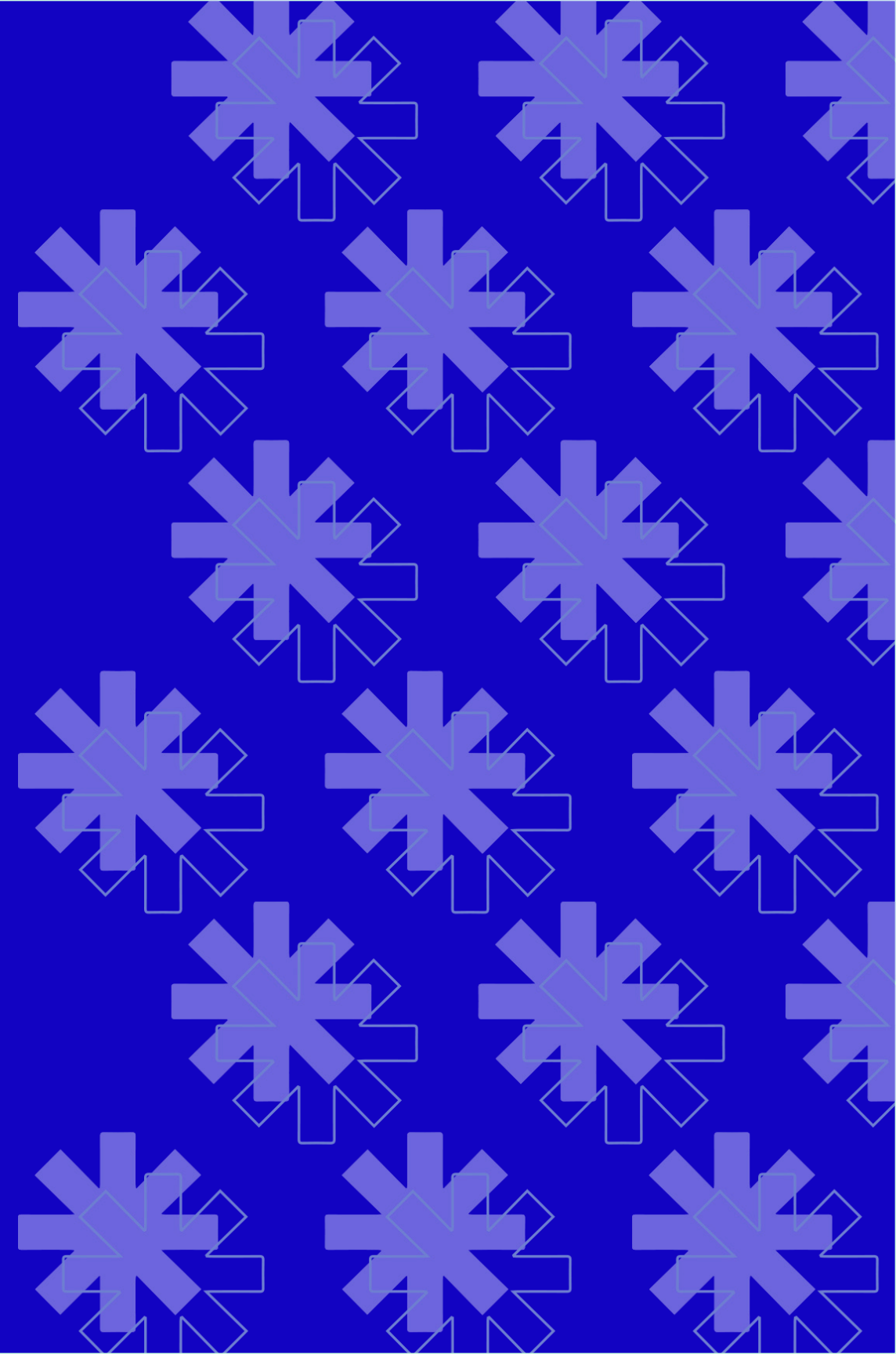


**Better  
Brain  
Project**

# **Brand Identity Guidelines**

UPDATED 08.15.2024



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# Messaging



# The key to a **better brain** is understanding it.

The Better Brain Project promotes neuroscience literacy by providing leaders and educators with science-first curricula designed to empower, not prescribe. Our mission is to promote and provide neuroscience education, empowering individuals to make informed decisions and foster a healthier society.



# About Us

We believe that knowledge can be an incredible equalizer. Our mission is to make neuroscience knowledge more available by delivering relevant, targeted information accurately and inspiring enthusiasm around it. Think of us as a liaison to better decisions, better health, and more happiness. Why? Because when we gain even the simplest understanding of how our brains work, it can help us live healthier lives.

# How We Work

We partner with educators, entrepreneurs, companies, and other orgs to help bridge the brain knowledge gap and open up opportunities for all people to strengthen their knowledge of neuroscience and apply it to their real lives.

# What We Do

We're dedicated to educating people about how the brain operates. Our focus is to promote neuroscience literacy for all ages, emphasizing the link between brain function, individual choices, and societal issues. Our work is based on facts and is supported and guided by the latest research.

# Our Vision

We envision a future where brain science is for everyone, fostering a healthier, happier, and more empathetic and empowered society.

## WHY NEUROSCIENCE?

**Neuroscience is the study of the development, structure, and function of the brain.**

As an organization, our goal is to be an approachable and engaging source of truth about the function of the human brain. Our team believes that a collective understanding of neuroscience could be truly transformative to the population, helping empower all of us to make better decisions for ourselves, our families, our communities, and our future.

## WHAT WE DO

# 1 Books

We are writing the 6th edition of *Buzzed The Straight Facts About the Most Used and Abused Drugs from Alcohol to Ecstasy* authored by Cynthia Kuhn, PhD, Scott Swartzwelder, PhD and the late Wilkie Wilson, PhD. The book is a fact-based guide of how drugs affect the brain, and a key resource to the curricula aspect of our work.





WHAT WE DO

## 2 Curricula

We have a longstanding partnership with Wake County Schools, North Carolina's largest school system. Together, we developed the state's first Honors Healthful Living (HHL-I) course in 2015. Currently, it is taught in 25 high schools by 80 teachers, impacting nearly 7,000 students annually. The course emphasizes the crucial link between optimal brain function and physical activity, nutrition, sleep, and substance avoidance. Students earn honors credit and fulfill their Healthful Living graduation requirement by completing the course.





