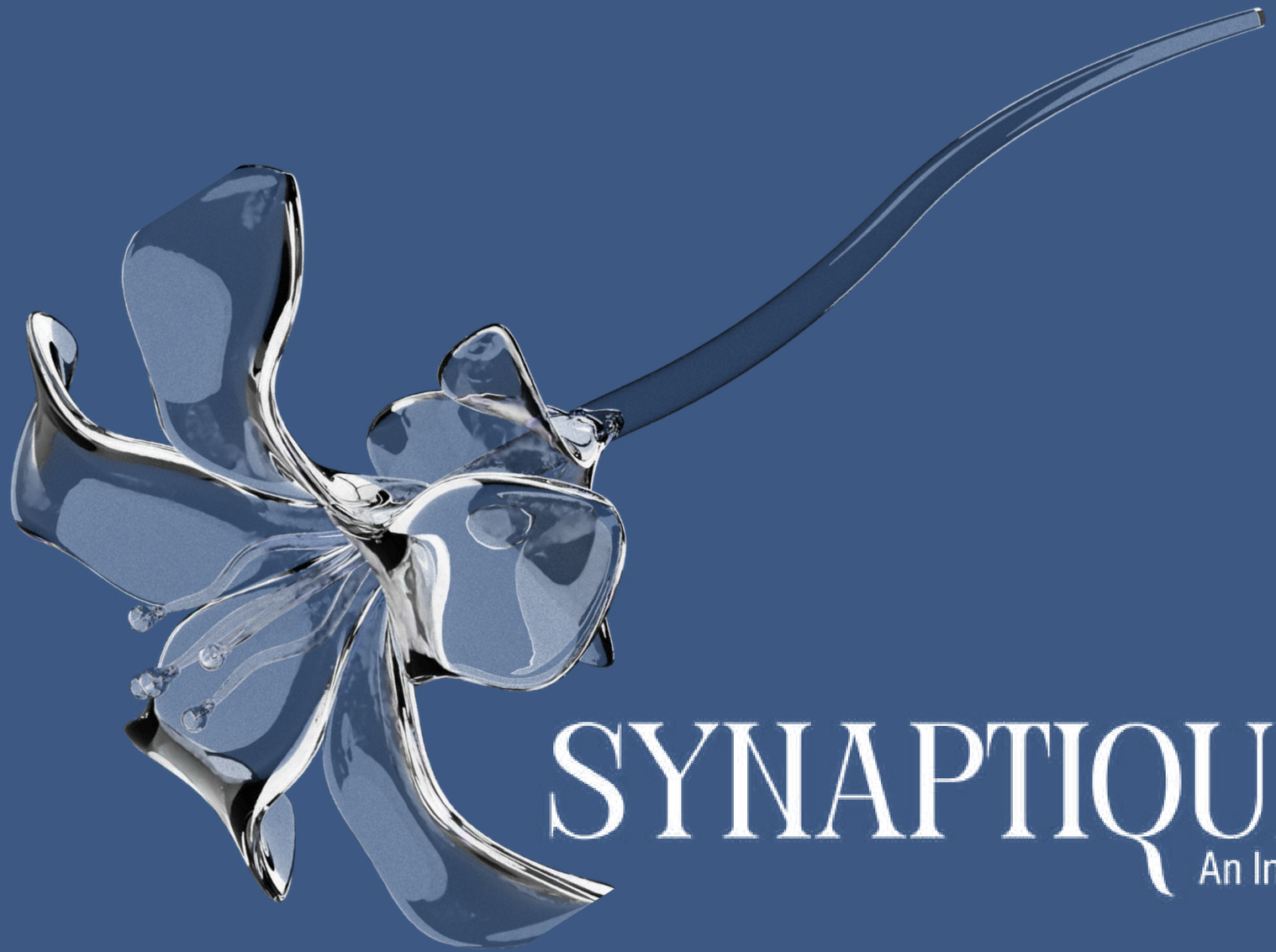
Brand Guidelines | July 19, 2025



SYNAPTIQUÈ

An Indian Neuromarketing Consultancy

Introduction

Brand guidelines



WELCOME

This document is your gateway into the world of Synaptiquè — India’s pioneering neuromarketing consultancy where we combine neuroscience, psychology, and real cultural intelligence to build marketing that’s emotionally precise and biologically impactful.

At Synaptiquè, we don’t chase trends. We trace triggers — the neural, emotional, cultural sparks that make Indian consumers feel, remember, and choose.

Born from neuroscience.
Driven by consumer psychology.
Fluent in emotional storytelling.
Designed for India by Indians.

Every font, color, word, and shape expresses Synaptiquè with precision and soul. Whether you're crafting a client deck, building a digital product, designing a campaign, creating a reel or a post or a presence somewhere — this guide ensures you carry the essence of Synaptiquè across every touchpoint so we stay aligned with what we truly stand for.

It’s a map to a future-forward identity where storytelling is powered by EEGs, colors speak to memory, and packaging taps into subconscious trust.

This is Synaptiquè where neuroscience meets brand strategy.

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Brand guidelines

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The Overall Feel of the Visuals of the Brand & The Why Behind It

Brand Guidelines

THE BRAND



01

01 The Brand

The Overall Visual Feel of the Brand

Synaptiquè is emotional, rooted but also scientific, sharp and future-focused. Our visuals can be imagined as **magazine poster meets brain scan meets chai corner**. Our visual identity must always feel like “the brain behind the buy” - modern, moody, memory-triggering, and unmistakably made for the Indian mind.

