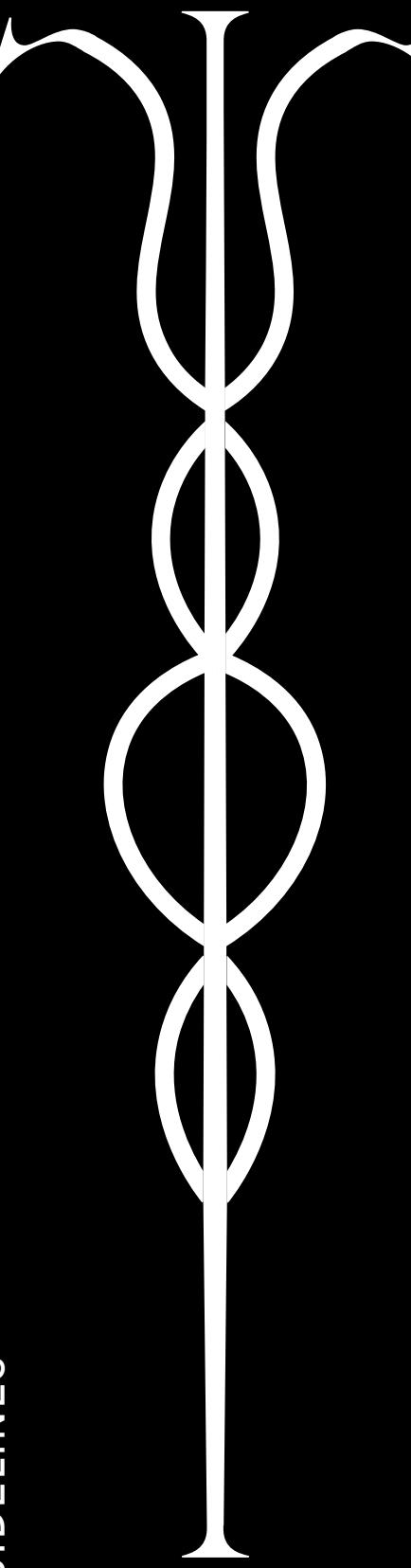


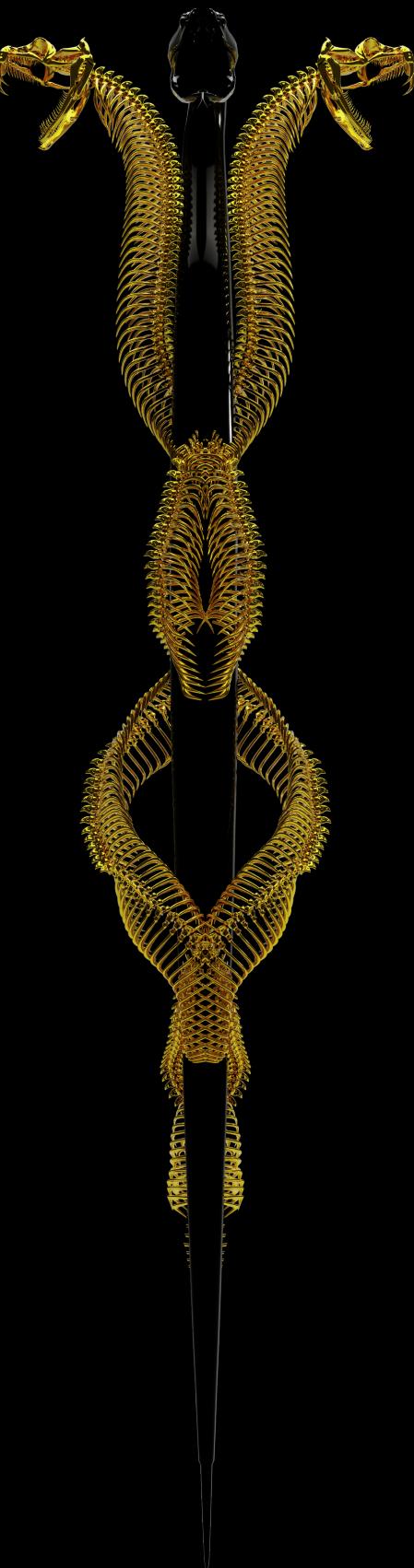
ANTIGEN
BRAND
GUIDELINES

APRIL

2023



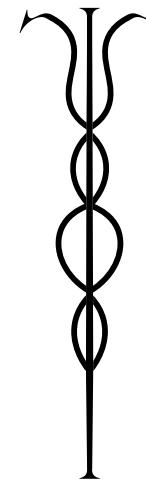
Brand GUIDELINES



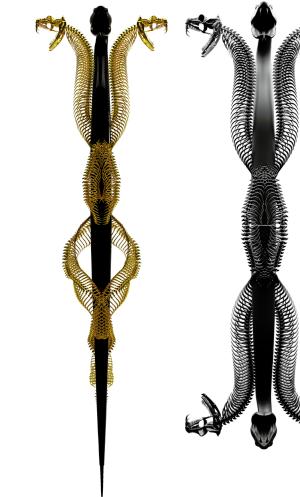
Brand GUIDELINES

LOGO GUIDELINES

Logogram



Logogram 3D

