

Association for the Treatment of
**NEUROPLASTIC
SYMPTOMS**

BRAND STYLE GUIDE | 2026



SECTION I

Brand Overview

The Association for the Treatment of Neuroplastic Symptoms (ATNS) represents a shift in how chronic symptoms are understood and treated. Rooted in emerging science and guided by compassionate care, the organization exists to bring clarity, credibility, and hope to a space often defined by uncertainty.

The visual identity reflects this same balance. It is calm and grounded, yet forward-moving: designed to feel established, trustworthy, and enduring rather than trendy or attention-seeking.

Every element within the system supports this goal: to communicate clearly, to build confidence, and to reinforce the legitimacy of neuroplastic recovery. The result is a brand that feels both human and authoritative, capable of supporting patients, practitioners, and long-term growth alike.

Our Work

Research that advances understanding.

Education that empowers patients and clinicians.

Tools that support recovery.

A system built to improve outcomes over time.

We Are:

Clear and evidence-based
Grounded and thoughtful
Calm, not reactive
Human, not clinical
Confident, not overstated
Focused on long-term outcomes

We Are Not:

Overly technical or abstract
Driven by hype or urgency
Visually loud or distracting
Emotionally exaggerated
Trend-focused or fleeting
Complicated for the sake of complexity

SECTION II

Bringing this system to life.

Questions to guide every expression:

- ◆ Does this feel credible and grounded in science?
- ◆ Does it communicate clearly, without exaggeration?
- ◆ Does it feel calm, structured, and intentional?
- ◆ Does it support understanding rather than overwhelm?



Does the work reflect our approach?

Is it clear and evidence-based?

Does it feel trustworthy and composed?

Is it grounded in real outcomes?

Does the work convey credibility?

Does it feel established and thoughtful?

Does it avoid trends and visual noise?

Does it communicate confidence through restraint?

Does the work support understanding?

Does it simplify complex ideas?

Does it guide the viewer with clarity?

Does it reinforce trust in the process?

Does the work feel intentional?

Is every element necessary?

Is there space to think and process?

Does it feel composed, not designed for attention?

SECTION III

Design Principles

Our visual system is calm, credible, and grounded. It reflects a balance of scientific clarity and human understanding. Every element should support trust, reduce noise, and reinforce long-term credibility.



