m
Uncoated white

USAGE

-

Print
CMYK

The business cards will be used for all official contact and communication of ISN. Place your data into the ISN business cards and feel free to give them to your colleagues and partners.
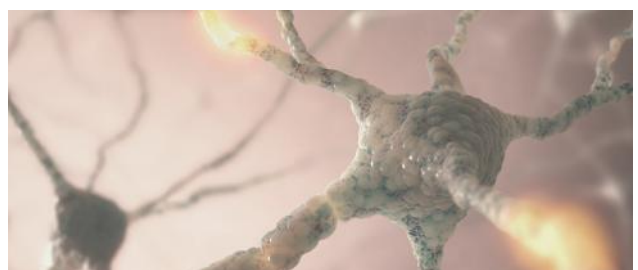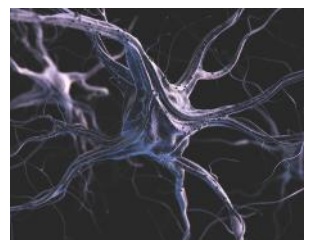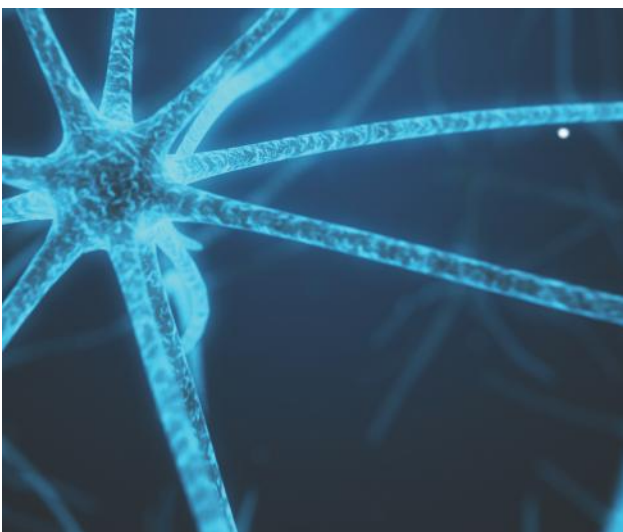
MOOD BOARD

Mood boards can be a great way to convey your ideas, present and get an early ISN event sign-ups. Follow our expert advice on how to create them.

Mood Board & Inspiration
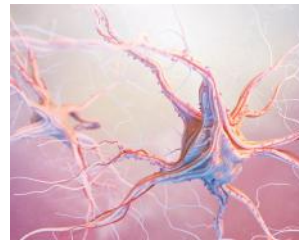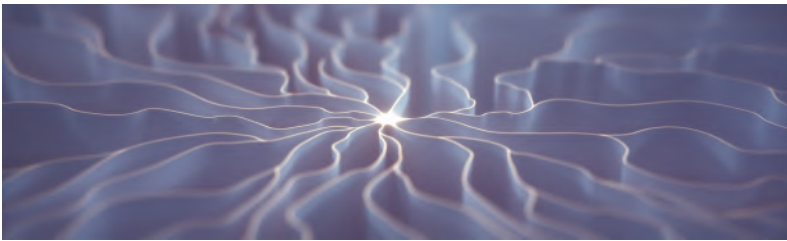
**Be inspiring. Be smart.
Be international. Be ISN.**