WHAT WE DO

# 3 Programs

We partner with schools, institutions of higher education, businesses, government agencies, law enforcement, and community groups. We provide customized neuroscience materials tailored to their specific needs and goals. We engage their audiences through tailored presentations and speaking engagements and offer additional resources such as written materials based on their 'Better Brain' requirements.





**Our  
Values**

## Science over soundbites

Follow the science, not the trends.

## Drug education, based on science

When individuals are given fact-based explanations of the effect of drugs on the brain, it equips them with the knowledge to make informed and often improved choices that lead to better brains and healthier lives.

## Neuroscience is for everyone

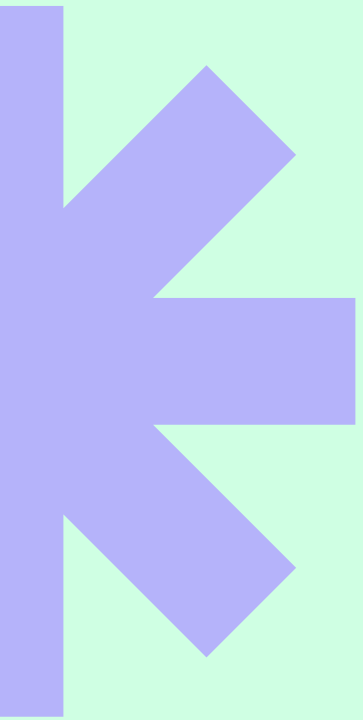
Neuroscience isn't just for scientists; it's a key to understanding ourselves at every stage of life. From childhood development to aging gracefully, neuroscience offers insights that can benefit everyone.

## The key to a better brain is understanding it

Understanding how the brain works empowers people to make decisions that contribute to a healthier brain and overall improved health.

## Empower everyone

A better brain is available to everyone.



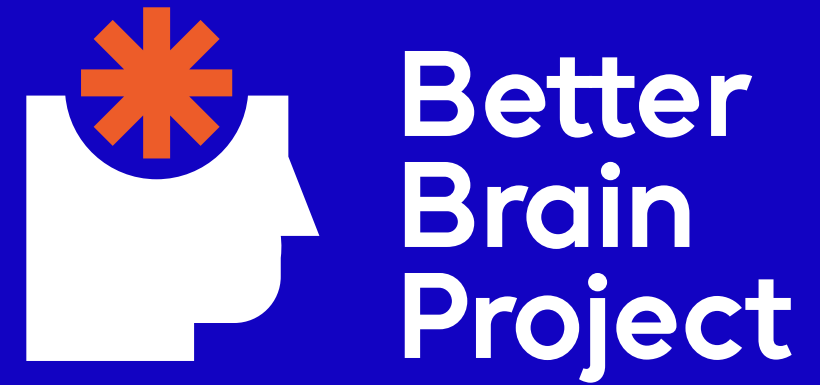
**Logo**

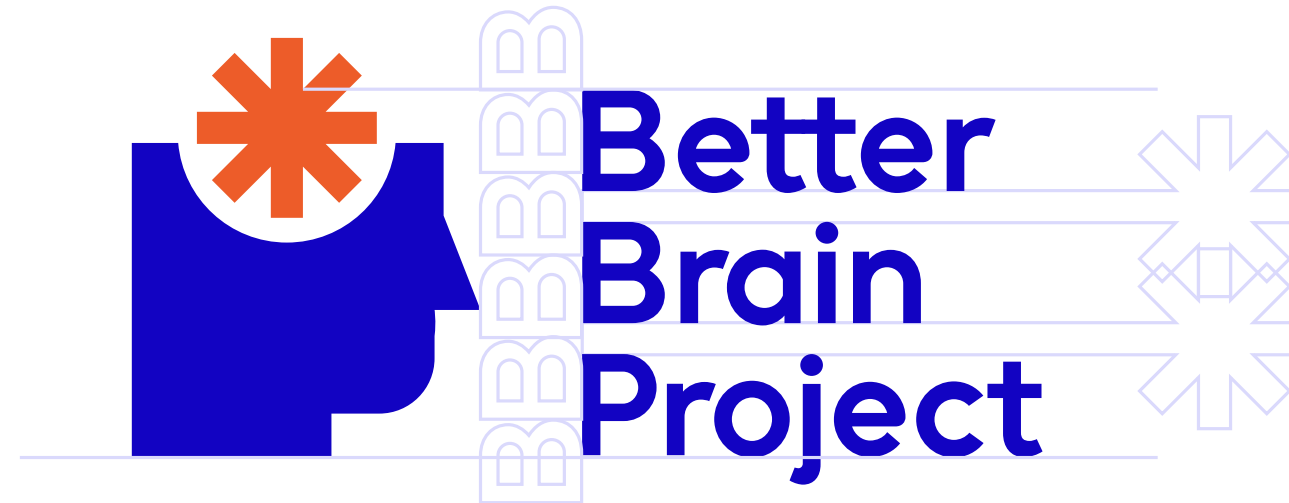


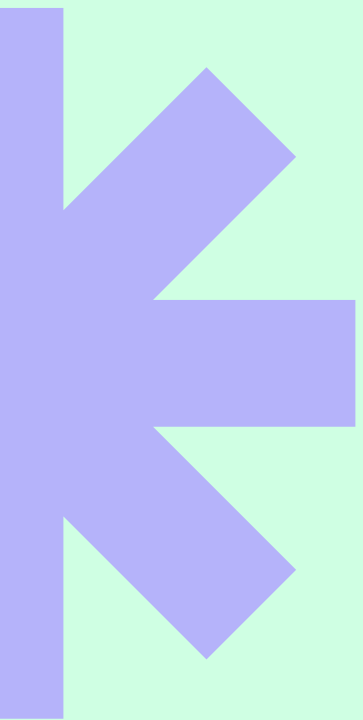
Primary Logo (Light Background)



Primary Logo (Dark Background)



