SIGN

Student Interest
Group in Neurology

AMERICAN ACADEMY OF
NEUROLOGY®

Toolkit and Identity Guide

WELCOME

Congratulations on receiving the official Student Interest Group in Neurology Toolkit! We are excited to provide your SIGN chapter with graphic elements that will help brand your group and its footprint at your institution.

The American Academy of Neurology developed the Student Interest Group in Neurology (SIGN) program in 1998 to stimulate and encourage interest in neurology among medical students. Today there are more than 100 SIGN chapters at schools throughout the world, bringing together fellow students with similar interests to engage them with the field of neurology. The goal of the new SIGN branding is to better unify chapters nationwide and create a universal look that allows chapters to be easily recognized. Please use this guide to learn how to properly use the SIGN and AAN logos for your chapter's events and marketing.

HOW TO USE THIS TOOLKIT

In the attached files you will find poster templates, PowerPoint templates, and social media graphics along with ideas on how to best use these elements to support the promotion of your SIGN chapter.

Provided SIGN Graphic

Space reserved
for institution brand

+

Institution brand

=

Final SIGN Graphic

ELEMENTS

LOGOS

SIGN

The SIGN logo should be applied as shown here. The primary SIGN logo is shown on SIGN Blue and contrasts the dark background with SIGN Yellow and white. The reverse logo is shown with SIGN Yellow and SIGN Gray in contrast with the white background.

American Academy of Neurology

The American Academy of Neurology® logo can be applied as solid white on a dark background, or solid black on a light color or white background.

Incorrect Usage

The SIGN and AAN logo must always be resized maintaining its provided 1:1 ratio. Do not pinch, distort, deconstruct, rearrange, or drop-shadow the logo.

Primary SIGN Logo
SIGN logo_ylw+wht.eps

Reverse SIGN Logo
SIGN logo_ylw+gry.eps

AAN Logo White
AAN_MrktgLogo White.eps

AAN Logo Black
AAN_MrktgLogo Black.eps

COLORS

A bold color palette has been designed to help reinforce the brand of your SIGN chapter. SIGN Blue, Yellow, Gray contrast one another and still have a vibrancy when used individually.

Name: **SIGN Blue**
CMYK: 86, 69, 50, 46
RGB: (37, 55, 70)
Hex: #253746
PMS: 7546

Name: **SIGN Yellow**
CMYK: 7, 36, 100, 0
RGB: (236, 170, 0)
Hex: #ECAA00
PMS: 124

Name: **SIGN Gray**
CMYK: 55, 41, 38, 5
RGB: (124, 134, 141)
Hex: #7C868D
PMS: 430
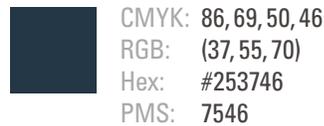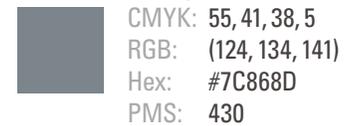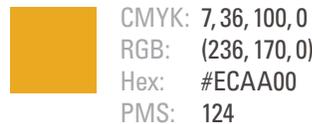
TEMPLATES

In the attached files you will find poster templates, PowerPoint templates, social media graphics, and templates along with ideas on how to best use these elements to support the promotion of your SIGN chapter.

TEMPLATES

POSTERS AND HANDOUTS

The SIGN Toolkit includes a poster template PDF built to 11"x17", and a handout template PDF built to 8.5"x11". Both include space on the top right below the sign logo for the addition of your institution name or logo. Both also have a large space for your chapter to fill with event information or promotional text and images.

Space reserved for institution brand

Space reserved for chapter-specific event information or promotional text and images

Primary SIGN Logo
AAN_MrktgLogo Black.eps

Primary SIGN Logo
AAN_MrktgLogo Black.eps

POWERPOINT

The SIGN Toolkit includes two Microsoft PowerPoint templates built to standard 4:3 and widescreen 19:9 aspect ratios. Both are built with space on the top right below the sign logo for the addition of your institution name or logo. Both also have a large space for your chapter to fill with event information or promotional text and images.