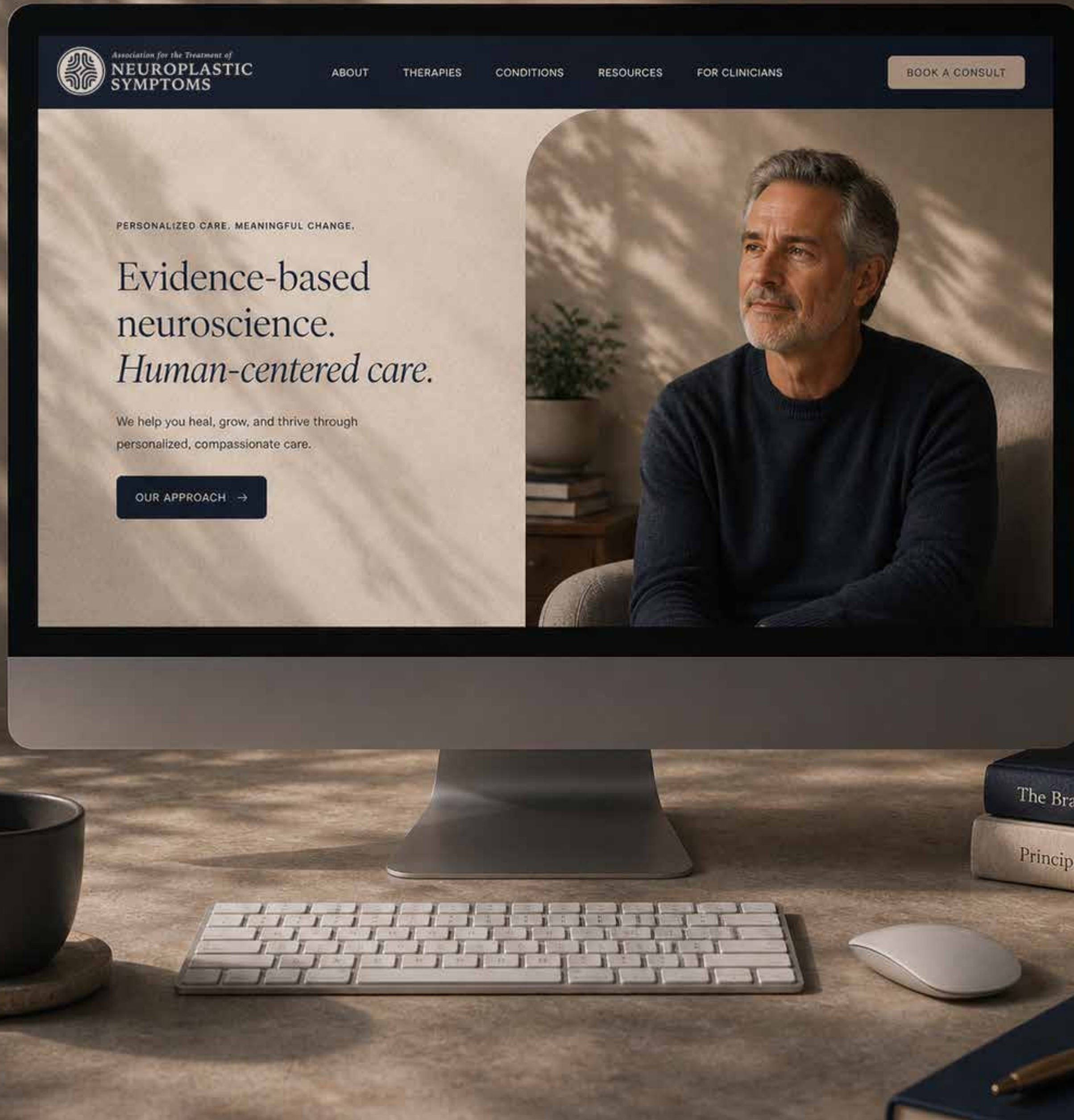


Clarity is the focus.

The message leads.
Visuals support understanding,
not compete for attention.

Our system is defined by restraint.

Color and texture are used intentionally.
Accents guide attention, they do not dominate.



Our work is layered and considered.

Depth comes from material, light, and composition.
Subtlety creates sophistication.

Our typography communicates structure.

Typography should always feel composed, readable, and refined.

SECTION IV

Core Elements

Our visual system is built on a set of core elements that ensure consistency, clarity, and trust across all touch points.

These assets work together to create a recognizable, grounded identity that reflects both scientific credibility and human understanding.



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CORE ELEMENTS

Primary Logo

Our logo is a foundational brand asset and should be treated with care and consistency.

It represents clarity, connection, and the structured pathways of neuroplastic change.

The primary logo should be used whenever possible across communications to maintain a cohesive identity.

Alternate versions exist for specific use cases, but should only be used when necessary.



Association for the Treatment of
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LOGO USAGE GUIDELINES

The logo should always be presented clearly and consistently.

Do not:

- Change colors
- Adjust proportions
- Add effects or styling

The logo should remain intact, legible, and respected in all applications.

LOGO APPLICATION

Clear space must always surround the logo to maintain visibility and impact. This space ensures the mark is never crowded or visually compromised.

Avoid placing the logo over complex or distracting backgrounds.

The logo should feel calm, stable, and intentional within the layout.



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LOGO VARIANTS

Logo variations are designed to maintain legibility and clarity across different environments and formats. All versions follow the same structure and proportions as the primary mark. Use simplified or single-color versions only when required by space, scale, or production limitations.

ICON ONLY

The icon may be used independently in select applications where space is limited or a more subtle expression is appropriate. When used on its own, it should remain clear, balanced, and recognizable.

WORDMARK ONLY

The wordmark may be used independently in applications where a more streamlined or typographic expression is preferred. It provides a clear, confident presence while maintaining brand recognition. When used on its own, it should remain uncluttered and given adequate space to preserve legibility and visual balance.

PARTNERSHIP LOCKUPS

When pairing with partner organizations, the ATNS identity should remain clear and distinct. The ATNS identity should always remain recognizable and independent.

Logos should:

- Maintain equal visual weight
- Be aligned with consistent spacing
- Never merge into a single mark

PROGRAM/INITIATIVE LOGOS

Program-specific marks should be built from core brand elements.

They should:

- Maintain visual alignment with the primary system
- Use consistent typography and structure
- Feel like part of the same family
- Avoid creating entirely new visual languages for individual programs.

CORE ELEMENTS

Typography

Typography is a key expression of clarity and credibility.

Our system combines:

- **Serif type for authority and structure**
- **Sans-serif type for readability and accessibility**

Typography should always feel composed, balanced, and easy to navigate.

