



BRAIN CORPORATION
BRAND GUIDELINES

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brain@
corp



BRAIN CORP PRIMARY LOGO

Logo comprises "brain corp" wordmark/logotype, Brainswirl pictograph, ai underline, and registered symbol.

The Brainswirl symbol is a stylized depiction of a human brain and represents a direct connection to our brand. Simple and iconic, it instantly sparks brand recognition. It represents us and when we use it the right way, people can recognize us at a glance.



EXCLUSION/CLEAR ZONE

Exclusion zone is defined by the height of the Brainswirl symbol (x).



EXCLUSION/CLEAR ZONE

The exclusion zone ensures that there is an adequate clear space on all sides of the logo in any design layout. Always allow at least this amount of clear space around the logo. In order to maximise visual presence of the logo, no type or graphics may appear within this zone.

The exclusion zone may contain a background colour or a picture, as long as the logo is clear and distinct from it.



LOGO GEOMETRY AND CONSTRUCTION

As it is a fairly complex logo that consists of four distinct visual elements, great care has been taken in constructing the legible layout with harmonious composition. Proportions and sizes were carefully adjusted so a visually appealing blend of positive and negative space could be achieved.



TREATMENT

See here for preferred logo treatments. On the left is an ideal treatment for the logo against a light background, on the right is an inverted color scheme for use on dark backgrounds.

One-color printing



Two-color printing



Four-color printing



One-color printing



Two-color printing



Four-color printing



LOGO COLOR APPLICATION

There are three color versions of the logo. An entirely black or white logo is provided for instances when the logo must print in **SINGLE COLOR**.

TWO-COLOR PRINTING uses our Brain Gray for wordmark and Brain Orange for Brainswirl and underline. Additionally, the wordmark can be reversed to white if used on dark backgrounds. **FOUR-COLOR PRINTING** uses our Brain Gray for wordmark and Brain Orange Gradient for Brainswirl and ai Underline.

If used on dark background, wordmark reverses to white.

BRAIN GRAY

RGB 90 / 90 / 90
HEX 5A5A5A
CMYK 0 / 0 / 0 / 80
PMS Pantone Cool Gray 11C

*if printing large gray surfaces use
CMYK 63 / 55 / 53 / 29

BRAIN ORANGE

RGB 244 / 117 / 33
HEX F47521
CMYK 0 / 67 / 100 / 0
PMS Pantone 158C

BRAIN ORANGE GRADIENT (used just for Brainswirl and ai underline graphic)



RGB 244 / 117 / 33
HEX F47521
CMYK 0 / 67 / 100 / 0



RGB 247 / 151 / 32
HEX F79720
CMYK 0 / 48 / 100 / 0



CORE COLORS

Colors evoke feelings. The Brain Corp color palette has been created to reflect the spirit of our brand. Brain Orange represents innovation and excitement of discovering and embracing new, life-changing technologies. It's bright, fresh, and uplifting. Brain Gray represents responsibility, trustworthiness, seriousness, and an academic background. It's calming, serene, and professional. The logo is supplied as Pantone and CMYK versions for print, and RGB/HEX versions for web.