Space reserved for institution brand

Space reserved for chapter-specific event information or promotional text and images
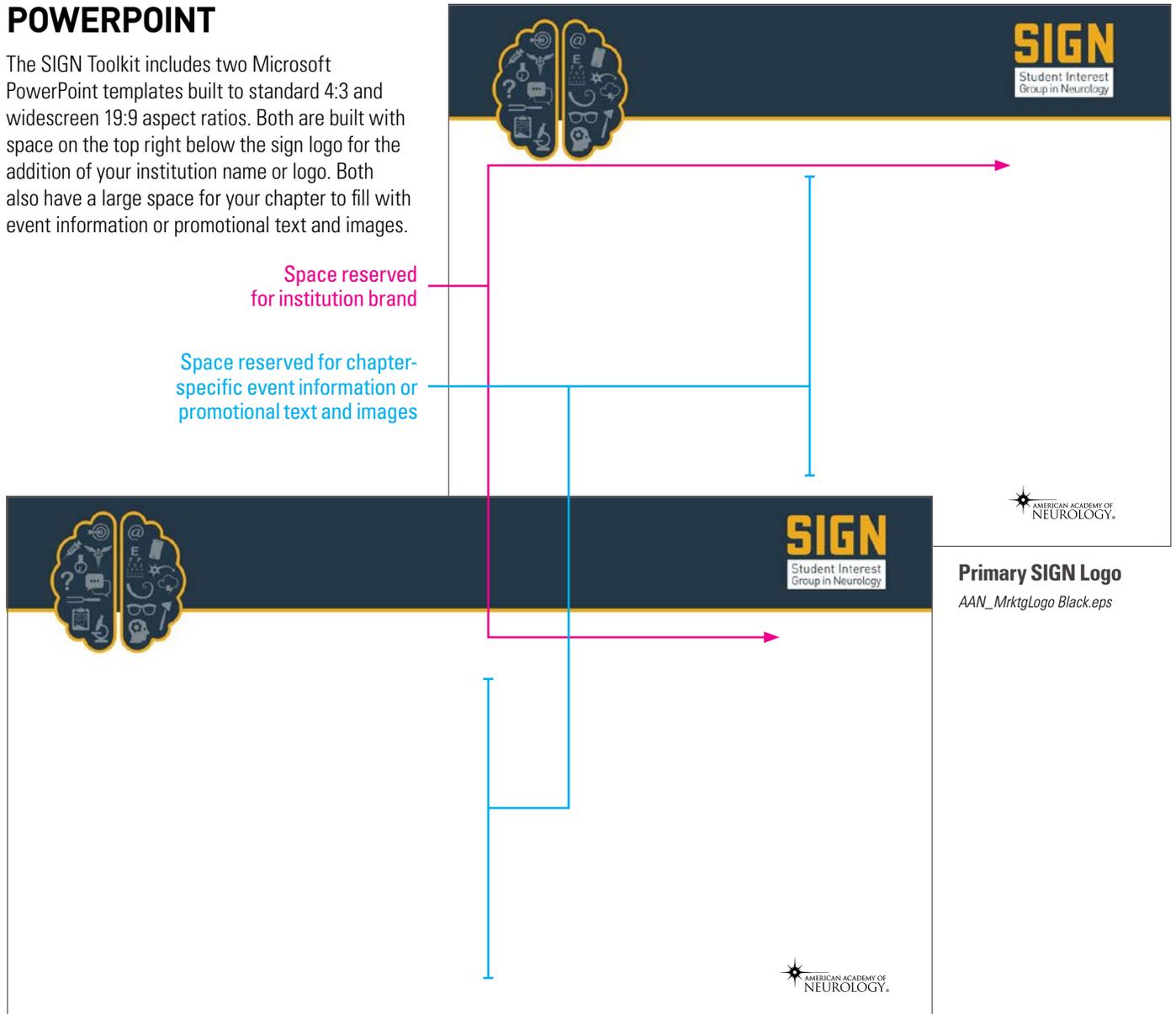
Primary SIGN Logo
AAN_MrktgLogo Black.eps

Primary SIGN Logo
AAN_MrktgLogo Black.eps

SOCIAL MEDIA

Social media elements of the SIGN Toolkit & Identity Guide are built for Facebook, Twitter, Instagram, and LinkedIn platforms. Profile pictures are included for standard sizes on each platform, as well as additional graphics for customization.

Facebook

Profile and Description

The profile picture of a SIGN chapter is shown here. For the SIGN chapter profile picture, format the name of the chapter as follows:
Student Interest Group in Neurology: [NAME OF INSTITUTION]

The description of the group must include this reference line:
This SIGN chapter is associated with the American Academy of Neurology.

Cover Photo

After placing your institution logo in the lower right region of the graphic, this image can be applied as your chapter's Facebook cover photo.

Group Cover Photo

If your chapter has a Facebook group, this image can be applied as the cover photo after your institution logo is placed in the lower right region of the graphic.

Facebook Profile Picture
SIGN_FB Profile Picture 340x340.jpg

Facebook Cover Photo
SIGN_FB Cover Photo 1200x675.jpg

Facebook Group Cover Photo
SIGN_FB Group Cover Photo 1640x859.jpg

Instagram

Profile and Description

The profile picture of a SIGN chapter is shown here. For the SIGN chapter profile picture, format the name of the chapter as follows:
Student Interest Group in Neurology: [NAME OF INSTITUTION]

The description of the group must include this reference line:
This SIGN chapter is associated with the American Academy of Neurology.

