



BioSkryb

GENOMICS

Brand Guidelines January 2024

Logo

Logo Concept

BioSkryb utilizes a dynamic “O” letterform, mimicking a simplified view of a single-cell. The BioSkryb cell is used to provide movement to the BioSkryb lockup. This brandmark is utilized for favicon and iconography purposes.



Logo Safezone

Please be respectful of breathing room when using the BioSkryb logo or
brandmark. Utilize the BioSkryb cell as generalized padding when confirming
logo placement.



Logo
Usage



Services
Usage

ResolveDNA®
BaseJumper®
ResolveServicesSM
ResolveXOME™
ResolveOME™

ResolveDNA®
BaseJumper®
ResolveServicesSM
ResolveXOME™
ResolveOME™

ResolveDNA®
BaseJumper®
ResolveServicesSM
ResolveXOME™
ResolveOME™

Approved Color Variation

The logo lockup can be utilized in select usecases, dependent on background and visibility. Please consult with a marketing team member.



Unapproved Usage

Do not manipulate the logo or brand mark from approved files. These are examples of unapproved distortions.



Color Palette

Primary Palette

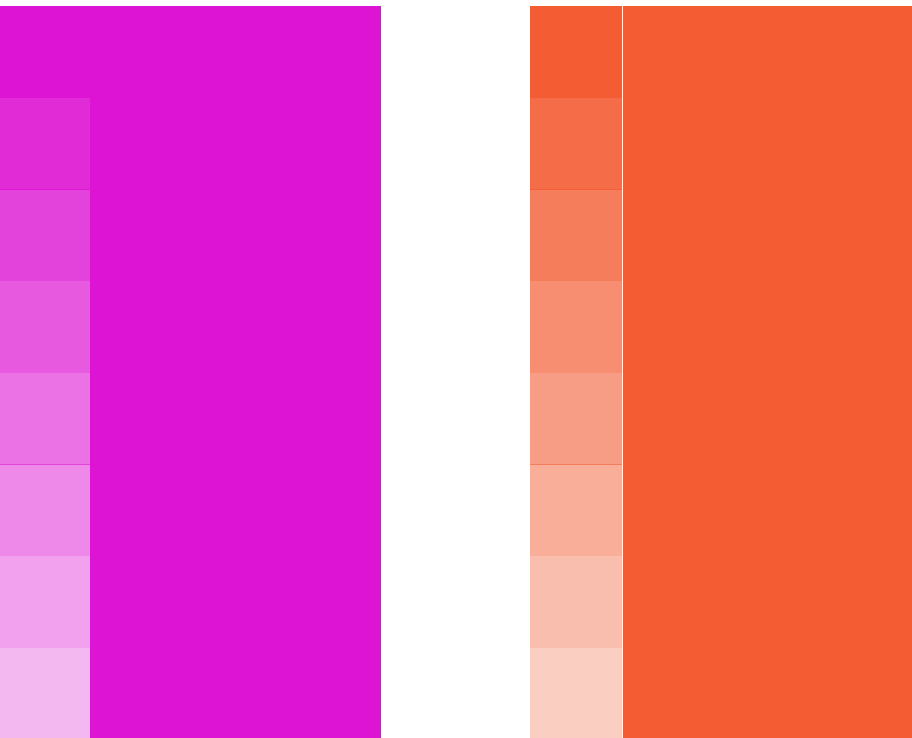


Navy
#12284C
PMS: 2768 C

Lime Green
#A0CC2C
PMS: 375 C

Sea Blue
#1082A2
PMS: 314 C

Secondary Colors



Magenta
#DD14D3
PMS: 807 C

Electric Orange
#F45D34
PMS: 171 C

Tertiary Colors



Grey
#777776
PMS: 424 C

White
#FFFFFF

Color Use

Please follow the general guidelines for color pairings and approved use-case.

White Background

- Green subheadings
- Navy headings
- Grey body copy

Navy Background

- Green subheadings
- White headings
- White body copy

[sub]

[H1] Heading

[body]

Sed do eiusmod

Lorem ipsum dolor sit amet

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dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

[sub]

[H1] Heading

[body]

Sed do eiusmod

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dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Typography

Font Pairings

We use Google Fonts for our brand typography. Our primary and secondary fonts are to be used across all collateral. *If working in a system program such as Microsoft Office, please use the System-Safe font below.*

System Font Substitution

Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#\$%*

fonts.google.com/specimen/Plus+Jakarta+Sans

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#\$%*

Aa

H1 | H2 | H3 | H4 | CTA

fonts.google.com/specimen/Inter

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#\$%*

Aa

BODY COPY

Font Usage

For layouts, use 11 pt. font size for body copy. 10 pt. font size can be used for figure legends. All proper nouns should be uppercase across all platforms and assets. The sizing in this document provides standard direction, please use as a guide dependent on your use-case.

Trademarks

ResolveDNA®
ResolveOME™
BaseJumper®
ResolveXOME™
ResolveServicesSM
The Next Generation of Single-Cell Technology

In text, use respective trademark symbol the first time in the body copy and then omit in subsequent uses. DO NOT use the trademark symbols in hero/headers unless it's the only mention. When using colors like the logo, include the trademark (™).



Hierachy

[H1] Heading

Plus Jakarta Sans Bold
Bold
48 px

[H4] Heading
Plus Jakarta Sans Regular
Regular
18 px

Additional

Links
Plus Jakarta Sans Regular Underline
Regular
11 px

CTAs
Plus Jakarta Sans Regular
Regular
11 px

CTA coloring is dependent on the background color. Please use the following guide to select the appropriate pairing.

[H2] Heading

Plus Jakarta Sans Regular
Regular
36 px

[Sub] Heading
Plus Jakarta Sans Semibold
Semibold
18 px

[H3] Heading
Plus Jakarta Sans Regular
Regular
24 px

[Body Copy]
Inter Regular
Regular
11 px

CTA Color Guide

