

# Brand Standards Guide



**BRAIN &  
BEHAVIOR**

RESEARCH FOUNDATION

Awarding **NARSAD** Grants



## Contents

These guidelines represent the correct visual and verbal representation of the brand 'Brain & Behavior Research Foundation'. Please use consistently to ensure strong and clear development of the organization's identity.

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# Introduction

The background of the page is a solid orange color. It features several large, white, abstract, flowing shapes that create a sense of movement and depth. These shapes are reminiscent of stylized, overlapping petals or leaves, with smooth, curved edges. The white shapes are set against the orange background, creating a high-contrast, modern aesthetic.

The Brain and Behavior Research Foundation is committed to alleviating the suffering of mental illness by awarding grants that will lead to advances and breakthroughs in scientific research.

**How we do it:**

100% of all donor contributions for research are invested in NARSAD Grants leading to discoveries in understanding causes and improving treatments of disorders in children and adults, such as depression, bipolar disorder, schizophrenia, autism, attention deficit hyperactivity disorder, and anxiety disorders like obsessive-compulsive and post-traumatic stress disorders.

**Our credentials: (subject to annual updates)**

For a quarter of a century, we have awarded nearly \$300 million worldwide to more than 3,300 scientist carefully selected by our prestigious Scientific Council.

An orange square with a white abstract graphic consisting of several curved lines that intersect to form a central white space, resembling a stylized 'X' or a network of paths.

Introduction

**Our Vision**

To bring the joy of living to those affected by mental illness – those who are ill and their families and friends.

## **What we believe**

Better treatments and breakthroughs come from scientific discovery.

Only fund scientists whose research is reviewed and recommended by a world-renowned Scientific Council including Nobel prize winners and chairs of psychiatric departments.

100% of contributions go directly to research. Costs for administration and fund raising are underwritten by outside grants.

Our financial operations must be transparent. Those who manage our Foundation must be committed to honesty and integrity.

Strategic partnerships that further our mission will be developed with transparency.

# Logo Usage

The image features a solid orange background with a large, white, abstract geometric shape in the center. This shape is composed of several curved, overlapping segments that create a sense of depth and movement. The text "Logo Usage" is positioned in the upper left quadrant of the orange area, rendered in a clean, white, sans-serif font.

## Logo Usage



**When creating materials for the Brain and Behavior Research Foundation, certain elements should always be included.**

## General Guidelines

### **The Brain & Behavior Research Foundation logo**

See pages 8-10 for usage guidelines.

### **Website URL**

[www.bbrfoundation.org](http://www.bbrfoundation.org)

### **Contact Information**

60 Cutter Mill Road, Suite 404, Great Neck, NY 11021  
800-829-8289

The contact information should be included whenever possible.

To brand large items (tote bags, tee-shirts, etc.) include the following:

- Logo with graphic
- Name of program or department
- URL

To brand small items (pens, boxes, etc.) include the following:

- Logo
- URL

Proofs for incentives and promotional materials should be reviewed by Marketing before printing.



## Logo Usage



Using the correct format and version of the logo is extremely important in preserving the quality of the Brain & Behavior Research Foundation identity.

## Correct Logo Usage

### Two color version / Two color knock out version

Two color: Black logotype, orange spark symbol. Knock out: White logotype, orange spark symbol.



### One color version / One color knock out version

One color: Black logotype, black spark symbol. Knock out: White logotype, white spark symbol.



### Grants logo

Use same rules as above but include the "Awarding Narsad Grants" tagline.



### Brain & Behavior Research Foundation 'spark' symbol

In special circumstances, the spark symbol may be used alone as a graphic element. The spark symbol should always print 100% orange or 100% black. Never use a tint.



## Logo Usage



To preserve the impact of our logo, never use less than the minimum clear space.

## Clear Space and Minimum Size

### Clear Space

No graphic or type elements should be placed in the gray area shown around the logo. The exclusion zone is always 1/3 the height of the “spark symbol” element in the logomark.



### Minimum Size

The smallest recommended logo size is 1.25” wide. Brain & Behavior Research Foundation Grants logo should not be any smaller than 1.55” wide to ensure readability. These sizes are used for business cards.



1.25”



1.55”

## Logo Usage



Don't change the logo by distorting it, changing the font or colors, placing it at an angle, adding visual elements such as shadows, colors, outlines or any shapes.

## Incorrect Logo Usage



Never alter the typography



Never add a drop shadow to the logo



Never distort the shape of the logo



Never tilt the logo



Never resize the elements



Never reposition the elements



Never alter the colors in the logo



Never place the logo on any background



Never be compressed or stretched the logo

## Logo Usage



When creating single page materials, please use this color scheme. It is recommended that you design mostly with black and the logo color. Used correctly and consistently, the brand colors will increase the impact of our printed materials.