ISN
IMAGES

01

Dark Images

**THE ISN BRAND
IMAGE: DESCRIPTION**

-

Images are responsible for transferring the values of ISN to peers or potential members. It is a composite psychological impression that continually changes with the organization's circumstances, media coverage, perfor- mance, pronouncements, etc. ISN use various event & community advertising techniques to enhance its public image as well as to improve its desirability as biggest international society for neurochemistry.
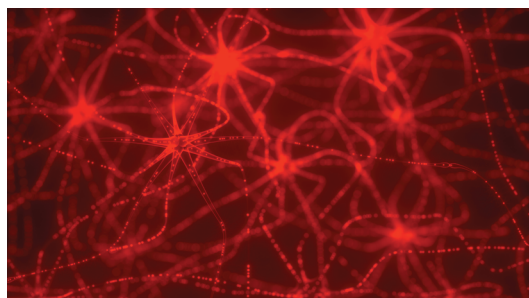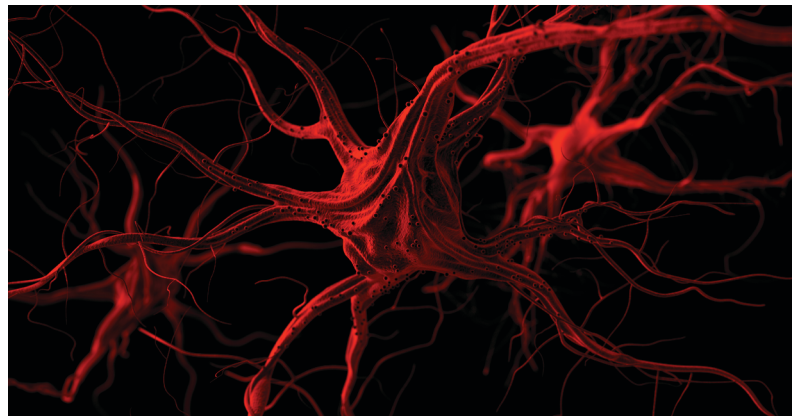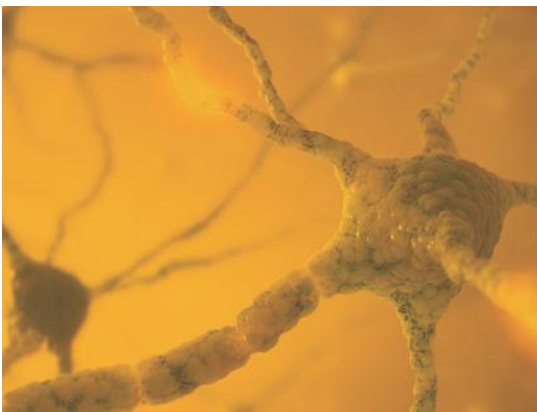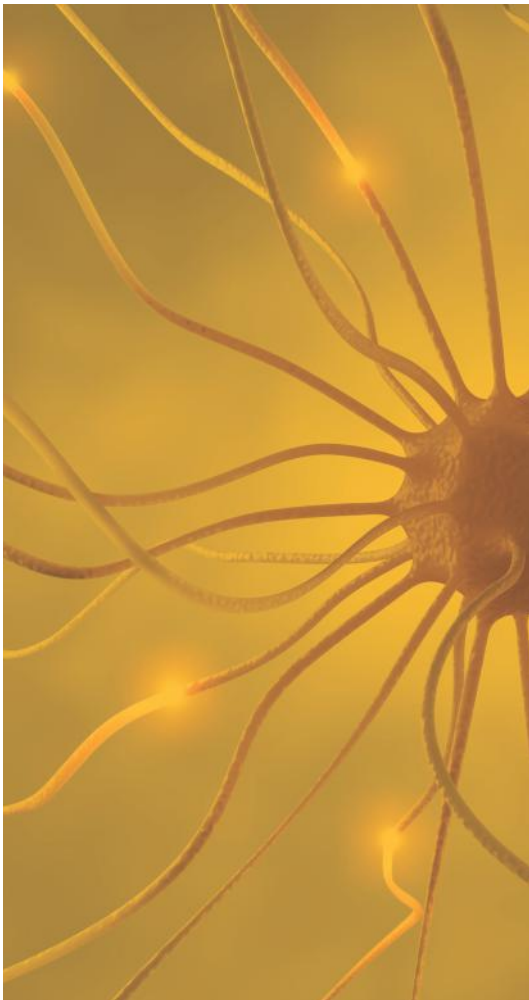