HEADLINE

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z
abcdefghijklmnopqrstuvwxyz&z
012345689

BODY

Source Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345689

EXAMPLE

Science Meets Human Potential.

Neuroplasticity reminds us that change is possible. Our mission is to advance understanding, raise standards, and improve lives.

TYPOGRAPHIC SYSTEM

The typographic system is flexible but disciplined.

- It should:
- Maintain hierarchy
 - Support clarity
 - Avoid excessive styling

Typography is used to guide understanding, not decorate content.

A supporting sans-serif typeface is used for body copy and functional communication.

- It ensures:
- Legibility across platforms
 - Clear information delivery
 - Consistency in digital and print environments

TYPOGRAPHIC PLACEMENT

Typography should integrate naturally within layouts.

- It can:
- Lead the composition
 - Support imagery
 - Create rhythm and hierarchy

Placement should always feel intentional and balanced.

CORE ELEMENTS

Color Palette

Our palette is grounded in natural neutrals and structured blues. These colors:

- Communicate trust and stability
- Support readability
- Create a calm visual experience

Color should be used with restraint and intention.

F7F6F3

E7E2D8

C8C5BF

1F4678

6F97C8

0D1F35

6D6E71

BRUSHED
STEEL OR
ALUMINUM

FOLIAGE
GREENS

211E1E



COLOR SYSTEM

Primary colors form the foundation of the brand.

Secondary colors and accents are used sparingly to:

- Highlight key information
- Guide the viewer
- Maintain visual hierarchy

Consistency is more important than variety.

ACCENT USAGE

Accent tones, including subtle metallics and greenery, are used to enhance, not dominate, the system. Avoid using accents as full backgrounds.

They should:

- Add refinement
- Support emphasis
- Remain understated

CORE ELEMENTS

Texture & Material

Texture introduces depth and tactility to the system.

Used thoughtfully, it:

- Adds warmth
- Reinforces materiality
- Creates visual interest without distraction

Textures should always remain subtle and supportive.