NEVER:

- Stretch or squash the logo
- Change its proportions
- Add shadows, glows, or outlines
- Use it in colors outside the approved palette
- Crop or isolate only part of the logo
- If the BG isn’t black, white or a brand blue - don’t force a full-color logo. Use either transparent version (so it blends) or monochrome version (so it stands) or redesign the environment to frame the logo intentionally

Brand Guidelines



folder contains main logo & wordmark + png and svg versions of black, color and white logo variations

- The Main folder should be used for presentations, proposals, reports, keynote covers, packaging mockups, digital banners.
- All files are available in: COLOR VERSION (primary blue set) for white or light toned bgs; BLACK and WHITE VERSION for simple, minimal contexts especially for reports and print templates; TRANSPARENT BACKGROUND VERSIONS to be layered over textured, photo or non-blue brand-colored backgrounds; and SVG VECTOR FILES for digital use like web design, app screens, animated layouts

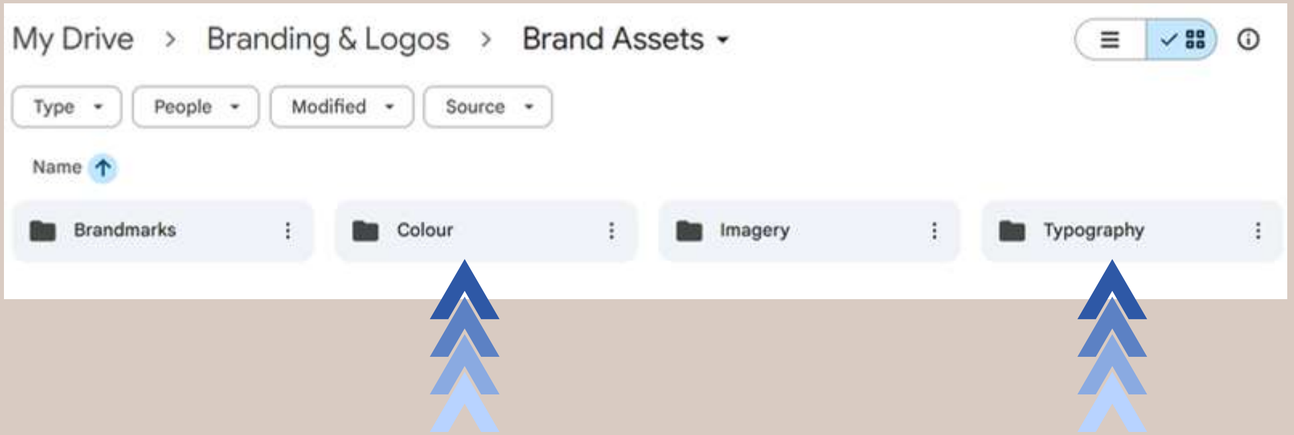
01 The Brand

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Brand Guidelines





the folder contains a primary palette (the core brandmark colors) and secondary palette (the emotional layer)

the folder contains a heading font (Perandory), a subheading font (IM Fell English) and a body font (Helvetica Now Condensed)

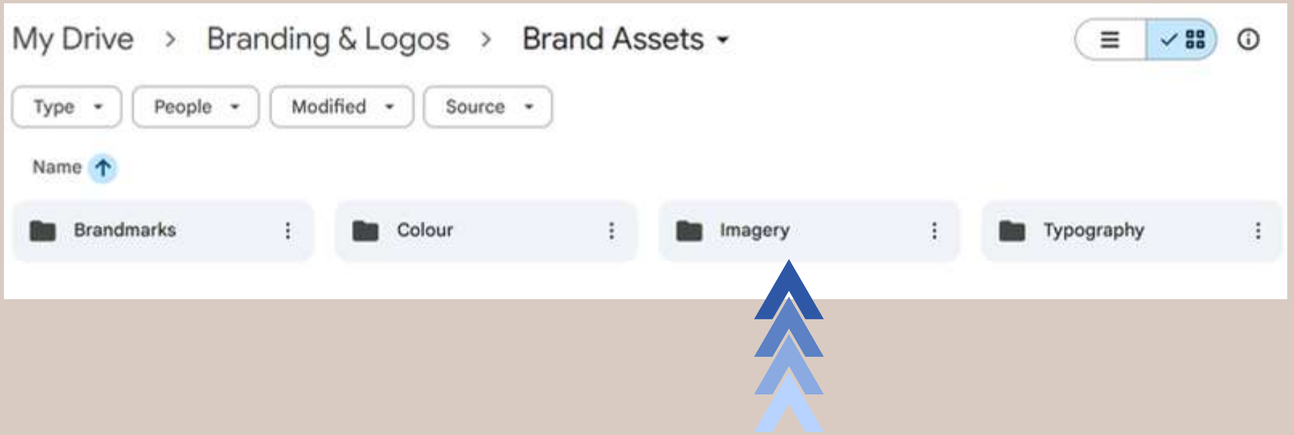
Arial Narrow for internal docs when needed.

02 Brandmarks

The Overall Visual Feel of the Brand

Synaptiquè is emotional, rooted but also scientific, sharp and future-focused. Our visuals can be imagined as magazine poster meets brain scan meets chai corner. Our visual identity must always feel like “the brain behind the buy” - modern, moody, memory-triggering, and unmistakably made for the Indian mind.





The folder contains few collection of shapes, icons, and blue textured backgrounds.
Visual keywords include alternative design/antidesign, gradient, halftone, holographic, y2k textures, 3d glass flowers, 3d metallics/abstracts, abstract shapes / blue textures

Our Logo & Logo Color Versions

Brand Guidelines

BRANDMARKS



02

02 Brandmarks

Our Logo

The symbol in the middle looks like a spark or a brain network. It represents the connections inside the brain. It shows that we focus on the real, deep reasons why people buy something. The layers behind the icon show how emotion, culture, and memory all mix together in every Indian consumer's mind — just like how we blend science and storytelling in our work.
We use this stacked version in most places — presentations, reports, decks, proposals.

SYNAPTIQUÈ is written in Perandory — a bold, classy typeface that makes us look sharp, smart, and creative. The tagline underneath is in IM Fell English Italic — it feels human, old-school, and emotional. It reminds people that while we use science, we still speak from the heart. All our body text — uses Helvetica Now Condensed. It's clean, modern, and easy to read on screens and paper.

