

BRAND

MEDIA KIT

VISION & MISSION

VISION

Nas Neuron Health Services is the preeminent force within the Region, striving to drive sustainability of the health system by improving member health outcomes, providing simplicity in health care and reducing overall cost.

MISSION

Empowering healthier lives through compassionate care and innovative solutions.

BRAND PERSONALITY

The brand personality defines how people describe Nas Neuron Health Services, everything we say and does.

VOICE

Empathetic and Approachable

Communications should be friendly and caring, as if engaging in a personal conversation. The tone should reflect genuine concern and support, making the audience feel heard and valued.

Trustworthy and Authoritative

Information should be presented with confidence and expertise. The voice should convey reliability and depth of knowledge, providing clear and informed insights that the audience can trust.

Confident and Inspirational

Messaging should reflect assurance and innovation. The tone should be motivational, inspiring confidence in new ideas and encouraging progress and growth.

Human and Relatable

Interactions should incorporate personality and a touch of humor when appropriate. The voice should make the brand feel engaging and personable, creating a relatable and enjoyable experience for the audience.

NOTES

Supportive and Understanding

In discussions about health and wellness, the tone should be warm and reassuring. Messaging should provide comfort and practical support, helping the audience navigate their journey with confidence.

Professional and Clear

When addressing topics related to technology or insurance, the tone should be straightforward and professional. Communications should clarify complex topics in an accessible manner, offering reliable information.

Inspiring and Motivational

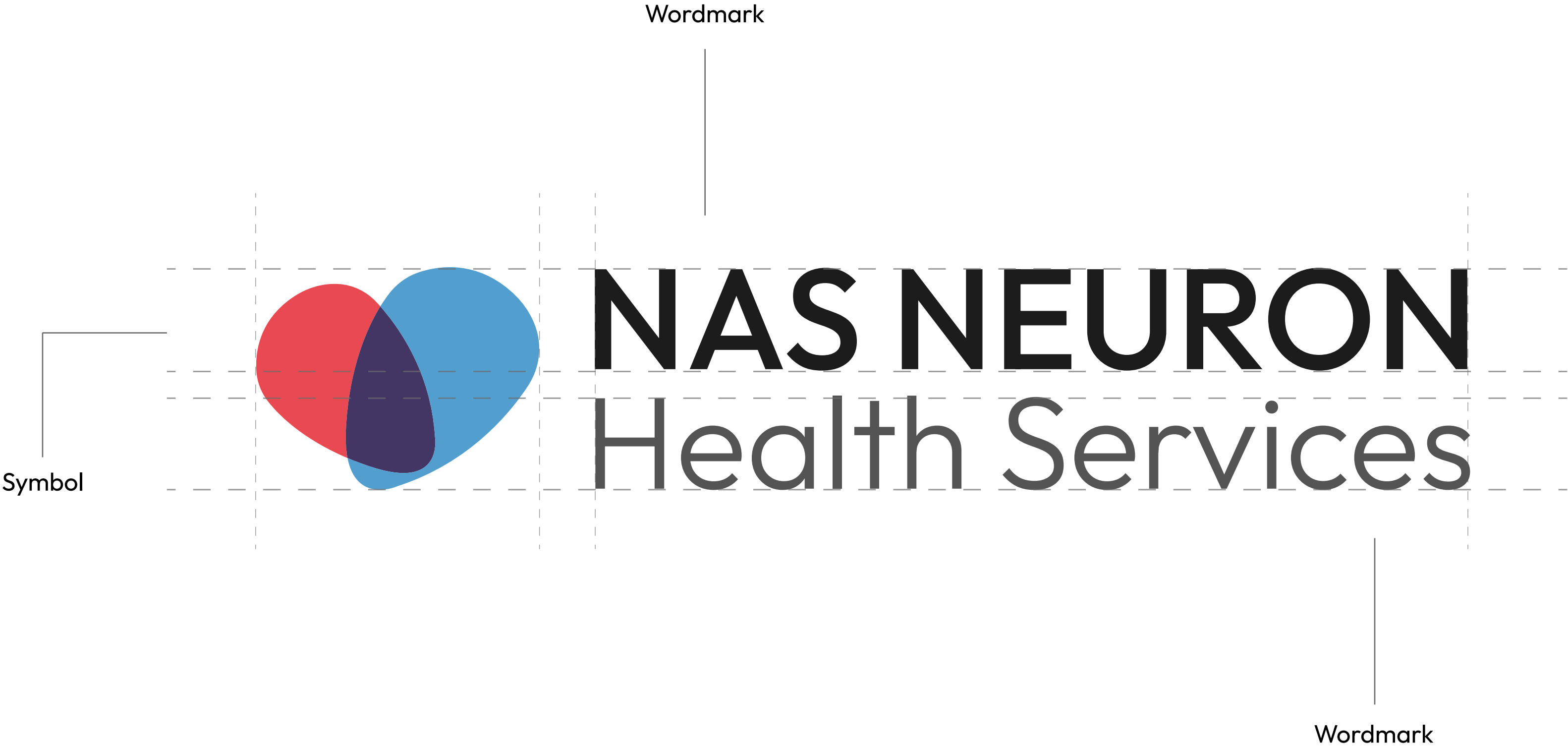
For topics related to growth and resilience, the tone should be uplifting and energizing. The messaging should encourage and motivate the audience, fostering a positive outlook and drive for achievement.

Light-hearted and Engaging

On social media and in informal interactions, the tone should be playful and engaging. Incorporate humor and a relaxed style to make communications enjoyable and relatable.

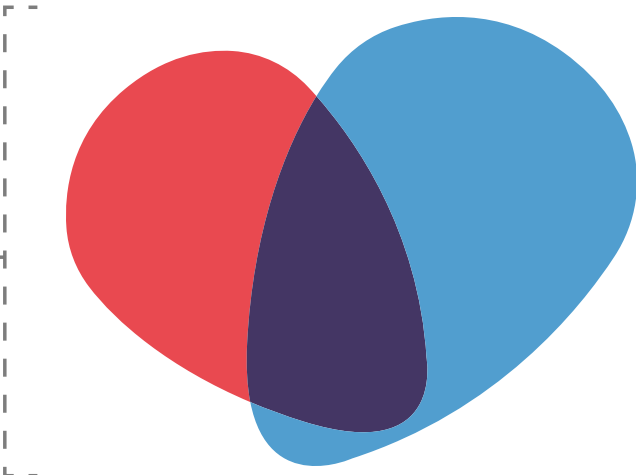
LOGO

This guideline has been created to ensure a clear Understanding of what the brand represents, and that Nas Neuron Health Services has a consistent Brand image at all times.