## Brand Color Palette

### Primary Colors

The primary colors are PMS 1665 and black.

#### Pantone 1665

CMYK: C0 M68 Y100 K0  
RGB: R251 G79 B20  
HTML: FB4F14

#### Black

CMYK: C0 M0 Y0 K100  
RGB: R30 G30 B30  
HTML: #1E1E1E

### Secondary Colors

The secondary colors are PMS 125, 214, 363, 314, 2738, 181 and 431. This group of secondary colors is a guideline for developing complementary color combinations to be used with the two primary colors when producing visual communications for Brain & Behavior Research Foundation.

#### Pantone 125

CMYK: C0 M26 Y100 K26  
RGB: R184 G139 B0  
HTML: B88B00

#### Pantone 214

CMYK: C0 M100 Y34 K8  
RGB: R201 G0 B98  
HTML: C90062

#### Pantone 363

CMYK: C68 M0 Y100 K24  
RGB: R60 G138 B46  
HTML: 3C8A2E

#### Pantone 314

CMYK: C100 M0 Y9 K30  
RGB: R0 G131 B169  
HTML: 0083A9

#### Pantone 2738

CMYK: C100 M87 Y0 K2  
RGB: R0 G27 B150  
HTML: 001B96

#### Pantone 181

CMYK: C0 M74 Y100 K47  
RGB: R123 G41 B39  
HTML: 7B2927

#### Pantone 431

CMYK: C11 M1 Y0 K64  
RGB: R94 G106 B113  
HTML: 5E6A71

# Support Elements

The image features a solid orange background with a large, white, abstract shape in the center. This shape is composed of several curved, overlapping segments that create a sense of depth and movement. The overall aesthetic is modern and minimalist.

## Brand Fonts

**Frutiger and Bembo are the primary fonts to be used on printed materials. Both are available in several weights.**

### Primary Font

The primary typeface in the Brain & Behavior Research Foundation brand identity system is Frutiger. Frutiger is a simple and clean typeface that conveys a humanistic and caring, yet professional tone. Use Frutiger in all headlines and subheads in printed and online applications. Frutiger may also be used for text.

#### Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&

#### Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&**

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### Secondary Font

Bembo is a classic serif font that may be used in text, but should not be used in headlines or subheads.

#### Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&

#### Bembo Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&**

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### Alternate Fonts

Arial is an acceptable substitute for Frutiger only when Frutiger is unavailable. Arial can also be used in text, PowerPoint™ presentations and for nongraphical text on websites.

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890?&

## Support Elements

## Language Style

The voice of the Brain & Behavior Research Foundation is its direct line to donors. If they like what they hear, they will listen. If a promise made is kept, they will remember. If a message reflects an understanding of their needs, they will connect.

### Nomenclature of the Organization

Correct Usage	Incorrect Usage
<b>Organization:</b> Brain & Behavior Research Foundation Our Foundation The Foundation	BBRF BBR Foundation Brain and Behavior Research Foundation
<b>Scientific Council:</b> Brain & Behavior Research Foundation Scientific Council Scientific Council Our Scientific Council	NARSAD Scientific Council
<b>Grants:</b> NARSAD Grants NARSAD Young Investigator Grants NARSAD Independent Investigator Grants NARSAD Distinguished Investigator Grants	Grants Young Investigator Grants Independent Investigator Grants Distinguished Investigator Grants Young/Independent/ Distinguished Investigator Awards

### Nomenclature of the Organization

Always use the Mission, Vision, Values statements or excerpts there from to communicate who we are, what we do and what we believe in. This should be communicated clearly in everything we do as an organization, especially our marketing materials; every brochure, publication, website or information sheet.

### General Target Audience - to be defined per communication material – but as a general guideline:

#### Primary Audience

1. Donors/prospective donors:
  - a. Family members of the mentally ill, in particular Moms and siblings
  - b. Those living with mental illness  
(1 in 4 diagnosed with brain and behavior disorders each year)

#### Secondary Audience

2. Scientific Community

### **Language Tone/Style Objectives:**

- Communicate the tangible benefits of the science we fund
- Emotionally connect with donors – our science improves people’s lives
- “Humanize” the science/scientists
- Represent the organization consistently – in language and tone of voice as well as in look and feel

### **How we want to be Perceived as an Organization**

#### **Innovative**

- we fund only the best and brightest research ideas, whatever they are and wherever they come from

#### **Engaging / compassionate**

- we understand how personal this is and are passionate about improving the lives of those with mental illness

#### **Clear**

- we use language that is familiar and friendly with a refreshing absence of technical, business or medical jargon

