



Campaign Visual Guidelines

www.hellobrain.eu



ASAPS
A SHARING APPROACH
TO PROMOTING SCIENCE



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 304867.

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Standard logo

The Hello Brain logo is based on the simple shape that is a speech bubble in the shape of a brain.

This simple approach is the cornerstone of all our brand communication. We want to encourage communication and develop peoples awareness of their own brain health.

The logo should be reproduced in colour where possible and positioned above photographic elements with plenty of white space around it. When colour is not available it may be used in black. It may also be used in white reversed out of a dark background.



Standard colour version

Filename eps version:

HelloBrainLogo_Colour.eps

Filename jpeg version:

HelloBrainLogo_Colour.jpg



Single colour (black) version

Filename eps version:

HelloBrainLogo_Black.eps

Filename jpeg version:

HelloBrainLogo_Black.jpg



Reversed out (white) version

Filename eps version:

HelloBrainLogo_White.eps

Filename png version:

HelloBrainLogo_White.png

Clearance

To help visibility, all versions of the Hello Brain logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

The minimum areas of clear space around the logo are based on the height of the height of the cap H in the word HELLO.



Minimum Size

The minimum size recommended for printing has been set out to ensure clarity and legibility at all times. The Hello Brain logo must never be reproduced below 15mm wide.



Small screen version

A small version of the standard logo with increased legibility has been created for use on digital media in two sizes. This version is only available in jpeg and png formats and should not be used for print media.



48 pixels

Small screen colour version

Filename jpeg version:
HelloBrainLogo_SMALL.jpeg



36 pixels

Filename png versions
HelloBrainLogo(36x36px).png
HelloBrainLogo(48x48px).png

url Logo

The web address for Hello Brain is **hellobrain.eu**

This url version of the logo should only be used on communications where there is not enough space to include the web address separately or the web address needs extra prominence. In all other cases the standard version of the logo should be used.



.eu colour version

Filename eps version:

HelloBrain(eu)_logoColour.eps

Filename jpeg version:

HelloBrain(eu)_logoColour.jpg



.eu black version

Filename eps version:

HelloBrain(eu)_logoColour.eps

Filename jpeg version:

HelloBrain(eu)_logoColour.jpg



.eu white version

Filename eps version:

HelloBrain(eu)_logoWhite.eps

Filename png version:

HelloBrain(eu)_logoWhite.png

Incorrect use

It is important that all versions of the Hello Brain logo are used correctly and consistently in all applications. The following are some examples of what NOT to do.



DO NOT change the colours in the logo



DO NOT adjust, rotate, stretch or distort the logo in any way



DO NOT blow up the small screen version of the logo at normal size

HELLO
BRAIN



DO NOT use the elements in isolation



DO NOT change the type in the logo



DO NOT use the wrong version of the logo on an unsuitable background.

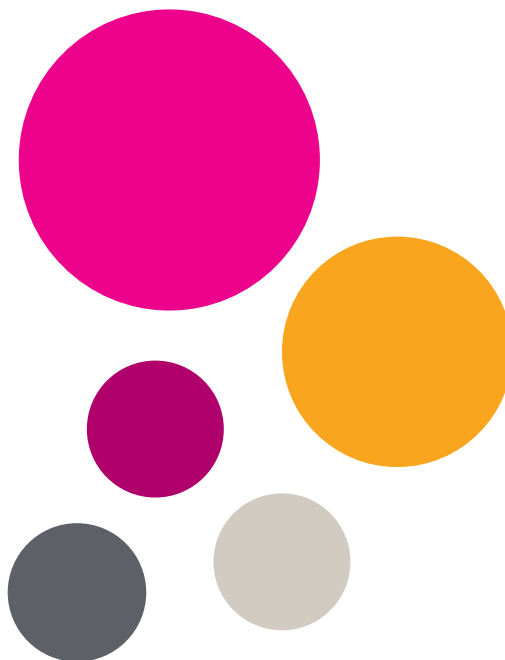


DO NOT place any version of the logo on a background that effects legibility




Colour

Hello Brain uses strong vibrant colours. Pink and oranges mixed provide energy and momentum, while dark grey for copy provides clarity and legibility.