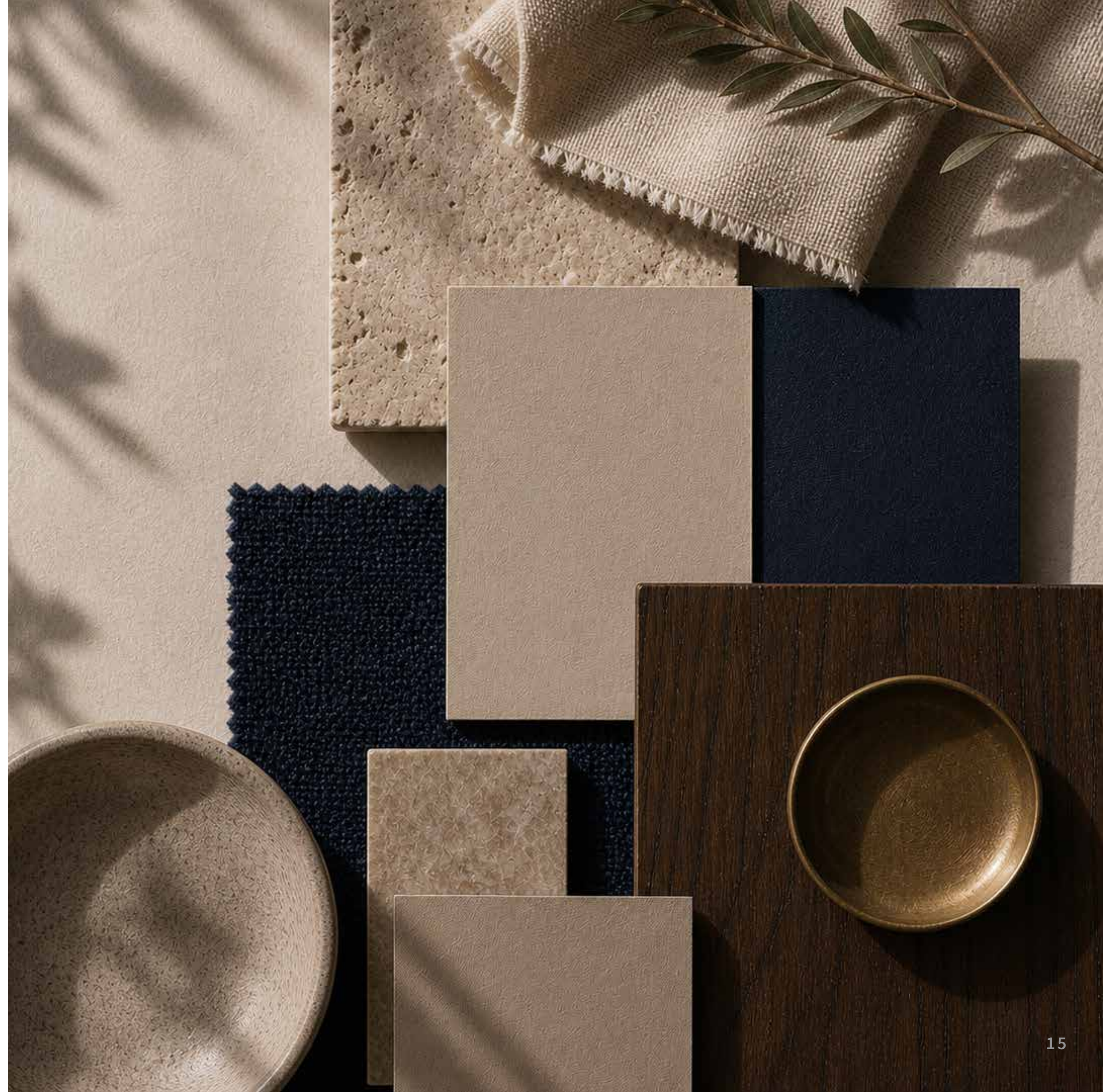
MATERIAL APPROACH

Our materials reflect the same principles as our care: thoughtful, grounded, and enduring.

Avoid:

- Overly sharp or artificial finishes
- Heavy effects or distortion

The goal is quiet sophistication, not visual noise.