**THE ISN IMAGE:
DARK IMAGES**

-

Requirements:
- desaturated colours
- high contrast
- sharp images
- minimalistic look
- modern

How to add the **blending modes** **to ISN images**

02

Light Images

Requirements

THE ISN IMAGE:
LIGHT IMAGES

-

Requirements:

- desaturated colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike

IMAGES AND BLENDING MODES

**THE ISN BLENDING MODES FOR IMAGES**

-

Image effects and blending modes raise the concision and the recognizability of a brand. They are also able to divide content and other graphical elements that are used in layouts. In the same way they support the statement of the used images and raise application possibilities.
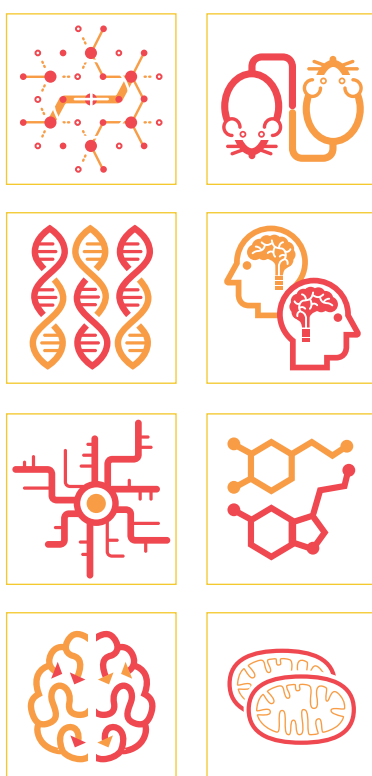
How to add the blending modes

___

How to

How to create Blending modes

-

1) use it in image in black and white mode

2) use a placeholder with a corporate background

3) adjust the layer style to "multiply"

+
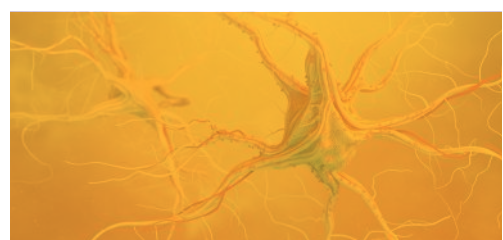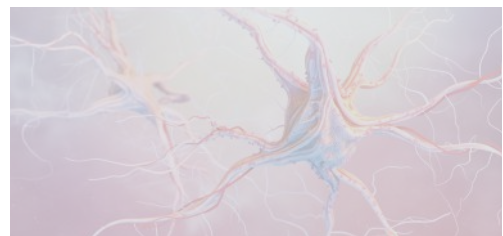
ISN
ICONOGRAPHY

THE ISN
ICONOGRAPHY

-

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

**How to use
social media icons**

-

1) use black icons on light background

2) use a white icons on dark background

3) use yellow icons on white background, if preferred

4) use red icons on white background, if preferred

DOWNLOADS & IMPRESS

THE ISN BRAND IDENTITY,

DOWNLOAD LINKS OF THE SINGLE DESIGN ITEMS

-

Explanation:
For quick help and faster project development you will receive the download links to a brand guidelines and editable data. To download the single items please follow the given hyperlink. You will also find the complete Brand Manual as a PDF file for sending this to responsible agencies or persons in need of your guidelines.

ISN Logo

ISN Stationery

ISN Iconography

ISN Brand Manual

Downloads
& Impress

🌐

Web link
Link : https://www.neurochemistry.org/cd/logo.zip

🌐

Web link
Link : https://www.neurochemistry.org/cd/stationery.zip

🌐

Web link
Link : https://www.neurochemistry.org/cd/icons.zip

IMPRESS

-

Agency:
Super Corporate
by Super Agency B.V.

E: info@super-agency.eu

🌐

Web link
Link : https://www.neurochemistry.org/cd/brandmanual.pdf

www.neurochemistry.org

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SC.

Thank you for maintaining
the ISN brand.