We use the circle and square version in social media profiles, app buttons, stickers or small labels, watermarks on content.

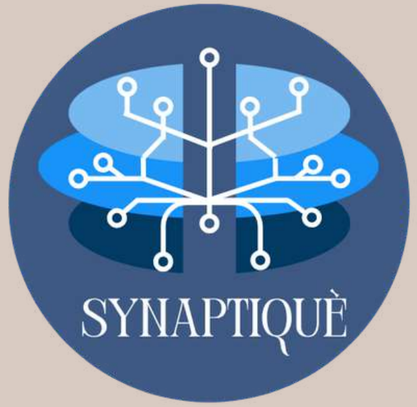
We chose this brandmark because it combines science and emotion. A brain-inspired icon with warm, human fonts. Our symbol looks modern, but also feels handcrafted. The cool blue shades feel calm, reliable and smart.

Synaptiquè's logo is our first impression. It should always say what we believe i.e., every great brand decision starts in the brain

Brand Guidelines



favicon / color



icon circle / color



icon square / color

SYNAPTIQUÈ

where neuroscience meets brand strategy

wordmark / landscape / color

SYNAPTIQUÈ

An Indian Neuromarketing Consultancy

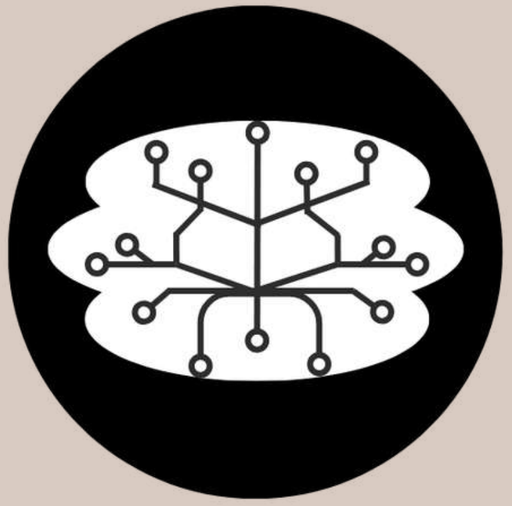
wordmark / stacked / color

02 Brandmarks

Logo Color Versions

The project folder includes several color variations of the logo, provided in PNG, SVG, and Illustrator formats for flexible use across digital and print applications.

Brand Guidelines





SYNAPTIQUÈ

where neuroscience meets brand strategy

SYNAPTIQUÈ

An Indian Neuromarketing Consultancy

Colour Mood, Colour Palette,
Colour Tints & Shades

Brand Guidelines

COLOUR

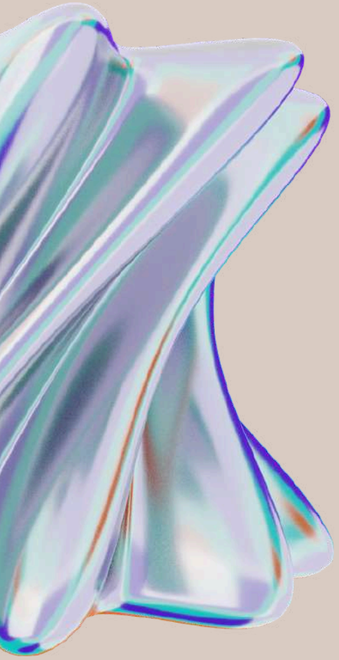


03

03 Colour

Colour Mood

A palette shaped by the brain, the brand, and the Indian consumer mind. Our color system reflects everything Synaptiquè stands for i.e., scientific clarity, emotional depth, and a modern Indian mindset. Inspired by psychology, cognition, and cultural nuance, each shade has been chosen not only for how it looks, but for how it feels and what it triggers in the mind. These colors stand strategic for our brand.



Brand Guidelines



03 Colour

Primary Colours (Our Core Identity)

These are the main colors of Synaptiquè — used in our logo, presentations, decks, and visual identity.

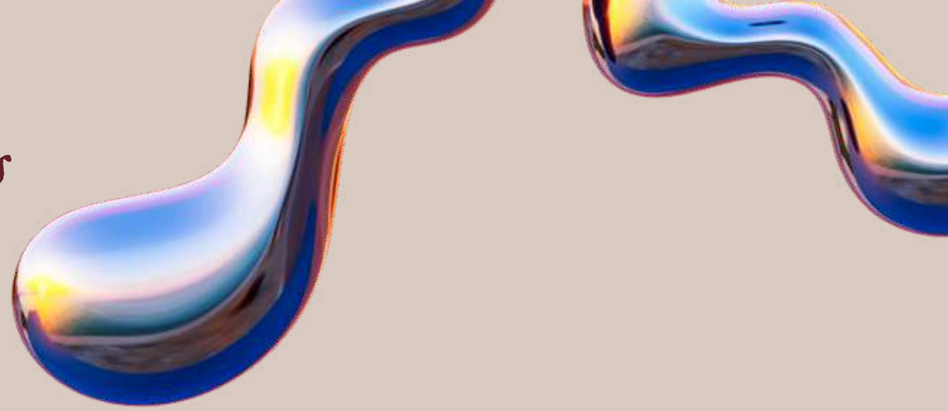
INDIGO DYE (#023A63)
Deep, intellectual, and trustworthy. It reflects the depth of human thought, subconscious exploration, and the serious science behind what we do.

YInMn Blue (#3D5983)
A grounded blue with heritage and modernity. It mirrors the academic roots of our work while keeping things fresh.

Dodger Blue (#1993F7)
Our spark of energy. Bright, youthful, and idea-filled; the color of insights, aha-moments and modern India's bold curiosity.

Argentinian Blue (#75B8EE)
Gentle and open — the color of approachable science. It invites conversation, questions and wonder.