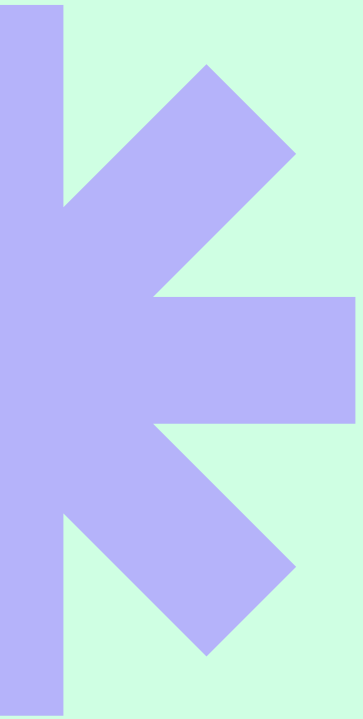




# Color

# Color Palette

<b>Blue</b> PMS 286 C CMYK 94, 89, 0, 0 RGB 18, 3, 194 HEX #1203c2	<b>Orange</b> PMS 1655 C CMYK 2, 79, 95, 0 RGB 236, 92, 40 HEX #ed5c29	<b>Pale Yellow</b> PMS 461 C (50%) CMYK 1, 0, 17, 0 RGB 254, 254, 218 HEX #ffffd9	<b>Lavender</b> PMS 271 C CMYK 27, 28, 0, 0 RGB 180, 179, 249 HEX #b5b2fa	<b>Wine</b> PMS 7650 C CMYK 55, 100, 39, 32 RGB 102, 20, 76 HEX #66144d	<b>Seafoam</b> PMS 344 C CMYK 16, 0, 16, 0 RGB 206, 254, 228 HEX #cffe3
70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%
30%	30%	30%	30%	30%	30%
10%	10%	10%	10%	10%	10%



# Typography

Figtree Regular

Figtree Semibold

Figtree Extrabold

Figtree is our body typeface. It is based loosely on modern, grotesque Swiss typefaces, which have long been used in scientific application due to their clean, minimalist character and legibility.

Figtree is a Google font. It is readily available and works across many digital platforms.

Download it here: <https://fonts.google.com/specimen/Figtree>

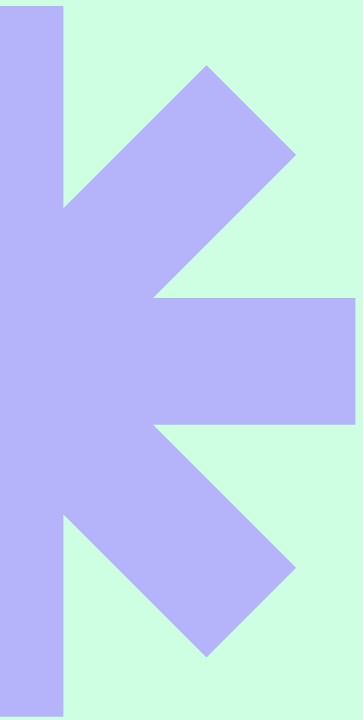
Hepta Slab

Semibold

Hepta Slab Semibold is the font we use for short, large headlines. Its slab serif qualities make it feel scholarly without seeming stiff.

