

NeurotechEU Brand Manual – Logo & Visual Identity
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NeurotechEU
The European University
of Brain and Technology

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By: WP5



NeurotechEU Brand Manual – Logo & Visual Identity

This manual is a useful resource regarding the NeurotechEU brand identity, including logo, color scheme, typography, brand elements, as well as general rules for applying these across a variety of media types.

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1. Visual Identity Overview

The NeurotechEU visual identity is designed to spark curiosity and reflection. At the core of the identity is a logo inspired by neural networks and optical illusions, subtly incorporating a hidden “n”. The vibrant color palette is inspired by CT and MRI scans, reflecting neuroscience and European collaboration.

2. Logo System

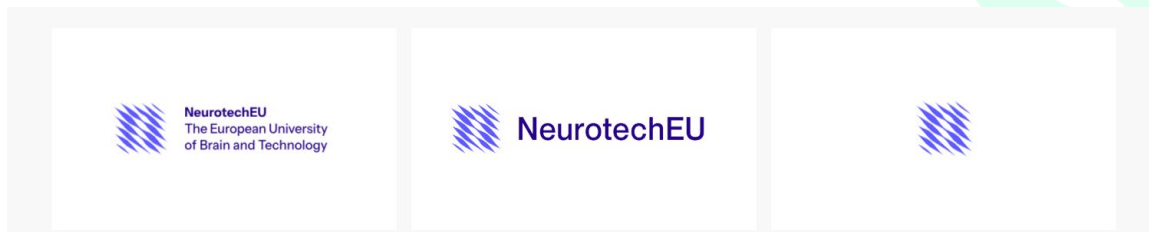
The logo symbolizes collaboration, complexity, and connectivity.

Logo variations include:

- Primary logo
- Secondary logo
- Standalone symbol



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Logo

This is our primary logo, which includes the full name of our school.



NeurotechEU
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Colour usage

On light backgrounds, use the Blue Violet version with the name in Indigo.

On dark backgrounds, use the Aquamarine version with the name in White.

Symbol

The logo symbol can be used on its own when the design must fit into tiny scales or to support the brand in places where the [name already appears](#).

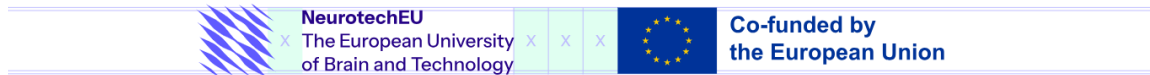
In some cases the symbol can be used for decorative purposes. Mainly as a blurred image in the background. See examples under “Layout”.

EU co-funded logo

The NeurotechEU project is co-funded by the Erasmus+ Programme of the European Union. Their logo should therefore be added when possible.

In very small sizes it can be better to only use the EU flag. For placement guidelines please refer to the “[Layout](#)” chapter. For further information on the EU logo please refer to their

[guidelines.](#)



Sizing

Always use your best judgement when scaling. If it becomes difficult to read it may be too large or small. The logo has been constructed to ensure legibility at any scale, but there will always be a reasonable limit.

This is very important when using the primary version, so please switch to the secondary version if that is the case.

Safe zone

Do not crowd the logo. The logo's clear space defines the distance between the logo and any graphic element it may be sitting next to in a composition.

Use half of the height of the logo symbol as a reference for appropriate clear space for all versions of the logo.

3. Color Palette

Primary Colors:

Indigo – #260387

Blue Violet – #5F5AFF

White – #FFFFFF

Sand – #FCF4E6

Aquamarine – #82FFC8

Secondary Colors:

Yellow – #FFFF6E

Pink – #FF7DC8

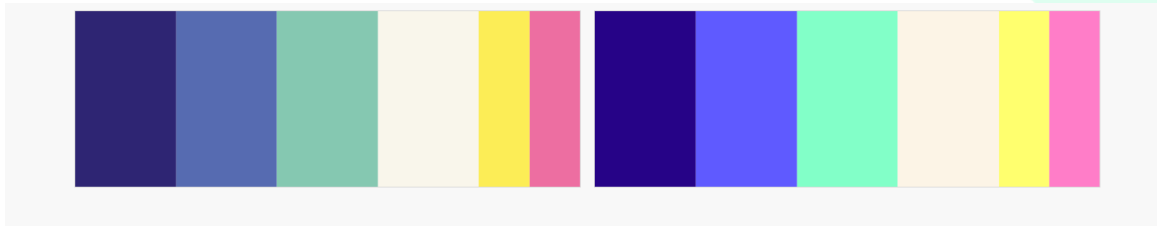
Grey 1 – #F0F0F0

Grey 2 – #F8F8F8

CMYK vs. RGB

The HEX / RGB colour values are very vibrant, which can be tricky to translate into classic CMYK print.

