

## **General Guidelines:**

For this infographic, we want the following layout:

**Section 1**, centered at the top of the design, and around it we could have a semi-professionals team that represents our composers (no suit and ties, but generally well-dressed).

**Section 2**, is the main attraction of this infographic. It should be directly below section 1, and it should have the four items listed in a circular loop, the idea being that we constantly repeat the cycle and improve our music compositions based on our findings. This section should involve an image of an EEG device on a person's head.

**Section 3 and Section 4**, are additional notes below section 2, (maybe section 3 on the left side and section 4 on the right side).

**Final Note** Should be written at the bottom of the document

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## **Additional Notes:**

1. Please make sure to use the colours and fonts provided in the branding guide, this is a corporate document and needs to be consistent with corporate branding guidelines.
2. Please take a look at our website, [evokedresponse.com](http://evokedresponse.com) and try to make the design somewhat compatible with our existing content.
3. Please use a white background for the infographic design and keep the design generally clean and not overly cluttered.

## **Infographic Content:**

*Extra Info* means it's an extra (secondary) piece of information to include into the infographic

### **Section 1**

We engineer music through neuroscientific principles.  
Our composers are versed in music cognition.

### **Section 2**

We are driven by empirical results:

- i) Create compositions to produce brainwave frequency profile changes
- ii) Measuring brainwave changes using electrodes and EEG devices
- iii) Conducting large-scale double blind behavioral experiments

*Extra Info:* Further details provided in our research papers

- iv) Using experimental results to enhance our music compositions

### **Section 3**

Our music is designed to produce brainwave patterns that are conducive to:

- i) Relaxation & Deep Sleep (as in inducing lower brainwave frequencies)

*Extra Info:* 30-day study indicates DOUBLING of deep sleep

*Extra Info:* Proven to reduce time needed to fall asleep and to decrease tossing and turning

- ii) Focus and Engagement (as in inducing higher brainwave frequencies)

*Extra Info:* Shown to increase focus by 40%

*Extra Info:* Proven especially effective for helping with ADHD symptoms

*Extra Info:* Shown to have additional benefits for introverted individuals

### **Section 4**

Testing and Evolving our craft with top academics:

- i) Engaging with renowned cognitive neuroscientists to conduct large-scale experiments

*Extra Info:* Graphical representation of Dr. Ben Morillon and Dr. Matthew Sachs (you can find their pictures on the website)

- ii) Pushing music cognition frontiers through engagements with academic institutions

### **Final Note**

Check out research papers for more information, and reach out to us anytime at [info@evokedresponse.com](mailto:info@evokedresponse.com)