LOGO MEANING

The logo represents the fusion of physical and mental health through overlapping red and light blue shapes, embodying holistic care. These shapes evoke neurons, illustrating the interconnectedness of health services, while the heart-like form conveys compassion and empathy. The modern, minimalist design emphasizes innovation and a patient-centered approach.



NAS NEURON
Health Services

Appears to be the primary brand name and is written in a bolder and larger font size. This emphasizes the core identity of the company and likely reflects its unique and recognizable name.

“Health Services” Positioned below “NAS NEURON” in a smaller, simpler font. This describes the nature of the business, offering clarity on the services provided. The clean and modern sans-serif style reinforces trust and professionalism, key qualities for a healthcare organization.

VERSIONS

The "Nas Neuron Health Services" logo features bold "Nas Neuron" in black, paired with lighter "Health Services" text. An abstract red and blue overlapping shape symbolizes unity and trust in health services.

- Color Usage:**
- Positive Color Logo: Red, blue, and dark blue emphasize health, reliability, and innovation.
 - Color-Reverse Logo: For dark backgrounds, ensuring legibility.
 - One-Color Solid Logos: Available in black and white for simplicity.

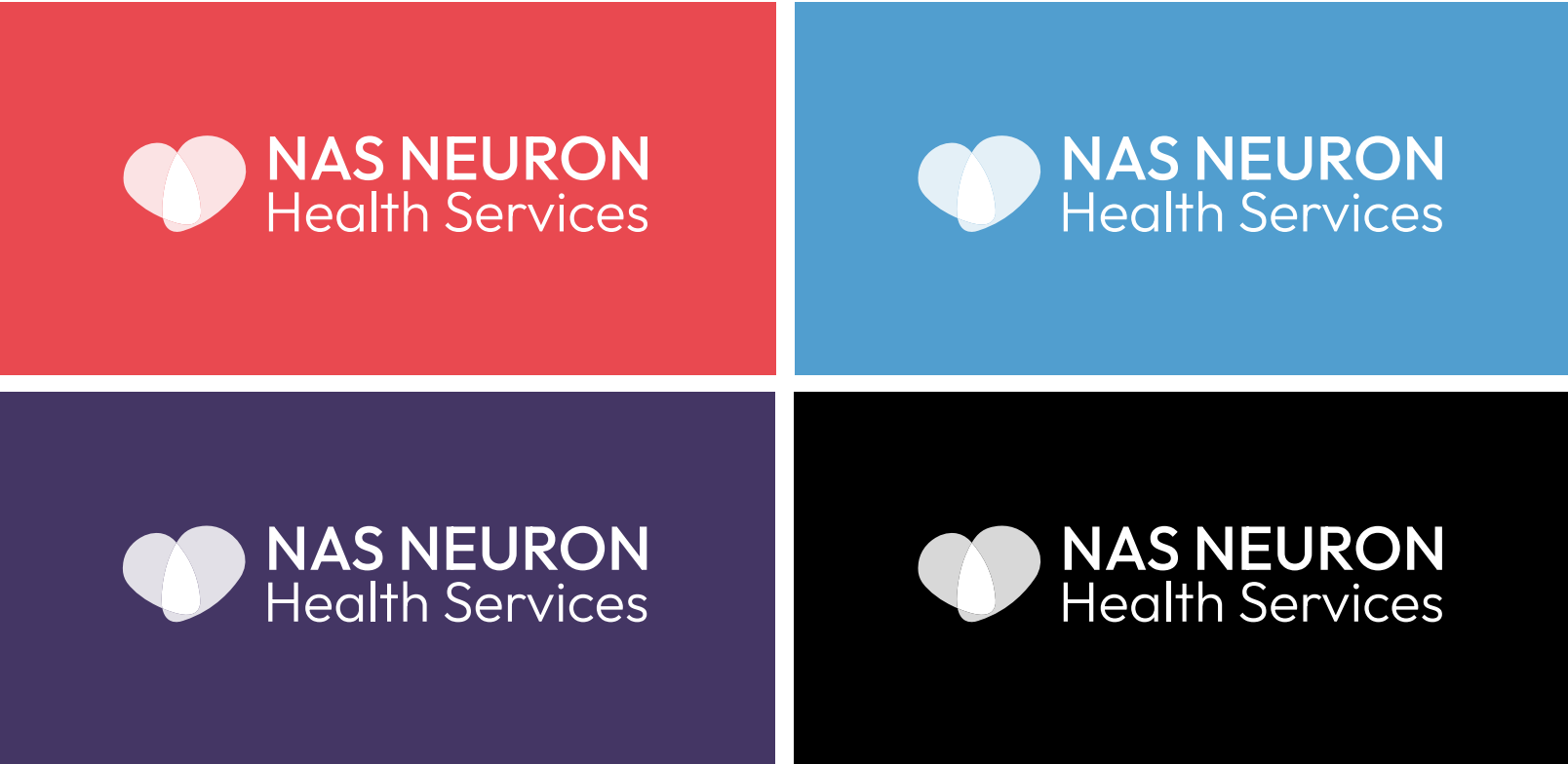
- Guidelines:**
- Use the positive color logo for brand consistency.
 - Ensure visibility with high-contrast backgrounds.
 - Legal marks ensure proper brand representation.

This logo balances professionalism and versatility across mediums.