CORE ELEMENTS

Layout & Structure

Layouts should feel structured, calm, and intentional.

Use:

- Clear grids
- Generous spacing
- Strong alignment

LAYERING ELEMENTS

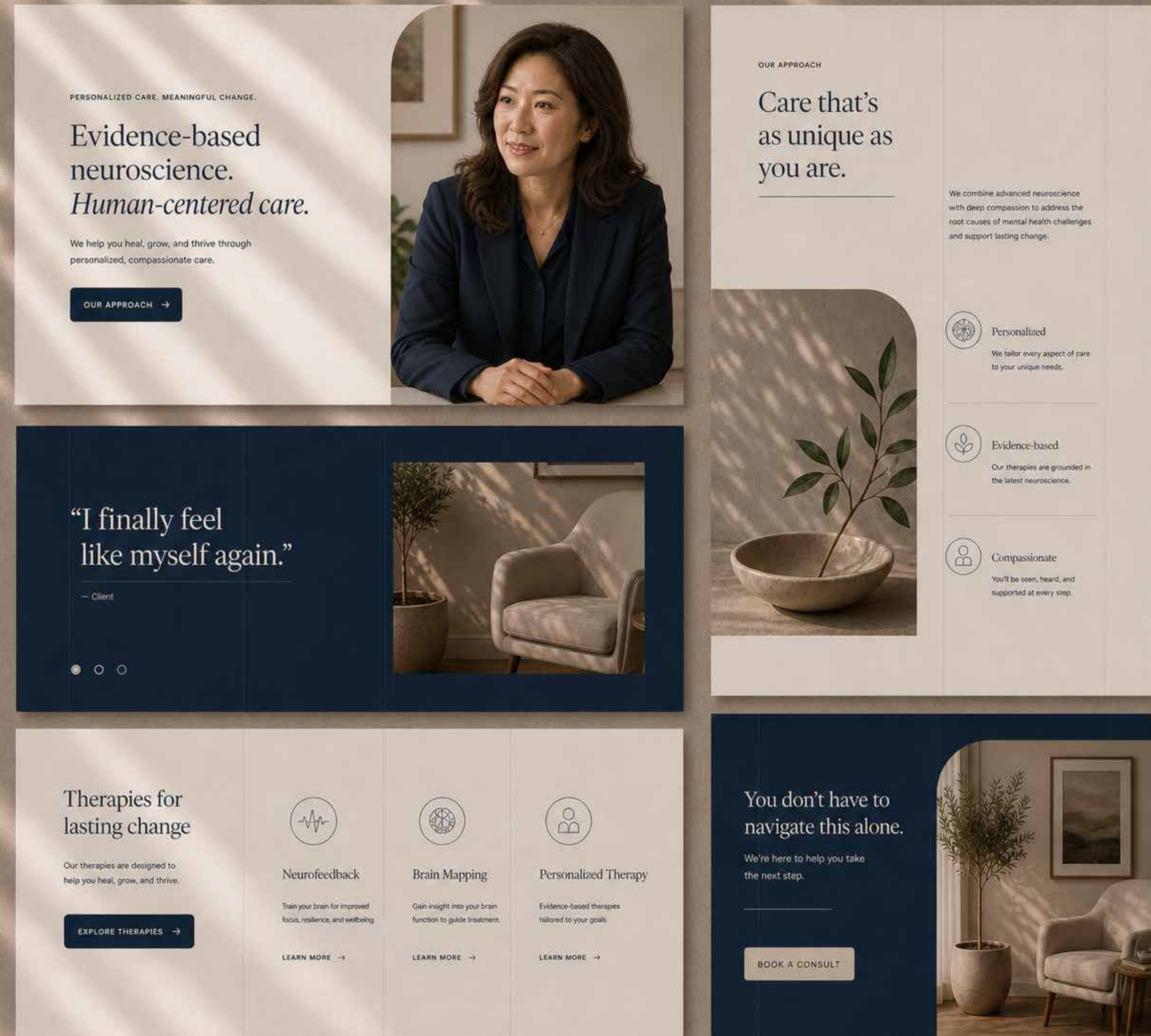
The system prioritizes clarity over density.