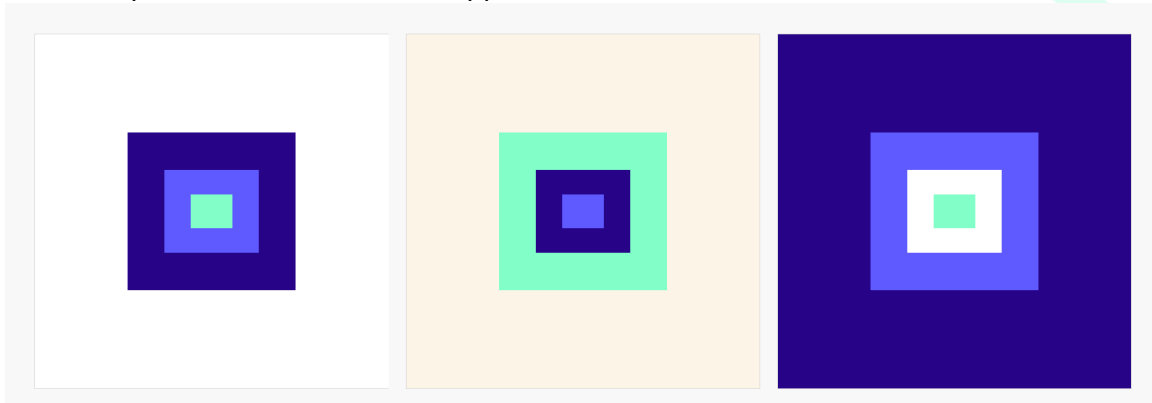
Many printers and print services now print digitally. Therefore it is recommended to use RGB colour values and simply convert the final PDF print file to CMYK when needed.



Combinations

Our colour combinations are either White, Sand or Indigo dominant. Some colours are not suitable to be used in combination with others.

The examples below demonstrate approved colour combinations.



Proportions

The balance of colour is important to maintain a cohesive brand identity.

When using the palette in any context, reference the proportion of colours below.



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4. Typography

Typog

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Typography should follow the official NeurotechEU brand assets. Only approved fonts should be used to ensure consistency across all media.

Instrument Sans is a Neo-grotesque type family designed by Rodrigo Fuenzalida and Jordan Egstad. The family is available under the Open Font Licence via [Google fonts](#).

Type specimen

The typeface includes all of the most common glyphs and is therefore available in 461 languages.

Fallback typeface — Arial

If you do not have access to Instrument Sans, please use the pre-installed system font Arial.

If you still need access to our fallback typeface you can buy [individual weights online](#).

Type weights

The Instrument Sans type family comes in a wide range of weights and widths that have a contemporary feel with subtle notes of playfulness.

The primary weight is Regular, with Italic, Medium and SemiBold available for emphasis.

Setting type

When setting type, the leading should be consistent across various applications. Leading refers to the space between lines of text.

Headline

Instrument Sans Regular 80/88pt

Type size × 1.1 = leading. Headlines at 80pt would have 88pt leading.

Subhead

Instrument Sans SemiBold 30/36pt

Type size × 1.2 = leading. Subheads at 30pt would have 36pt leading.

Body

Instrument Sans Regular 15/21pt

Type size × 1.4 = leading

Body copy at 15pt would have 21pt leading.



Hierarchy

Type size, scale and position are all important factors in how information is interpreted. Keep purposeful differences in type sizes in mind as well as the number of different sizes.

These type sizes are used as examples only. Sentence case is recommended for all text for optimal legibility.

Headline

Instrument Sans Regular 80/88pt

Subhead

Instrument Sans SemiBold 30/36pt

Body

Instrument Sans Regular 15/21pt

5. Icons

Icons provide clear visual cues, helping to communicate information quickly. They are especially useful in web design, and in other media when showing details such as time, date or place.