COLOR - POSITIVE LOGO



COLOR - REVERSE LOGO



OUTLINE LOGO



PLACEMENT

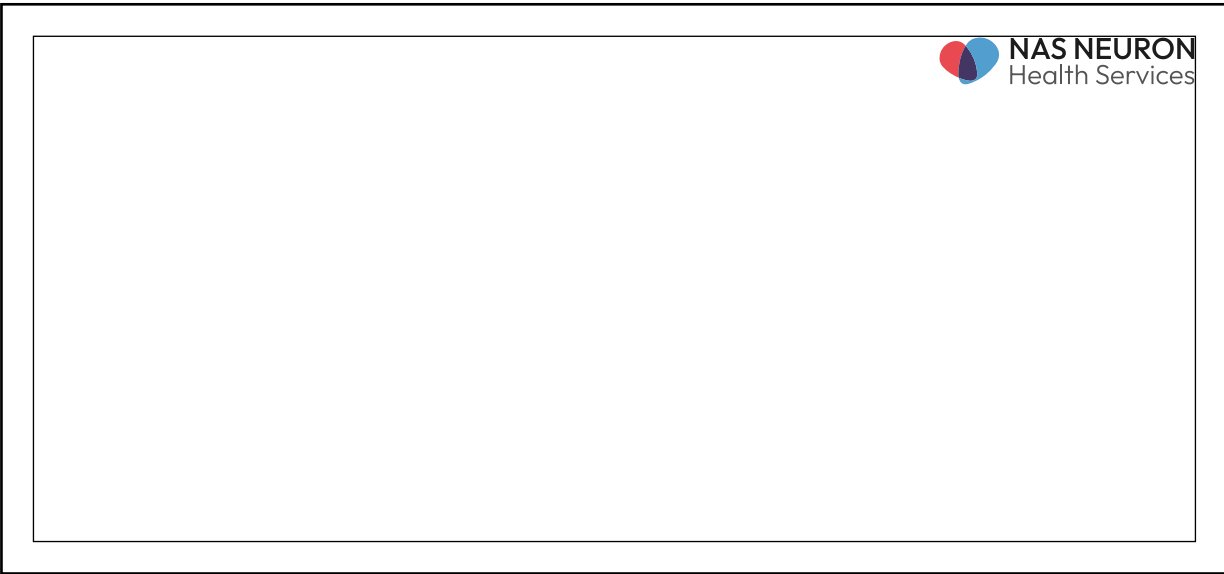
Corner placement

The logo should be placed at the top or bottom of most applications to lead or sign off the piece. It may be left- or right-aligned depending on its role. When aligning to a corner, maintain an equal margin between logo and corner edge (example at right).

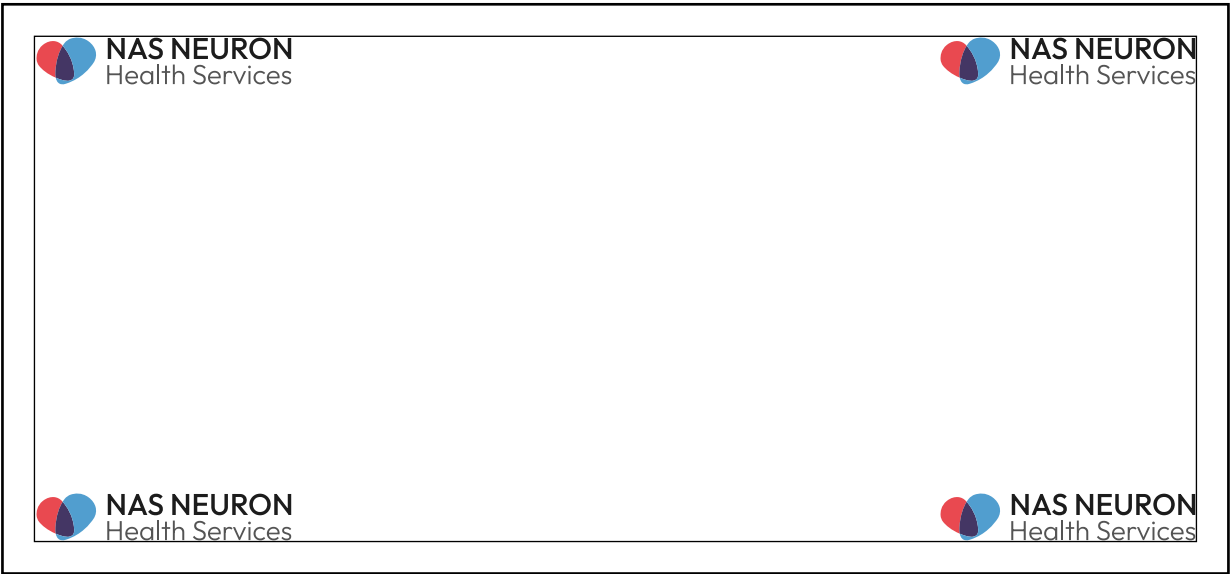
Centered placement

The logo may be centered when it functions as the primary message of the application (e.g., animations, tradeshow materials, or social media banners). Since our logo is asymmetrical, it should be centered vertically meeting the vertical centerline of the frame (example at far right)

RECOMMENDED PLACEMENT



GENERIC PLACEMENT



CENTERED PLACEMENT



CLEAR SPACE AND MINIMUM SIZE

Clear space

Clear space is the area surrounding a logo that is kept free of other graphics, partner identities and typography. It plays an essential role in ensuring our logo is easy to recognize in all communications.

h Clear space around our logo is based on the height of the letter “h” from our wordmark.

h Whenever possible, allow more than minimum clear space around our logo. Our full-color and one-color logos have the same clear space requirements.

Minimum size

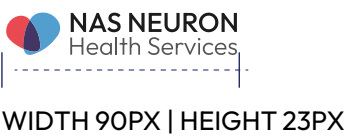
Our logo may be used at a minimum size of 90px width & height 23px for print applications. Our logo may be used at a minimum size of 135px width & height 35px for onscreen/digital use applications. Display our logo at a larger size whenever possible to optimize legibility. Approvals may be granted for smaller sizes depending on the scenario;

please contact marketing@nasneuron.com to make a request

MINIMUM CLEAR SPACE

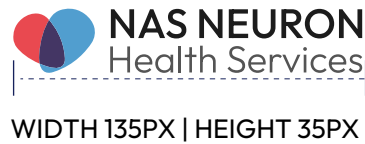


MINIMUM SIZE IN PRINT



For promotional merchandise items—given the variety of decoration styles—a sample of the logo (or comparable version) should be provided by the vendor. This is especially important for items with logo reproduction at small sizes

MINIMUM SIZE IN DIGITAL



Digital size not shown to scale. Due to different screen resolutions and pixel densities, this onscreen minimum size should be considered a loose guide. Higher screen resolutions offer a better rendering of artwork but can result in a smaller than minimum-size logo.

THINGS TO AVOID

To ensure consistency and distinction, our logo should be used correctly in every application.

Please avoid these common mistakes.

DON'T USE



Don't use unapproved color variations.



Don't skew or distort the logo components.



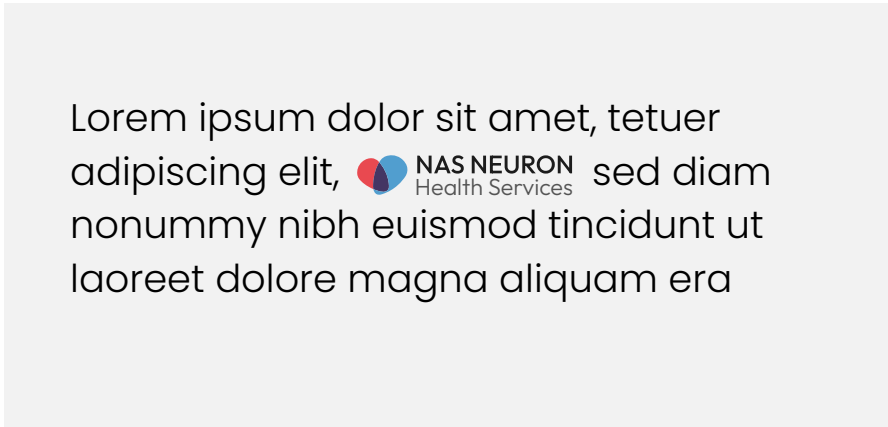
Don't create a logo lockup without icon motifs.