Gradients may also be used where coloured backgrounds are needed. Do not use a mix of gradients on the one document. Do not use the colours from the gradients separately. It is preferable to use the reversed out (white) version of the logo when a gradient is being used as a background.



Primary colours




	Process Magenta	C 0	M 100	Y 0	K 0	R 209	G 0	B 116	HTML D10074
	Pantone 1235	C 0	M 36	Y 98	K 0	R 255	G 182	B 18	HTML FFB612
	Pantone Cool Grey 10	C 30	M 23	Y 17	K 58	R 116	G 118	B 120	HTML 747676

Secondary colours

	Pantone 234	C 18	M 100	Y 4	K 18	R 161	G 0	B 107	HTML A1006B
	Pantone 400	C 6	M 7	Y 11	K 16	R 203	G 199	B 191	HTML CBC7BF




Graduation 1 Breakdown

	Pantone 1235	C 0 M 36 Y 98 K 0	R 255 G 182 B 18	HTML FFB612
	Pink	C 0 M 84 Y 39 K 0	R 239 G 66 B 109	HTML EF426D
	Process Magenta	C 0 M 100 Y 0 K 0	R 209 G 0 B 116	HTML D10074

Graduation 2 Breakdown

	Process Cyan	C 100 M 0 Y 0 K 0	R 0 G 159 B 218	HTML 009FDA
	Pantone 2745	C 97 M 100 Y 0 K 18	R 36 G 7 B 120	HTML 240078

Graduation 3 Breakdown

	Pantone 390	C 31 M 0 Y 100 K 3	R 182 G 191 B 0	HTML B6BF00
	Pantone 321	C 100 M 3 Y 34 K 12	R 0 G 139 B 149	HTML 008B95

Typography

Museo Sans Rounded 900

Museo Sans rounded 900 is our corporate font. Its rounded corners and simple letterforms reflect the friendly, accessible tone of our communications. When used in headlines and straplines it creates a visual link with the 'Hello Brain' brand.

Hello

Museo Sans Rounded

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

123456789@

Avenir

For sub headings and body copy we use Avenir. This font is available in a number of weights.

Avenir book (45)

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZ12345@

Avenir Heavy (85)

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LMNOPQRST
UVWXYZ123@

Arial

When Avenir is not available we recommend using Arial. Arial rounded bold may be used for headings.

Arial Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZ12345@

Arial Rounded Bold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZ12345@

Photography

The Hello Brain campaign photography is people centred, vibrant and engaging. It uses portraits in inquisitive poses on a white background, cropped to arouse curiosity. Faces are expressive and responsive, linking directly to the logo. Portraits should ideally be placed below the logo so they respond and react to it.

A bank of portrait photography is available for use, please pay close attention to the crop, see examples below. Photos are always cropped on the bridge of the nose.



Graphic Style & Resources

When we communicate with external audiences it is important that the visual style is consistent. It should reflect our values and how we operate. Layouts should be clean and crisp with ample white space around the logo and message.

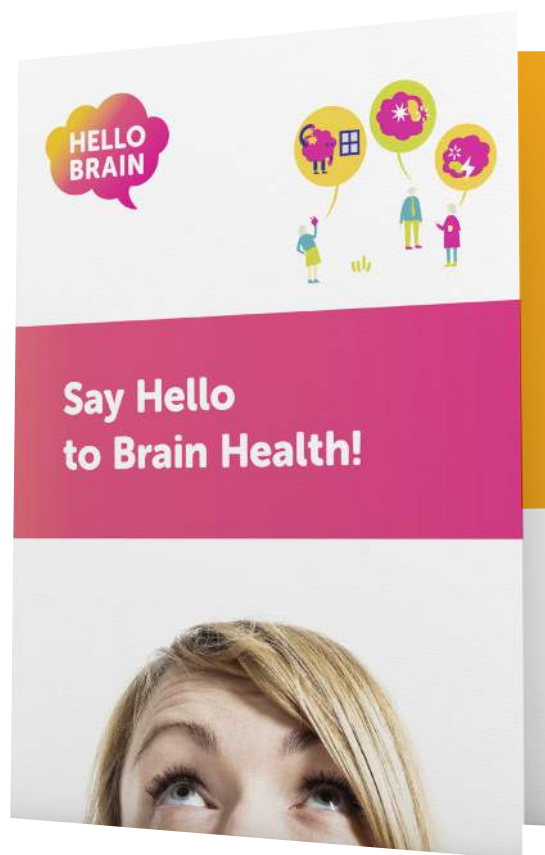
Photography should be cropped to the bottom edge of page. There should always be a strong visual link between the logo placement and photography so that the idea of communication is paramount, the person in the image should look up/down at the logo – responding to the ‘hello brain’ greeting.