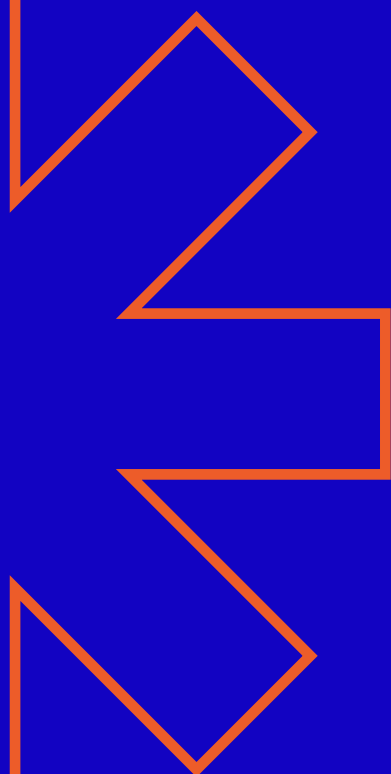
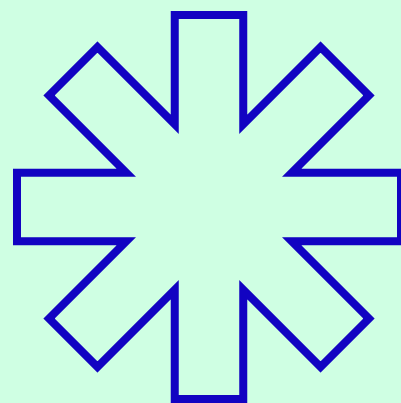
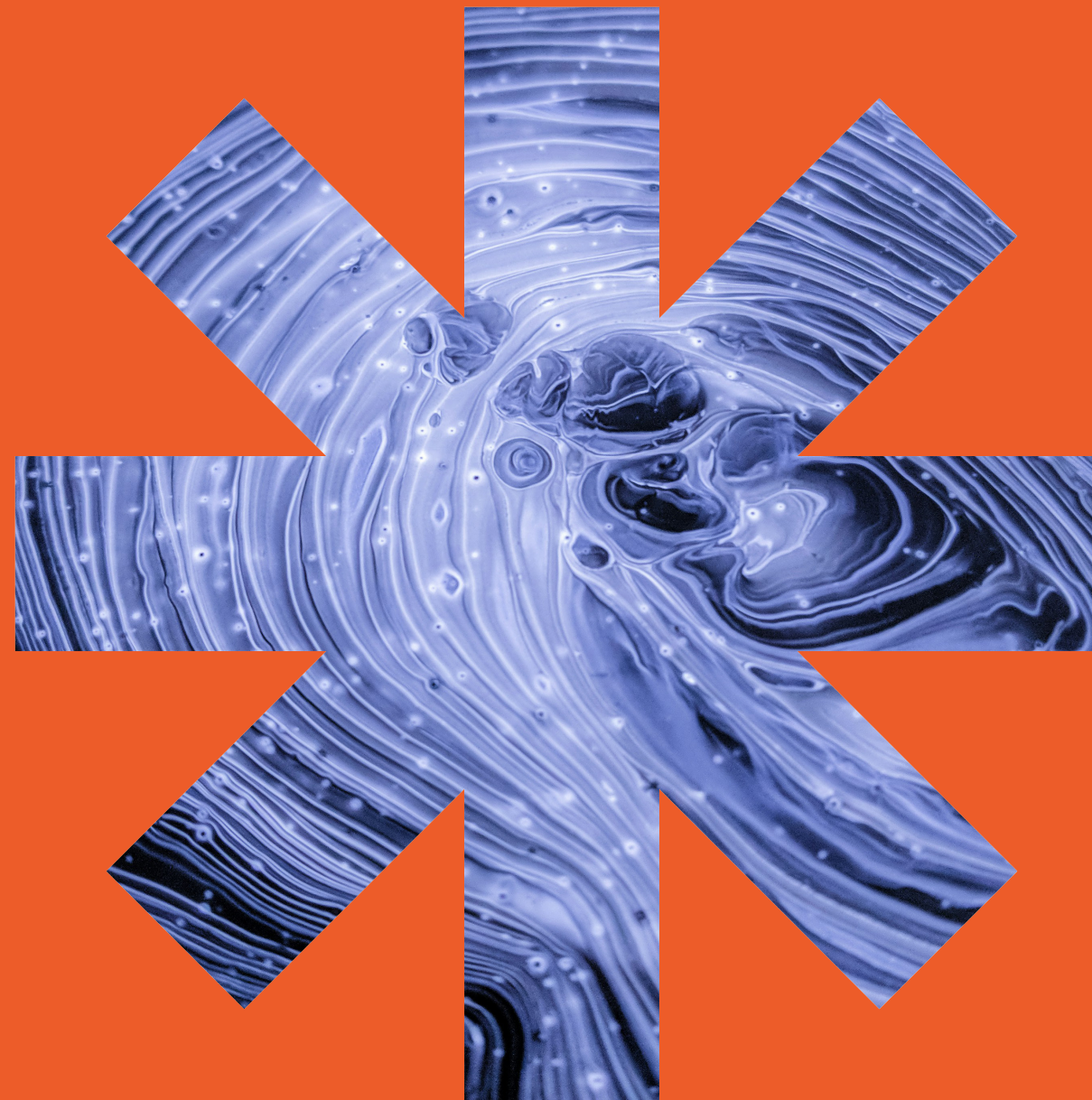
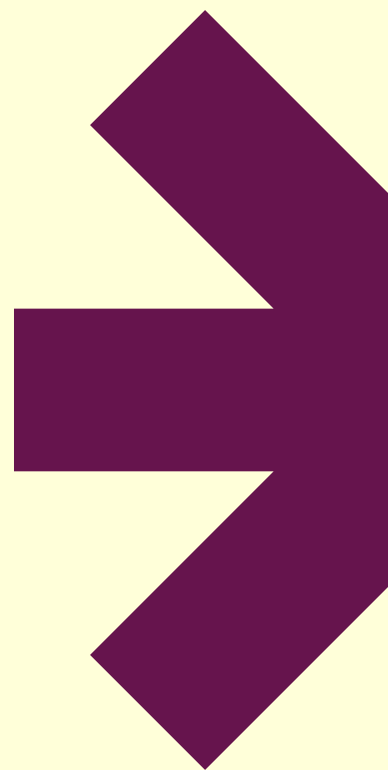
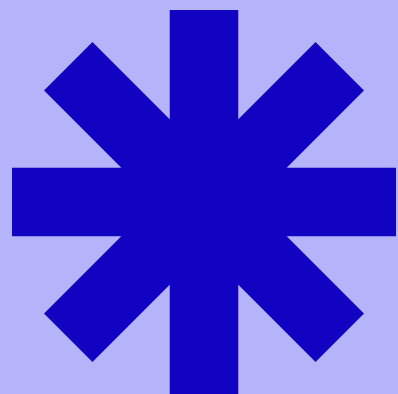
Hepta Slab is a Google font. It is readily available and works across many digital platforms.