Don't add a drop shadow or any other effects.



Don't change or reposition the logo components.



Don't use the logo in text.

THINGS TO AVOID

Where we are in partnership with any company for any project, the two brandmarks should endorse the project with equal prominence.

Our logo and other company brandmarks should be on the same baseline and equal in height.

Our brandmark always appears to the left of the other company brandmark as shown

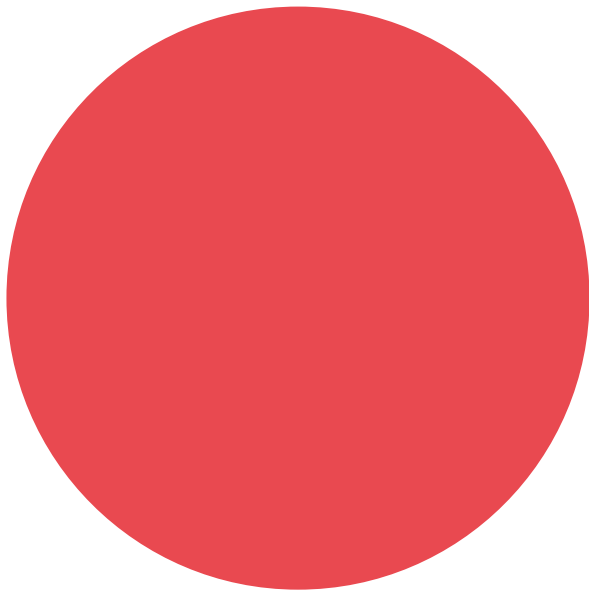
EXAMPLE: IN PARTNERSHIP WITH



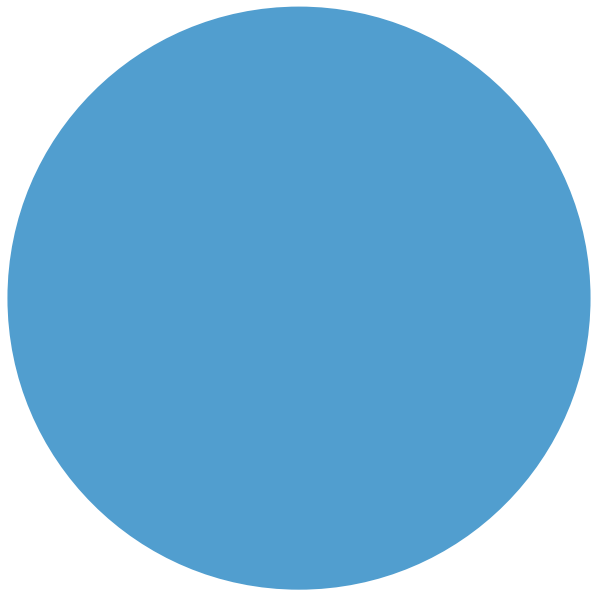
COLOR PALETTE

The Nas Neuron Health Services logo incorporates a vibrant color palette of Red, Blue, Purple, Black, and Grey.

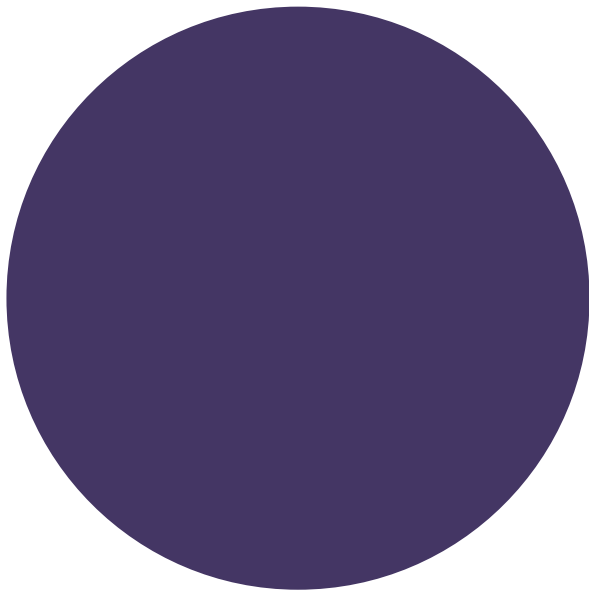
Bright blue symbolizes trust, reliability, and professionalism, creating an atmosphere of confidence and clarity, especially within the healthcare industry. It suggests innovation and modernity, fostering a sense of security. Dark blue complements this with its focus on stability, sophistication, and calm, enhancing the overall feeling of professionalism. Purple, blending red and blue, evokes creativity, ambition, and a commitment to excellence, reflecting the innovative spirit of NAS Neuron Health Services. The bold use of black in the text conveys strength and elegance, while grey introduces neutrality and balance, ensuring the logo remains contemporary and approachable. Together, these colors convey a message of health, progress, and trusted care.



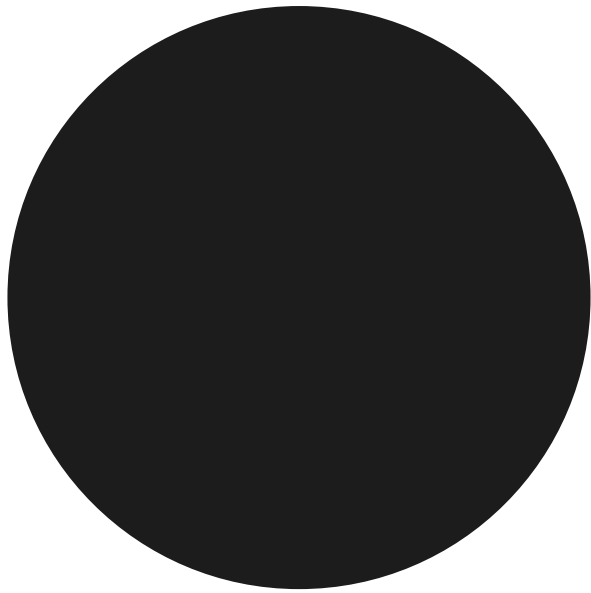
Red
-
CMYK: 2 87 67 0
RGB: 233 73 80
HEX#: e94950