#### **Straightforward**

- we speak to the reader as if in a conversation and we are honest and transparent without artifice

#### **Concise**

- we say only what we need to say and nothing more; we are respectful of our reader’s time limitations

#### **Committed expert**

- we employ the best resources to accomplish our mission and we are a trustworthy source of information

### **Differentiation from Competitors**

- We fund research for the mental illness cause (vs. support, advocacy)
- We are currently the largest philanthropic organization dedicated to research across all brain and behavior disorders (not disease specific)
- Our key “reason to believe” is our credentialed Scientific Council



**Nomenclature of the Cause**

Correct Usage	Incorrect Usage
Mental Illness Brain and Behavior Disorders Mental Health	Mental Disorders Brain Disorders Mental Health Disorders Psychiatric Disorders

**Other Background to Use About the Brain & Behavior Research Foundation**

- We are the nation’s largest private funder of mental health research, second only to the federal government
- The Brain & Behavior Research Foundation was founded by a small group of family and friends of people with mental illness who wanted to accelerate the pace of research to discover effective treatments and cures in their lifetimes
- We believe in sharing research findings with families because knowledge and power work hand in hand

**The Research We Fund**

- We invest in bold, outside-the-box research because we believe:
  - Funding innovative research is the only way to achieve prevention and find cures
  - Bold and courageous ideas can reshape the way we think about brain science and how we treat mental illness
  - Medical advancements develop gradually, gathering momentum until they become unstoppable

**Critical Discoveries**

Since 1987, the Brain & Behavior Research Foundation has awarded nearly \$300 million in grants that have led to discoveries that change the way we think about recovery. Our research has contributed to:

- New screening methods and interventions for children at risk for mental illness so they get help as soon as possible
- The discovery of “susceptibility genes” for mental illnesses such as schizophrenia and bipolar disorder is deepening our understanding of causes and risk factors.
- More sophisticated understanding of the effect that genetic makeup can have on a patient’s response to antidepressants
- New technology and treatments for severe depression when drug therapy fails
- The development of new antipsychotic medication for the 30 percent of people with schizophrenia who do not respond to standard drugs

## Support Elements



The general style of Brain & Behavior Research Foundation materials consists of a white background, and bold simple graphics.

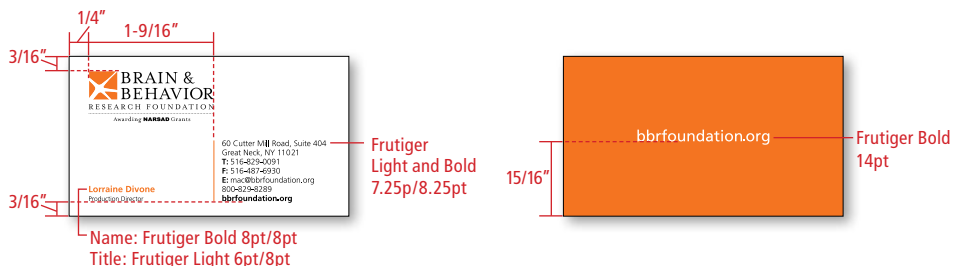
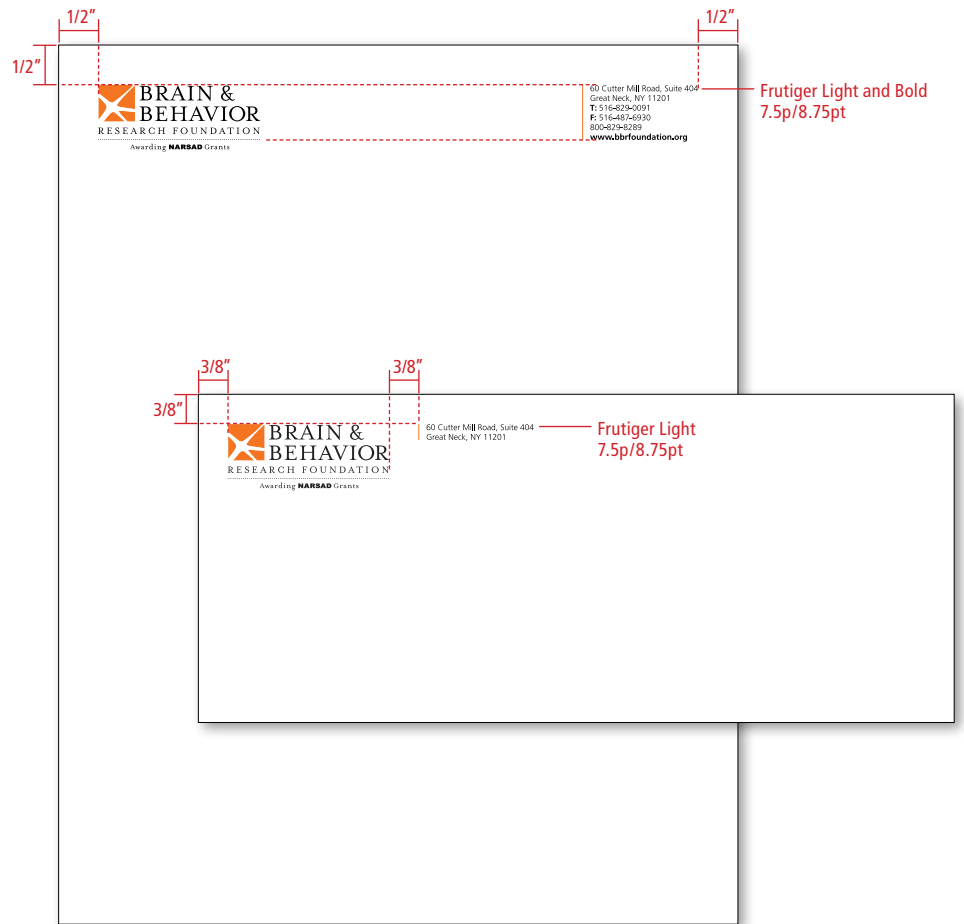
Please use these guidelines for stationery.