Download it here: <https://fonts.google.com/specimen/Hepta+Slab>



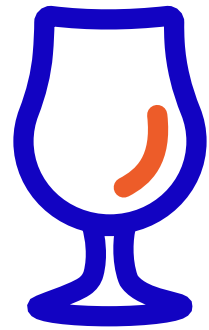
# Graphics

Brain Burst Element





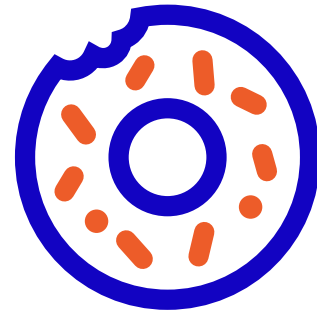
Icons



Alcohol



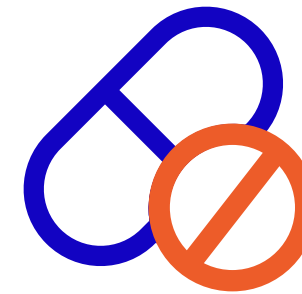
Caffeine



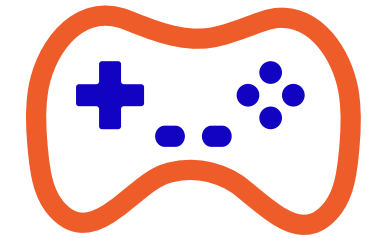
Sugar



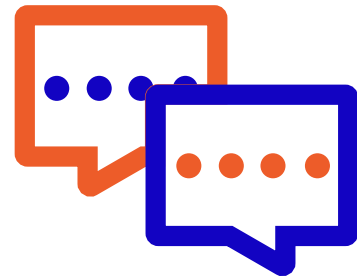
Social Media



Drugs



Video Games



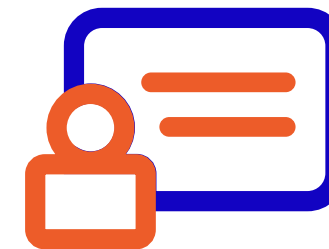
Conversations



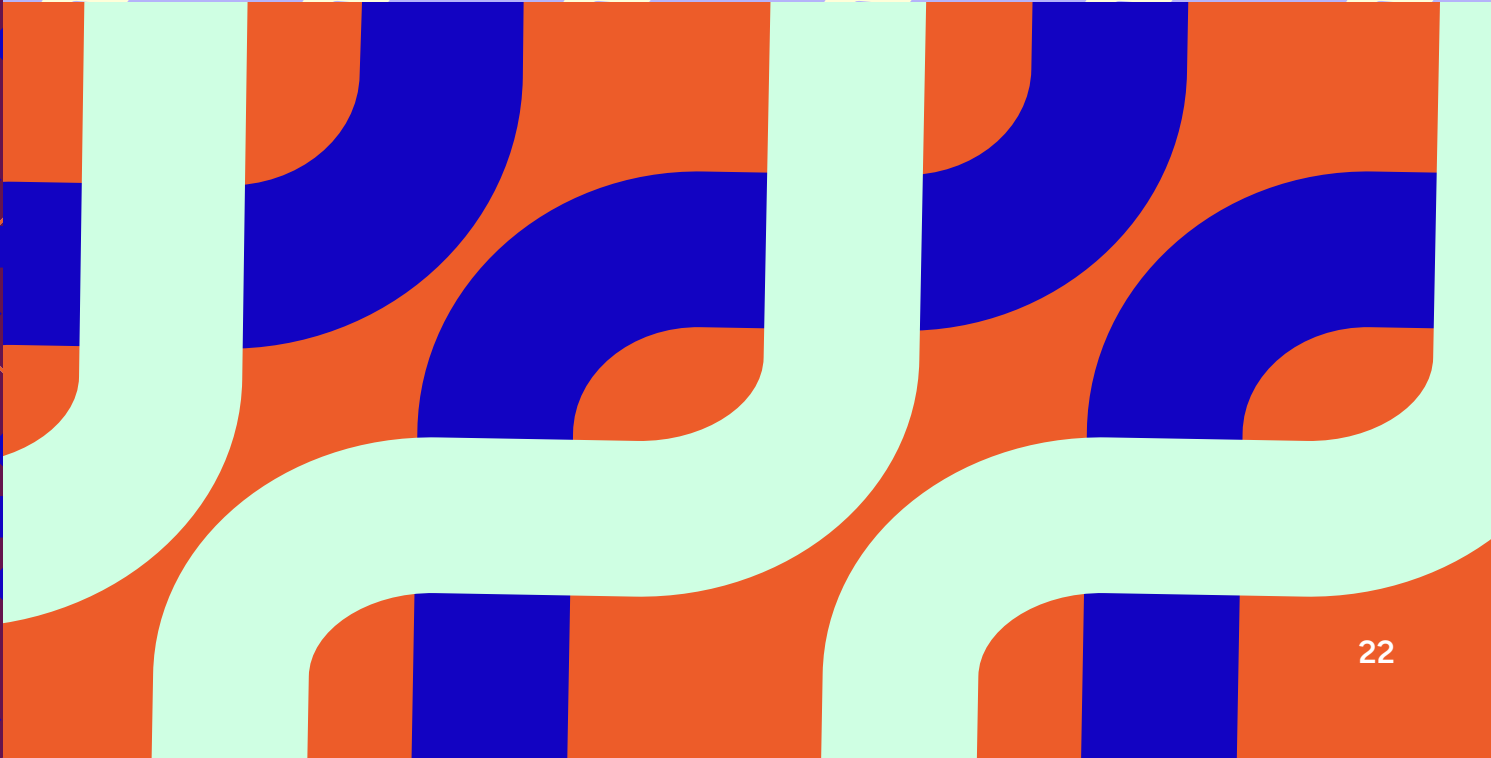
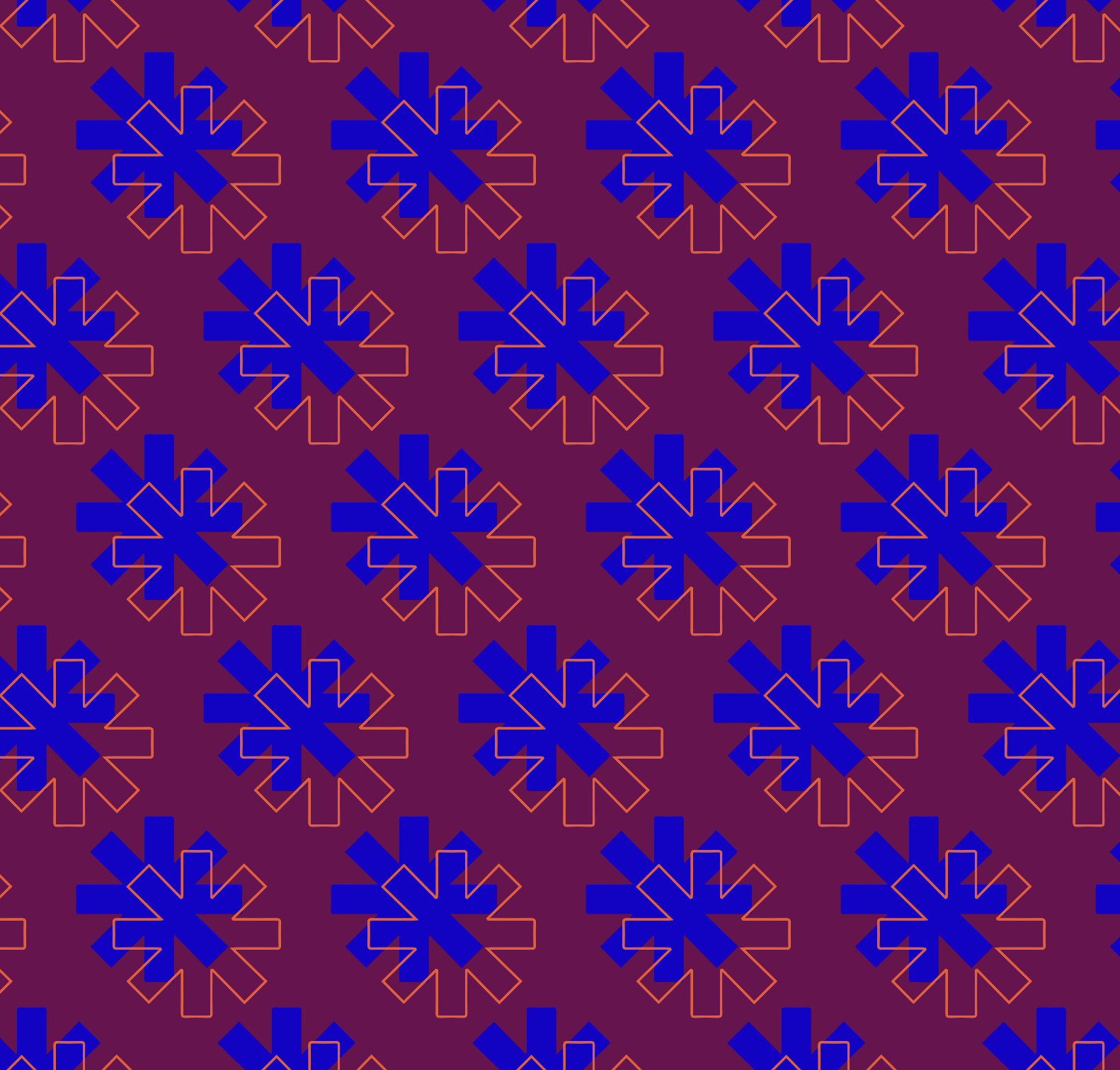
Learn More