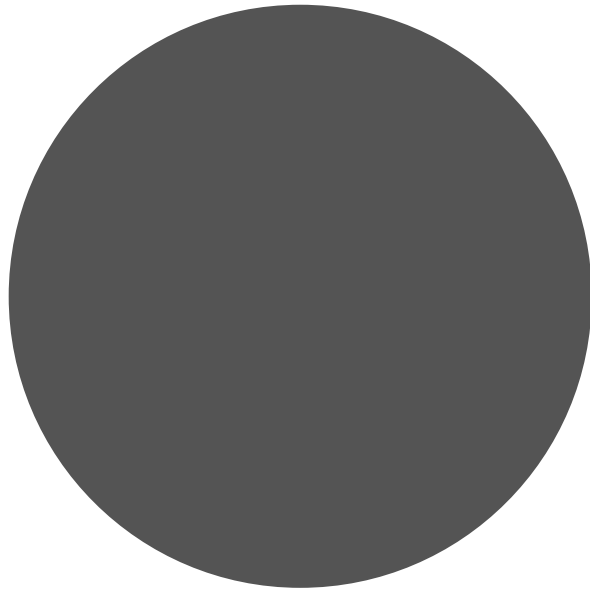
Blue
-
CMYK: 66 25 4 0
RGB: 81 158 207
HEX#: 519ecf



Purple
-
CMYK: 83 87 33 22
RGB: 68 54 100
HEX#: 443664



Black
-
CMYK: 72 66 65 77
RGB: 28 28 28
HEX#: 1c1c1c

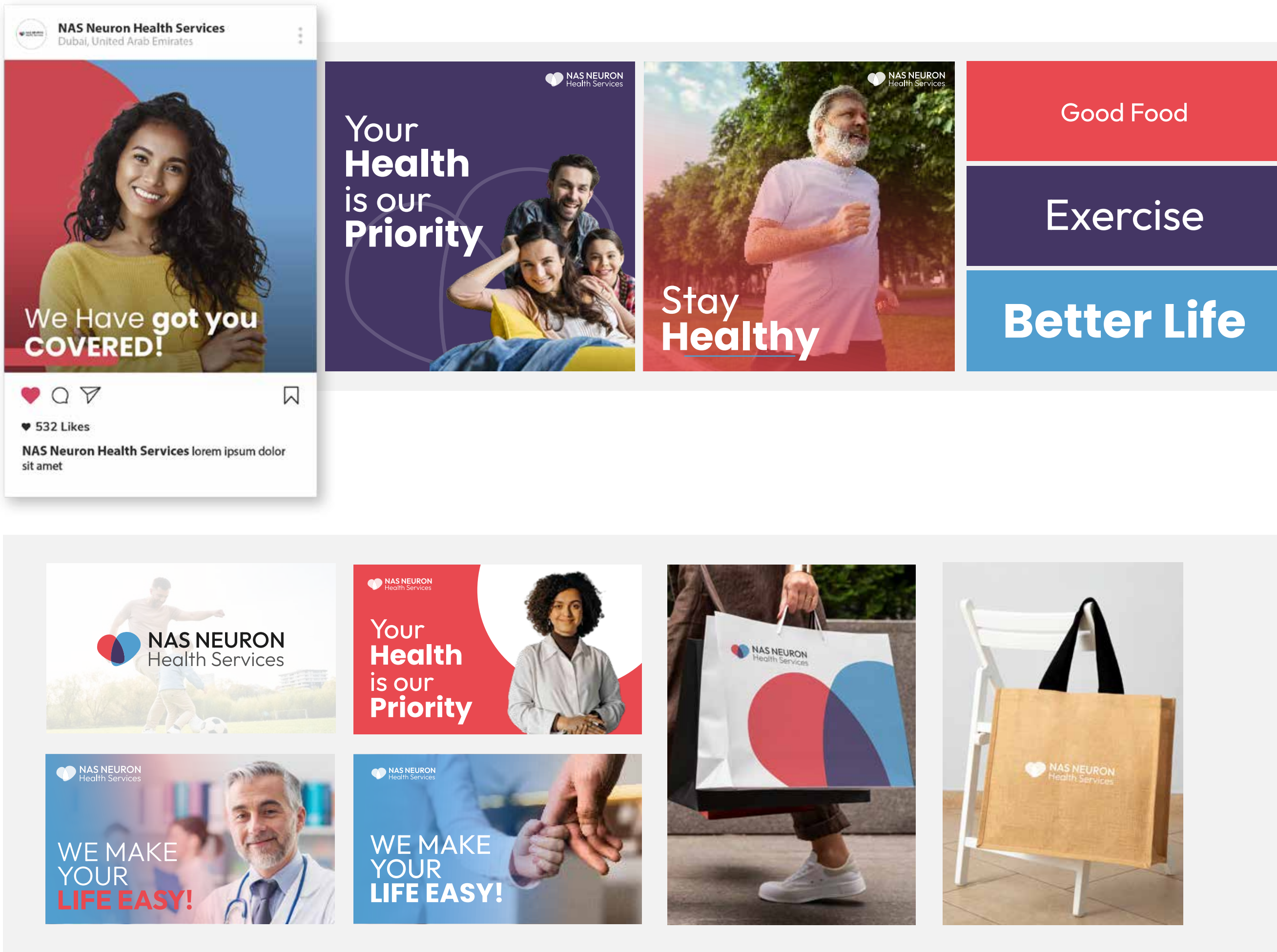


Grey
-
CMYK: 64 56 56 32
RGB: 84 84 84
HEX#: 545454

COLOR IN COMBINATION

In our brand guidelines, the color palette is applied in specific proportions to ensure a consistent and cohesive visual identity. While these proportions can be adjusted depending on layout and design needs, the primary focus should be on Dark Blue, Blue, and Purple, which form the core of the brand’s personality.

These colors are flexible in their use across various touchpoints, but their thoughtful balance creates a harmonious brand experience. Red, Black, and Purple can be utilized to complement the primary colors, adding emphasis, contrast, and a sense of professionalism. The combination of these colors helps to reinforce the brand’s identity, ensuring it is both recognizable and adaptable across different mediums and applications.



TYPEFACE - OUTFIT

Our typography conveys a sense of contemporary elegance and clarity. The Outfit font, with its sleek, modern design and balanced proportions, adds a refined touch to our communications. This typeface not only enhances legibility but also imbues our messaging with a sense of professionalism and warmth. Its clean, geometric structure ensures a polished look, while its versatility allows for a dynamic and engaging presentation. The Outfit font strikes the perfect balance between sophistication and approachability, ensuring that our brand voice is both authoritative and inviting.