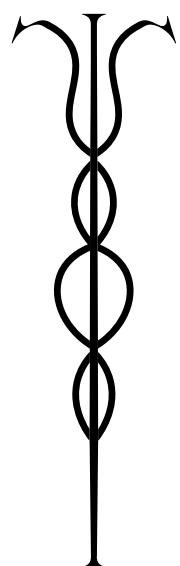


Logogram + Logotype

ANTI
GEN

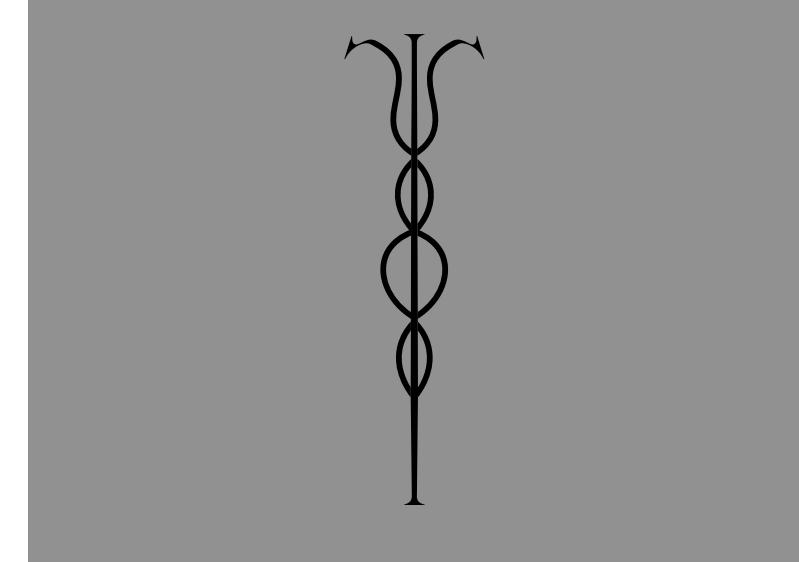
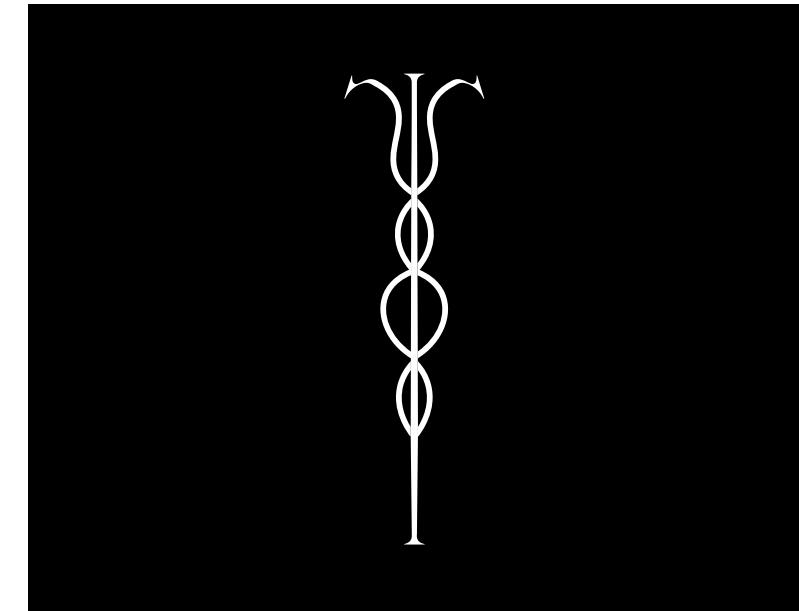
By following these design guidelines, you can create social media content that are consistent with Antigen brand's image and identity.

