

SBMT Brand Book

Society for Brain Mapping & Therapeutics—Global Neurotechnology
Authority

Official Brand Guidelines



About SBMT

The Society for Brain Mapping & Therapeutics (SBMT) is a global organization dedicated to accelerating the integration of advanced neurotechnology into clinical practice.

SBMT connects:

Neuroscientists

Neurosurgeons

Engineers

AI Experts

Industry Leaders

Policymakers

SBMT is not just a conference organizer. It is a **global neurotechnology platform.**



Our Strategic Axis

Neurotechnology.

Everything SBMT communicates must reinforce this axis.

Not general neurology.

**Not "Promotions"
campaigns.**

Top medical expos.

Neurotechnology as clinical transformation.



Brand Core

Purpose

To accelerate the translation of neurotechnology into real-world clinical impact.

Mission

To unite science, technology, medicine, and policy to advance brain health worldwide.

Vision

To be the world's leading authority in translational neurotechnology.



Why We Exist

We believe the brain is the most complex frontier in medicine.

More than three billion people live with neurological conditions worldwide. The distance between discovery and patient care remains too wide.

We exist to close that distance.

SBMT is where:

Neurotechnology meets clinical practice

Artificial intelligence meets brain imaging

Surgeons collaborate with engineers

Policymakers engage with scientists



Ultra-Clear Positioning

SBMT is the global platform where neurotechnology becomes clinical reality.

Alternative Expressions

1

The Global Convergence
of Neurotechnology
Leadership

2

Where Brain Innovation
Meets Clinical Impact

3

The Global Authority in
Translational
Neurotechnology



Who We Are

SBMT is:

- Intellectual
- Institutional
- Visionary
- Global
- Structured
- Evidence-driven

SBMT is not:

- Promotional
- Hype-driven
- Startup-casual
- Commercial-expo styled



How We Speak

The tone must be:

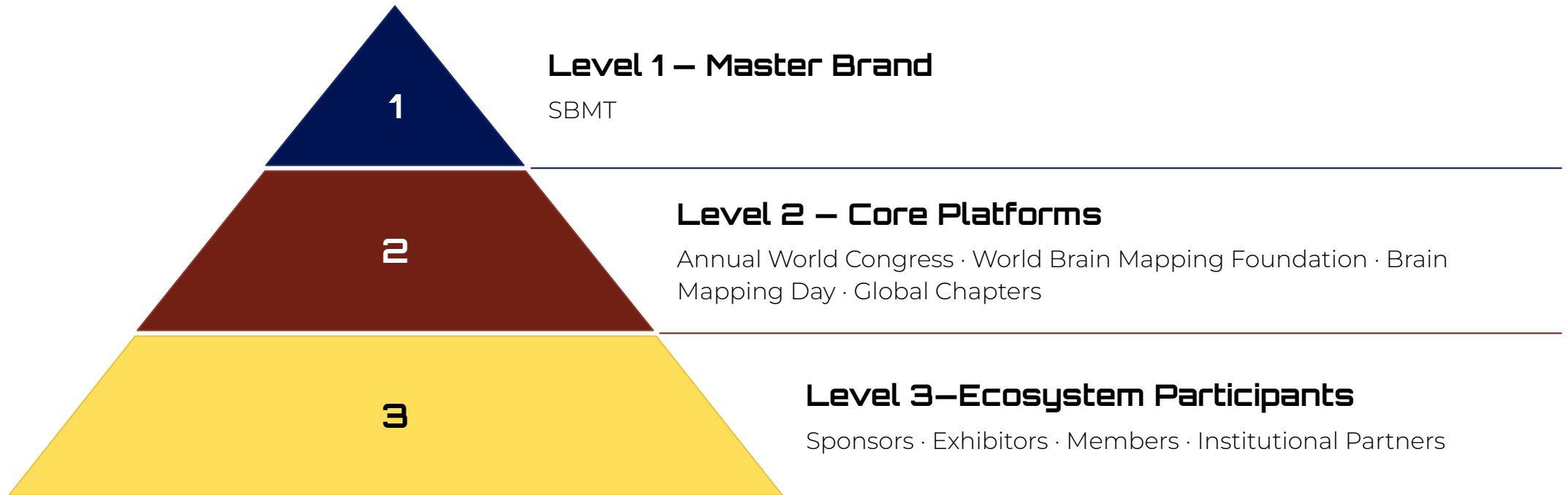
- Clear
- Precise
- Confident
- Elevated but accessible
- Evidence-based

The tone must never be

- Dramatic
- Salesy
- Discount-oriented
- Casual or slang-heavy



The SBMT Ecosystem



THE LOGO

The SBMT logo represents institutional authority, scientific rigor, and global neurotechnology leadership.