OUTFIT

Outfit is a versatile, modern sans-serif typeface that embodies clarity and readability while offering a clean, professional aesthetic. Its balanced design makes it suitable for a wide range of applications, from digital interfaces to print materials. Outfit features a neutral tone that aligns with contemporary design trends, ensuring it complements a variety of brand styles and visual identities.

Aa

With its well-proportioned letterforms and subtle geometric touches, Outfit exudes modernity while remaining approachable and legible. It provides excellent versatility, working well in both display and body text settings. Outfit's simple yet refined structure makes it ideal for conveying a sense of professionalism, trust, and clarity, perfectly aligning with the brand's focus on innovation, reliability, and sophistication.

Whether used for headlines, subheadings, or body text, Outfit ensures a consistent and impactful presentation across all mediums.

VALUE SAN-SERIF

Sans-serif fonts are valued for their clean, modern look and excellent readability. Without the small lines (serifs) at the end of strokes, they offer a minimalist design that enhances clarity, especially on digital screens. Their versatility makes them suitable for various applications, from websites to printed materials, and they often convey a professional, contemporary tone.

BRAND FONT

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



TYPEFACE

NOTO KUFİ ARABIC

Our typography reflects a blend of modern sophistication and cultural richness. The Noto Kufi Arabic font, with its clean lines, geometric structure, and balanced proportions, offers a distinctive, contemporary aesthetic that enhances the legibility and impact of our communications. This typeface brings a sense of elegance and clarity to our brand while staying true to the beauty of Arabic calligraphy. Its strong, structured form ensures a professional yet approachable appearance, while its versatility enables dynamic and compelling presentations. The Noto Kufi Arabic font perfectly marries tradition with modernity, allowing our brand voice to resonate with authority, warmth, and authenticity.

FONT NAME - ENGLISH

NOTO KUFİ ARABIC

Noto is a global font collection for writing in all modern and ancient languages. Noto Kufi Arabic is a simplified, unmodulated (“sans serif”) Kufi design mainly for texts in larger font sizes in the Middle Eastern Arabic script. It has multiple weights and 733 glyphs.

BOLD

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

BLACK

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

MEDIUM

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

SEMIBOLD

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

FONT NAME - ARABIC

نوتو كوفي عربي

LIGHT

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

REGULAR

ب ت ث ح خ د ذ ر ز
س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

TYPOGRAPHY IN USE

HEADLINE

Always at your
Service

Use Our App

INFOGRAPHICS

Score for Customer
Service Monthly

85%

HEADLINE

Bringing You
Better Health
Through Innovation

HIGHLIGHT

Your Health
Partner

Book an Appointment

CALL TO ACTION

3

Upcoming appointments

View

12

See the Claims

View

DIGITAL HIERARCHY

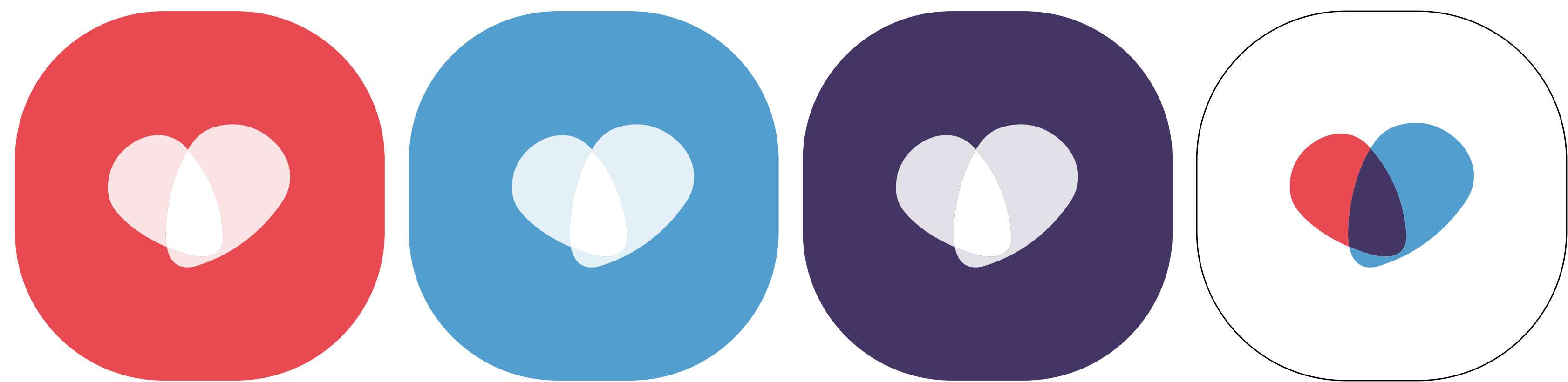
Free
Medical Checkup

Check you Notifications to see!

Click to Register

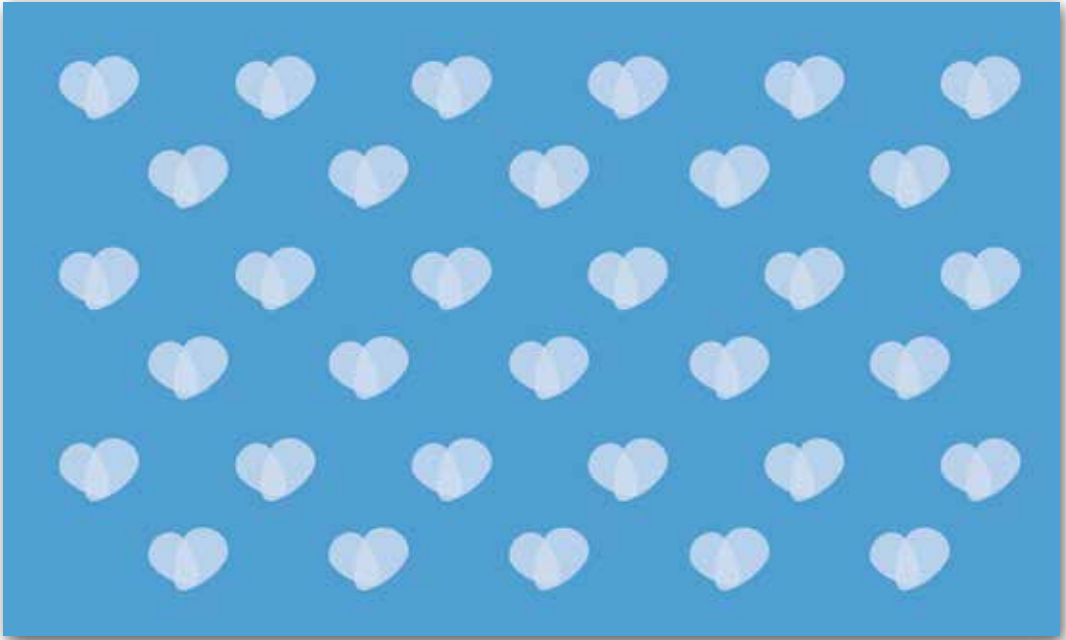
COLOR COMBINATION

Refer to the examples at right for approved color combinations when applying on a background.