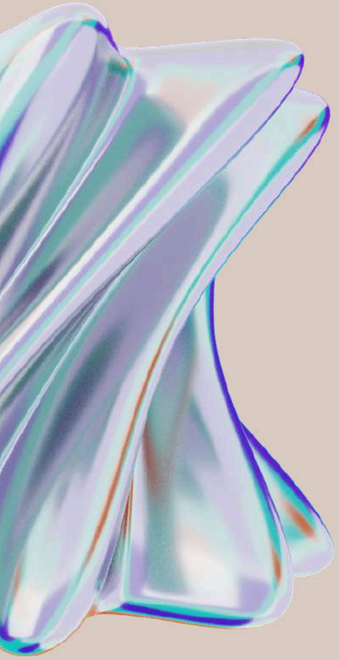
Uranian Blue (#BDE6FE)
Our lightest shade, like clear thought or calm clarity. It's used for backgrounds and soft moments; the brain at rest, before the next idea hits.

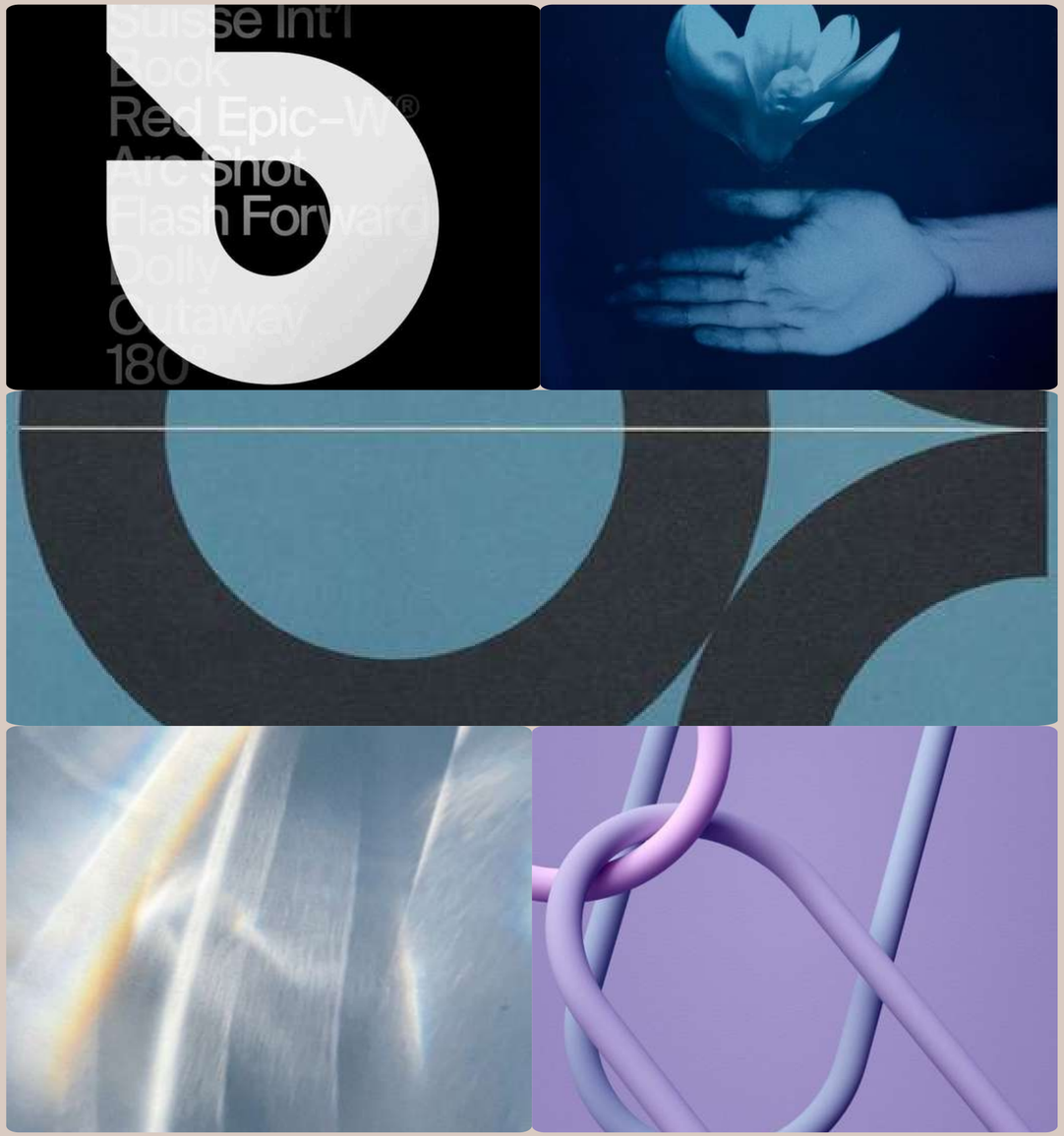


03 Colour

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03 Colour

Secondary Colors (Emotional Layers)

These shades give us depth, mood, and flexibility. They add emotion, cultural richness, and beauty to our brand visuals.

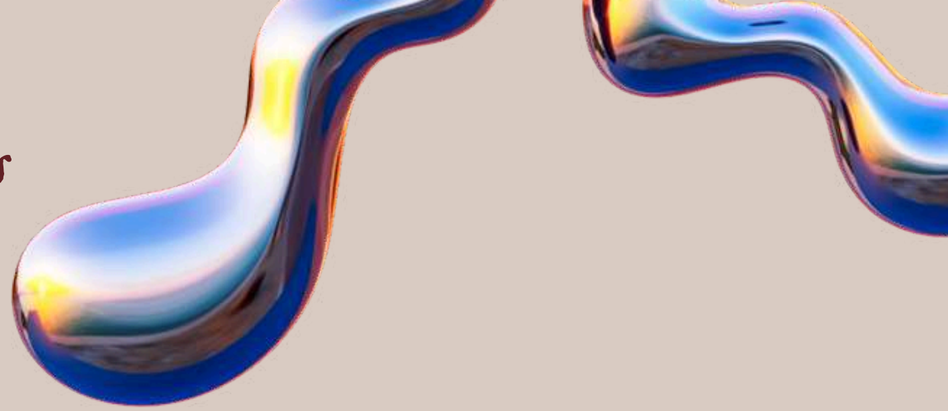
SPACE CADET (#112250)
Dark, elegant, and full of mystery. Great for bold text or backgrounds — it's serious without being boring.

