

CelVivo Designguide

2023

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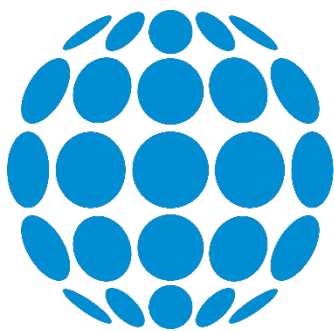
Logo

The CelVivo Logo is the heart of the corporate brand identity. The sphere represents the cell worked with in the ClinoStar, and the colour blue resembles the beets in the ClinoReactors. Thus, creating a consistent use of brand connotation from logo to product.

To support name recognition and build brand awareness the logo must appear as shown below at least once on all print, electronic, and promotional items. Consistent use of the of the logo is vital to perception of the brand.

The typography for the logo text is 'Qanelas Soft'. This typography should not be changed.

CelVivo logo colours:



Sphere

CMYK: 100 / 27 / 0 / 0

RGB: 0 / 141 / 210

HEX: #008dd2

CELVIVO
 STRESS-FREE 3D™

Text

CMYK: 0 / 0 / 0 / 100

Font / typography

Qanelas Soft

Logo Components:

The logo consists of three components. The primary component is the sphere. The second component is the company name "CelVivo". The third component is the tagline "Stress-Free 3D". The primary component – the sphere – should be used whenever possible and should not be modified or changed.



Logo Usage:

The sphere may be used alone or with the company name and tagline. The tagline should never be used without company name or sphere. When used alone, the sphere should always be either blue or white.

The sphere can be used alone in content heavy materials, as a “home button” on webdesign or whenever the piece of marketing collateral has the purpose of brand recognition.

Dependent on the background, the logo can be used as an all-white or all blue alternatives when used in its entirety.



Logo hierarchy and third part usage:

The blue sphere and black text are the main logo of CelVivo and should be used in its entirety for third party users.

This version of the logo should be used whenever on a white or grey background and is also to be used whenever the marketing material has a branding purpose.

Correct use of the main logo:



The White version of the logo is second in the brand hierarchy and should be used whenever it's displayed on a brand-coloured background (see colour section) or neutral colored (black, grey).

The white logo can be used in marketing material that has a purpose of product promotion or in relation to statements regarding product features.

Correct use of the white logo:



The all-blue logo should only be used regarding the ClinoStar and is featuring on the product. The all-blue logo should not be used in relation to any other brand colours.

Correct use of the blue logo:



Colors

CelVivo has a color palette consisting of primary and secondary colors. “Pacific Blue” (logo color), “London Hue” and “Cadet Purple” are the primary brand colors of CelVivo. These colors are used across marketing collateral and internal and external branding material.

London Hue and Cadet Purple each have a lighter version that can be used for variation.

Pacific Blue (Logo Color):

HEX:
#008dd2
RGB:
0, 141, 210
CMYK:
1.00, 0.33, 0.00, 0.18

London Hue:

HEX:	HEX:
#c9a7cf	#eee4f0
RGB:	RGB:
201, 167, 207	238, 228, 240
CMYK:	CMYK:
0.03, 0.19, 0.00, 0.19	0.01, 0.05, 0.00, 0.06

Cadet Purple:

HEX:	HEX:
#6e75b2	#abafd3
RGB:	RGB:
110, 117, 175	171, 175, 211
CMYK:	CMYK:
0.38, 0.34, 0.00, 0.30	0.19, 0.17, 0.00, 0.17

The secondary colors are a range of sub colors, that can be used for specific design elements, icon colors, backgrounds, overlays, icon variations etc.

All colors have a dusted nuance, thus matching the nuance of the primary colors.

Secondary colors:

HEX: #f8f8fa RGB: 248, 248, 250 CMYK: 0.01, 0.01, 0.00, 0.02	HEX: #cdcdcd RGB: 205, 205, 205 CMYK: 0.00, 0.00, 0.00, 0.20	HEX: #373737 RGB: 55, 55, 55 CMYK: 0.00, 0.00, 0.00, 0.78	HEX: #212121 RGB: 33 33, 33 CMYK: 0.00, 0.00, 0.00, 0.87
HEX: #6377fd RGB: 99, 119, 253 CMYK: 0.61, 0.53, 0.00, 0.01	HEX: #536dfe RGB: 83, 109, 254 CMYK: 0.67, 0.57, 0.00, 0.00	HEX: #3704a6 RGB: 55, 4, 166 CMYK: 0.67, 0.98, 0.00, 0.35	HEX: #2c7498 RGB: 44, 116, 152 CMYK: 0.71, 0.24, 0.00, 0.40
HEX: #5a978c RGB: 90, 151, 140 CMYK: 0.40, 0.00, 0.07, 0.41	HEX: #8a2a55 RGB: 138, 42, 85 CMYK: 0.01, 0.70, 0.38, 0.46	HEX: #ffe8a7 RGB: 255, 232, 167 CMYK: 0.01, 0.09, 0.35, 0.00	