MOTIF PATTERN

Our Pattern motif represents our commitment to growing and better providing healthcare services. It is an available asset used as a background hero visual.



MOTIF USAGE

The preferred color pairings for the Pattern motif are our tone-on-tone treatments.

Please reach out to the Marketing team if you have questions about using the Pattern motif



DIFFERENT COLOR PATTERN

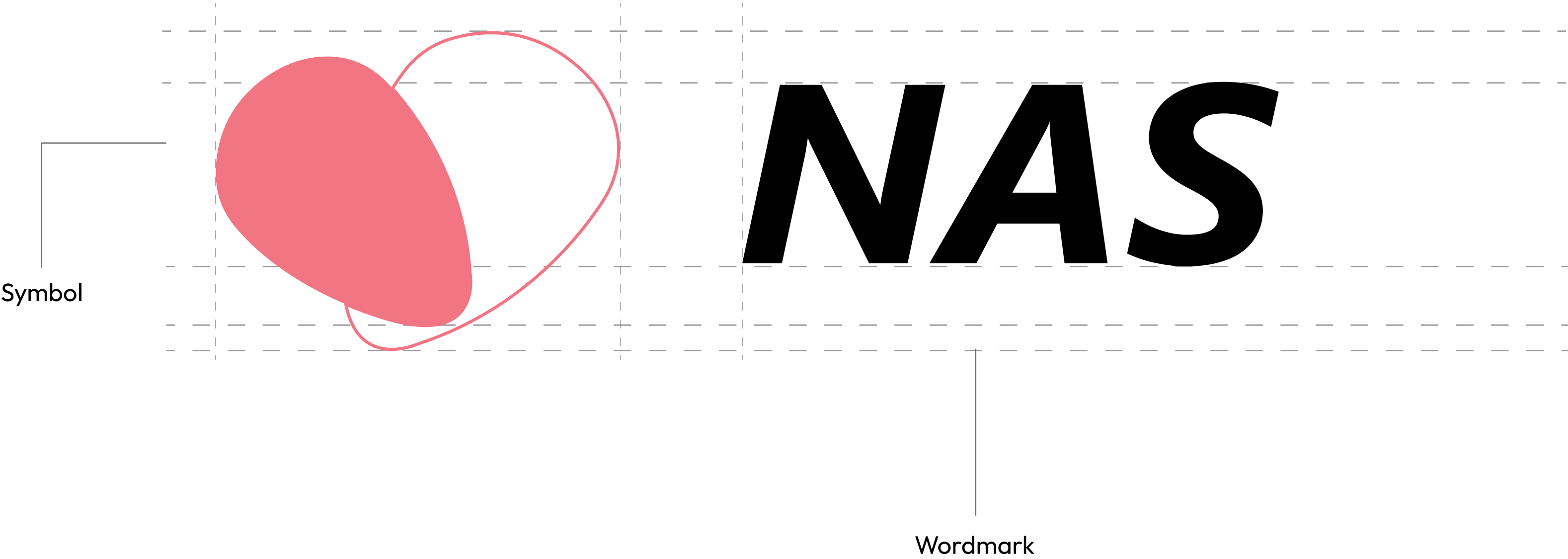
At right are the approved color combinations for the Pattern motif. Its color combinations are limited so that it does not appear busy or clutter layouts and experiences.

Tone-on-tone color combinations



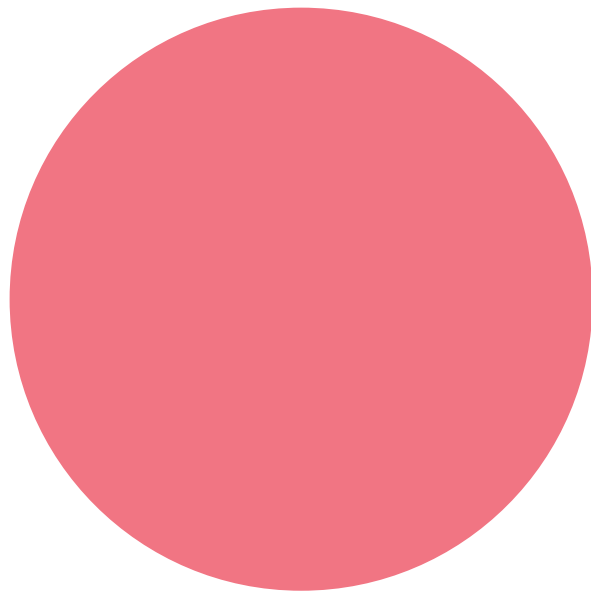
NAS LOGO

This guideline has been created to ensure a clear Understanding of what the brand represents, and that Nas has a consistent Brand image at all times.

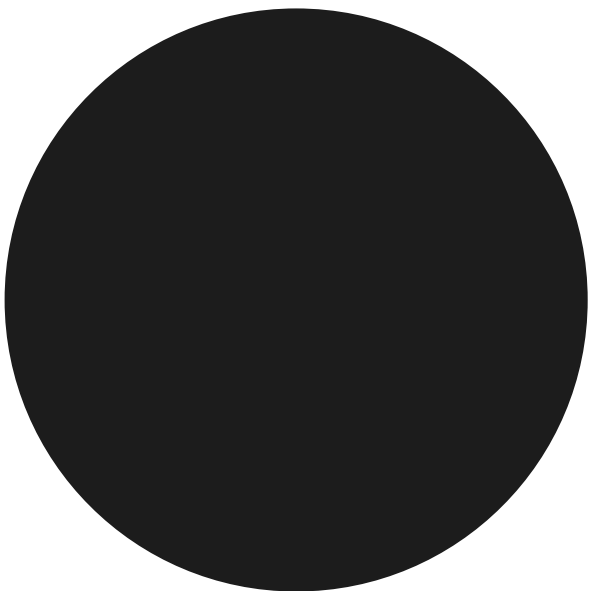


COLOR PALETTE

The Nas logo color appears as a warm and vibrant red with a slightly soft, pastel-like appearance. It leans towards a coral or muted pinkish-red, making it visually appealing and not overly intense. It is often associated with energy, passion, and warmth while maintaining a subtle and approachable tone.



