



# BRAND STANDARDS GUIDE

# ABOUT THIS GUIDE | [Table of Contents](#)

These brand standards were developed as a method for preserving the integrity of the NeuroLens brand voice and visual identity. It is important to consult and follow the guidelines that follow when developing any brand materials. A consistent visual identity and brand voice is integral to the ongoing understanding of the brand by its audiences.

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## Our Vision

Transforming eyecare beyond visual acuity.

## Our Mission

Neurolenses are the first and only prescription lenses that add a contoured prism to bring the eyes into alignment, relieving the headaches, neck/shoulder pain and eyestrain that many people experience when using digital devices, reading or doing detail work.

## Our Values

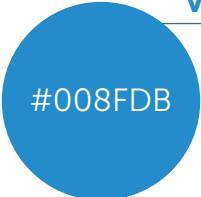
Passion | Customer-Centricity | Simplicity | Collaboration | Adaptability | Ownership & Accountability

# BRAND ELEMENTS | Color Palette

The NeuroLens color palette is simple and clean, fitting of an innovative eyecare brand. Our primary colors are Vibrant Blue, Cool Gray & Dark Blue and should be used in the majority of cases. The secondary color palette should be used sparingly and primarily in instances where a range of colors are required such as scientific drawings, charts, and graphs.

## PRIMARY COLOR PALETTE


**Vibrant Blue**



#008FDB

Uses:  
-Logos  
-Background  
-Copy

**Cool Gray**



#586671

Uses:  
-Logos  
-Background  
-Copy

**Dark Blue**



#0A2B40

Uses:  
-Background  
-Copy

### PRIMARY COLOR PALETTE - ACCENTS


#33A5DB #8CCCEB #D9EEF8

#79858D #B4BABF #E6E8EA

#063A59 #11446F #1A5073

## SECONDARY COLOR PALETTE


**Magenta**



#A9218E

Uses:  
-Background  
-Copy

**Yellow**



#E08A1D

Uses:  
-Background  
-Copy



### SECONDARY COLOR PALETTE - ACCENTS

#BA4DA5 #D89BCC #F2DEEE

#E6A141 #F1CA99 #FAEEDD

# BRAND ELEMENTS | Typography

Consistent use of our typefaces help reinforce the Neurolens brand identity. Our primary font is Museo Sans in 700 for headers and 300 for copy. Museo Sans 100, 500, & 900 are available for use as needed. Nasalization Regular is our display font and used for N3 promotional ads and materials. Burn Sans is an archival font - please only use this if needing to match existing materials. Poppins Regular and Calibri Light are our web-safe font used for Web and PowerPoint Presentations.



## Museo Sans 700

Our primary font used for Headers.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Museo Sans 300

Our primary font used for body copy.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Museo Sans 100, 500, 900

Additional weights available for use as needed.

100 1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

500 1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

900 1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Nasalization Regular

Our display font used primarily for promotional materials around the N3 and Next Generation Neurolenses (October 1, 2024 release).

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Burin Sans AT

Our Archival Header Font - Only to be used if needing to match it's use in existing materials.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Poppins Regular

Our Web-Safe font used for PowerPoint Presentations. See page #18 for further guidelines.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Calibri Light

Default body copy font for PowerPoint Presentations. See page #18 for further guidelines.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# BRAND ELEMENTS | Iconography

Below are graphics we use to represent patient symptoms, the N3 headset and Next Generation Neurolenses. Included is a list of approved copy for each element and **\*approved alternate wording** for some symptoms. Do not deviate from this copy, especially with the symptoms that Neurolenses treat.

Headaches	Neck Pain	Motion Sickness	Eye Fatigue	Dry Eye	Light Sensitivity	Discomfort with Computer Use

## Download Icons

Symptoms copy not included in download.  
Font: Museo Sans 300

**Do not deviate from the symptoms copy.**  
The only acceptable alternate options for symptoms below:

- \*Neck Pain: Stiffness, Neck & Shoulder Pain
- \*Eye Fatigue: Eye Strain, Eye Fatigue & Strain
- \*Dry Eye: Dry Eye Sensation

## Download Lens Graphics

Copy not included in download.  
Font: Museo Sans 500

## Download N3 Graphic

Copy not included in download.  
Fonts: Museo Sans 500 & 100

### Clinically Driven Designs. **Proven Relief.**

Prism Graph & Frames Graphic      Prism Lens Graphic

### Vision Redefined

N3 Graphic

# LOGO USAGE GUIDELINES | How To Use

Our logo is the cornerstone of our visual brand identity. Consistent usage is important to maximize visual impact and legibility. The only acceptable colors are as shown: Vibrant Blue #008FDB + Cool Gray #586671 or All White (when used as advised below)

 Download Logos

## Primary Logo (with Tagline)

The horizontal lockup of the logo with the tagline underneath is the preferred logo, and should be used in most circumstances.



## Secondary Logo (without tagline)

The logo without the tagline underneath is available for use in instances where other NeuroLens branding is in place or space is limited.



## Device Logo



## White Logo Usage

The white versions of the logo should be used in circumstances where the logo is printed on dark backgrounds.



## Logo Safe Area

No other object should be placed within the safe area around the logo. The safe area is an area identified by the width of the "Aligned Eyes" logomark within the full NeuroLens logo.



# LOGO USAGE GUIDELINES | Additional Approved Logos

Our logo is the cornerstone of our visual brand identity. Consistent usage is important to maximize visual impact and legibility.

 Download Logos

## Primary Logo (with French Tagline)



## Primary Logo (with Spanish Tagline)



## "Aligned Eye" Icon



## Lens Sticker







## Who We Are

Neurolenses are the world's only contoured prism lens design which corrects eye misalignment, alleviating symptoms and allowing patients to not only see better, but feel better too.