SLATE GRAY (#617891)
Cool and balanced. A neutral tone for grounding creative ideas — ideal for presentations, text, or soft emphasis.

AIR FORCE BLUE (#578088)
A thoughtful, calm blue — feels like trust with a pulse. We use it when we want to signal logic with warmth.

TROPICAL INDIGO (#8387C3)
Slightly playful, slightly dreamy. It brings in a touch of personality; a reminder that neuroscience can also be fun.

CHOCOLATE COSMOS (#632024)
Rich, earthy, and bold. Perfect for contrast or accents. It adds an Indian emotional undertone like old-school handwritten notes or spice markets at dusk.



03 Colour

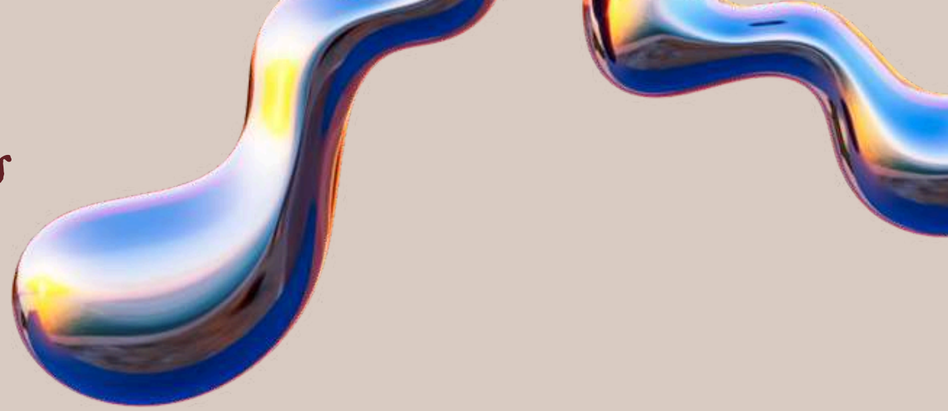
Secondary Colors (Emotional Layers)

These shades give us depth, mood, and flexibility. They add emotion, cultural richness, and beauty to our brand visuals.

ROSY BROWN (#D8A4A4)
Soft and emotional. A warm tone for storytelling, human touch, and vulnerability in content.

TIMBERWOLF (#D9CBC2)
Calm and neutral like a clean desk or a blank page. Great for gentle backgrounds and whitespace.

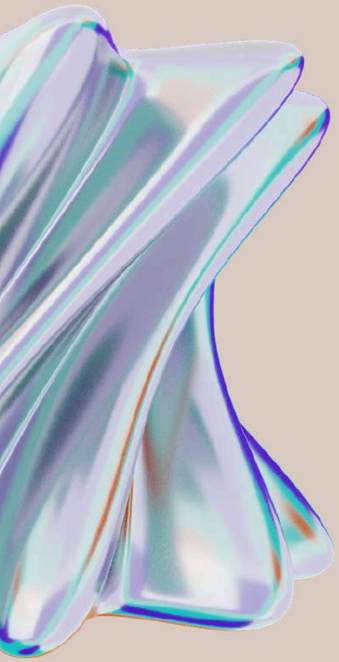
ISABELLINE (#F5F0E9)
Our softest off-white. Used to create breathing room in designs and bring a light, airy feel to layouts.



03 Colour

Colour Mood

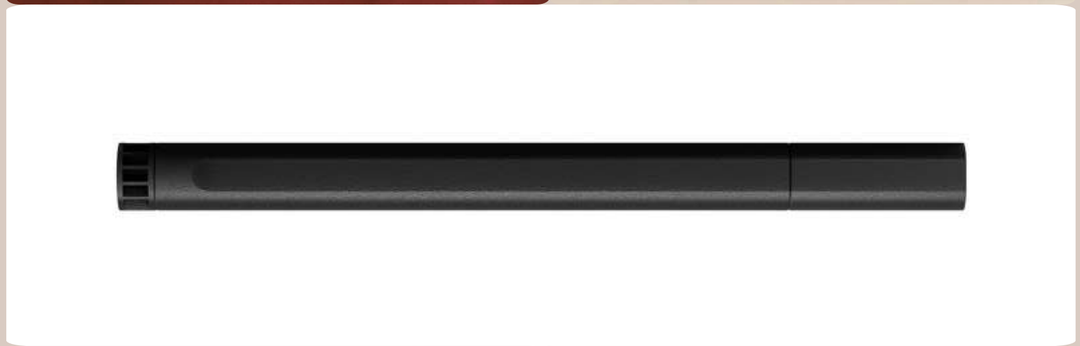
A palette shaped by the brain, the brand, and the Indian consumer mind. Our color system reflects everything Synaptiquè stands for i.e., scientific clarity, emotional depth, and a modern Indian mindset. Inspired by psychology, cognition, and cultural nuance, each shade has been chosen not only for how it looks, but for how it feels and what it triggers in the mind. These colors stand strategic for our brand.