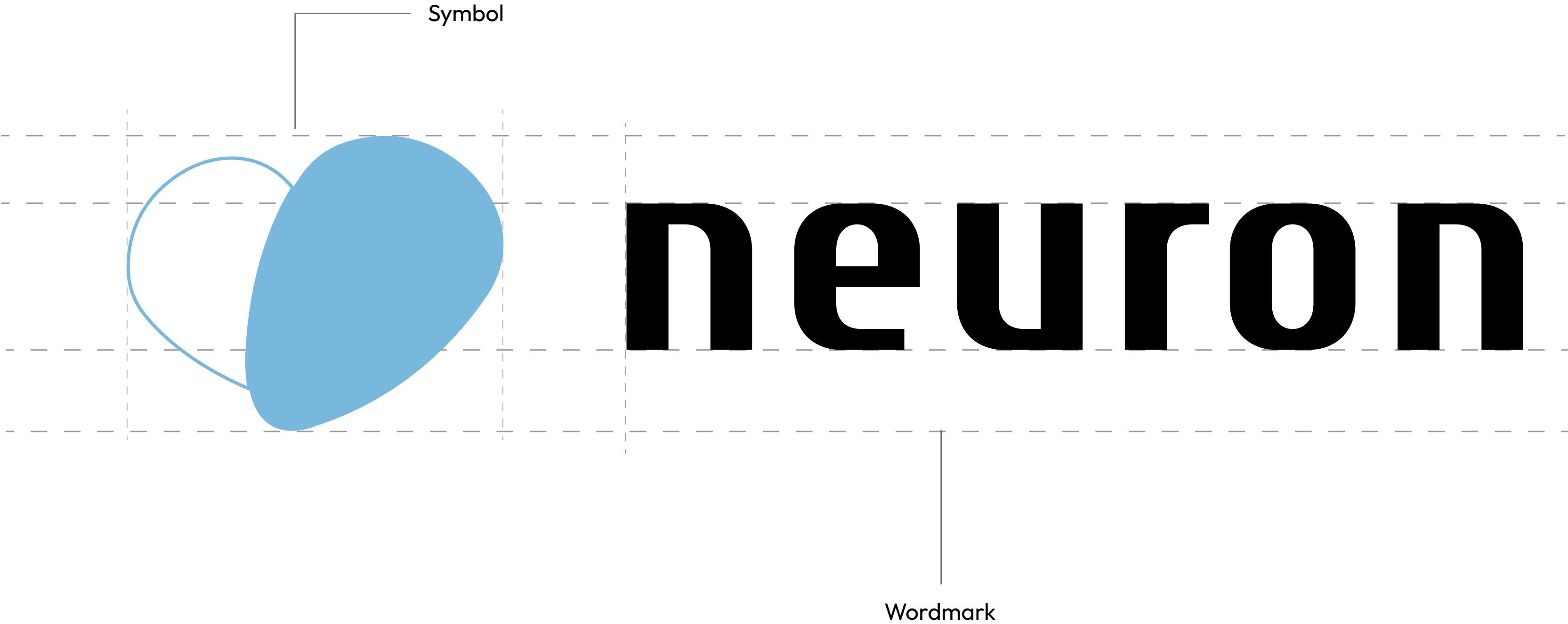
Light Red
-
CMYK: 0 68 33 0
RGB: 241 117 131
HEX#: F17583



Black
-
CMYK: 72 66 65 77
RGB: 28 28 28
HEX#: 1c1c1c

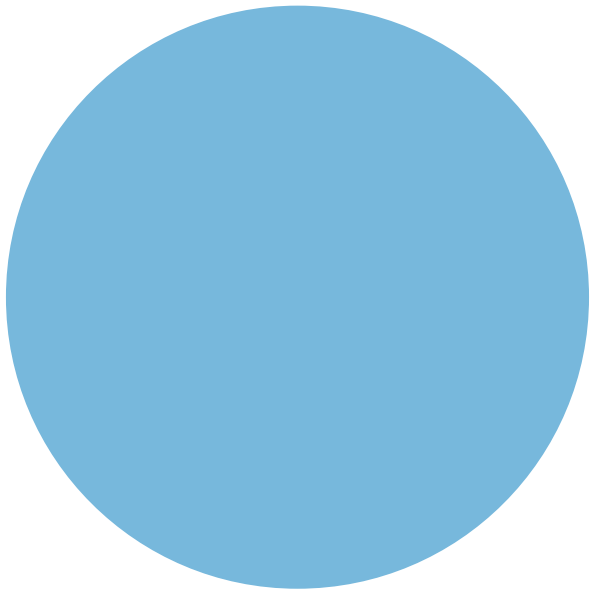
NEURON LOGO

This guideline has been created to ensure a clear Understanding of what the brand represents, and that Neuron has a consistent Brand image at all times.

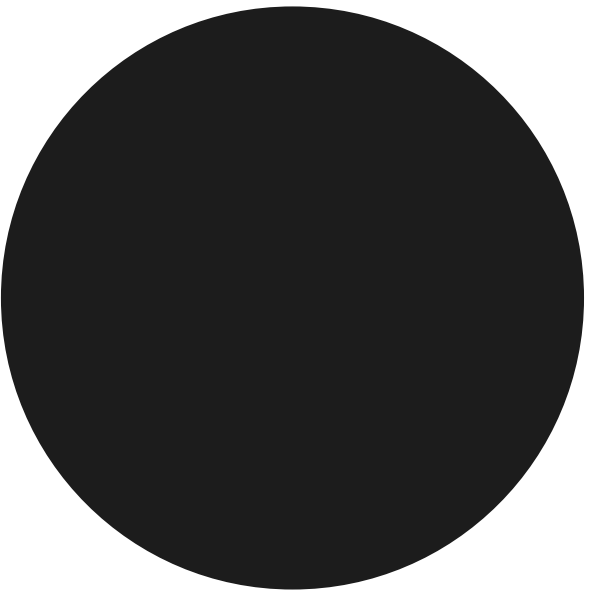


COLOR PALETTE

Neuron logo is composed of pastel light blue color which appears calm and professional, often associated with trust, reliability, and stability.



Light Red
-
CMYK: 51 13 5 0
RGB: 119 184 220
HEX#: 77B8DC



Black
-
CMYK: 72 66 65 77
RGB: 28 28 28
HEX#: 1c1c1c



THANK YOU