LOGO GUIDELINE

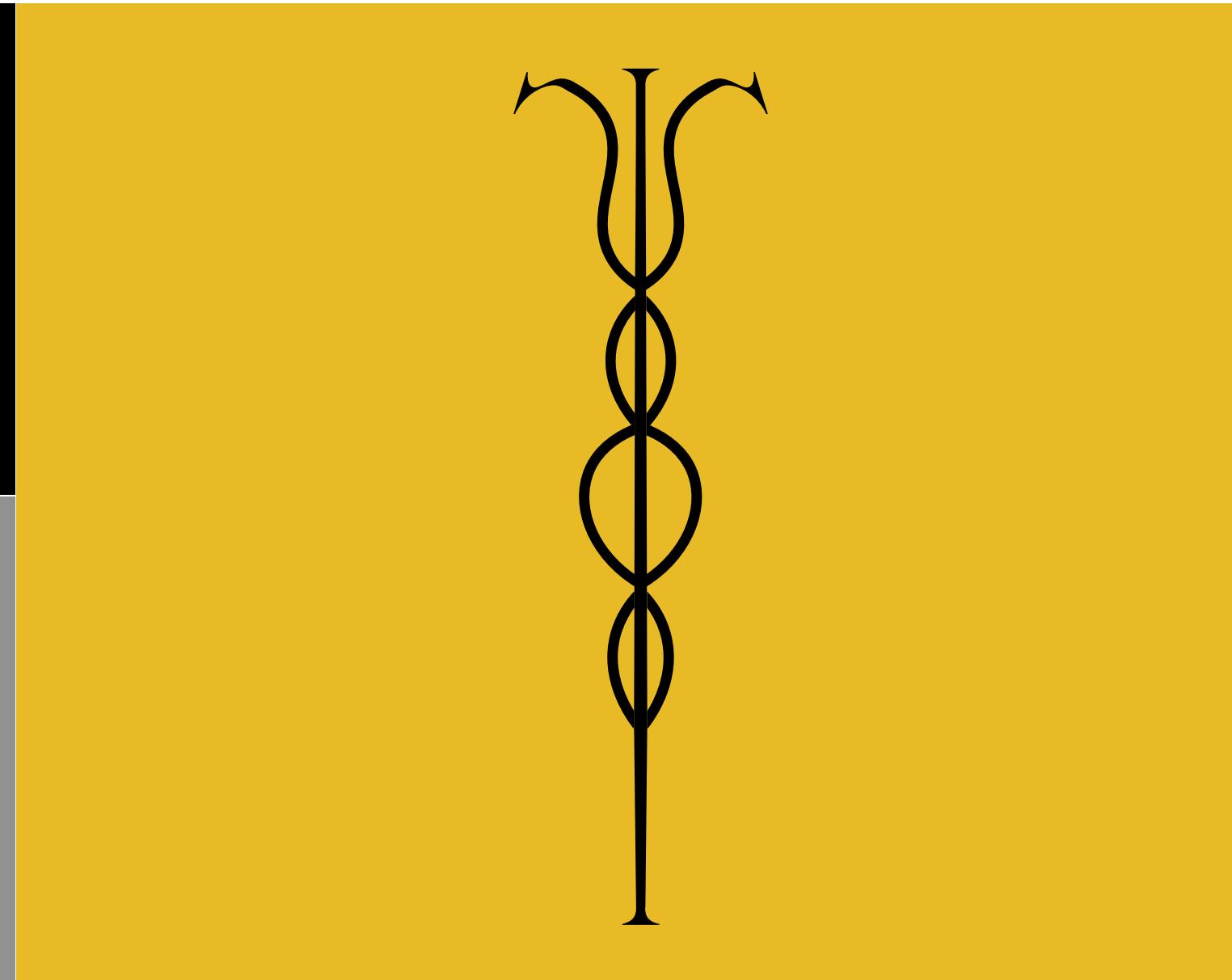


- The ANTIGEN logo must be used in all social media content.
- The logo should be placed in the top left or bottom right corner of the story.
- The logo must be used in its original color (yellow) or in white when used on a black or gray background.
- The logo must be clear and legible at all times.

Main Logo



Monochrome



01

Brand GUIDELINES

GERSIO

REGULAR

AA BB CC DD
EE FF GG HH

BOLD

SYMBOL & NUMERIC

1234567890
!@#\$%^&*()