Search



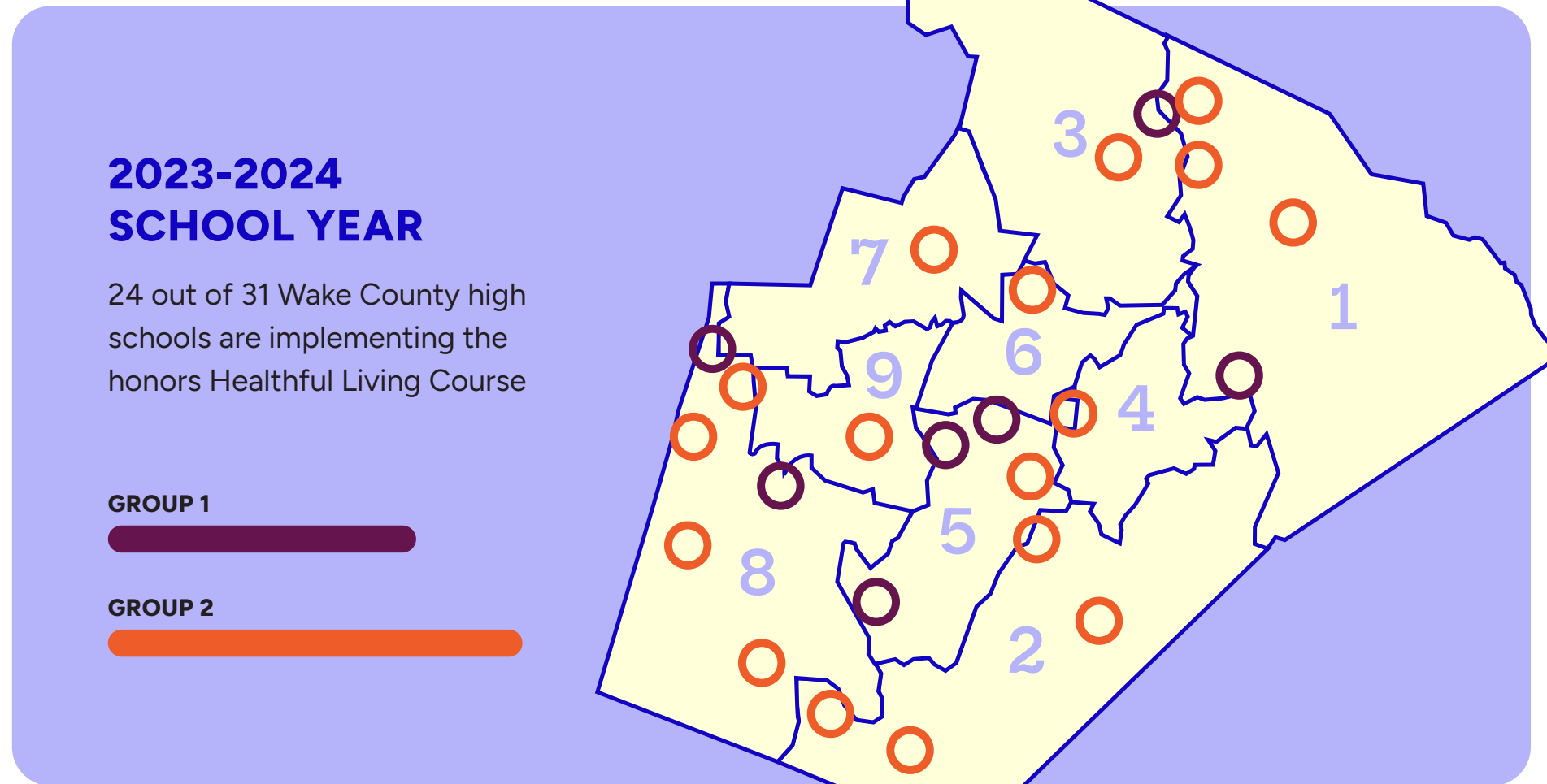
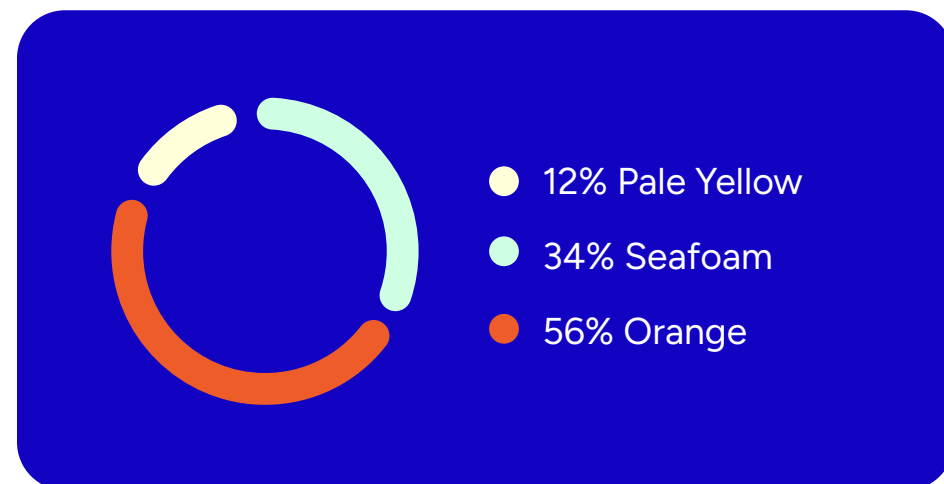
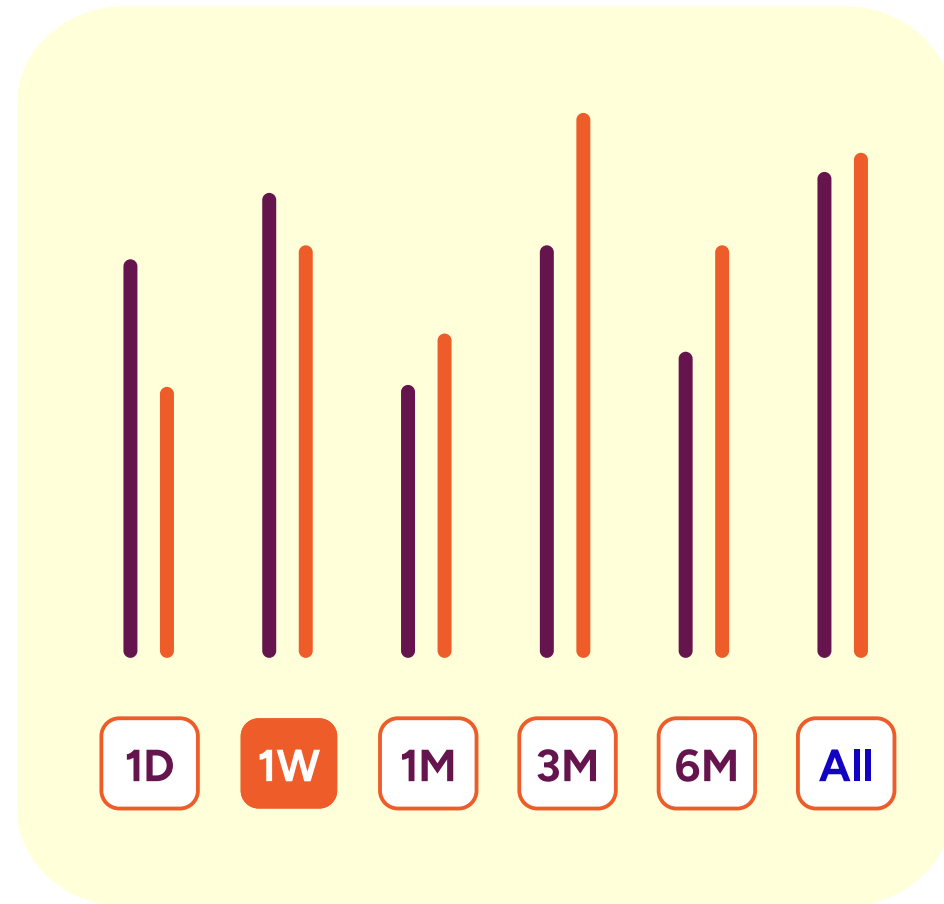
Lessons





