

Work, less typical.

The Neuroclusive brand style guide. A practical reference for consistent identity, artwork, and communications.



Enterprise Neuroinclusivity System

Our brand is clear, human, and confident. Use the original marks, considered spacing, and a restrained palette. Give the message room to breathe.

Identity & logo use

Use the outlined artwork. Every logo SVG scales cleanly without installing fonts.

*neuro*clusive™

Give the logo room

Leave clear space of at least one quarter of the mark height on every side. Keep text, images, and page edges outside this space.

Keep the original shape

Scale proportionally. Use the supplied artwork instead of typing, stretching, rotating, outlining, or adding effects to the wordmark.

Choose the right version

Use the pink-and-ink wordmark on light backgrounds, and the white wordmark on dark or filled pink backgrounds. Use the standalone n when space is limited.

Keep it readable

Use a wordmark at least 160 pixels wide, or a standalone mark at least 24 pixels wide. Place it on a clear, uncluttered background.

Color & contrast

Pink leads the company identity. Ink, warm paper, and white give it space.



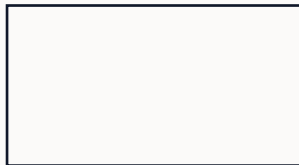
Brand pink

#E3007F



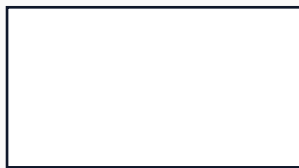
Ink

#0F1729



Warm paper

#FBFAF9



White

#FFFFFF

Filled brand-pink surfaces always use pure white text and foreground icons, including hover, selected, and disabled states. Do not replace white with dark text or introduce a second pink.

Product pillar colors belong to their product context. General company artwork uses this core palette. Semantic success, warning, error, and chart colors retain their meaning.

Typography

Inter for communication. Neuroclusive Bold Italic for the custom brand prefix and n.

Clear. Human. Capable.

Give every message room.

Readable text, thoughtful spacing.

Public page reading text uses Inter 400. Headings, controls, and emphasis use Inter 500. Keep body copy at a comfortable reading size with generous line spacing. Use sentence case for headings and actions.

The wordmark is independent artwork: neuro is the custom Neuroclusive Bold Italic run; clusive uses Inter on the same baseline. Do not recreate it using a generic font or apply page typography rules to its shapes.

Download the brand font for branded materials. Inter is distributed with its SIL Open Font License. The font pack includes that license. SVG logo and banner exports have outlined lettering and need no fonts.

Voice & brand names

Use the established names and explain the product in plain language.

Write like a person

Use clear, direct language and concrete next steps. Explain unfamiliar terms. Keep the tone warm, capable, and respectful.

Protect the meaning

Describe NeuriPrint as employee-owned insight into how a mind works. Do not call it a medical diagnosis or an employer profile.

Use the right names

Write Neuroclusive, NeuriPrint, LiveLabs, Neuro Academy, Task Intelligence, and Ignitr Rooms with their established spelling and capitalization.

Be precise about claims

Use approved, evidenced statements. Keep customer identities and confidential results out of artwork unless their publication has been authorized.

Category: Enterprise Neuroinclusivity System. Sign-off: Work, less typical. Use the trademark mark on the first prominent brand mention, not in every sentence. Use US English and avoid em dashes.

Social & asset resources

Ready-to-upload PNGs, scalable SVG masters, and high-resolution artwork.

Facebook Page cover	1702 x 630 px
YouTube channel banner	2560 x 1440 px
LinkedIn company cover	1512 x 256 px
LinkedIn profile cover	1584 x 396 px
X header	1500 x 500 px
Square social post	1080 x 1080 px
Story and vertical post	1080 x 1920 px

YouTube: essential wording stays inside the central 1546 x 423 area. Facebook: the supplied cover is a 2x export of 851 x 315. Check its different desktop and mobile crops. LinkedIn company and personal covers use distinct sizes.

Use PNG for upload. Use SVG for resizing in a design tool. Decorative artwork is full bleed; essential logo and text stay within the designed safe area. Platform previews are the final crop check. Safe-area guides are separate files and are never part of upload artwork.

The full kit includes logos, social artwork in three colorways, 4K artwork, fonts, this guide, and a file manifest. Download individual files or the complete ZIP at neuroclusive.com/brand. Platform rows link to their help pages.