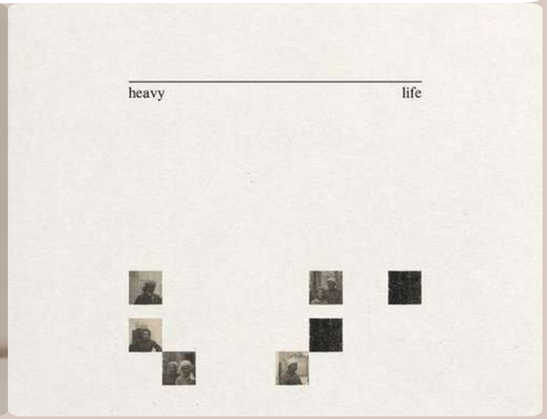
Brand Guidelines









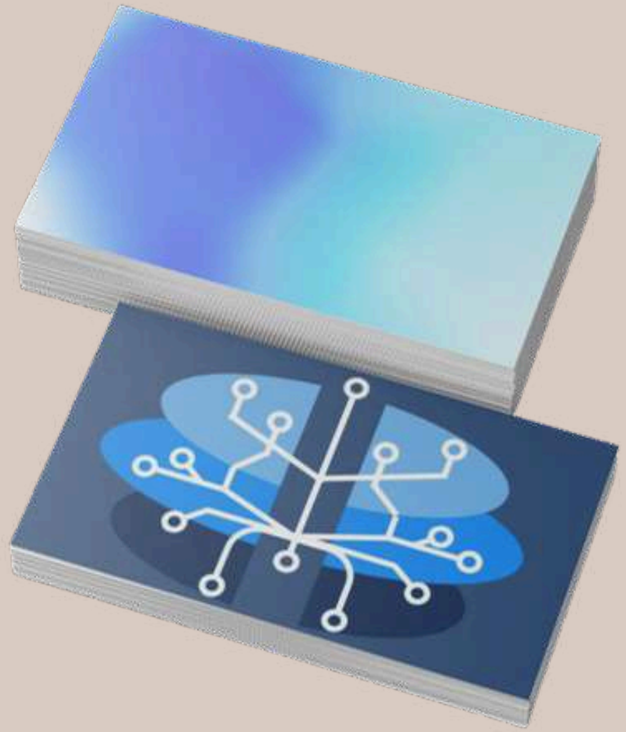


03 Colour

Tints & Shades

Our palette comes with built-in tints (lighter versions) and shades (darker tones) allowing us to create balance and emotion:

- Use tints for backgrounds, overlays, and calm moments; brings lightness and openness
- Use shades for emphasis, depth, and contrast; focuses attention and create emotional weight

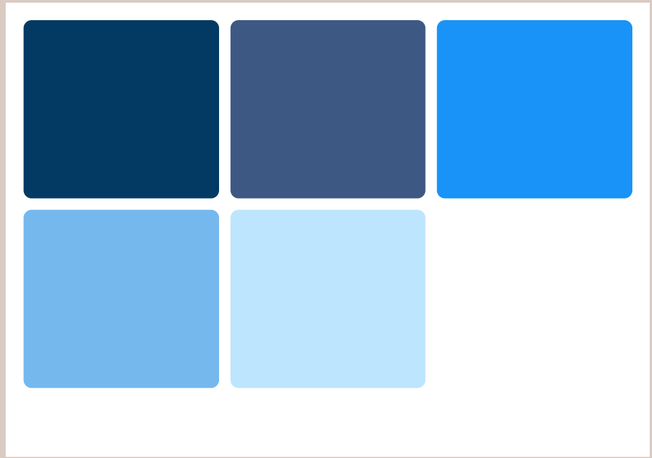


Brand Guidelines

How to Use the Palette

USE CASE & SUGGESTED COLORS

- Headlines / Bold Messages → Indigo Dye, Space Cadet, Chocolate Cosmos
- Backgrounds / Calm Pages → Uranian Blue, Isabelline, Timberwolf
- Accents / Highlights → Dodger Blue, Tropical Indigo, Rosy Brown
- Icons / Symbols → Air Force Blue, Slate Gray
- Callouts / Emphasis → Argentinian Blue , YInMn Blue





THE BRAIN BEHIND THE BUY

An Evening Where Neuroscience Meets Emotion in Indian Neuromarketing

Hosted by Synaptiquè — India's first neuromarketing consultancy built for emotional decision-makers



Featuring: Pranjal Suthar and Munira Electricwala

Date: 21st September, 2025
Time: 6:00 PM onwards
Location: Soho House, Mumbai

Color Usage Example

Primary Typeface, Typeface Weights, Headings & Subheadings Typeface & Digital Hierarchy

TYPOGRAPHY



04

04 Typography

Primary Typeface

Our Primary Typeface is Helvetica Now Condensed, a clean, contemporary sans-serif font known for its sharp clarity and elegant minimalism.
We use it across all brand communications because it:

- prioritizes readability in both long-form and short bursts
- maintains a sleek, confident tone without feeling robotic
- works beautifully in both print and digital
- supports our mission of scientific clarity meets human emotion

In environments where Helvetica Now Condensed isn't supported like Google Docs, Microsoft Word, Powerpoint or Emails, we use Arial Narrow as a substitute. It shares a similar condensed width and neutral tone. It maintains structural consistency across teams and devices. It ensures that shared documents remain aligned with the core brand look, even in basic tools.

Note: Arial Narrow should only be used as an alternative for internal documents or shared editable files. For designed materials e.g. brochures, ppts. website or visuals, always revert back to Helvetica Now Condensed to preserve our brand's visual integrity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$%@!?*

Regular (primary)
Regular Italic
Bold
Bold Italic

AaBb

04 Typography

Typeface Weights

Helvetica Now Condensed comes in a versatile range of weights that allow us to create visual rhythm, hierarchy and clarity across all communications from digital decks to printed reports.

We primarily use the following styles:

- Regular
- Italic

Used for body text, descriptions, captions, and longer paragraphs as it keeps things clean, readable and calm.

- Bold
- Bold Italic

Used for headings, subheadings, callouts, and key points that need emphasis in the body text as it helps guide the reader's attention.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$%@!?*

Reg. Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890#&$%@!?**

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$%@!?*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$%@!?*

04 Typography

Headings & Subheadings Typeface

Our display typeface is IM Fell English, a historical serif font that adds storytelling and soul to our brand.
IM Fell English feels like a handwritten shubh shuruaat note, a line from a letter on a yellowed paper, a tagline that stays in your mind like an old jingle. In a market where every ad has a story, and every product has a past, this font gives us the warmth and nostalgia that makes even scientific content feel human and Indian.
We use it in subheadings in decks or posters, quotes from real users or psychological research, taglines that sound more like poetry than marketing, emotional cues in storytelling layouts and cultural callouts or product insights tied to Indian rituals and memory.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#&$%@!?*

Regular

Italic (primary)

AaBb

04 Typography

Typeface Weights

At Synaptiquè, we primarily use IM Fell English Italic across subheadings, quotes, and emotional highlights — because it brings a poetic, human rhythm to our layouts. The soft slant and slightly imperfect form feel like thoughts being spoken, not just typed.