Layering introduces depth while maintaining simplicity.

Elements may overlap or interact, but should always maintain clarity, preserve hierarchy and feel deliberate.

FRAMING DEVICE

Subtle framing elements can be used to structure content and create focus. They should be minimal, support composition, avoid drawing attention to themselves



CORE ELEMENTS

Illustration & Graphics

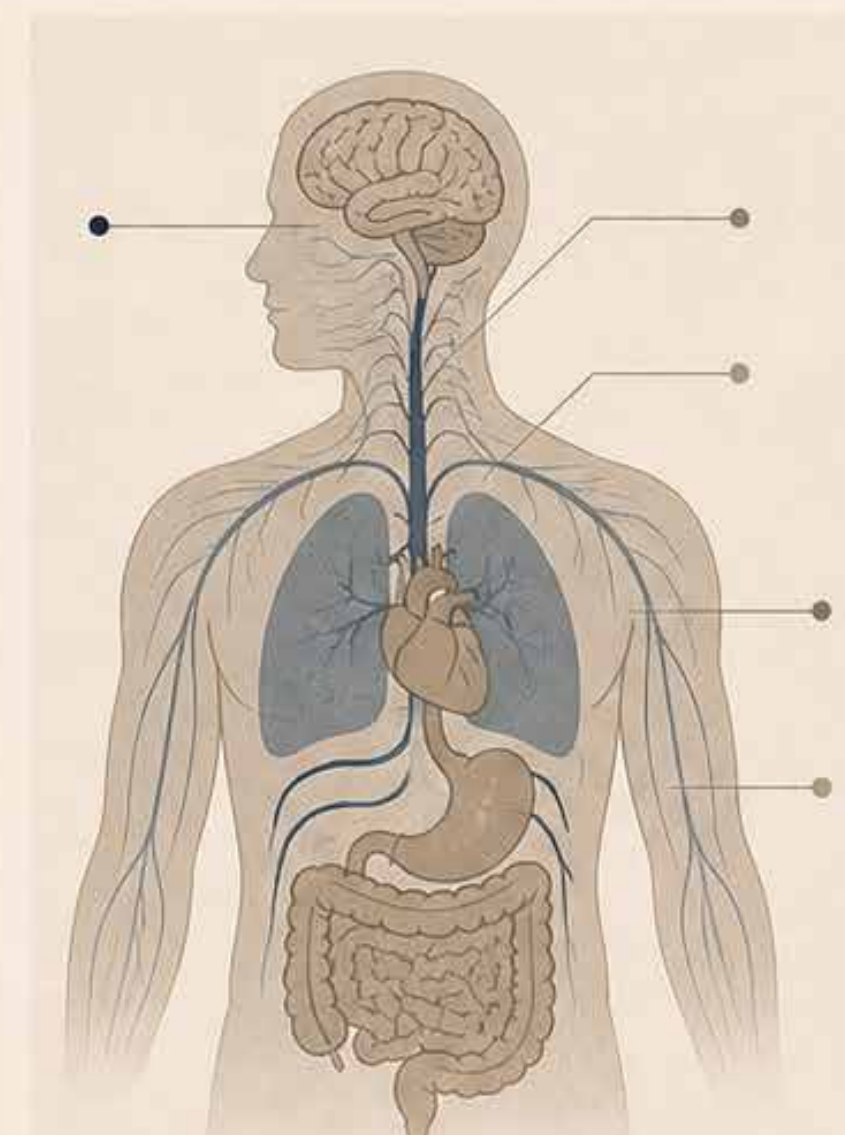
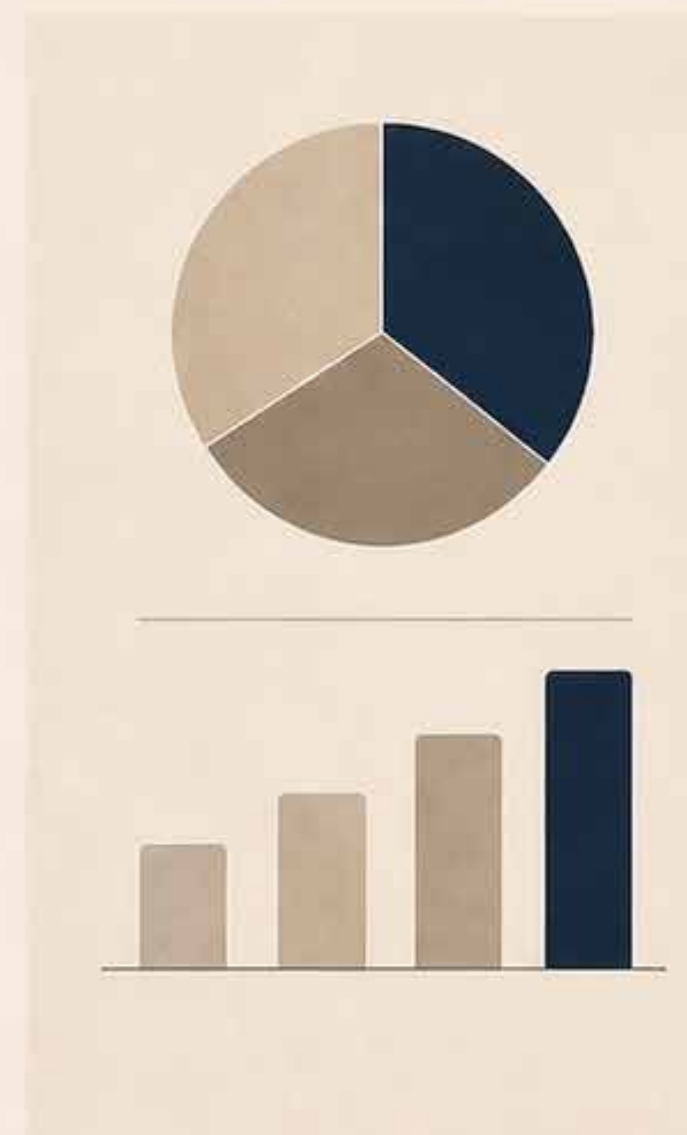
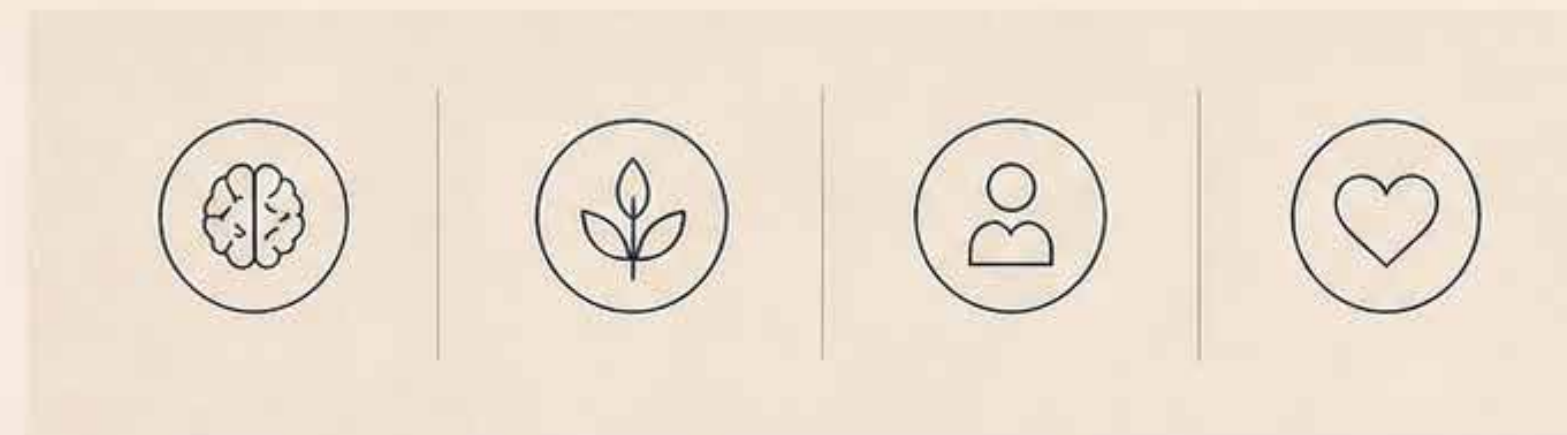
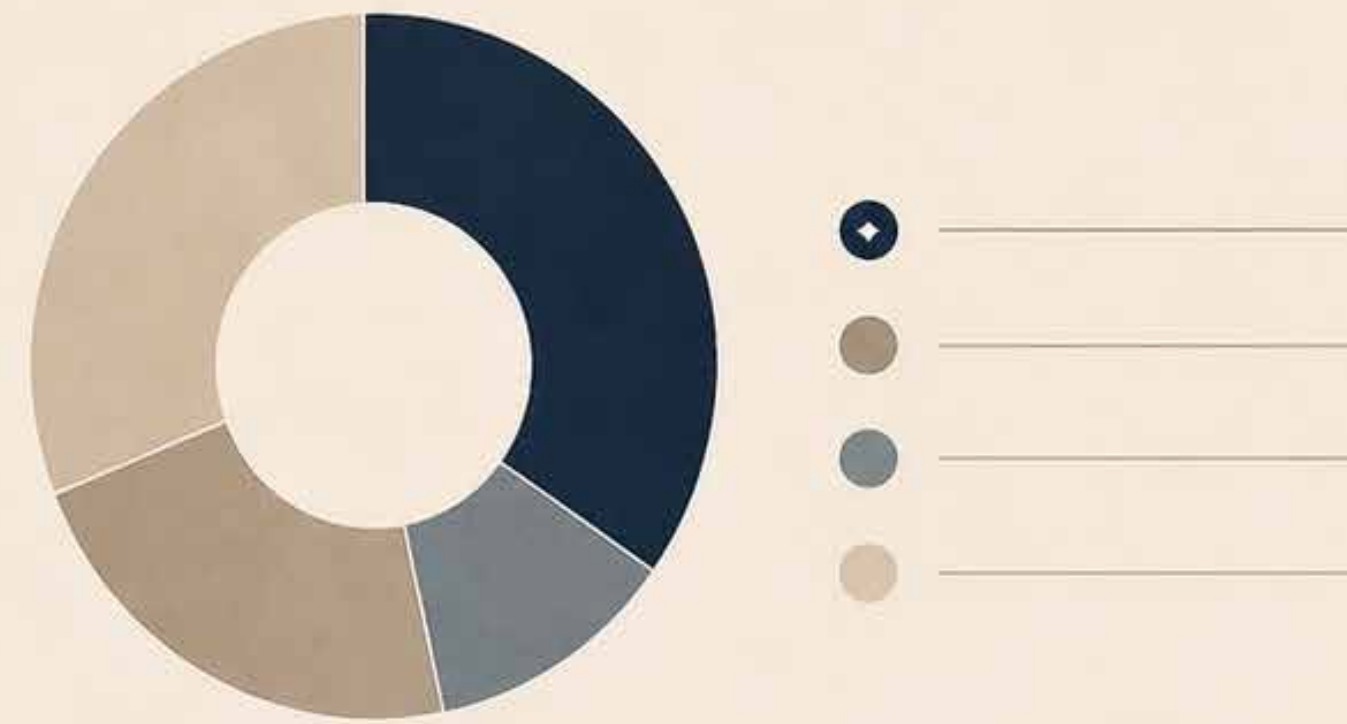
Illustration is used sparingly and only when it supports understanding.