# Applications

Infographic Elements





Lorem  
**Lorem ipsum dolor**



Ipsum  
**Lorem ipsum dolor**



Dolor  
**Sit amet lorem**



Sit amet  
**Ipsum dolor**



**+** Lorem Ipsum dolor

- Ipsum dolor 34%
- Dolor sit 56%
- Amet lorem 12%

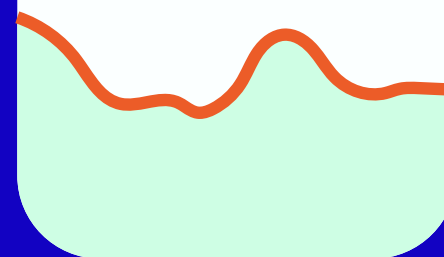


IPSUM DOLOR



Ipsum

**7 DAY STREAK!**



**DOLOR SIT**

Lorem ipsum dolor s



IPSUM DOLOR

Lorem ipsum dolor s

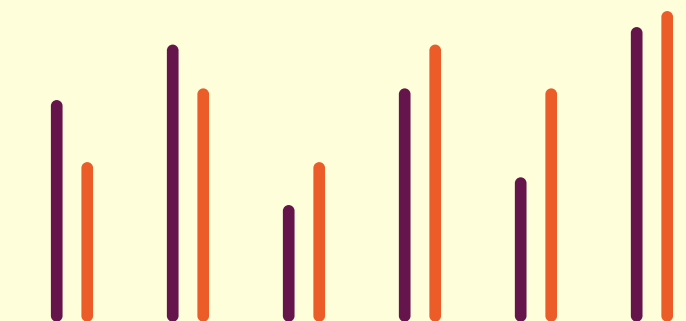


LOREM IPSUM

**Lorem**

LOREM IPSUM

Lorem Ipsum



1D

**1W**

1M

3M

6M

All









facebook

Email or phone Password Log In Forgot Account?



# Science Over Soundbites



## Better Brain Project

560 likes · 609 followers


Posts About Photos Videos

...



Better Brain Project

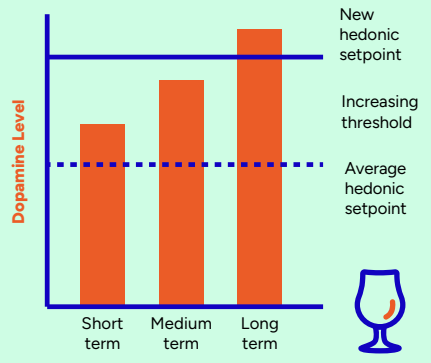
“  
For all of our history, we humans have believed that it is possible to reach beyond our simple consciousness. We hunger to expand ourselves into a universe we can not feel or touch.”  
-Buzzed Introduction



See More

Better Brain Project

Long-term alcohol use required more stimulation to reach your new happiness baseline



Alcohol Consumption	Dopamine Level
Short term	Low
Medium term	Medium
Long term	High

See More

Better Brain Project

# Genes Matter

You're twice as likely to become addicted to alcohol with a first-degree alcoholic relative.