## The Neurolens Process

**Identify:** Using our digital lifestyle index, patients can indicate the frequency and severity of their symptoms.

**Measure:** Using over 10 billion data points, the N3 is a fully-immersive patient experience that educates the patient while identifying eye misalignment to a fraction of a diopter.

**Prescribe:** Using information from the N3, doctors can prescribe custom lenses to suit your lifestyle needs and provide life-changing relief.

## Brands We Represent

N3, NMD2, NMD1, Neurolens SV, Neurolens Office, Neurolens PAL

## Description

Neurolens-recognized as one of the 30 fastest growing private companies in the healthcare industry by Inc. Magazine-is confident that appropriately addressing growing binocular vision issues will become a standard of care in this industry, unlocking patient outcomes and practice growth for Neurolens providers. Learn more about becoming a Neurolens provider at [neuro lenses.com](https://neuro lenses.com), and experience dramatic patient outcomes and practice success.

## Professional Audience Profile

Our general professional target is the independent OD-owner who is highly engaged and inspired to create patient impact but also facing competitive and industry forces that are threatening his/her business and professional stature. When it comes to today's emerging vision health issues, they understand eye misalignment, but they are not fully ready to consider visual comfort on the same level with visual acuity. Furthermore, many are unconvinced patients are willing to pay for visual comfort.

## Key Audience & Brand Messaging

From our eye care professionals and patient brand DNAs comes a message hierarchy. The hierarchy includes key messages to our two primary audiences (professionals and patients) and also our brand tags.

## Professional Messaging

Our messaging to professionals is focused on three primary objectives:

- Establishing clinical credibility to give them confidence in the efficacy of Neurolens
- Illuminating the size of the eye misalignment marketplace and the practice growth opportunity it represents
- Conveying our commitment to the independent eye care professional

## Neurolenses are the first and only lenses that correct eye misalignment.

Utilizing patented contoured prism technology, Neurolenses provide relief from headaches, motion sickness, neck pain, eye fatigue and light sensitivity.

The revolutionary N3 VR headset leverages over 10 billion data points to measure eye misalignment down to a fraction of a prism diopter, while also educating patients in an immersive experience.

## Our data shows:

- 81.9% of patients suffer from eye misalignment.
- 93% of patients respond positively to wearing Neurolenses.
- We offer a money back guarantee to providers if patients are not happy with their purchase. However, our national return rate is only 4%.
- Between medications, chiropractors, neurologists, massage therapy, and other remedies, patients spend up to \$10,000 a year looking for relief from their headache symptoms. 80% of them are still not satisfied with the results.
- Of the approximately 75% of people that experience eye misalignment, over 90% of them have greater eye misalignment at near. That is why Neurolenses provide more prism where it is needed most - at near!
- Practices that embrace Neurolens see up to a 40% increase in optical revenue.

Shown below in Museo 700. Refer to Typography (Page 5) for proper use of fonts for Headers or Subheaders.

**Relief is in Sight.**

**Clinically Driven Designs. Proven Relief.**

**Revolutionary lenses that reduce the painful symptoms of eye misalignment.**

**The first and only contoured prism lens shown to relieve the painful symptoms of today's hardworking eyes.**

**Neurolenses, with patented contoured prism technology, reduce painful symptoms and restore your naturally comfortable vision.**

**Only a Neurolens specialist practice can prescribe the pain-relieving comfort of Neurolenses.**

Shown below in Museo 500 & 100

**V**ision **R**efined

### Reading Speed Study

Geared toward practice

In a parallel arm study, Neurolenses **increased incremental reading speed by over 60% after a period of 35 days**, meaning your patients can be more productive for longer.

### Headache Study

Geared toward practice

Recent studies found that Neurolenses **reduced headaches by a statistically significant amount**, outperforming other treatments such as migraine medication and injection therapy.

### Reading Speed Study

Geared toward patient

Recent studies found that Neurolenses **increased incremental reading speed by over 60% after a period of 35 days**, meaning you can be more productive over a longer period of time.

### Headache Study

Geared toward patient

Recent studies found that Neurolenses **reduced headaches by a statistically significant amount**, outperforming other treatments such as migraine medication and injection therapy.

# BRAND MESSAGING | B2B Call to Action

The Call to action may be primary colors, black, or white. Do not apply other colors or adjust the font weight.

 Download B2B Call To Action Graphics

## “Ask us about” CTA (with slogan)

Lowercase “neurolens” lettering logo with Registered symbol.  
Character Tracking: 20

Ask us about **neurolens**<sup>®</sup>

The first and only contoured prism lens shown to relieve  
the painful symptoms of today’s hardworking eyes

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## “Learn more” CTA options

“Learn more at” in Cool Gray - “neurolens.com” in Vibrant Blue

Learn more at **neurolens.com**

**neurolens.com/learnmore**

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## English & French web address

U.S. website

**neurolens.com**

Canadian website

**neurolens.ca**

**LEARN MORE**

White Stroke / White Lettering / Translucent Background

**LEARN MORE**

White Background / Dark Blue Lettering

**LEARN MORE**

White Background / Vibrant Blue Lettering

**LEARN MORE**

Vibrant Blue Background / Dark Blue Lettering

**LEARN MORE**

Magenta & Vibrant Blue Gradient / White Lettering

 Download Slide Template Download PPT Template

# Title Slide

Date: 00.00.0000

Font: Poppins  
Size: 72

Font: Poppins  
Size: 24  
Date Format: dd/mm/yyyy

## Slide Header

Slide Title

Slide Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Font: Poppins  
Size: 48

Font: Poppins  
Size: 24

Font: Calibri  
Weight: Light  
Size: 18

Slide Button

Font: Poppins  
Size: 28