Post Template

After placing your institution logo on the right under the SIGN logo, this template can be used for announcements, quotes, fun facts, or other posts to promote your chapter or neurology in general.

Instagram Profile Picture
SIGN_Instagram Profile Picture 180x180.jpg
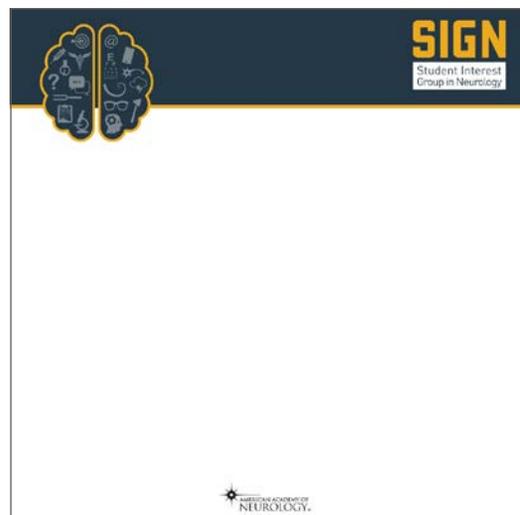
Instagram Post Template
SIGN_Instagram Photo Post 1080x1080.jpg

Twitter

Profile and Description

The profile picture of a SIGN chapter is shown here. For the SIGN chapter profile picture, format the name of the chapter as follows:
Student Interest Group in Neurology: [NAME OF INSTITUTION]

The description of the group must include this reference line:
This SIGN chapter is associated with the American Academy of Neurology.

Header

This graphic is provided to use on your twitter page to continue your chapter's branding.

Twitter Profile Picture
SIGN_Twitter Profile Picture 400x400.jpg
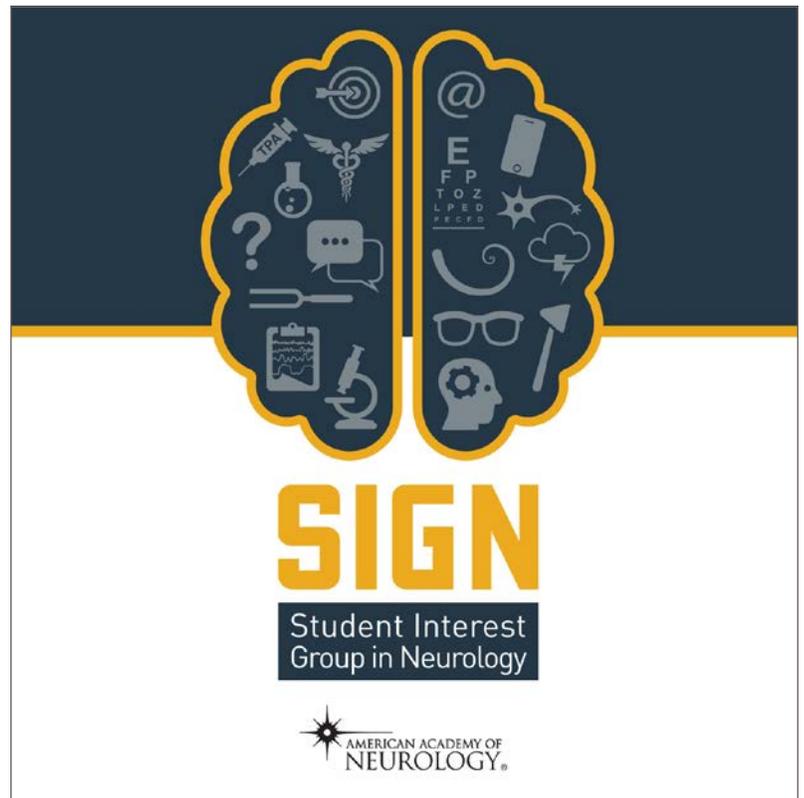
Twitter Header
SIGN_Twitter Header 1500x1500.jpg

LinkedIn

Profile Avatar and Company Logo

The profile picture of a SIGN chapter is shown here. For the SIGN chapter profile picture, format the name of the chapter as follows:
Student Interest Group in Neurology: [NAME OF INSTITUTION]

The description of the group must include this reference line:
This SIGN chapter is associated with the American Academy of Neurology.

Company Cover and Profile Banner

Use these graphics on your LinkedIn pages to continue your chapter's branding. Your chapter's institution logo or name can be applied to the bottom right in the available white space.

LinkedIn Profile Avatar
*SIGN_Linkedin Profile Avatar 400x400.jpg*

LinkedIn Company Cover
SIGN_Linkedin Company Cover 1536x768.jpg

LinkedIn Company Logo
SIGN_Linkedin Company Logo 300x300.jpg

LinkedIn Profile Banner
SIGN_Linkedin Profile Banner 1584x396.jpg

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