Icon style

[Google Material Symbols and Icons](#) are designed to be simple, modern and friendly. The library consists of over 3,000 symbols and is free to use. You'll find some of the more useful ones in the downloadable file.

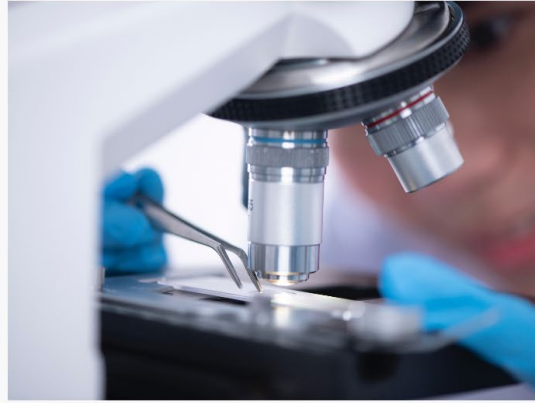
6. Photography

The photography style aims to engage and inspire. Photographs should be bright, clear and high-quality. Make sure you have permission to use photographic materials.

Photography style

The examples below portray the intended look and feel of the photography style.





Couloured photographs

When using neutral photographs, colorization with brand colours is encouraged. Using the Gradient Map tool in Photoshop usually does the trick. A couple of examples are displayed below.



7. Layout

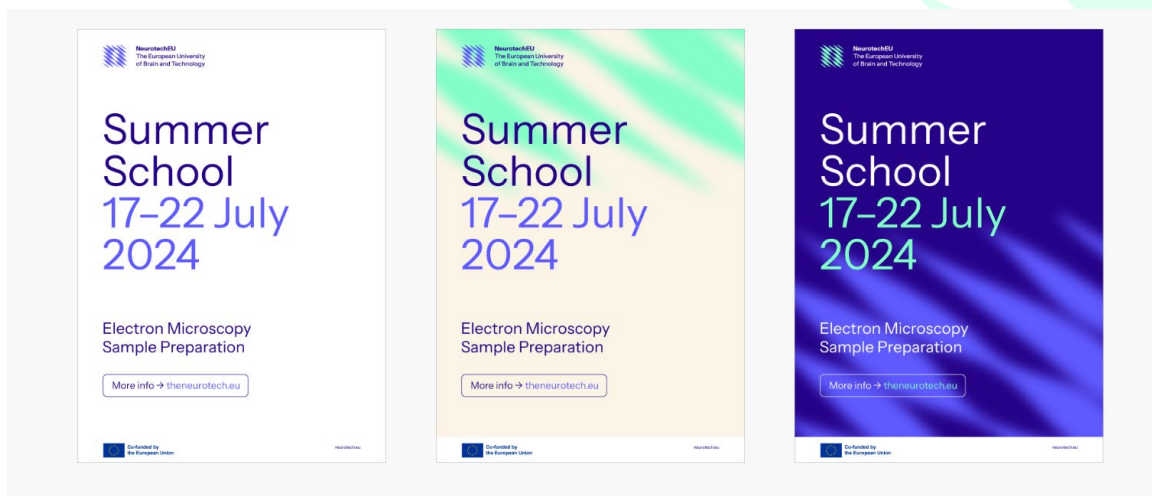
When designing in the NeurotechEU brand we recommend using a 12 column grid. In small sizes it might be useful to use an 8 column grid instead, and in bigger sizes you might wanna go up to 16.

Grid

All text is left aligned cohesive with our logo. Please note that the left edges of the logo symbol extend a little bit outside of the grid.

Colour options

Even though our Colour palette is flexible we recommend focusing on these three background swatches for consistency across all properties. White for plain text and neutrality, Sand or Indigo for added emphasis.



8. Logo Usage Guidelines

- Do not distort or recolor the logo
- Maintain sufficient clear space around the logo
- Ensure proper contrast with backgrounds
- Use only approved logo files

9. Brand Assets

Available assets include logo files, icon sets, templates, and brand materials designed by Kolofon Design Studio.

10. Legal & Usage Notes

All brand assets are property of NeurotechEU and must be used in accordance with official brand guidelines.

Below you'll find various templates and files, ready to download and use. For templates available in Canva please contact projectoffice@theneurotech.eu

11. Templates in Sharepoint (access needed)

[Link to folder in Sharepoint](#)