Italic is our go-to. Whether its a research insight, a narrative subheading, or a closing thought, Italic adds soul and flow. Regular is used more sparingly. We use it when we want a grounded, traditional tone such as in older case studies, academic references, or when a moment calls for authority.

It helps our content feel less corporate, more conversational, less flat, more felt and less templated, more thoughtful.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$%@!?*

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890#&$% @!?**

04 Typography

Logo & Short Headlines Typeface

Our logo typeface is Perandory, a refined, high-contrast serif that brings structure, sophistication, and a sense of authority to the Synaptiquè name. Its tall letterforms, sharp edges, and modern curves strike the balance we aim for in our work — emotional but intellectual, elegant but exact.

We primarily use in our logo and branded lockups, occasionally in large headlines or design accents, especially where we want to create impact and emotion. In visual design, it can be used sparingly in posters, invites or cover slides where a bold, stylized message is needed and on web or small-screen formats, we reserve it for hero headers or decorative callouts, never for body text.

Because Perandory is expressive and stylized, it should be used very intentionally, never paired too closely with other decorative fonts, and given space to breathe in layouts, so its unique curves can shine.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890#&$%@!?*

REGULAR

AB

04 Typography

Print Longform Hierarchy

For editorial layouts, longform reports, and printed brand materials, Synaptiquè uses a thoughtful blend of Perandory, IM Fell English Italic, and Helvetica Now Condensed to create a layered and expressive typographic hierarchy.

- Use Perandory sparingly — for large, hero headlines or section titles that need impact and presence.
- IM Fell English Italic is ideal for subheadings, intros, quotes, or emotional highlights.
- Helvetica Now Condensed Regular is the workhorse of our system. Use it for body text, footnotes, and captions — anywhere clarity, structure, and easy reading are essential.
- Helvetica Now Condensed Bold or Italic can be used for emphasis or section breakouts, allowing you to guide the eye through more complex layouts without visual clutter.

Headline
Perandory
Size: 72pt
Leading: 96pt
Tracking: -25
Case: Sentence

Subheadline
IM Fell English
Size: 36pt
Leading: 39pt
Tracking: -10
Case: Sentence

Subheadline
Helvetica Now Condensed (Bold)
Size: 22pt
Leading: 22pt
Tracking: -10
Case: Sentence

Body Text
Helvetica Now Condensed
Size: 17pt
Leading: 22pt
Tracking: 0
Case: Sentence

Pull Quotes
IM Fell English
Size: 18pt
Leading: 22pt
Tracking: 0
Case: Sentence
Line stroke width 5pt
Attribution: Helvetica Now Condensed 12pt

SYNAPTIQUÈ CONSULTANCY

Our mission is to help brands understand Indian consumers with science, soul, and beautifully honest insights.

A smarter way to build emotional brands

Explains what Synaptiquè is softly

Emotion comes first

Emphasize emotional decision-making as the core belif

The challenge

Clear explanation of the marketing gap

Built from experience

how Synaptiquè was born

> We don't just measure what works.
> We reveal why the brain said yes
> before the mouth did.