Ideally the logo should be placed in the top lefthand corner. Partner logos should be placed away from the main Hello Brain logo.

The document opposite and the following pages are available to download at www.hellobrain.eu/en/resources

Files types are:

- a. Print ready pdfs with bleed and crop marks
- b. Packaged artwork (Indesign CS6)



1. Folder




Did you know that activity, attitude and simple lifestyle changes can boost your brain health?

Top Tips for Brain Health

- Get physically active
- Stay socially engaged
- Challenge your brain
- Manage stress, think young, think positive
- Adapt your lifestyle to protect your brain

HELLO BRAIN provides easy-to-understand information about brain health and practical tips on how to keep your brain healthy.

Download FREE App

- facebook.com/hellobrain
- @HelloBrainEU
- hellobrain@tcd.ie



ASAPS
A STRONG APPROACH
TO NEUROSCIENCE



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Top Tips for Brain Health


- Get physically active
- Stay socially engaged
- Challenge your brain
- Manage stress, think young, think positive
- Adapt your lifestyle to protect your brain

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2. A3 Poster

3. DL flyers

Take the Hello Brain Challenge

We all brush our teeth every day but most of us never spare a thought for our brains. Did you know that activity, attitude and simple lifestyle changes can boost your brain health and may even act as a buffer against decline in brain function?

Hello Brain provides easy-to-understand scientific information about brain health and practical tips on how to keep your brain healthy.

Visit www.HelloBrain.eu for brain health information that you can trust.

How does the Hello Brain Challenge work?

Do one thing every day to help your brain to stay healthy.


We call that one thing a **Brain Buff**.

The free Hello Brain app provides daily suggestions and support during your first 100 days. But dont worry, you can still take the challenge even if you dont have a smart phone.

In these pages we will provide you with most of the information that the app includes.

There are five Buff Categories:

- Physical
- Social
- Mental
- Attitude
- Lifestyle




Select a daily Brain Buff from the suggestions provided. Make sure to alternate between categories for balanced brain health.

Track your personal progress using the diary sheet and graph in the Appendix on page 7.

Tell your friends and complete the challenge together.

Like our Facebook page and share your Hello Brain Challenge experience with others.





Anything else I need to know?

- Consider the suggestions offered on these pages as a guide.
- Feel free to choose your own activities.
- Do things outside your comfort zone; stretch yourself a little.
- Learning is like a powerful brain changing drug.
- Learning generates new brain cells.


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4. A4 Printable App






Say Hello to Brain Health

Hello Brain is a new and useful resource for information about how your patients can improve brain health.



5. A5 GP Leaflet


Say Hello to Brain Health

Hello Brain is a new and useful resource for information about how your patients can improve brain health.


www.hellobrain.eu

Top Tips for Brain Health

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- Stay socially engaged
- Challenge your brain
- Manage stress, think young, think positive
- Adapt your lifestyle to protect your brain





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hellobrain@tcd.ie



ASAPS
ASAPs Alliance for Scientific Advancement in Psychiatry

This project has received funding from the European Union's Horizon Research Framework Programme for research, technological development and demonstration under grant agreement no 204862.