BRAIN DARK BLUE

RGB 0 / 44 / 65
HEX 002C41
CMYK 100 / 75 / 50 / 50

BRAIN BLUE

RGB 0 / 114 / 156
HEX 00729C
CMYK 100 / 40 / 20 / 10

BRAIN LIGHT BLUE 1

RGB 30 / 117 / 203
HEX 1EB1CB
CMYK 72 / 8 / 17 / 0

BRAIN LIGHT BLUE 2

RGB 116 / 206 / 226
HEX 74CEE2
CMYK 50 / 0 / 10 / 0

BRAIN BLUE-GREEN

RGB 25 / 171 / 181
HEX 19ABB5
CMYK 75 / 10 / 30 / 0

BRAIN BLUE-GRAY 1

RGB 117 / 204 / 212
HEX B1CCD4
CMYK 30 / 10 / 13 / 0

BRAIN BLUE-GRAY 2

RGB 226 / 231 / 234
HEX E2E7EA
CMYK 10 / 5 / 5 / 0

BRAIN RED 1

RGB 237 / 27 / 47
HEX ED1B2F
CMYK 0 / 100 / 90 / 0

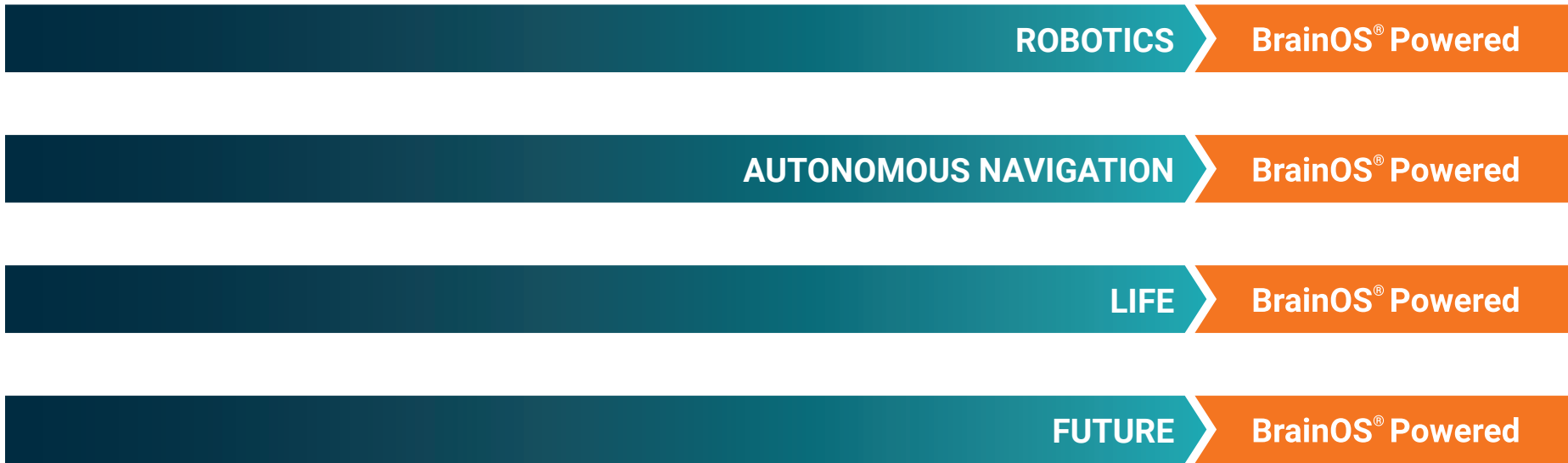
BRAIN RED 2

RGB 219 / 50 / 74
HEX DB324A
CMYK 10 / 95 / 70 / 0

COLOR PALETTE

A set of tonally darker and lighter colors have been developed in order to support the core colors. These supporting colors are designed to work with the core colors in various combinations. They should be used to add depth and variety, mostly as background colors and/or accents. When choosing color, it is important to consider the best options from the palette that will project the information clearly, effectively, and complement any chosen images.

There must always be good contrast between text and the background colour. Dark type on a white or very light background is the most legible.



RGB 0 / 44 / 65
HEX 002C41
CMYK 100 / 75 / 50 / 50



RGB 25 / 171 / 181
HEX 19ABB5
CMYK 75 / 10 / 30 / 0



“BrainOS Powered” footer stripe

Defined as gradient with extreme points set in Brain Dark Blue and Brain Blue-Green. This stripe is used as a footer graphic or signature for various marketing collateral such as spec sheets, sell sheets, and presentations. The “BrainOS Powered” segment is set in Brain Orange.



Don't stretch, condense or change the dimensions of the logo elements.



Don't rearrange elements of the logo .



Don't skew or warp the logo, or set it on an angle.



Don't change the scale of elements in the logo.



Don't apply drop shadows or other visual effects to the logo.



Don't change the color of the logo elements.



Don't add extra elements to the logo.



Don't use the logo in a sentence.



Don't place the logo in a shape or container

THINGS NOT TO DO WITH A LOGO

Shown here are some common misuses of our identity. To avoid these and to ensure the logo is clearly recognisable and consistent, all parts of the logo must never be altered and should be reproduced using the approved master files provided.

The integrity of the logo must not be compromised.

Galano Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@#\$%^&.,?::;)

**The quick brown fox
jumps over the lazy dog.**

TYPOGRAPHY - HEADLINES

The way typography is used says as much about our brand as the words themselves.

Galano Grotesque has been selected to complement the Brain Corp tone of voice and identity, and is exclusively used for headlines and main messaging. It should always be used in sentence case, rather than uppercase. For headlines we use the bold weight, with sizes 36pt and larger.

Galano Grotesque is a geometric sans in the tradition of Futura, Avant Garde, Avenir and the like. It has a modern streak which is the result of a harmonization of width and height, especially in the lowercase letters to support legibility. It aims to be a universal weapon not only because it works great in headlines, both short and long, but also because of its subtle neutrality which allows for our messaging to come across without the typeface standing in the way. Having said that, Galano Grotesque has enough discerning features to not be cold and generic.

DINPro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@#\$%^&.,?::;)

The quick brown fox
jumps over the lazy dog.

TYPOGRAPHY - SUBHEADS and BODY COPY

DIN PRO has been selected for use on subheadlines (medium weight) and body copy (light weight). It's clean, technical, super legible, and as such presents an ideal choice for Brain Corp messaging, both in print and screen design.

For subheads it should always be used in uppercase. For body copy it should always be used in sentence case, rather than uppercase. For subheads we use sizes ranging from 12pt to 16pt. For body copy we use sizes ranging from 8pt to 16pt.

The DIN is the original "industrial-strength" sans serif design. The DIN typeface family is based on the original German Standards Organization font number DIN 1451, which was commissioned for use in German public administration and signage.

In 2011, FF DIN was added to the MoMA Architecture and Design Collection in New York.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@#\$%^&.,?::;)

The quick brown fox
jumps over the lazy dog.

TYPOGRAPHY - UX DESIGN

For typography used in elements of Brain Corp's User Experience design, such as robot user interfaces, Roboto typeface has been chosen.

Roboto is a neo-grotesque sans-serif typeface family initially developed by Google as the system font for its mobile operating system Android.

Roboto is clean and modern, yet approachable. It is not overly futuristic – it's not a science fiction font. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (!@#\$%^&.,?::;)

The quick brown fox
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TYPOGRAPHY - OFFICE USE

For everyday office use a widely available typeface called Calibri has been chosen. In Office 2007, it replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. It has a warm and soft character thanks to its subtly rounded design.



THANK YOU FOR YOUR TIME
AND HELP IN ESTABLISHING THE BRAIN CORP BRAND