Paper recommendations: A 25% sub cotton white Strathmore Writing paper is preferred.

## Stationery Examples

### Stationery

Our stationery system utilizes standard measurements: Letterhead measures 8.5" x 11", Envelope is a business envelope #10, business cards measure 3.5" x 2".



## Support Elements

## Social Media and Online

### Email signatures

#### Long Version:

*Josh Okun* — Lucida Calligraphy bold 12pt  
Manager, Web Services — Arial Regular 10pt/12pt  
60 Cutter Mill Road, Suite 404  
Great Neck, NY 11021  
Ph: 516-829-0091 | Fax: 516-487-6930  
<http://www.BBRFoundation.org> — Arial Bold 10pt



**BRAIN &  
BEHAVIOR**  
RESEARCH FOUNDATION  
Awarding **NARSAD** Grants

Join our cause on [Facebook](#) — Arial Italic 10pt

#### Short Version:

*Josh Okun* — Lucida Calligraphy bold 12pt  
Manager, Web Services — Arial Regular 10pt  
**Brain & Behavior Research Foundation** — Arial Bold 10pt  
Ph: 516-829-0091 | Fax: 516-487-6930 — Arial Regular 10pt  
[bbrfoundation.org](http://bbrfoundation.org)

### Facebook page

Use the orange spark symbol only.



## Support Elements

## Photo Style

A carefully managed approach to selecting photography will help position the Brain & Behavior Research Foundation and create a distinctive and lasting impression.

There are two general photographic categories for image selection, 'real people' and research. Using images from these categories can help support text messages. It is important to select imagery that is dynamic, uplifting, caring and hopeful.

The main photographs in any communication should include people.

It is important to show diversity in age, ethnic background, profession and personal interests.

Do not use stock photography.

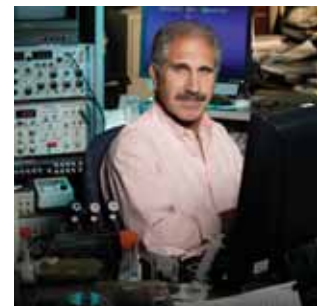
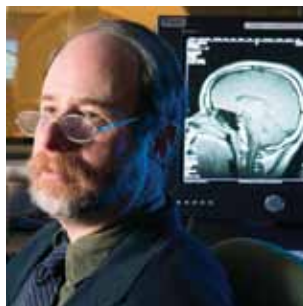
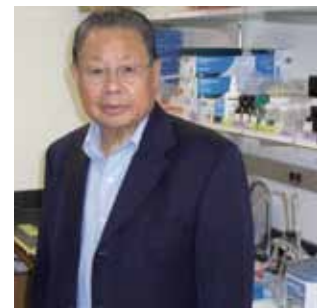
### Real People

These images should convey recovery and optimism. They may include donors, those living with mental illness, staff, and volunteers.



### Research

These images should humanize the science we fund and convey tangible benefits as much as possible.



# Support Elements

# Appendix

The Brain and Behavior Research Foundation Quarterly and News publications utilize a standardized grid and our Frutiger and Bembo fonts only. The color of the titles, "Quarterly" and "News" can vary according to our approved color swatches on page 11 of this guide. The logo colors can never be altered.

## Newsletters