02

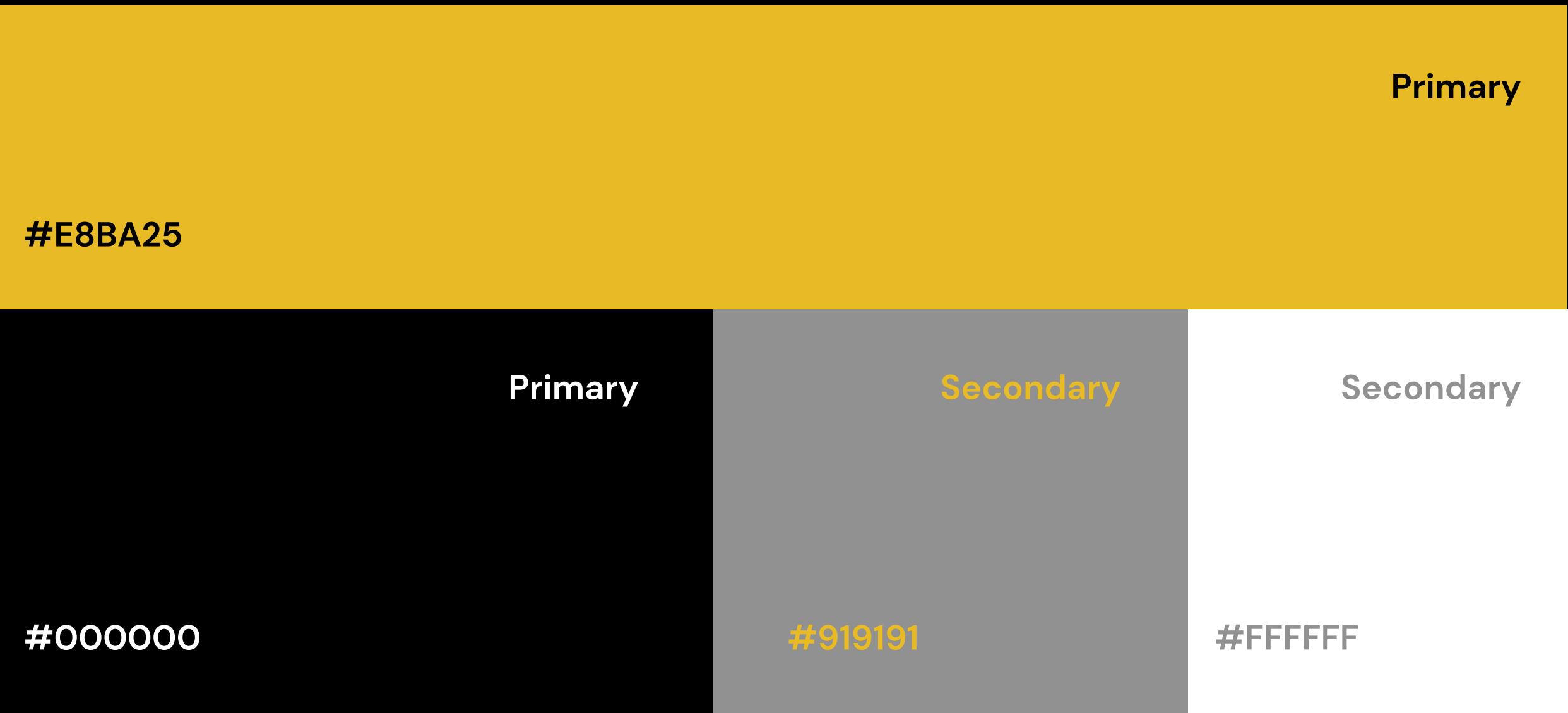
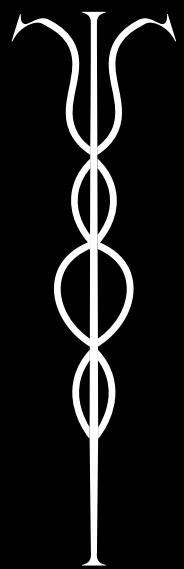
Brand GUIDELINES

TYPOGRAPHY

The primary font for all text in Instagram stories should be Gersio.

Headlines should be bold and set in uppercase.

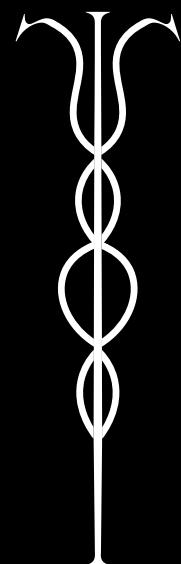
Body text should be set in sentence case and use a regular weight.



O3

Color Usage:

