SIGN
Student Interest Group in Neurology

Toolkit and Identity Guide
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

![Provided SIGN Graphic](image)

Space reserved for institution brand

MMU Minneapolis Medical University

Institution brand

Final SIGN Graphic

![Final SIGN Graphic](image)
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.

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.

TEMPERATES
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.
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.
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.
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.

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.
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.

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.