

BRAND GUIDELINES



NeuronicWorks Inc.



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Vision

To design a sustainable, clean, and safe future!



Mission

To create great products that are human centric, functional, reliable, sustainable, energy efficient, and recyclable, while using minimal carbon footprint to produce and distribute.

Customer First

Our customers always come first. We help our customers successfully achieve their product vision by fulfilling our commitments while enjoying our journey together.

Quality Without Compromise

We check, recheck, and check again. Quality is ingrained in our work process, and we build products that are sustainable and reliable.

Transparency

We believe in clear and open communication at all levels and between all stakeholders, thus paving the way for trust and integrity while delivering timely results.

Collaboration

We embrace collaboration and believe in the power of collective effort. We work together as a team with our clients, partners, and suppliers to deliver great products.

Commitment

We are committed to our stakeholders success by delivering human-centric, sustainable, functional, reliable, recyclable and energy efficient products.



Colour

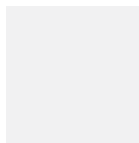
Colour is an important part in the overall visual identity of NeuronicWorks Inc. Our logo is designed with use of two colours, NWI red and NWI black.

NeuronicWorks primary colours are NW Red, NW Black. This colour combination is used in our logo design and supporting visual graphics. To balance the intensity of the contrast we developed the secondary colour palette of greys.







Primary







Secondary



Colour Breakdown CMYK

	C	M	Y	K
	18	100	98	8
	C	M	Y	K
	14	13	13	100
	C	M	Y	K
	0	0	0	0
	C	M	Y	K
	4	3	3	0
	C	M	Y	K
	51	42	41	6
	C	M	Y	K
	65	58	55	33

Colour Breakdown RGB

	R	G	B
	187	33	38
	R	G	B
	23	19	20
	R	G	B
	255	255	255
	R	G	B
	241	241	241
	R	G	B
	131	131	133
	R	G	B
	81	81	83

Colour Breakdown hex

	hex
	bb2126
	hex
	231f20
	hex
	ffff
	hex
	f1f1f2
	hex
	939897
	hex
	515052

Typeface

Open Sans is the primary typeface for NeuronicWorks Inc. It provides us with distinct and friendly voice.

Although Open Sans comes in many styles, we prefer to use Open Sans Light Uppercase and Open Sans Bold for titles, headings and every time there needs to be an increased emphasis. When space is limited, we may use Open Sans Regular.

TITLES AND WEB HEADINGS (H1)

Web-headings 48 px, titles 24-44 pt

Sub-headings (h2, h3)

Web sub-headings 24-20 px, general copy 28-14 pt

Body font usage <p> and all general copy

Web body 20 px, general copy 11pt

The typeface **Open Sans** should be deployed as the primary font for both print and online. This font is a webfont and compatible with all online systems. For Microsoft applications please use Calibri as the default font.



Logo

Company logo is a mark on everything we do. It embodies who we are and unites all our different backgrounds, expertise and knowledge in one unique voice.

Consistent logo placements help to present our voice in the most effective and memorable way allowing us to carry the brand and its mission forward.

The logo must never be re-created or modified. It is always used in full colour unless the production restrictions apply. (See logo use examples)

Primary Logo

Use over light backgrounds



Secondary BW

Use over red backgrounds



Secondary RW

Use over black backgrounds



Black Logo

Use only when necessary over light backgrounds



White Logo

Use only when necessary over dark backgrounds





Logo size and spacing

The NeuronicWorks logo in digital format should ideally appear no smaller than 180px wide for desktop and 98px for mobile.

Space around the logo



Min Logo size for desktop:
180px



Min Logo size for mobile:
1 ¼", 98 px





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