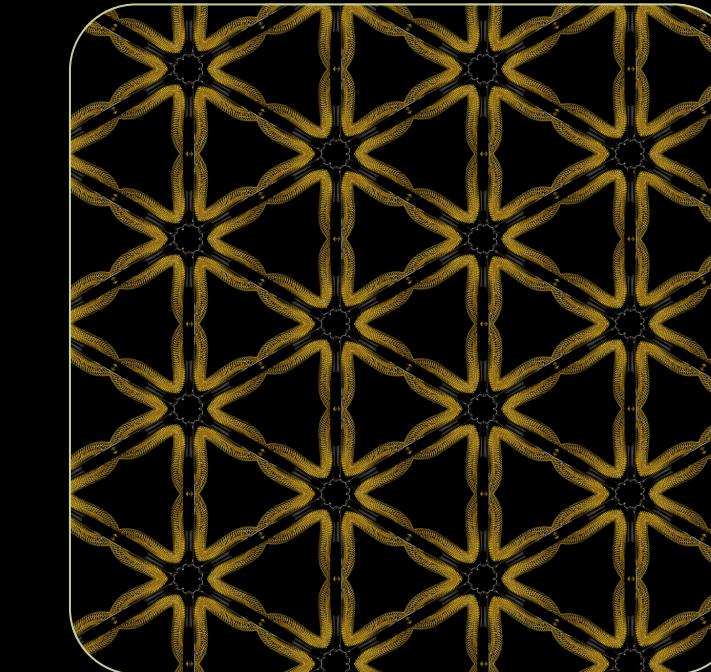
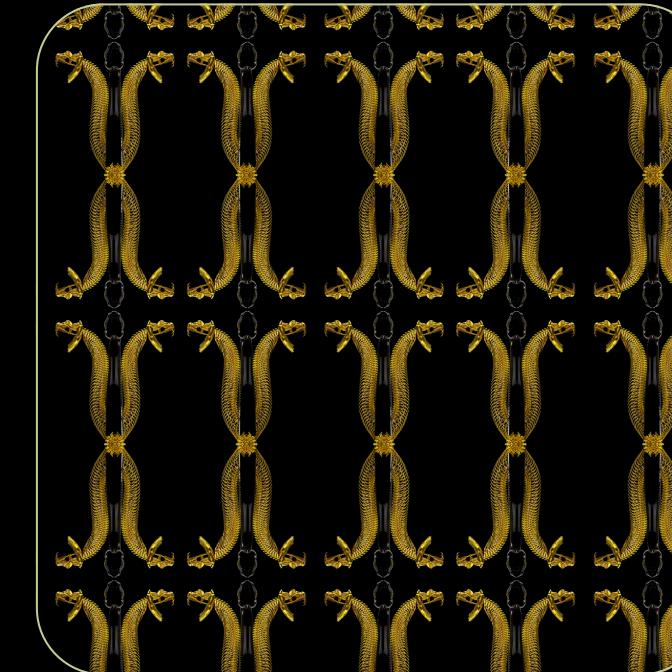
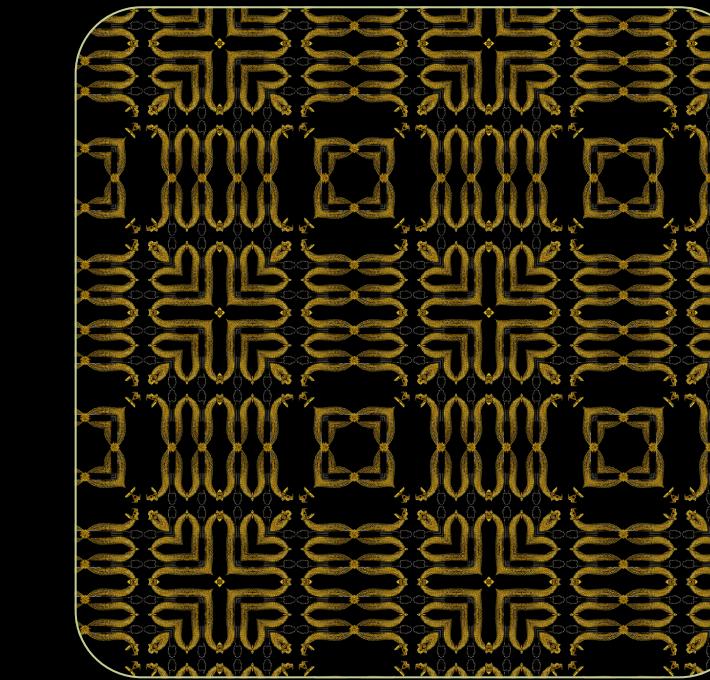
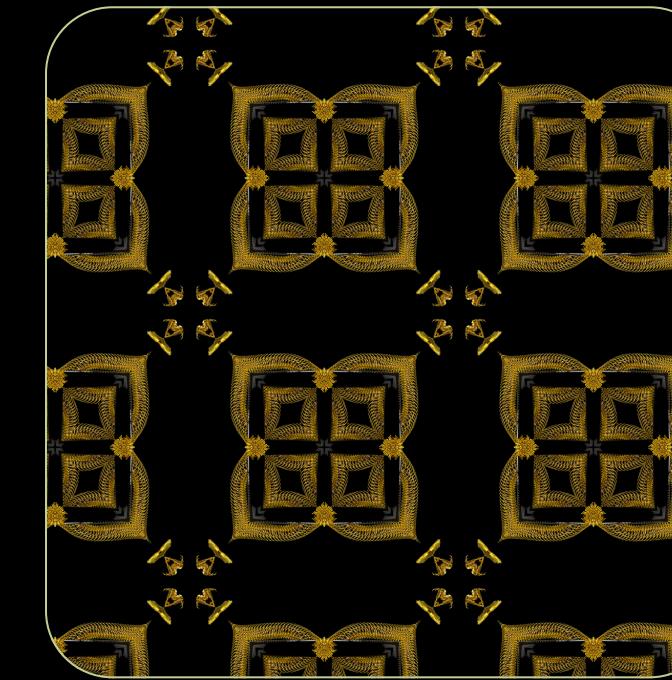
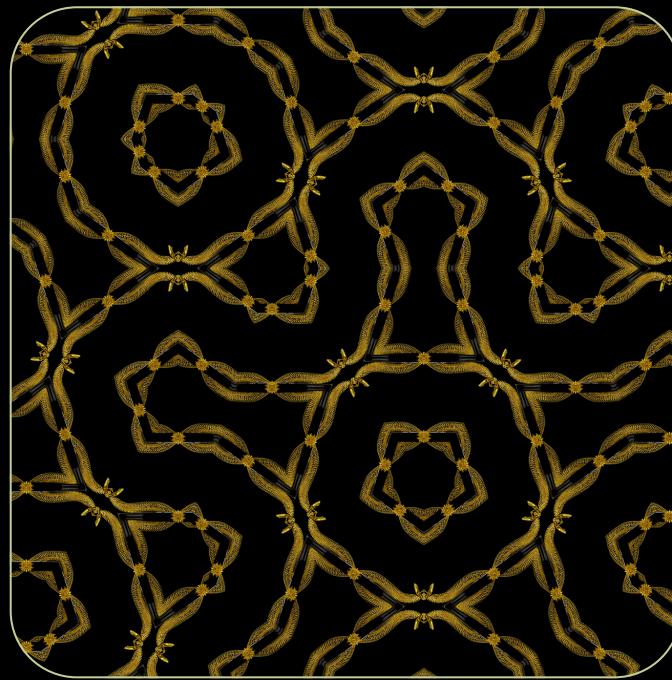
The primary colors to be used in are yellow, black. Yellow should be used sparingly to draw attention to key elements. Black and gray can be used for text and background elements. White can be used for text and as a background color.



