

NeuroVibe AI: Consolidated Brand Guidelines

1. Brand Identity & Voice

- Our brand voice is empathetic, precise, and innovative.
- Our communications should feel like a natural extension of human intuition, much like the technology we build.
- Our goal is to harmonize machine efficiency with human creativity.

2. Logo System

The logo system serves as the visual cornerstone of the brand, communicating our full identity and acting as a universally recognizable emblem.

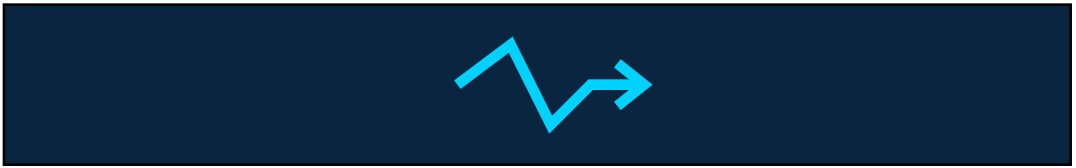
Primary Logo

- The primary logo lockup communicates our full identity and should maintain clear visibility and contrast.
- Use Cognitive White for standard backgrounds and Neuro Blue for dark backgrounds.
- Avoid placing the primary logo on Vibe Electric to ensure the 'AI' portion of the text remains legible.

The primary logo is displayed within a thin blue rectangular border. It consists of the text "NeuroVibe AI" in a sans-serif font. "NeuroVibe" is in a dark blue color, and "AI" is in a lighter blue color.

Secondary Logo: The 'Pulse Arrow'

- The Pulse Arrow is our standalone icon, functioning similarly to Amazon's smile/arrow or Walmart's Spark.
- It represents a heartbeat and forward momentum, symbolizing the seamless integration of human life and technology.
- It should primarily appear in the Vibe Electric color.
- Approved variations include the Pulse on Cognitive White, Pulse on Neuro Blue, and a Dark Pulse on Vibe Electric.



Logo Usage 'Don'ts'

To maintain brand integrity, never alter the structural relationship, core proportions, or colors of the logo.

- Do not use unapproved colors.
- Do not stretch the logo.
- Do not clutter the clear space (e.g., placing text over the logo).

3. Color Palette

Our colors are designed to convey electric innovation, intelligence, and trust.

Color Name	Hex Code	RGB	Usage
Neuro Blue	#0A2540	10, 37, 64	Primary text and backgrounds.
Vibe Electric	#00D2FF	0, 210, 255	Accents, buttons, secondary logo.
Cognitive White	#FFFFFF	255, 255, 255	Negative space, primary backgrounds.
Neural Grey	#8A9AAB	138, 154, 171	Secondary text, borders.

4. Typography

We utilize universally supported web-safe fonts to maintain a professional appearance and readability across print and digital assets.

- **Primary Font (Headings):** Helvetica-Bold. This conveys modern architectural form, clarity, and strength.
- **Secondary Font (Body Text):** Times-Roman. This evokes classic reliability and ensures maximum legibility for long-form reading.

5. Application & Branded Content

Digital content should balance clean typography with strategic uses of Vibe Electric and Neuro Blue.

- **Pitch Deck Slides:** Use a Cognitive White background. Titles should be Helvetica-Bold in Neuro Blue, while bullet points should be Times-Roman in Neural Grey. Text blocks should be clean and minimalist to 'let the data breathe.' Use Vibe Electric to highlight call-to-action buttons or key statistics.
- **Social Media Layout:** The Pulse Arrow should serve as the avatar, and the Primary Logo should be used to anchor graphical content within the image.
- **Social Media Copy Example:** 'The future of productivity isn't just about moving faster; it's about thinking smarter. Harmonize your workflow. #NeuroVibeAI #FutureOfWork'
- **Email & Web Banners:** Banners should command attention using a solid Neuro Blue background combined with bold Helvetica typography for headings. The logo and text should be left-aligned, with Vibe Electric reserved for actionable items on the right (such as a 'Learn More' button).

Example: Email Banner Layout