6. A5 (Sample) Advert

Dear Champion,

The **Hello Brain Campaign** is committed to improving the health of Irish and European citizens with a specific focus on brain health. Hello Brain provides easy-to-understand scientific information about the brain and offers top tips on how to take action to keep your brain healthy.

Our aim is to encourage and support people to be more proactive about their brain health so that they can live independently for longer. Did you know that activity, attitude and simple lifestyle changes can boost your brain health and may even act as a buffer against decline in brain function? We want to make the general public aware of this but we need your help to spread the message.

The Hello Brain Challenge

We all brush our teeth every day but most of us never spare a thought for our brains. We can shape our brains by the actions we choose to do and even by the way we think and approach life.

The Hello Brain Challenge invites you to do one thing every day that's good for your brain.



Our **free app** provides daily suggestions and support during your first 100 days.

The app is available for smartphone (iPhone and Android) and iPad. But don't worry if you don't have a smart phone you can use the app online on www.hellobrain.eu where you can also download a pen and paper version together with a diary to record your progress.

What it means to be a Hello Brain Champion

We would like to invite you to become a Champion for the Hello Brain Campaign. We hope that Champions will link with us by mentioning Hello Brain at meetings, events and in speeches, by encouraging people to take the Hello Brain Challenge and by sharing our free online and print materials with friends, family and more.

The Hello Brain Campaign promotes brain health and provides free resources that can be used by you to promote active and healthy ageing at a local and regional level. We believe that together we can work towards our common goal of active and healthy ageing.

7. A4 Champions Letter




Dear Ambassador,

The Hello Brain Campaign highlights the importance of brain health and provides **free resources** that can be used by you to promote active and healthy ageing at a local, regional and national level in your own country. We believe that natural synergies exist between the Hello Brain Campaign and your work.

We hope that **Ambassadors** will link with us online, include Hello Brain in newsletters and publications, mention our campaign at events and in speeches, and recruit Hello Brain **Champions**. These Champions (people or other organisations) will spread the word and raise awareness of Hello Brain resources.

Introduction:

The **European Commission** has identified active and healthy ageing as a major societal challenge common to all European countries. The Hello Brain Campaign is committed to improving the health of European citizens with a specific focus on **brain health**. Hello Brain provides empirically grounded information about the brain and offers **Top Tips** on how to take action. Our aim is to encourage and support people to be more proactive about their brain health so that they can live independently for longer.

While the quantity of life is increasing, falling mental function frequently impairs the quality of those extra years. Brain health and cognition are critical not only for mental health, but also for physical health, and social and emotional wellbeing. In turn, physical health, psychological health, and degree of social engagement affect cognitive function and brain health. Decline in cognitive abilities, like memory and attention, represent the most profound threat to active and healthy ageing and herald economic and social catastrophe. Emerging research indicates that **“modifiable” lifestyle factors** may help to protect brain health and function. We want to make the general public aware of this, but we need your help to spread the message.

What it means to be a Hello Brain Ambassador:

As a Hello Brain Ambassador you will disseminate Hello Brain information through your networks and groups. We will provide you with Hello Brain **leaflets** and with **short films** and a **documentary** on brain health and brain research. The short films could be used online, at presentations or at any other opportunity to raise awareness of the importance of brain health and of the free Hello Brain resources.




8. A4 Ambassadors Letter

Print specifications

Sizes

Artwork has been provided in standard 'A' sizes - except for the folder and DL flyers.

Colour

All artwork has been provided in full colour process (CMYK).

Paper

The recommended stocks and paper weight for the printed pieces are as follows:

Folder

400gsm silk stock with a matt lamination

Posters / Flyers / Ambassadors and Champions Letters

200gsm silk stock

Booklets

Cover: 300gsm silk stock

Text: 140gsm silk stock

Guidelines for translating the Hello Brain print content

Submit a request to translate the print content to **hellobrain@tcd.ie**

You will be required to sign an agreement in order to ensure that the scientific integrity and quality of the print materials is maintained across all languages. All work must be carried out to professional standards. Please ensure that reputable translators are used and always have translated content checked by native speakers.



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