



META-BRAIN

MANUAL BRAN IDENTITY



META-BRAIN proposal: The pathological alterations of neurological function (e.g., stroke, trauma, neurodegeneration, epilepsy, neuropsychiatric diseases, chronic pain) are commonly associated with alterations in brain rhythms and activity patterns. There is an urgent clinical need for treatments that can precisely control and restore neural activity, taking advantage of state-of-the-art technological developments in a variety of fields including nanotechnology, nano- and microelectronics, novel materials, brain science, clinical neurology, and computational modelling. META-BRAIN (MagnetoElectric and Ultrasonic Technology for Advanced BRAIN modulation) brings together seven expert partners in these fields with the aim of achieving precise spatiotemporal control of brain activity using magnetolectric nanoarchitectures that can be polarized by non-invasive, remote magnetic fields.

This novel principle of brain activity control will minimize the amplitude of the required magnetic fields, be wireless, and have enhanced spatial resolution from single neurons to cortical areas. We will develop a model-driven fabrication of the coils and monitor the effects on brain function with arrays of graphene microtransistors that uniquely allow full-band recording, integrating all elements in a closed loop. As an alternative to remote brain stimulation we will also use novel ultrasonic technologies.

The META-BRAIN control paradigm will be systematically studied in pre-clinical systems from individual neurons to the full brain. All developments and experiments will be carried out in conjunction with theoretical models that will simulate, quantify, and predict optimal arrangements and patterns for the desired output. Translation to humans will be evaluated with our clinical partners, and a detailed dissemination and exploitation plan will be developed by two expert company partners, one of which has extensive expertise in the fabrication of brain interface devices with a worldwide distribution capability.



A 3D rendering of a neural network. The central focus is a cyan-colored neuron with a textured, bulbous cell body and several branching processes extending outwards. In the background, another neuron is visible, rendered in a vibrant purple color. The overall scene is set against a soft, blurred background of similar neural structures, creating a sense of depth and connectivity.

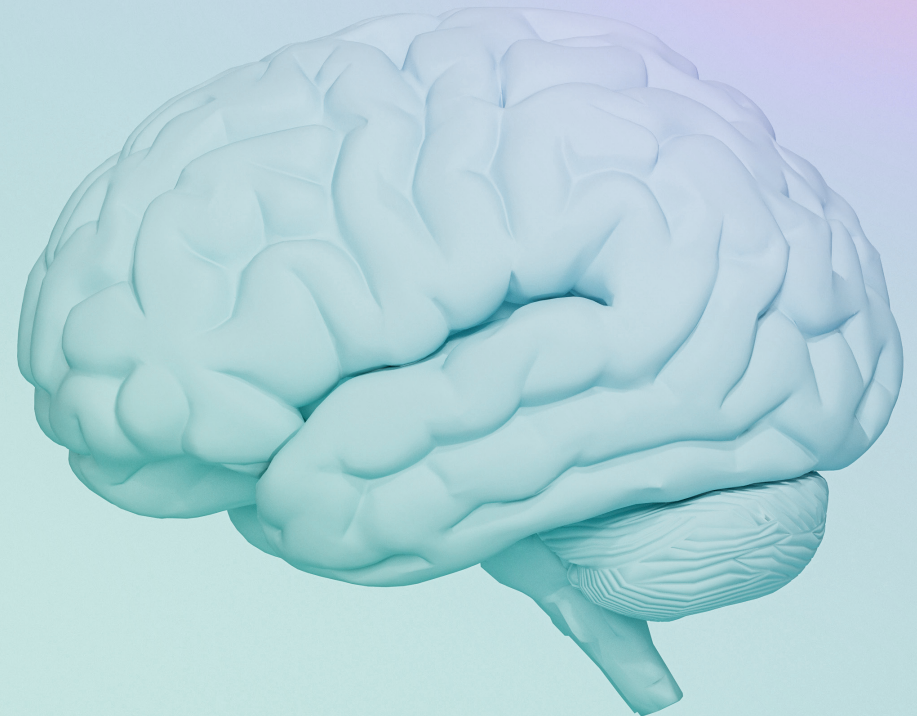
CONNECTIONS
BRAIN
ORGANIC
FUTURE

BRAND

The brand is composed of a recognisable brain shape, it is an organic rounded shape and adaptable to all sizes. This icon generates a brand close to the public, being easily recognisable.

For the logotype we have some characters with harmony on the icon generating prominence to the common image and separately, to the icon.

The technological character is represented by the colour, strong futuristic colours, mixing light and dark tones with greens and purples.



BRAND

The brand maintains a common thread, the stroke, which is rounded and organic, offering closeness and softness to the brand.

These strokes will be used as a graphic resource in the brand applications, generating a memorable and distinctive element that differentiates it from other projects.



CONSTRUCTION



LOGO & REDUCTIONS



CONSTRUCTION



LOGO & REDUCTIONS



META-BRAIN



META-BRAIN

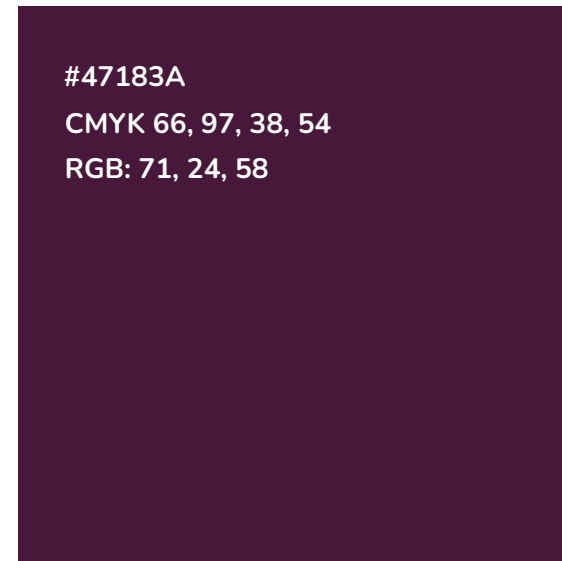


COLOURS

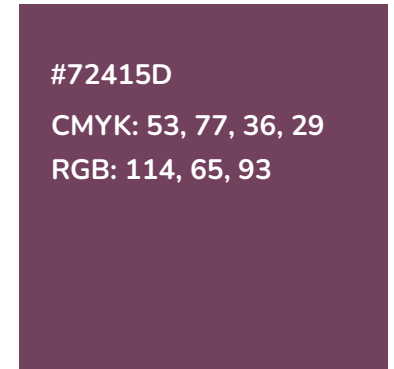


#35A298
CMYK: 74, 13, 45, 1
RGB: 53, 162, 152

#8EC4D7
CMYK: 48, 9, 14, 0
RGB: 142, 196, 215



#47183A
CMYK 66, 97, 38, 54
RGB: 71, 24, 58



#72415D
CMYK: 53, 77, 36, 29
RGB: 114, 65, 93

FONTS

m B

TYPOGRAPHY FOR HEADLINES

maven

a b c d e f g h i j k l m n
ñ o p q r s t u v w x y z

TYPOGRAPHY FOR PARAGRAPHS

nunito

a b c d e f g h i j k l m n ñ
o p q r s t u v w x y z

MB

MB + MB

CORRECT USES



META-BRAIN



META-BRAIN



META-BRAIN



META-BRAIN



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INCORRECT USES





META-BRAIN