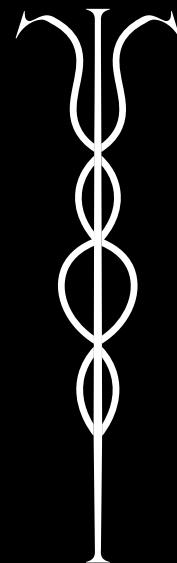
2023

APRIL

04 MONOGRAM



Brand GUIDELINES



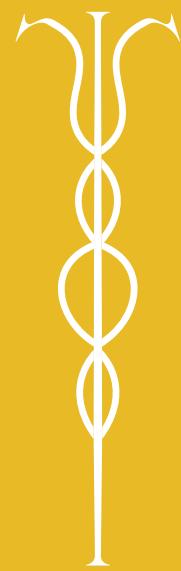
05

Brand GUIDELINES

- Images used in Instagram stories should be high quality and relevant to the content.
- Graphics should be simple and easy to understand.
- All images and graphics should be consistent with the brand's color palette.

BRAND IMAGINERY



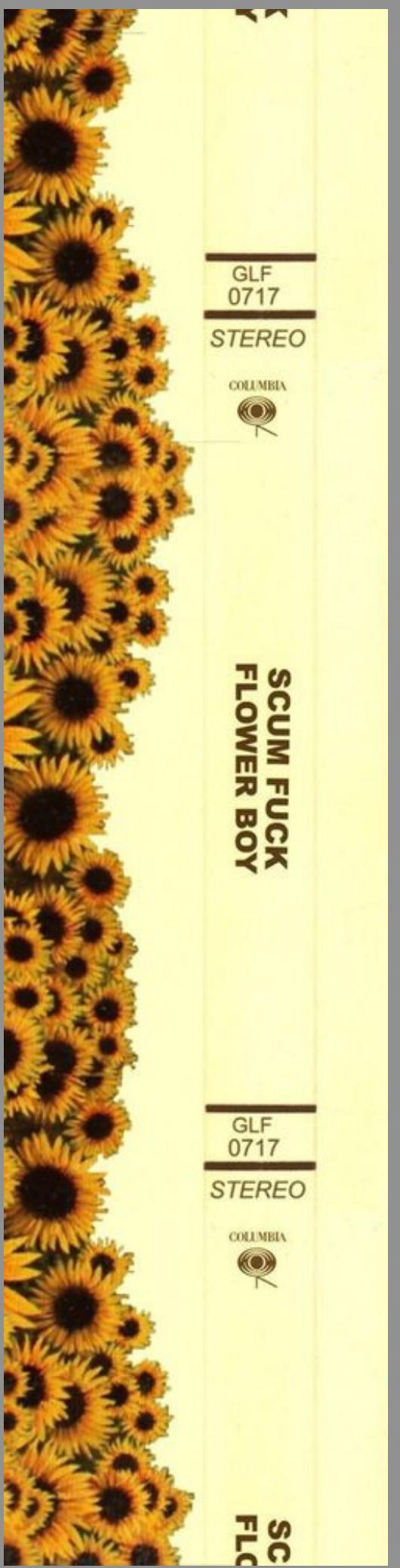


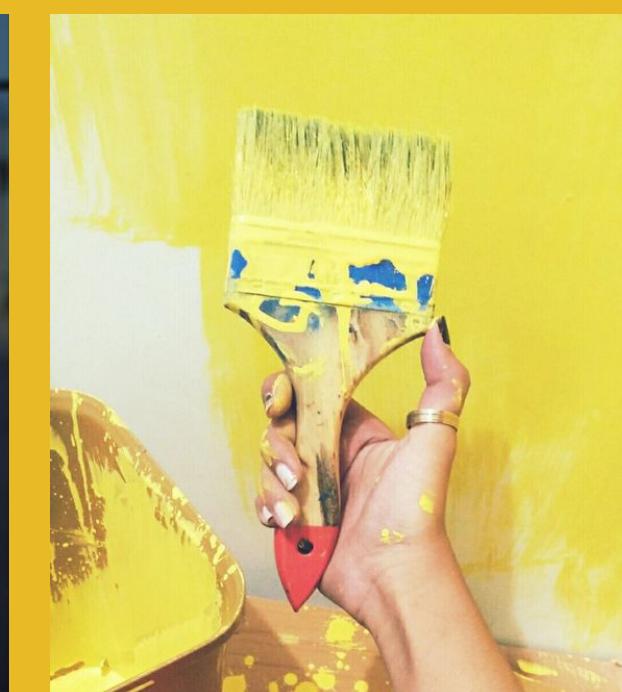
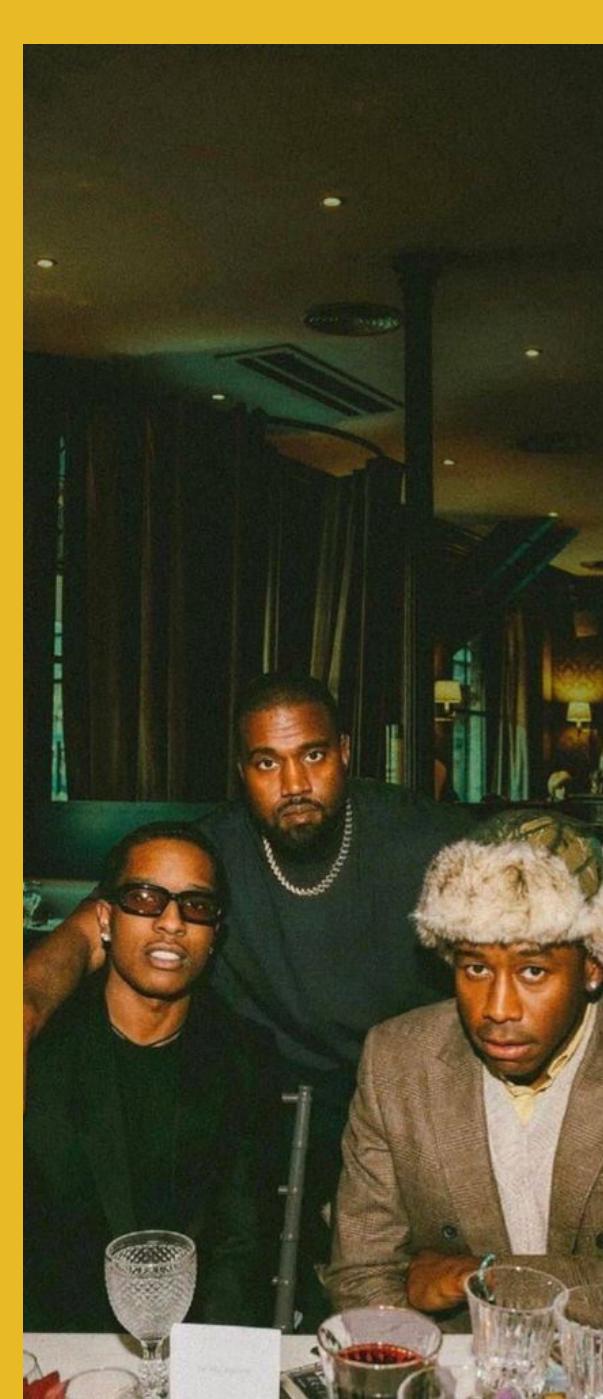
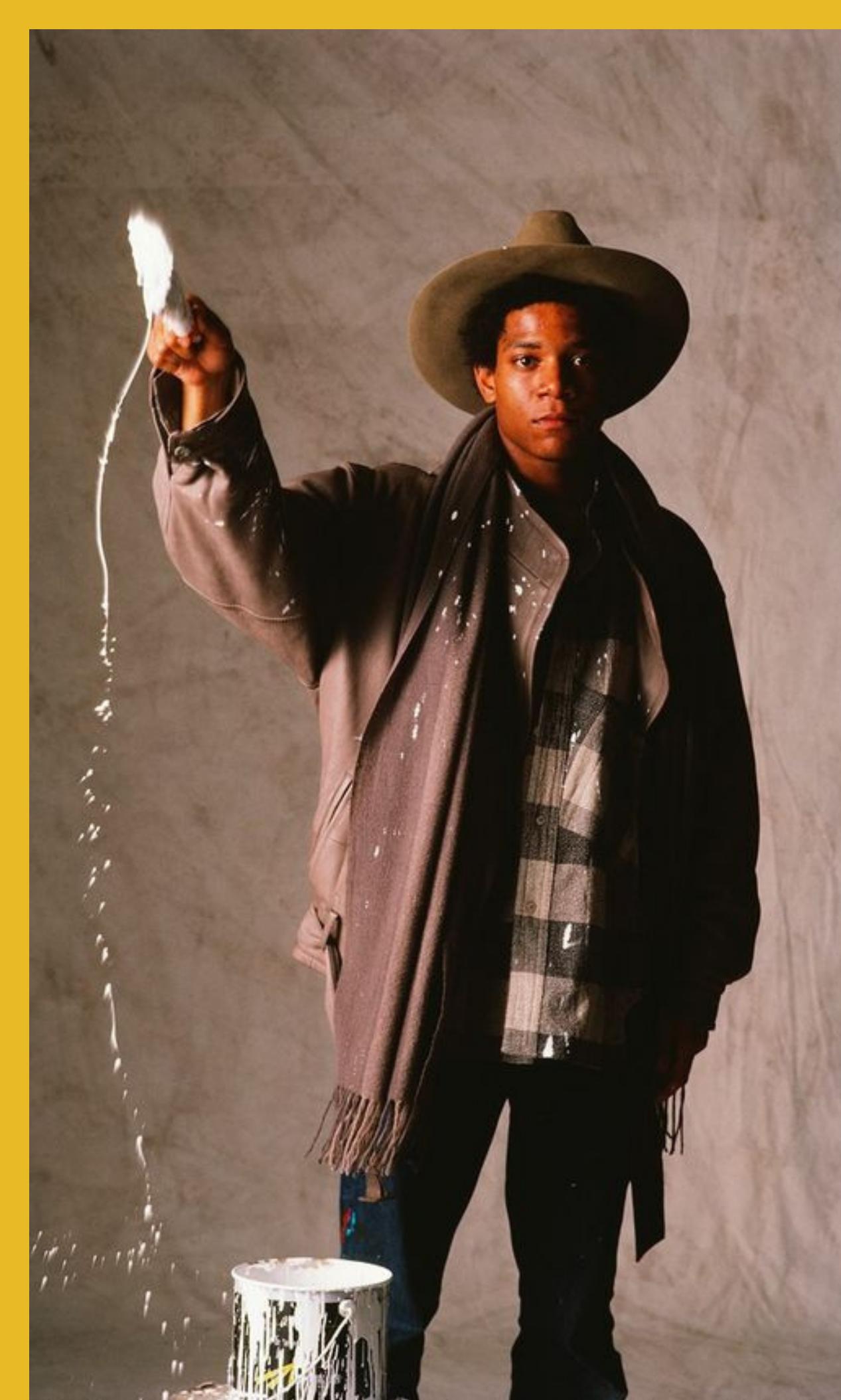
MOODBOARD