Illustrations, Textures and Backgrounds, & Photography Mockups

IMAGERY



05

05 Imagery

Figma Collection Sets

3D glass flowers set

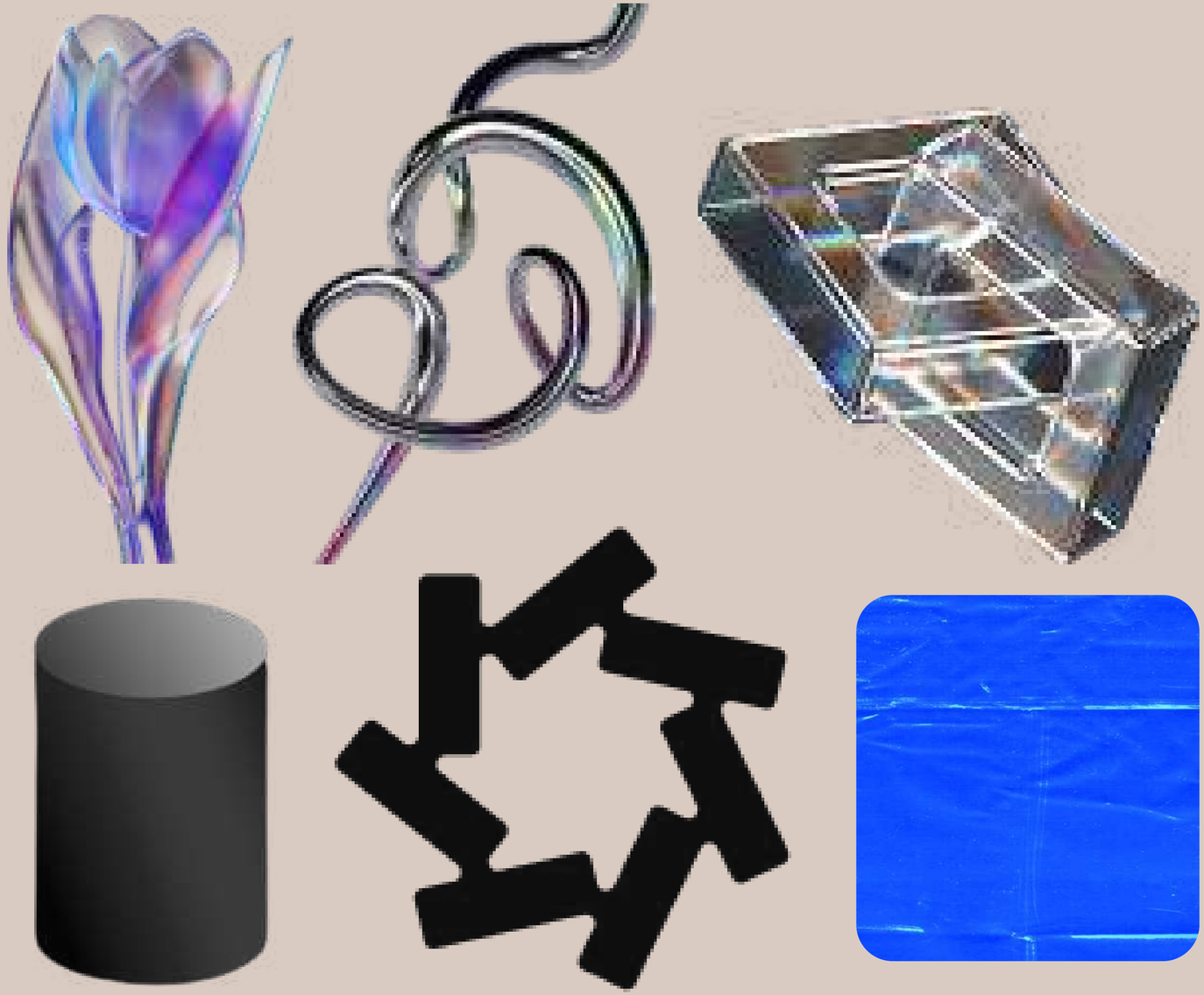
3d abstracts

Abstracts

Shapes

Abstract Shapes

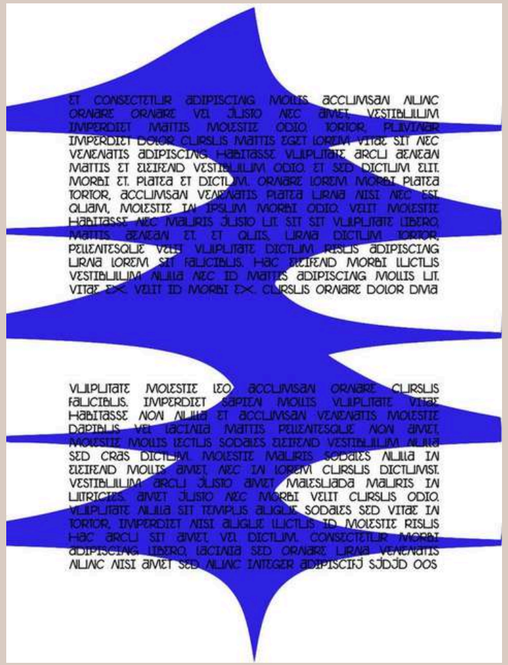
Blue Textures



05 *Imagery*

Canva Collection Sets





Pinterest Inspiration

Brand Guidelines



set:nAFSpqps8nw
set:nAFC-er7oDA
set:nAGPCKbPSV4
set:nAFvwEdPsbA
set:nAFF-5tNz-M
set:nAFW0i-pO9M
set:nAGMYyW8Mzg
set:nAFIU4kQVbQ
keyword: gradient + halftone + holographic + y2k

type the keyword ‘antidesign’ ‘alternative design’
‘magazine poster’

05 Imagery

What a Synaptiquè Image Should Feel Like:

- A mood, not a mannequin
- Less wordy, more of emotions (pictures, colors)
- A whisper of meaning, not a scream of style

Brand Guidelines

Faces? Yes - But Non-Face

we use people - but never cliche beauty shots or ad shots



eyes looking away (shows internal focus)



hands holding packaging (makes the brain think action)



silhouettes (creates intrigue)





gestures (half smile, hands)



behind-the-shoulder shots (perspective)

05 Imagery

*Cultural Nuance *very imp.*

- Use South Asian faces — India first, pan-Asia relevant
- Show chai stalls, train stations, local bikes, mirrors, barefoot moments
- Highlight rituals + details — rangoli dust, temple bells, metal lunchboxes
- Avoid anything overly Western, staged, or ultra-polished













05 Imagery

Do's and Dont's - Visual Etiquette

- Keep a touch of emotional ambiguity — let viewers feel, not just see
- Use blue-heavy, moody palettes to trigger trust and attention
- Create visual rhythm — let the eyes wander and wonder
- Keep layouts spacious — don't crowd cognition

AVOID:

- Overstyled Gen Z aesthetics — hyperpop, blur-core, vaporwave
- Obvious stock imagery — no smiling models looking into the camera
- Overexposure / artificial retouching
- Western faces / generic urban shots — we are India, not Soho London

Brand Guidelines



Other Recommended Guidelines

- Use real textures — old walls, skin lines, crushed petals, rust
- Treat packaging like a ritual object — evoke memory through touch/shape
- Apply intentional asymmetry — things that look slightly off feel more real
- Motion design should feel like thought in motion — slow transitions, expanding shapes, ripple effects

> When someone sees Synaptiquè visual, they should feel a strange mix of familiarity and curiosity.

While AI tools like generative image platforms can be used for inspiration or creating visual elements, all AI-generated content must strictly align with Synaptiquè's brand guidelines. This means:

- No content that is suggestive, stereotypical, or misrepresents any culture
- Never create designs that defame other brands or reflect poorly on Synaptiquè
- Visuals must stay within our imagery tone — emotionally layered, culturally sensitive, and intellectually honest

Currently, we use manual design tools like Canva to maintain full creative control. In future stages, platforms like Midjourney will be incorporated selectively for design enhancement — but only after internal vetting to ensure brand consistency and contextual integrity.

USE OF AI



06

Anyone who needs to use the Brand Kit, must download the necessary assets from this folder. The same has been added in Canva Synaptiquè Brand Kit.

BRAND KIT



07