See More


Better Brain Project

The book that started it all.  
Available on Amazon.




See More



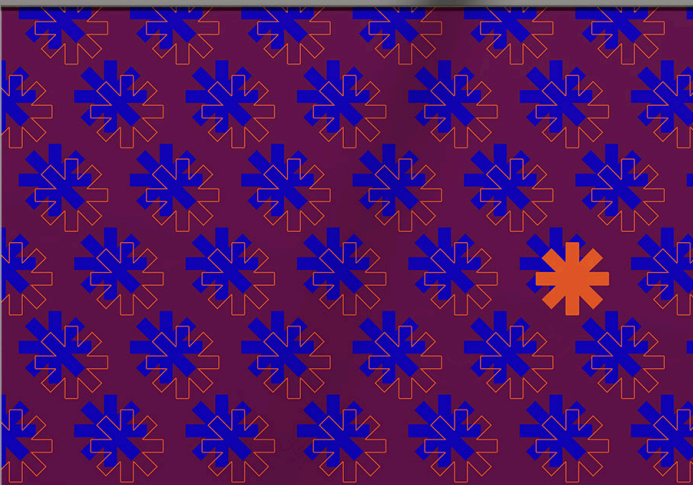


**Creating enthusiasm  
around brain health**




Better  
Brain  
Project

[betterbrainproject.org](http://betterbrainproject.org)




**The key to a  
**better brain**  
is understanding it**



Better  
Brain  
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[betterbrainproject.org](http://betterbrainproject.org)

Drug education  
based on **science**



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Project



**Dr. Cynthia Kuhn**

Co-Founder, Researcher

cynthia@betterbrainproject.org  
919-867-5309

BETTERBRAINPROJECT.ORG



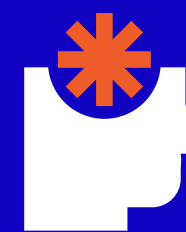
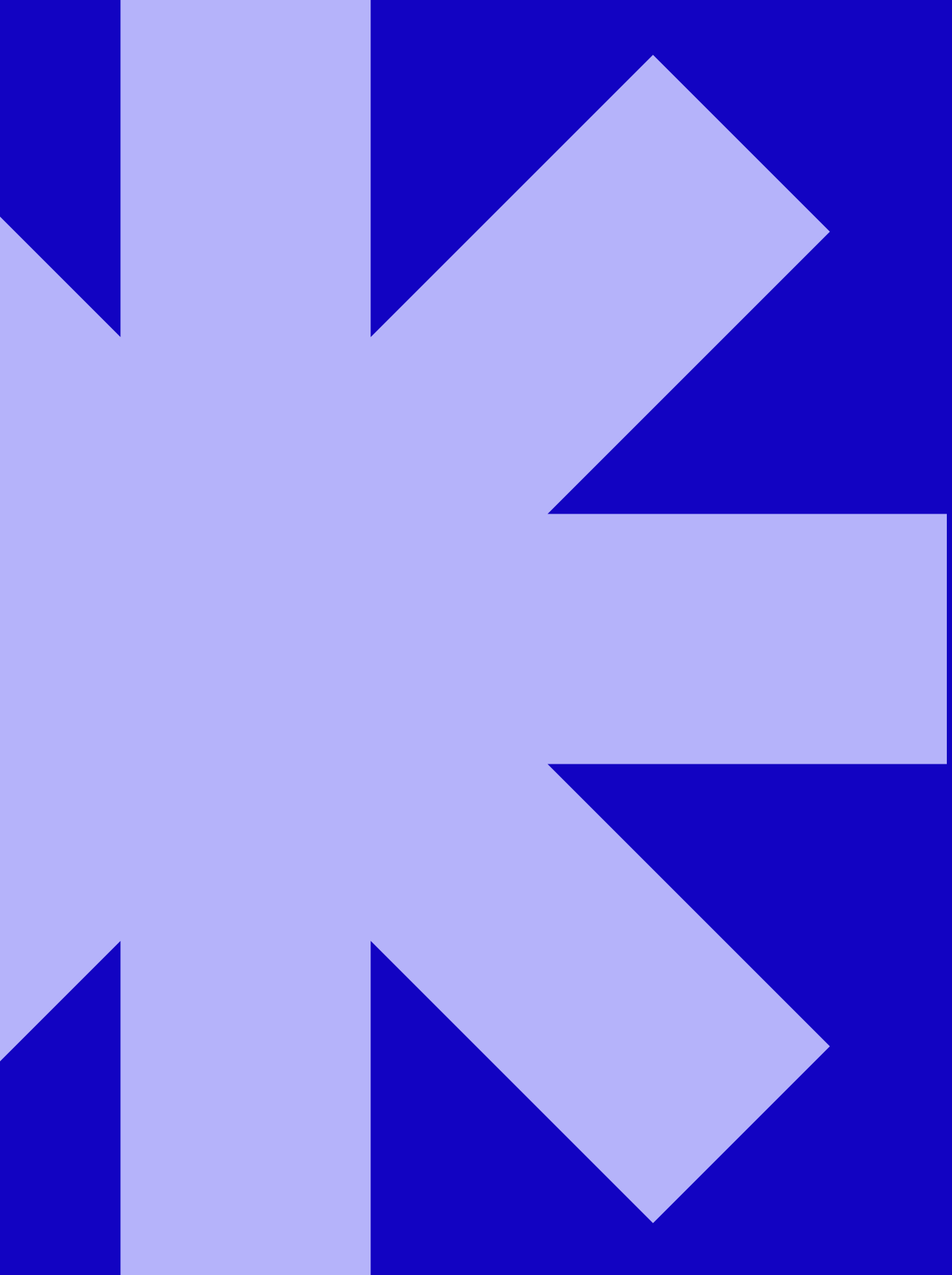
BETTE



Bet



Be



Better  
Brain  
Project