It should:

- Feel refined and minimal
- Align with the overall tone
- Use the ATNS color palette

Avoid:

- Playfulness or exaggeration
- Heavy effects
- Visual clutter



CORE ELEMENTS

Photography

Photography communicates the human side of the system. It should feel real, grounded, and calm. The goal is trust.

APPROACH

Images should reflect real people and environments.

Focus on:

- Natural light
- Subtle emotion
- Authentic moments

Lifestyle imagery should feel relatable and grounded. The system favors authenticity and restraint.

Images should be composed to maintain clarity, focus, balance and readability.

Avoid:

- Overly staged or exaggerated scenes.
- Quick, snapshot-style images.



CORE ELEMENTS

Creative Application

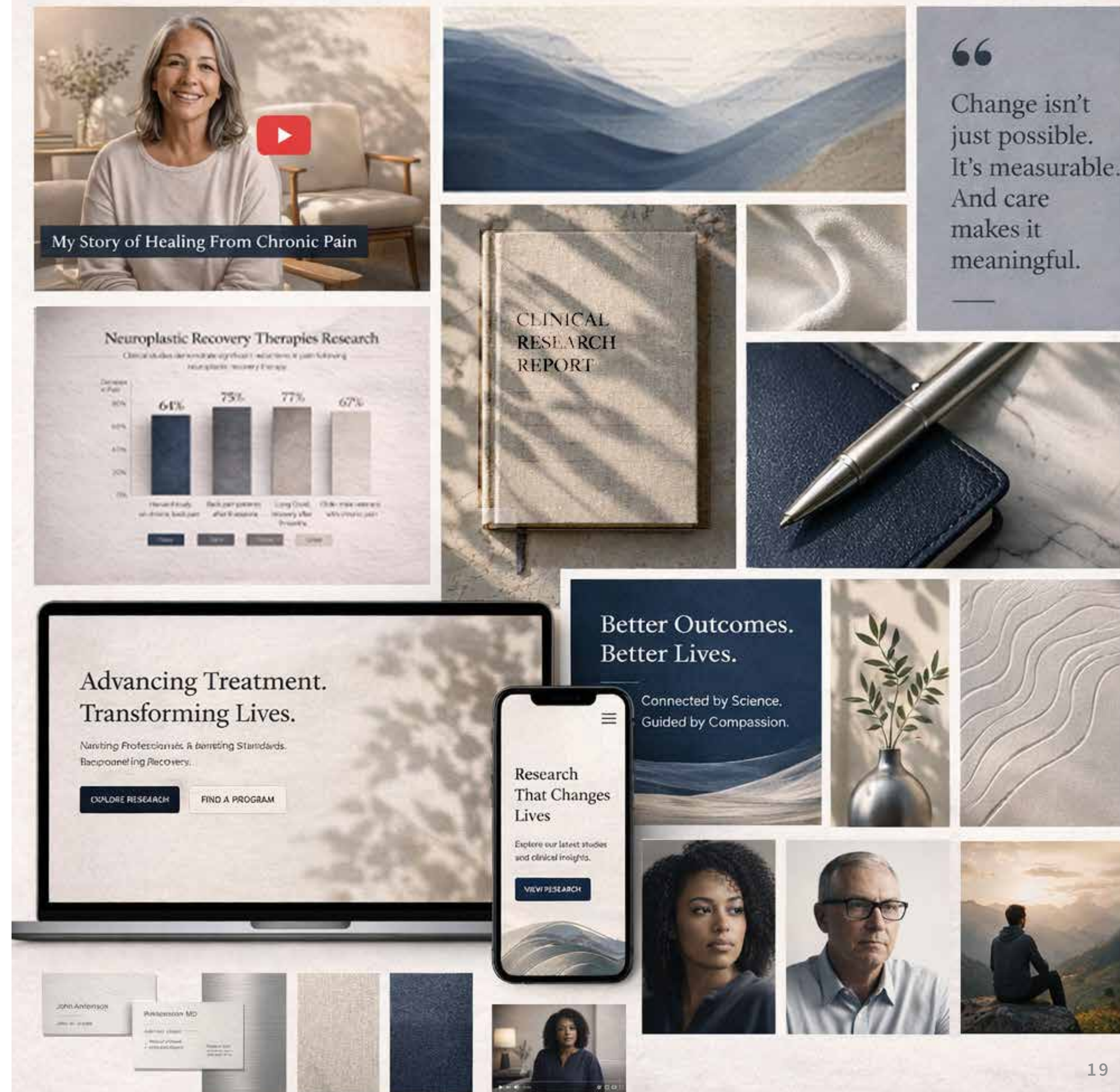
All elements should work together as a cohesive, intentional system.

EVERY EXECUTION SHOULD:

- Feel consistent across channels and formats
- Support understanding before expression
- Reinforce trust through restraint and clarity
- Prioritize content over decoration
- Maintain a sense of space, balance, and hierarchy
- Reflect both scientific credibility and human warmth

WHEN EVALUATING WORK, ASK:

- Is the message immediately clear?
- Does the design feel calm and composed, not attention-seeking?
- Are all elements necessary, or can anything be removed?
- Does this feel enduring, rather than trend-driven?





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