Its circular structure symbolizes convergence—the integration of science, technology, medicine, and policy into one unified platform. The neural pattern at the center reflects brain mapping, connectivity, and translational innovation.



THE LOGO

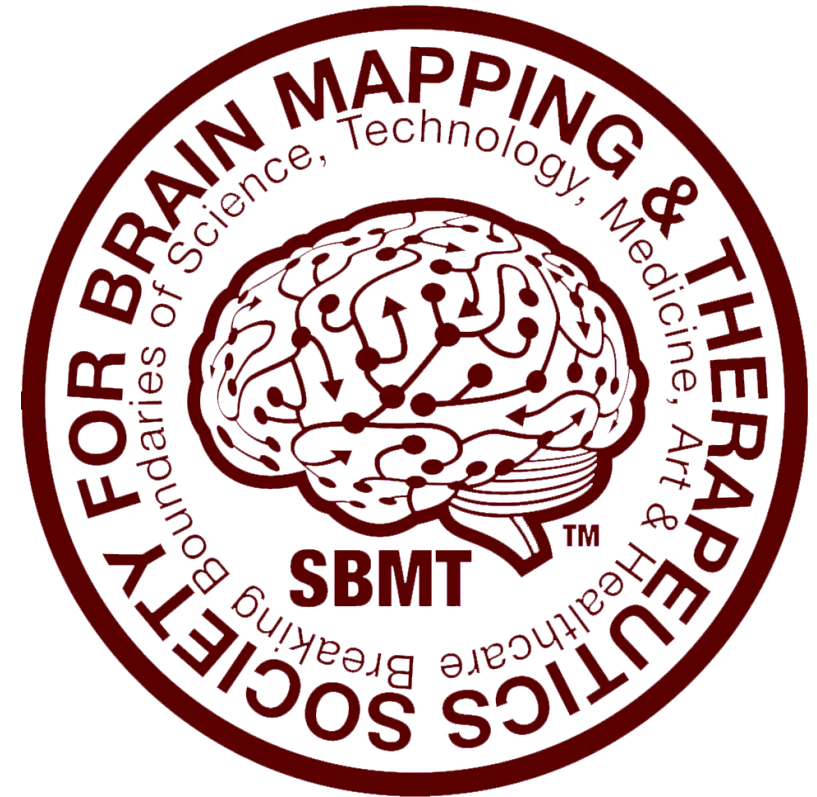
Always maintain clear space around the logo.

Do not distort, stretch, or alter proportions.

Do not modify colors outside the approved palette.

Do not add shadows, gradients, or effects not defined in the brand system.

The logo must always feel authoritative and institutional.



Typography System

Primary Typeface

Montserrat

Body text, majority usage

Advertising & Campaign Headlines

Neo Tech

Hero titles only

❏ **Never** use Neo Tech for long-form text.



Brand Colors

Deep Navy

#001453

Authority

Burgundy

#721f14

Institutional strength

White/Black

Supporting neutrals

Accent Gold

#ffde59

Prestige & emphasis

Use solid, confident color blocks.



Visual Expression

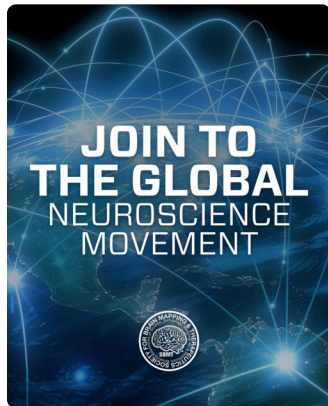
Permitted:

- Subtle neural connectivity backgrounds
- Brain mapping patterns
- Laboratory environments
- Advanced medical technology
- High-quality AI generations.

Neural connection backgrounds are allowed—but must remain **refined and subtle**.

Avoid:

- Sci-fi holograms
- Cartoon neurons
- Generic tech stock imagery



Communication Anchors

Every creative asset should reinforce at least one:

01

Neurotechnology Innovation

02

Translational Impact

03

Interdisciplinary Convergence

04

Global Authority

05

Policy Leadership

☐ If it doesn't align → it is **off-brand**.