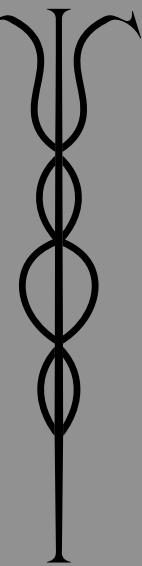
- The overall style of Instagram content should be clean, simple, and modern.
- Stories should be visually engaging and easy to read.
- A consistent style should be maintained across all stories





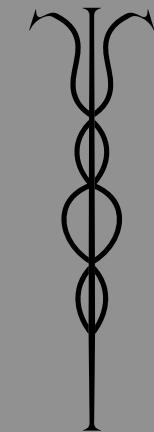
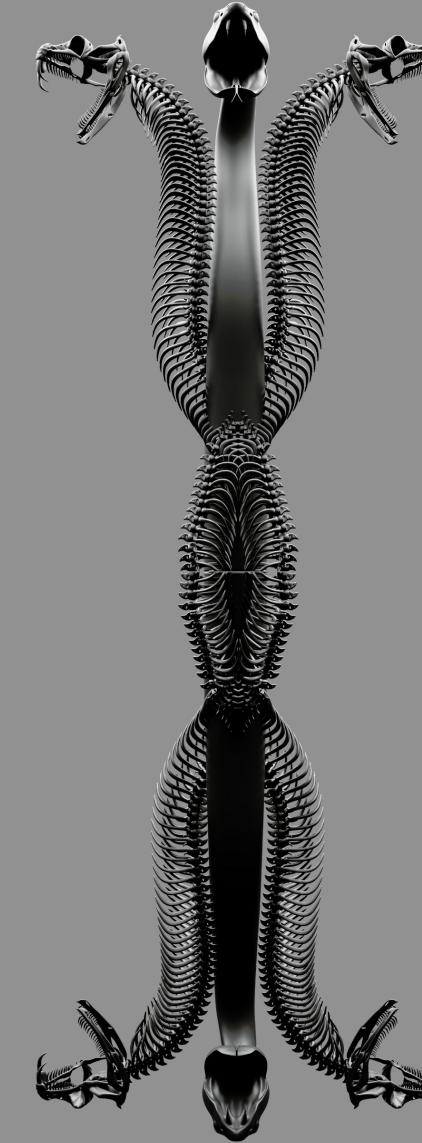






Brand GUIDELINES

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