

BRANDBOOK

2024©



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LOGO

The symbol is a stylized representation of doubling cells seen from a microscope and, at the same time, they are forming the shape “P” with the first 3 of them .



LOGO ON DARK BACKGROUND



LOGO ON LIGHT BACKGROUND



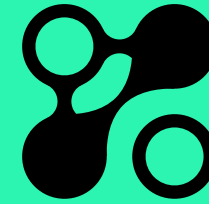
LOGO ON BLACK BACKGROUND



LOGO ON WHITE BACKGROUND



ICON ON DARK BACKGROUND



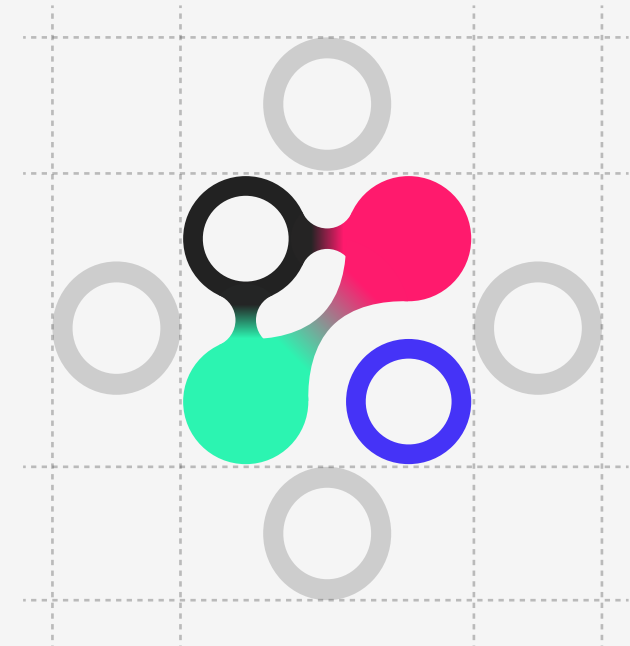
ICON ON LIGHT BACKGROUND



ICON ON BLACK BACKGROUND

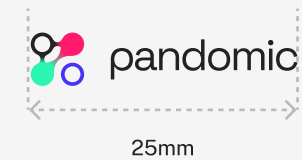


ICON ON WHITE BACKGROUND



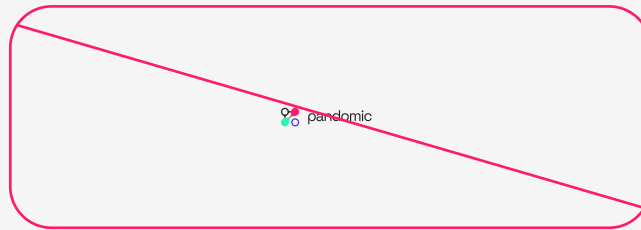
USAGE

To ensure optimal readability, it is recommended to leave empty space around the logo, corresponding to the size of the blue circle in the logo. The minimum width of the logo must be 25 mm to ensure its recognition and readability. Likewise, the minimum width of the logo icon should be 4mm.





DO NOT TURN



DO NOT USE TOO SMALL



DO NOT RECOLOR



DO NOT USE IN OUTLINE



DO NOT DEFORM



DO NOT USE GRADIENT



DO NOT USE SHADE



DO NOT USE LOGO WITHOUT ICON



DO NOT CHANGE TYPOGRAPHY

COLORS

The choice of colors reflects the ones used in DNA sequencing (to identify the four bases: adenine, guanine, cytosine and thymine) in order to create a link to it without being too obvious. They are accompanied by the colour black in order to give them a lot of contrast and evoke the technological and innovation element and to balance them with a more “serious” tone.

Black Guanine

RBG 238 240 70
CMYK 74 64 60 60
#222222

White

RBG 245 245 245
CMYK 0 0 0 4
#F5F5F5

Thymine Magenta

RBG 255 26 109
CMYK 0 92 27 0
#FF1A6D

Cytosine Blue

RBG 69 51 247
CMYK 87 74 0 0
#4533F7

Adenine Green

RBG 44 244 177
CMYK 60 0 49 0
#2CF4B1

Space Grotesk

The Space Grotesk font is chosen for its readability, modern design, and clean aesthetics. As a geometric sans-serif, it offers a neutral yet distinctive look, making it versatile for various applications while strengthening a brand's visual identity.

A B C D E F G H I

J K L M N O P Q

R S T U V W

X Y Z

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Light

Regular

Medium

Semibold

Bold

1234567890

Public Sans

The Public Sans font, a free font, is used for its readability, modern style, and simplicity. As a sans-serif font, it's seen as neutral and versatile, making it ideal for various visual.

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

abcdefghijklmnopqrstuvwxyz
vwxyz

Light

Regular

Italic

Bold

Bold Italic

1234567890

01

Space Grotesk Bold

LOREM IPSUM

Space Grotesk Regular

Consectetur adi

Public Sans Bold Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore



Public Sans Regular





ICONS

To align with the angular typography, we recommend using right-angled icons. This will reinforce the brand image and convey a sense of precision, stability, and professionalism.