Typography

Typography is an extension of our brand. The following typefaces should be utilized for all CelVivo marketing materials, including app.notes, blog posts, signage, web and sales materials.

Just as the logo, the CelVivo font family are expressions of the brand, and the following allows for a full range of practical and creative uses to ensure consistency across all materials.

For web applications, Montserrat semibold thin or medium is the preferred primary typeface when representing headlines or a graphic. Alternatively, the extra bold can be used when it's of importance to emphasize the text further. For default HTML body copy, system default should be used.

The only exception, where the Montserrat shouldn't be used is for the logo. See logo typography under logo-section.

Font family: Montserrat

Montserrat – Semi bold thin:

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 Æ Ø Å – 1 2 3 4 5 6 7 8 9 ! ? &
a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å

Montserrat – standard

Montserrat – thin

Montserrat – light

Montserrat – Extra Light

Montserrat – Medium

Montserrat – Semi bold thin

Montserrat – Semi bold italic

Montserrat – Extra bold

Icon Style

Icons are relevant in certain marketing- and branding materials such as videos, power point presentations, application notes and infographics, just as they are used across our web platforms.

CelVivo does not have a labelled icon style. However, icons should generally resemble the sphere from the logo, thus meaning round and smooth edges with a thick outline is preferred.

Icons should visually represent what they symbolize. No abstract icons or vague connotations should be used.

The following is a selection of what kind of icon style can be used for CelVivo.



Icons can also be used as part of (info)graphics. When used in this context, icons should still follow the above-mentioned icon guideline but also follow the correct color guideline.

Correct use of icons for (info)graphics:

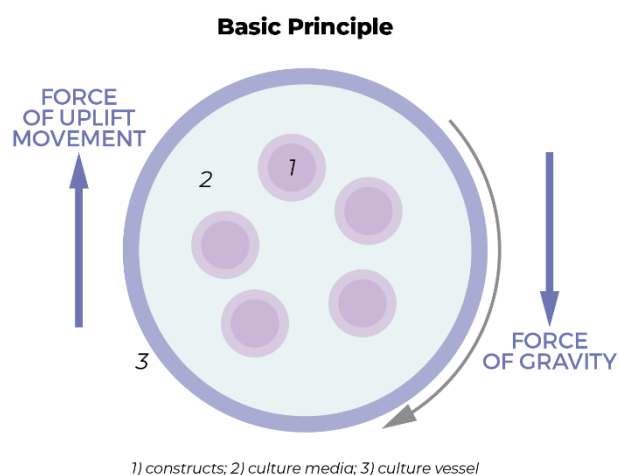
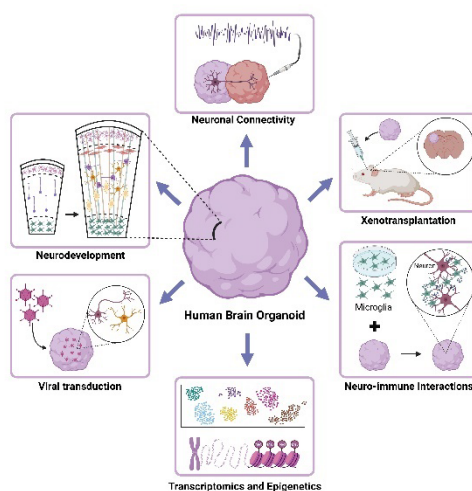


Image Style

Images used for websites, marketing- and branding collateral should have a photographic realism and naturalistic sense.

Product pictures should focus on product design, emphasizing functions through beautiful closeups and stylistic photos. The environment of product photos should be scientific, showcased in a lab-setting focusing on the unique product design and how the product features in a professional setting.

The product can be showcased in other environments for marketing and branding purposes, but only in a context that supports the scientific purposes of the product.

Other pictures, such as pictures of cells, general labs, other environment etc. should always be of high photorealism and naturalistic. It can be stainings of real cells, but certain animated pictures are also okay to use.

Correct usage of images:



